

COMMUNICATION STRATEGY FOR TN-IAM PROJECT

Introduction

The World Bank Supported TN IAM (Irrigation for Agriculture Modernisation) Project is a follow up of IAMWARM (Irrigation for Agricultural Modernisation and Water Resource Management) Project which has made significant development impacts in the state by modernising irrigation infrastructure, improving water use efficiency, enhancing yields and productivity of agriculture in a climate resilient production systems, diversification towards high value crops, strengthening the institutional reforms through Participatory Irrigation Management (PIM) and Water Users Association (WUA). The IAM Project will bring the policy and institutional development achieved under IAMWARM project to a new level and will serve as the key vehicle for implementing the Tamilnadu Government agenda in further enhancing water and agriculture productivity in a sub basin framework.

The project will also rehabilitate and high-priority tank irrigation systems in 66 sub basins of the sub-basins of the state, which were not part of IAMWARM.

The five major areas of focus present themselves:

- Improved irrigation infrastructure
- Crop diversification through high value crops
- Climate Resilient technologies for improved productivity
- Improved market access system of value addition
- Institutionalising PIM & Improving water management

Target Beneficiaries

The main target beneficiaries are farmers, women, marginalized communities, water users associations, farmer producer companies, Line Department Officials and other entrepreneurs. The project will actively promote gender inclusion and women participation in all key project interventions. Project will reachout to 5 lakh farmers in which 2.25 Lakh are women.

Project Scope and Area

The project will cover rehabilitation of about 4778 Tanks, 477 Anicuts in 66 sub basins. The total command area to be covered will be 5, 43,000 hectares.

Communication Tools to be Adopted

Multi-Disciplinary Project Unit

The Multi-Disciplinary Project Unit (MDPU) established under the IAM Project will serve as the management and coordination unit for the project, with need-based modifications. The MDPU will coordinate and catalyze departments for preparation and implementation of annual project budget, sub-basin development plans, and implementation progress reports. The MDPU will provide knowledge support on Monitoring and Evaluation, procurement and fiduciary related actions of the departments/implementing agencies involved in the project.

STRATEGIES AND COMMUNICATION METHODOLOGY FOR MDPU

S.NO	STRATEGY	ACTION PLAN
1.	Developing User Friendly Information , Education and Communication (IEC) Materials	<ul style="list-style-type: none"> • Handouts • Brochures • Video Documentary Films • Photo Documentation • Documenting Success Stories • Publication of Success stories in Tamil Language for Shared Learning among Sub-Basin Farmers and Line Department Officials
2.	Publicity	<ul style="list-style-type: none"> • Press Release through Newspapers of Important Event • Radio Talks • Advertisement in Newspaper (More Income Per Drop Water) • Participation of Specialists in Television Programme in Doordarshan such as Vayalum Vazhvum and Uzhavar Ulagam. • Sharing of the project success in News Channels as the feature story.
a.	Online-Media	<ul style="list-style-type: none"> • Publishing success stories in World Bank Websites • Sharing of Success Stories or Innovative Idea through What's App • Technology (SRI, Cono Weeder, Power Weeder) capturing through Video on Mobile • Sharing of new idea through Short Messaging Service (SMS) to reach wider mass at the same time.
3.	Farmer Field School Method	<ul style="list-style-type: none"> • Participation of MDPU Specialists in

		<p>Field Observation and Experimentation</p> <ul style="list-style-type: none"> • Farm Schools may be from among progressive farmers, extension functionaries or experts belonging to Government or Non-Government Sector • Demonstration (Class through TNAU Professors, Agricultural Extension Workers, Progressive Farmers) to reach famers in Integrated Pest Management, Integrated Nutrient Management and Bio-Villages.
4.	Peer to Peer Method	<ul style="list-style-type: none"> • Peer Training can be conducted to the small and marginal farmers who were reluctant to adopt diversification of crops by showing successful method adopted by the Progressive Farmers. • Self-Help Group members from Women Development Corporation will be provided training on SRI, IPM, INM and Bio- Villages. • Officials would be trained at National Institute of Plant Health Management, Hyderabad and their knowledge would be utilized to impart training on this technology for selected farmers groups/clusters
5.	Field Visits	<ul style="list-style-type: none"> • MDPJU Representatives of the different department along with other stakeholders will undertake various participatory exercises including joint walk through. Various interventions including improvements and building of irrigation infrastructure required for the tank system will also be explored. Parallel to these farmers will be motivated to form Water User Associations (WUA) and the existing ones will be strengthened. All these activities are documented into a comprehensive Sub basin development plan.
6.	Annual Report	<ul style="list-style-type: none"> • Collection of Annual Report from all

		Line Departments <ul style="list-style-type: none"> • Compilation and Collation of all Line Departments Report. • Preparation of Annual Report for wider Dissemination
7.	Impact Assessment Report	<ul style="list-style-type: none"> • Problems Encountered and Solution offered Report • End Result Report • Photo Exhibiting Report Pre-Post Scenario.

Communication Budget Required FY 2018: 5 Lakhs

Line Departments

Water Resource Department

The objective of this Department is to address irrigation and water management, covering both supply and demand aspects. It consists of four inter-related sub-components: (i) Institutional strengthening and capacity building for water management (ii) Irrigation systems modernization (iii) Participatory irrigation management; and (iv) Convergence for improved service delivery. The support envisaged under the project would cover policy and institutional strengthening.

STRATEGIES AND COMMUNICATION METHDODOGY FOR WATER RESOURCE DEPARTMENT

S.No	STRATEGY	ACTION PLAN
1.	Awareness Creation	
	a) Farmer participation for formation of Water User Associations (WUA) and taking up Operation and Maintenance and Water Management	<ul style="list-style-type: none"> • Entry into villages conducting informal meetings. • Conducting formal meetings. • Conducting PRA in the villages and organizing Social Mapping and Resource Mapping.
	b) Women Participation and Empowerment	<ul style="list-style-type: none"> • Identification for Perspective Women folk who excels in Self Help Group activities in Farmer Interest Group (FIG) and Dairy Interest Group (DIG) may be utilised for awareness about IAM project at village level

	<p>c) Reaching out to Vulnerable Groups and Marginalised</p>	<ul style="list-style-type: none"> • Educate Project Staff on involvement of Vulnerable Groups through Meeting. • Work with the Vulnerable Groups to communicate the goals, strategies and plans of the project. • Design and organize specific capacity building programs for groups. • Facilitate exposure to improved agriculture practices including IPM. • Provide information on various formal lending institutions available in the locality and productively using for improved farming.
	<p>d) Grievance Redressal Mechanism</p>	<ul style="list-style-type: none"> • • Flyers and Pamphlets in Tamil Language at the village, block and district level by all Line Departments thereby ensuring transparency in Project Implementation.
	<p>e) Mass and Outdoor Media</p>	<ul style="list-style-type: none"> • 250 Wall Paintings in important part of Sub basin about the IAM project and role of Water Resource Development in VAO office and Panchayat office.
<p>2.</p>	<p>Trainings</p> <p>a) Trainers of Trainers (TOT)</p> <p>b) Peer Training</p>	<ul style="list-style-type: none"> • Selection of lead farmers from the 12 Water's User Association to take on role as champion Peer Trainers for training new WUAs on Operation (O) and Maintenance (M) practices. • Providing capacity building T.O.T training to selected Peer Trainer Farmers through IMTI and CEC at Irrigation Management Training Institute (IMTI) for providing regular WUA capacity building training to farmers. The Peer Trainers will also undergo intensive water management training including how to teach other farmers about O&M, asset

	c) Community Collaborative Water Management (250 Villages)	<p>maintenance, water management and fee collection.</p> <ul style="list-style-type: none"> • 'Awareness Creation' about Water Resources, the need for optimum use of water in the village, equitable distribution of water and thereby water conservation of water. • 'Conducting 'Water walk' with the cross-section of the people in the village with the active participation of all the people to assess the conditions of the water bodies. • Conducting Participatory Rural Appraisal (PRA) • Development of Village Vision. • Water Budgeting- Assessment of water resources available in the village and the demand for various sectoral uses to assess status of the water balance .This is done by the community
3.	Formation of community change management group covering FIG and DIG	<ul style="list-style-type: none"> • Identification of Volunteers who are willing to volunteer and do some service to village comprising of Lead farmers, Opinion farmers, retired teachers, Government servants and women SHGs for Community Change Group which can serve as one simple umbrella for all the activities which can satisfy FIG and DIG activities.

Agriculture

Sustainable intensification and diversification of agriculture production systems will be achieved through a large scale program of awareness creation and on-farm demonstrations on new seeds and promising technologies, capacity building and training activities; and by leveraging private sector investments in water management and farm mechanization. Climate risk resilience will be built into crop and horticulture production systems by:

(a) promoting cultivation of short duration, high yielding, drought-, pest- and disease-tolerant crops/varieties of pulses, maize, oilseeds, millets, vegetables and fruits

(b) installation of micro irrigation drip and fertigation systems

(c) promoting water saving agronomic practices like the system of rice intensification and the sustainable sugarcane initiative.

**STRATEGIES AND COMMUNICATION METHDODOLOGY FOR
AGRICULTURE DEPARTMENT**

S.No	STRATEGY	ACTION PLAN
1.	Technology Demonstration	<ul style="list-style-type: none"> • Improved Production Technology (IPT) crop demonstrations on paddy, pulses, millets, minor millets, supply of critical inputs such as quality certified seeds, hybrid seeds, bio-fertilizers, micro nutrient mixtures and other inputs with additional support to INM, IPM and organic farming techniques through IEC materials (Handout, Phamphlets, Brochures, Posters and Banners) and Capacity Building (through 4500 Farmer Field School, Village Level Meetings, Village Melas, Seminars, Farmer Interest Group and Self Help Groups) activities.
2.	Joint Walk Through Campaign	<ul style="list-style-type: none"> • Line Department officials will conduct Joint Walk Through campaign in 66 sub basins to understand real ground problems, cropping pattern to be followed will be finalized with the farmers by handing over handouts, Posters depicting the profitability of the crop.
3.	System Rice Intensification , Coono Weeder and Power Weeder	<ul style="list-style-type: none"> • Progressive farmers of the village who are popular among the public shall be identified as the Lead Farmers and approached and popularize SRI, Coono Weeder and Power Weeder. (Arranging TV Program for Farmers) • The demonstrations conducted on Farmers Field School (FFS) mode, will follow the integrated crop management approach from land

		<p>preparation to harvesting of the crop, giving special attention to high payoff interventions. The resultant increased yield in demonstrations encourages the nearby farmers to adopt these improved practices in a wider area.</p> <ul style="list-style-type: none"> • Dissemination of Technology through Handouts, Posters, Brochures and video on mobile phones. • Advertisement through Newspapers, TV Channel, Slide Show in theatres, FM Radio and All India Radio. • Participation in the Exhibitions by displaying photos, Live Specimens, Success stories, Model Chart, Posters and Charts. • Wall Painting to be displayed in – Local markets, Primary Agriculture co-operative bank / society, Tea shops, Bus shelters, Uzhavar Sandy, Regulated market, Collector Office, Taluk Office and Village Panchayat Office. • 3,300 Agricultural Laborers will be trained for SRI skills to popularize the practice in that village in addition to get income for Labourers
4.	Exposure Visits	<ul style="list-style-type: none"> • 900 farmers will be involved in exposure visits to other states and countries to study the practices followed there and which can be followed/replicated in IAM Project Implementation area to fetch the high yield.
5.	Trainings	<ul style="list-style-type: none"> • About 1,980 officers of Department of Agriculture will be trained in latest crop production technologies, including exposure visits to other states and overseas. • 66 Extension Personnel will be provided 2 day training programme on Climate Resilient Agriculture. • 132 farmers will be provided training on Climate Resilient Agriculture.
5.	Workshop and Seminars	<ul style="list-style-type: none"> • Farmers will be given awareness to grow the crops and making market demand for commodities produced.

		<ul style="list-style-type: none"> • Farmers will be sensitized on the Integrated Pest Management (IPM) and Integrated Nutrient Management (INM) for promoting pesticide free village concept in 300 villages.
6.	One-One Interaction	<ul style="list-style-type: none"> • Farmer-to-Farmer interaction may be arranged with the successful farmers for convincing the 300 Farmer Interest Group so as to have quick spread of Technology.
6.	Field Day/Farmer Meet	<ul style="list-style-type: none"> • On-farm demonstrations for disseminating improved technologies to large number of farmers in the tank villages by organizing field days at selected demonstration plots. • Since seeing is believing, a field day would be organized at the site of demonstration for showing the benefits of adopting the improved technologies to the farmers. This would be done at a stage when marked differences in crop condition and expected yield between the demonstration plot and the control plot are clearly visible.
7.	Seed Village	<ul style="list-style-type: none"> • This concept would be promoted through Progressive Farmers preferably a marginal farmers of 15-20 members. They will be provided sufficient training to maintain financial (Maintain Fund) and technical (Quality of Seed) resources.

Horticulture

The major horticulture crops grown in 66 sub basins are fruits like banana, mango, guava and pomegranate; vegetables like brinjal, bhendi, tomato, gourds, onion, green chilies, tapioca and watermelon; spices like chilies; and flowers like tuberose. The 66 sub basins are spread over in five agro climatic zones covering 30 districts. Except Cauvery delta zone, all other zones are suitable for most horticultural crops. Vegetables and mango are cultivated only in tail ends in Cauvery delta.

STRATEGIES AND COMMUNICATION METHDOLOGY FOR

HRTORTICULTURE DEPARTMENT

S.No	STRATEGY	ACTION PLAN
1.	Publicity	<ul style="list-style-type: none">• Promoting diversification to hybrid horticultural crops which are less water consuming and lead to higher productivity. Publicity will be carried out 45025 ha at the cost of Rs.360.02 lakhs.• Handouts• Brochures• Video Documentary Films• Photo Documentation• Documenting Success Stories• Publication of Success stories in Tamil Language for Shared Learning among Sub-Basin Farmers and Line Department Officials
2	Village Level Campaigns	<ul style="list-style-type: none">• 13200 village level campaigns will be organized by Horticulture Department in the selected villages to educate the farmers regarding production of pesticide free vegetables to get premium price in the market besides keeping the soil health intact.• Sharing of Success Stories• Video Documentation• Undertaking short rally holding play cards about the importance of Organic Farming.
3.	Pollachi Model	<ul style="list-style-type: none">• The benefits of Micro Irrigation to be documented and

		published based on Pollachi model adopted by TNAU which may result reduction of additional cost borne by the stake holder and increase in year of maintenance by micro Irrigation firm. Micro Irrigation is planned to cover 11,069 ha covering 28,000 beneficiaries
4.	Demonstration for Horticultural Crops	<ul style="list-style-type: none"> • Lead farmers who have actual interest in production of fruit, vegetable and flower crops will be given preference. • Local farmers who can influence the fellow farmers in the village in adoption of improved practices will be selected. • The farmers who have basic education and communication skill in the local language will be chosen. • Publicity and propaganda activities including village meetings and exhibitions will be held in all the sub basins to facilitate effective laying of the proposed horticulture demonstrations in time all at the cost of Rs.360.20 Lakh @ Rs.800/ha. The total cost of all activities proposed under IEC/CB is Rs.452.60 Lakh.

Agriculture Marketing and Agri Business

Agricultural Marketing and Agribusiness Department (AMAD) in coordination with Departments of Horticulture and Agriculture, aims to enhance farmers' linkages to markets through

- Improving farmer access to markets
- Promoting agri-enterprises, and
- Institutional strengthening and capacity building.

To improve farmers' access to market, the project will support

- Automation, modernization and digitization of regulated markets),

- Promoting alternative marketing channels through FPOs, and
- Piloting and expanding the Negotiable Warehouse Receipts schemes.

STRATEGIES AND COMMUNICATION METHDOLOGY FOR AGIBUSINESS AND AGRI-MARKETING

S.NO	STRATEGY	ACTIONPLAN
1.	Awareness Meeting and Distribution of IEC Material	<ul style="list-style-type: none"> • 20 awareness meeting will be conducted in 10 villages about the successful Farmer Producer Organisation (FPO) models, through dissemination of leaflets, audio visual aids and manuals to farmers.
2.	Promoting Value Addition	<ul style="list-style-type: none"> • Promoting value addition activities through formation of 80 Farmer Producer Organisations (FPO) and strengthening existing 10 FPOs.

TAMILNADU AGRICULTURAL UNIVERSITY

At the sub basin level TNAU will partner with other line agencies to help farmers earn higher income per unit of water.

Specific Objectives:

- To increase rice productivity in sub-basins by the promotion of Water Saving Technology viz., "Safe" AWD, SRI or Mechanical transplanting.
- To enhance the pulse productivity and production through the promotion of pulse seed village, Improved Production Technology and value addition.
- To enhance red gram production under precision farming approach.
- Large scale adoption of Drip Fertigation / Precision Farming/SSI in Sugarcane and horticultural crops to improve application efficiency and to increase the WUE.
- Popularization of crop diversification options in select crops such as maize, fruits and vegetables in the sub basin commands.
- Testing and large scale adoption of technologies developed on-station to farm conditions
- Promotion of application through Geo - Tagging, Remote sensing based assessment, e-agriculture, Price forecasting and farm advisory.
- Assessment of GHG emission.

- Provide necessary trainings through various centers / research stations of Tamil Nadu Agricultural University to the farmers and other stakeholders for capacity building

STRATEGIES AND COMMUNICATION METHDOLOGY FOR TNAU

S.NO	STRATEGY	ACTIONPLAN
1.	Publicity	<ul style="list-style-type: none"> • Wide publicity will be given at the sub basin level to create awareness among the farmers about Tamilnadu Agriculture University (TNAU) components proposed for the sub basin through <ul style="list-style-type: none"> ○ Discussion meetings in 4500 villages through Farmer Field School (FFS)-Interpersonal Communication ○ Awareness campaigns- Television, Cable networks, Handouts, Wall Paintings, Banners, Newspaper advertisements of best Agricultural practices. ○ Creating awareness on pesticide free village concept in 300 villages. ○ Screening movies on best Agricultural Practices and success stories in 4500 villages. ○ Participation in the 250 Model Village /SWIKC (250 Villages)
2	Demonstration for Precision Farming	<ul style="list-style-type: none"> • Spread of technologies will be demonstrated by Tamilnadu Agricultural University in all the sub basin areas. The focus will be on how precision farming and improved production technologies could lead to enhanced productivity and production of crops and therefore higher income to farmers. Total area

		of about 78000 Ha is planned to be covered under demonstrations. Each demo will have an area of about one acre. The total number of demos will be about 1,90,000. Approximately about 45 demos per tank will be spread over a period of 7 years.
3.	ICT through E-Velanmai	<ul style="list-style-type: none"> • Strengthening of E-Velanmai platform for two-way farmer-scientist interaction covering crops, horticulture, livestock and fish production (jointly with TANUVAS and TNFU) and promoting its extensive use by farmers through Departments of Agriculture, Horticulture and Agricultural Marketing. • The proposed concept of e-agricultural extension advisory system will address the issue by harnessing the potential of ICT and build an e-agricultural extension advisory system that is transferable to sub basin farmers.
4.	IEC Materials	<ul style="list-style-type: none"> • Use Tamil language publication material involving innovative approaches like street plays, awareness camps to disseminate SRI, Green Manure and diversification of crops covering 40,500 ha of field area.

Animal Husbandry

- Farmer extension and technology dissemination programs through farmers' group approach – Dairy Interest Groups (DIG) will be promoted in the sub-basin villages
- Addressing infertility issues in productive cows and buffaloes
- Preventive health care and nutrition interventions aimed at improving the survival
- Fodder development promotion and preservation
- Strengthening breeding program through strengthening the existing artificial
- insemination (AI) network and establishing new AI units by placing a locally trained youth.

STRATEGY AND COMMUNICATION METHODOLOGY FOR ANIMAL HUSBANDRY

S.No	STRATEGY	ACTIONPLAN
1.	Publicity and Propaganda	<ul style="list-style-type: none"> Artificial Insemination (AI) for Cows and Buffaloes in the 800 villages in sub basin area will be carried out through publicity and propaganda through straradio announcements. AI services will be available at the farmers' door steps at rates fixed by the Government from time to time.
2.	IEC Materials	<ul style="list-style-type: none"> Promoting 44 Dairy Interest Groups for Farmer Extension and Technology dissemination Programmes through leaflets. (first year sub basin only) Promoting preventive health care and nutrition interventions for improving survival of Livestock dissemination through leaflets and Manuals. Promoting Fodder Cultivation 3336 ha (first Sub Basin Only) through 44 exposure visit to farmers and dissemination through leaflets and Manuals. For routine documentation of the project activities at the veterinary institution level, Rs.500/- per institution will be provided.

Fisheries

Inland Fisheries Development activities to be implemented by the Department of Fisheries will promote good aquaculture practices (GAP) on currently available aquatic resources (reservoirs, tanks and ponds) consisting of 25,100 ha effective water spread area in project areas, and support participation of fish farmers in value chains. Cage fish culture would be promoted as a practice of growing fish in confined areas, which facilitate feeding, harvesting and other management procedures

STRATEGY AND COMMUNICATION METHODOLOGY FOR FISHERIES

S.No	STRATEGY	ACTION PLAN
1	IEC Materials	<ul style="list-style-type: none"> • The IEC (Information, Education, and Communication) requirement of Sub basins will be assessed based on the report of Nodal Officers. Based on the need of the sub basin necessary facilities/funds for IEC shall be provided. • Manuals and booklets will be developed and issued to the fish farmers on advanced farming techniques like cage farming, intensive nursery rearing, disease identification, health management and judicious use of water for producing and culturing fish. • Low priced video lessons also will be developed by Fisheries Department in sufficient numbers to distribute to all the field offices with the support from Tamilnadu Fisheries University. • All the activities, during the project and post project period will be documented / video graphed periodically by the sub basin Nodal officers. Copies of documents will be sent to IAMP cell and a separate server with back up facilities will be created in the office of HOD. A website shall be created to upload the progress and activities of this project.

Behaviour Change Communication Strategy

Application of Behavioural Changes Communication amongst project officials as a strategy for improving service delivery is to be adopted in the TN-IAM Project. The Behavioural Change is associated with the water governance which is essential for water management which in turn associated with the adoption of an innovation (a change in farming practice). Technology adoption in agriculture is more likely to be successful when key factor is involved:

- The technology is perceived to be superior to the idea or practice that it supersedes and when the innovation is easy to test and learn about before adoption. (e.g., Pannell et al., 2006)

Principles for Promoting Behavioral Change

Analyzing the various factors associated with introducing behavioral change amongst public utility officials are

1. Attitudes, Perspectives, Values and Behaviours
2. Roles and responsibilities

The Strategy involves development of new perspectives about roles and responsibilities, reframe perspectives, and uncovered new growth areas and blind spots. Adoption of this strategy will strengthen strategic service and deliver tangible result in respect service delivery by the officials.

Conclusion

The major stakeholder being the farmers, who would have to be informed about TN IAM project by the use of Behaviour change communication strategy, is the most prioritised activity for the success of the Project. The USP should be 'More Profit Per drop of Water'. The message strategy will be specific and it will be communicated in a clear and unambiguous language to reach the mass more effectively.

ANNEXURES

FLOW CHART OF FARMER FIELD SCHOOL

Farm Schools at Block
and Gram Panchyat

Identification Farm Schools Master
Trainers/Progressive Farmers for
each sub-basin approved by Nodal
Officer

Facilitators are Progressive
Farmers/Extension/TNAU
Funtionaries from Govt/NGO

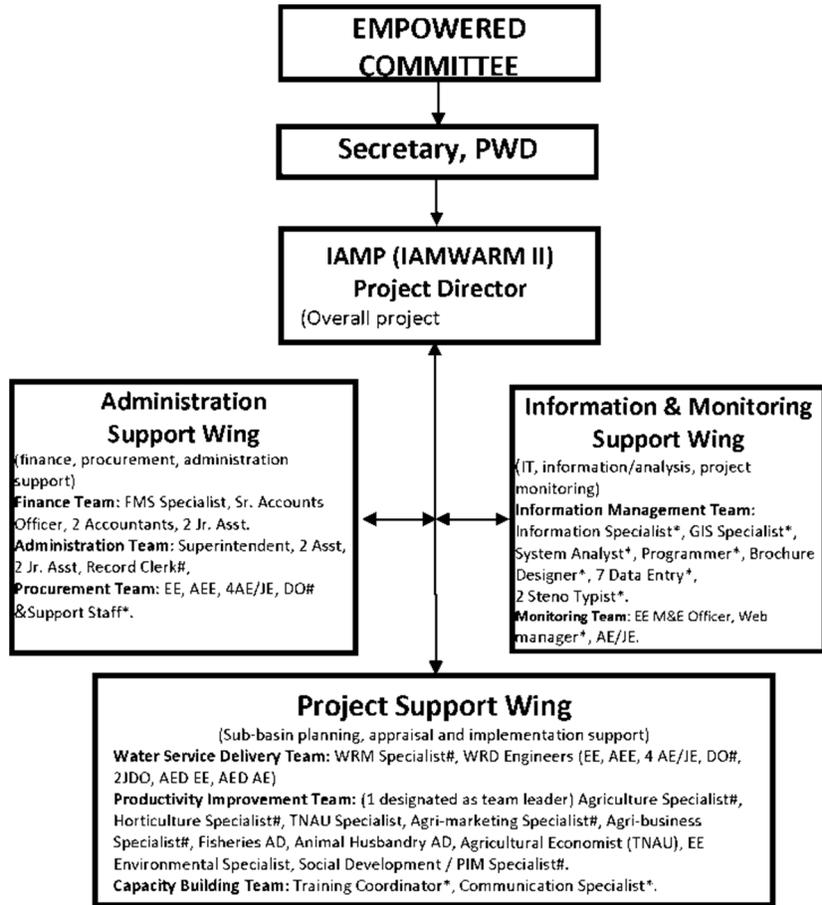
Building Technical Capacity
to 50 % farmers small and
marginal farmers

Exposure Visit about 5-6
days Progressive Farmer

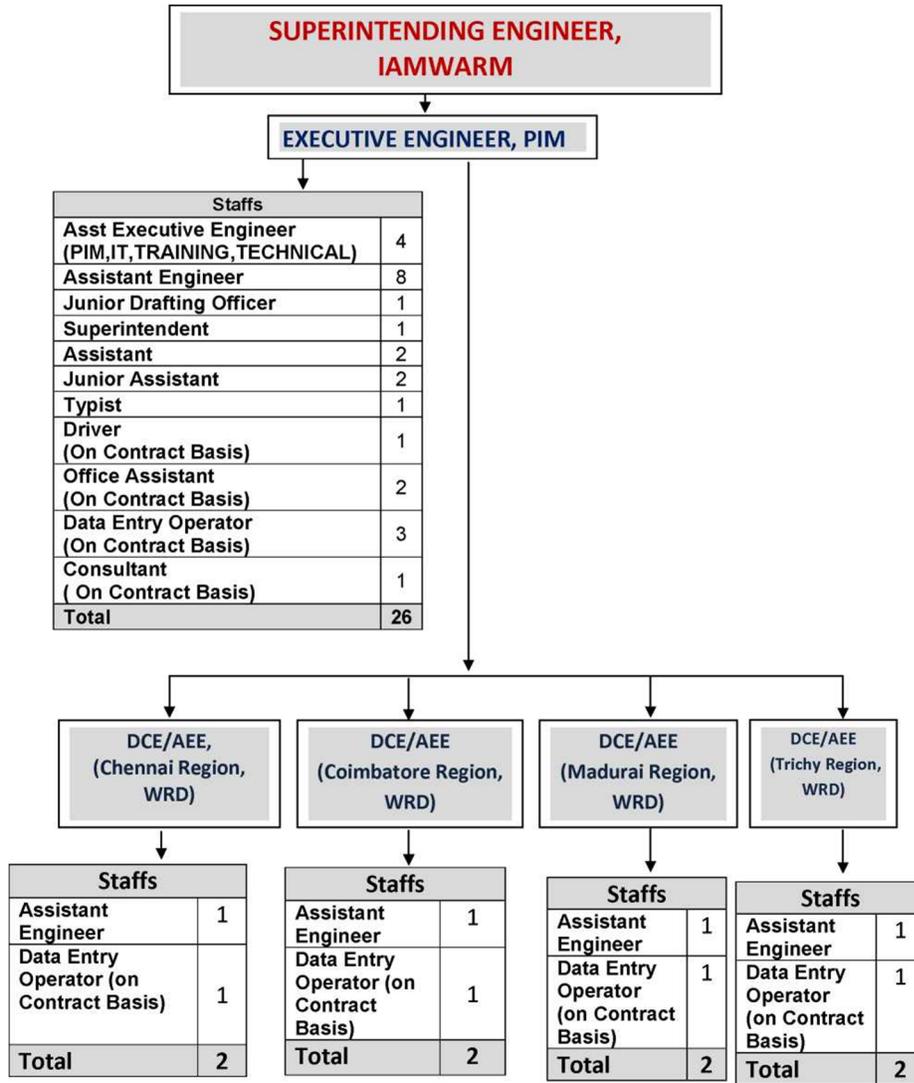
Training in Farm School are
non lecture with emphasis
on experience, observation,
analysis and discussion

Follow Up
Mechanism on
Impact Area
Development

Overall Structure of Multi-Disciplinary Project Unit

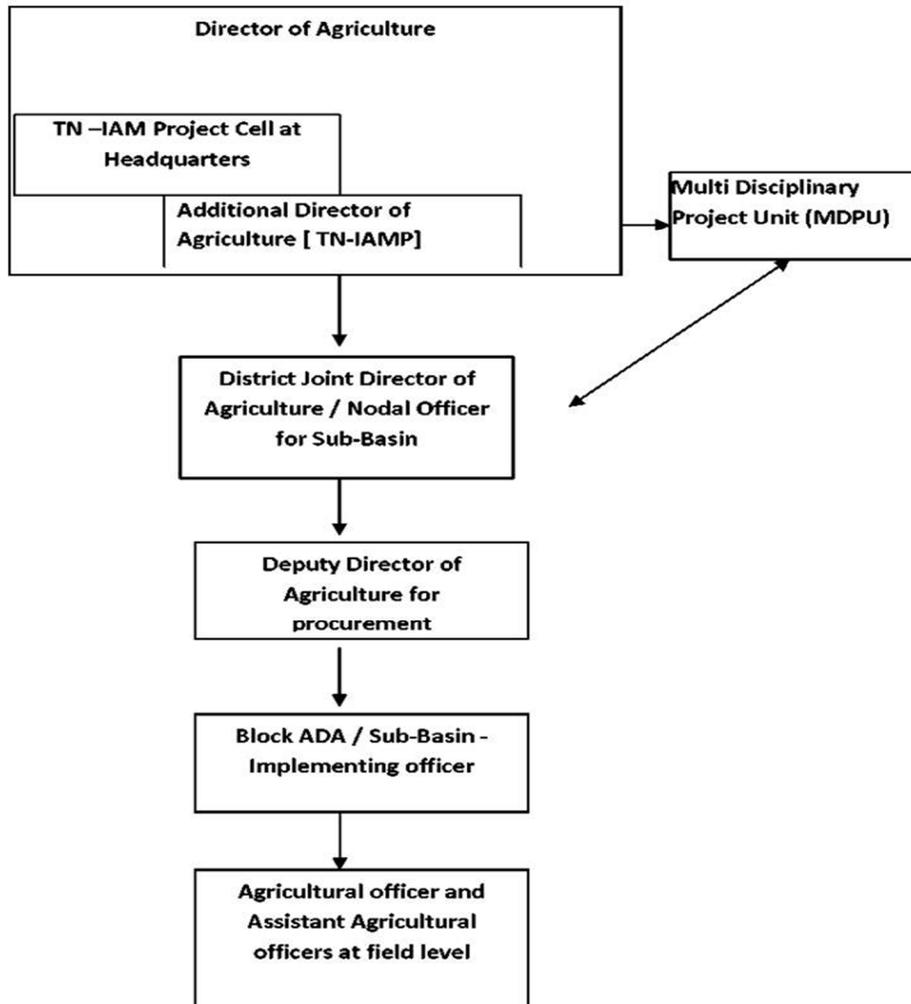


Structure of IAMP Water Resource Department

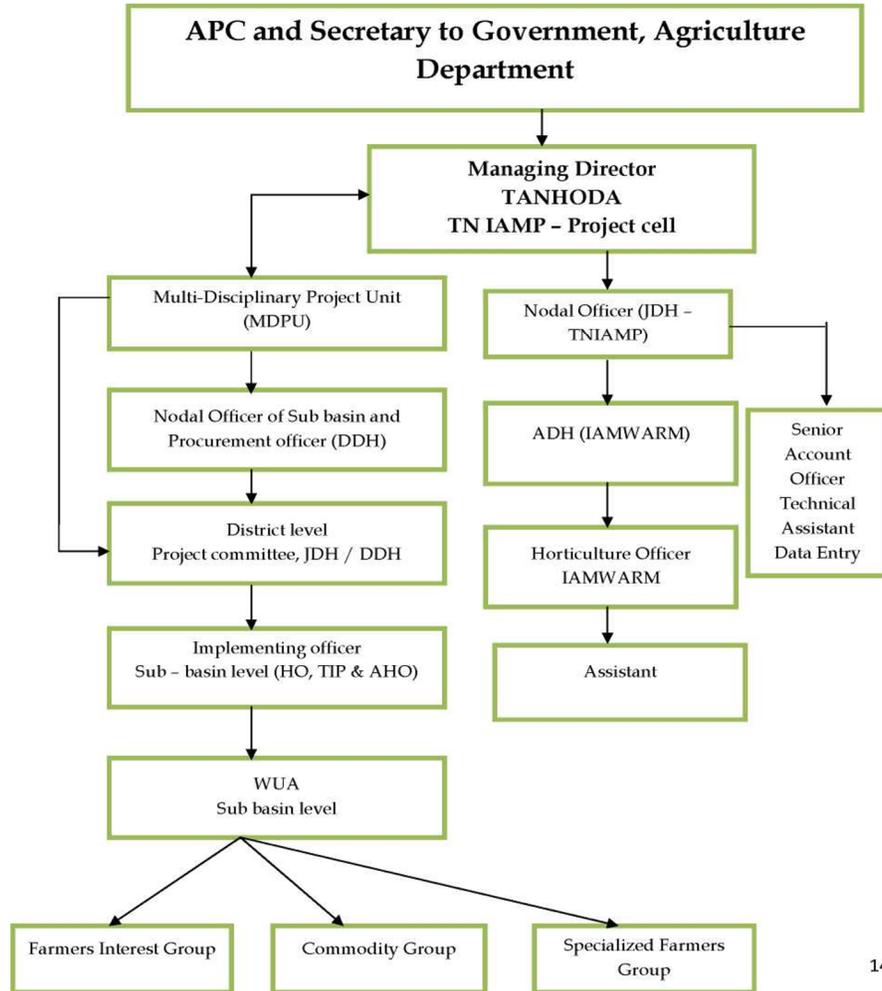


Organisational Structure of Agriculture Department

**Agricultural Production
Commissioner and Secretary to
Government
(Agriculture)**

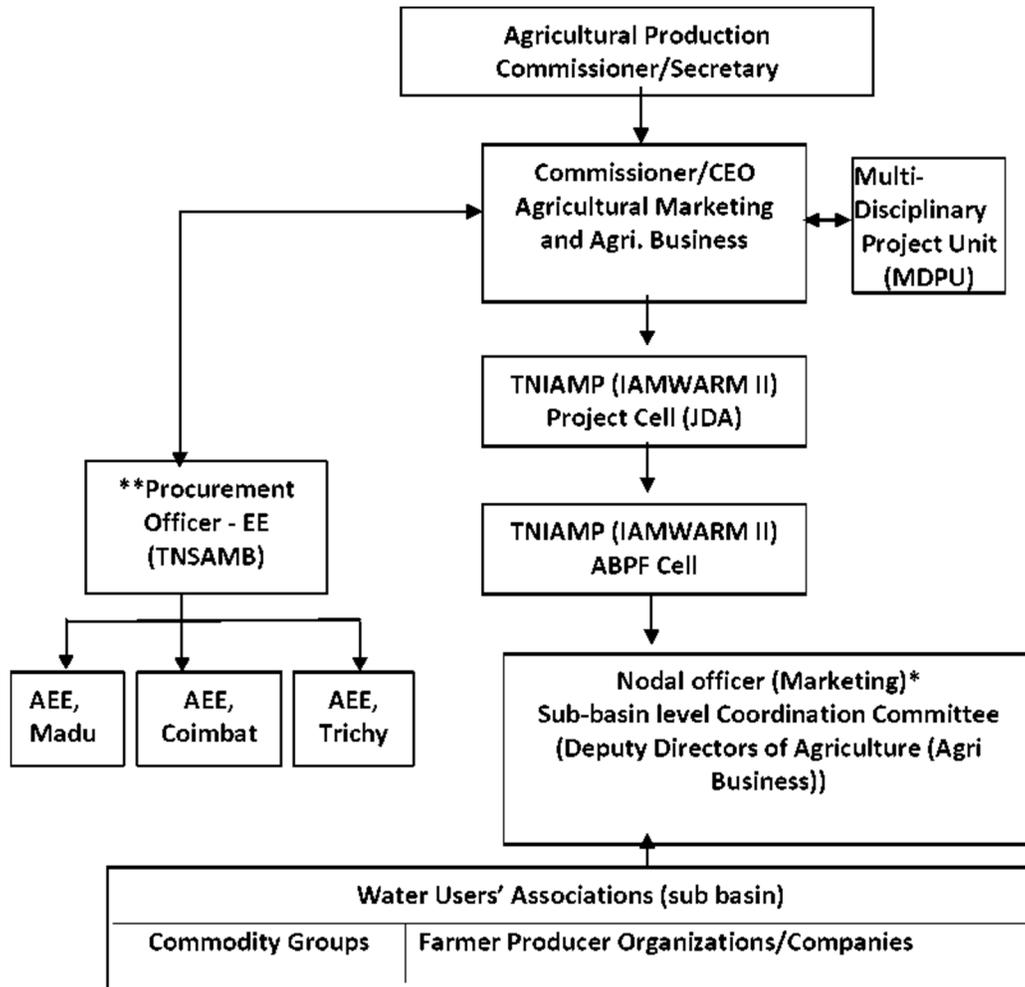


ORGANISATION STRUCTURE OF HORTICULTURE DEPARTMENT

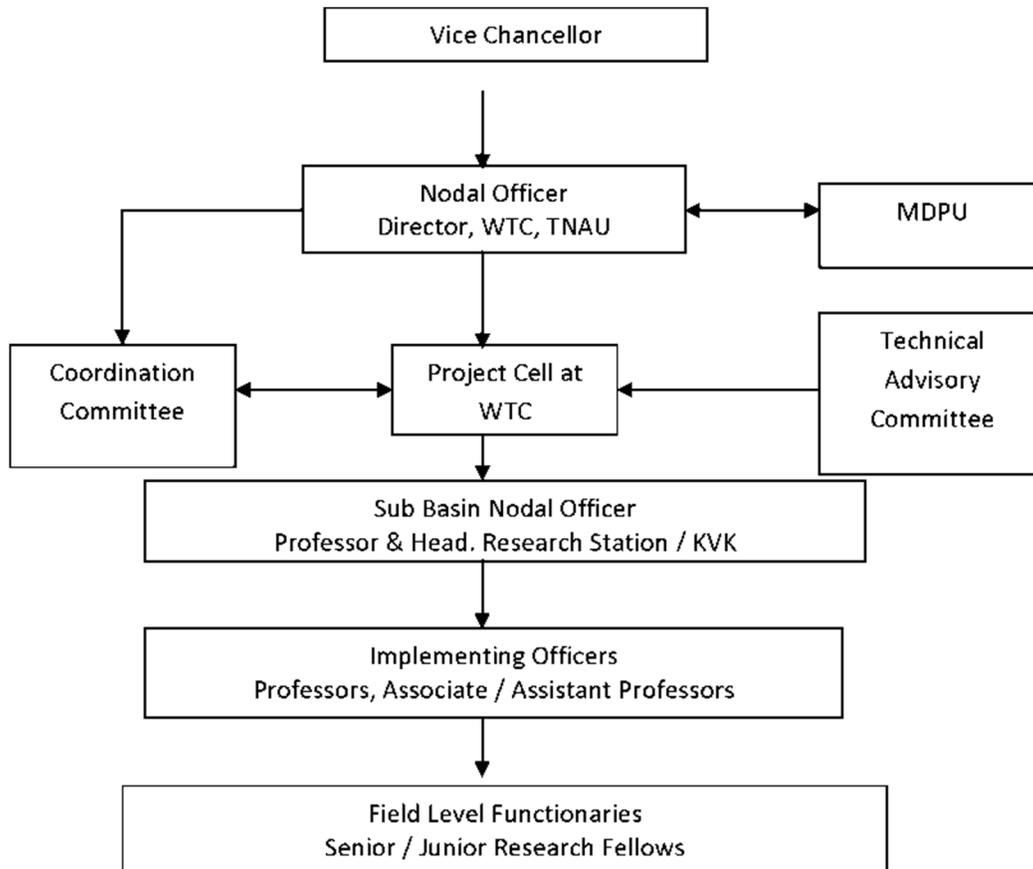


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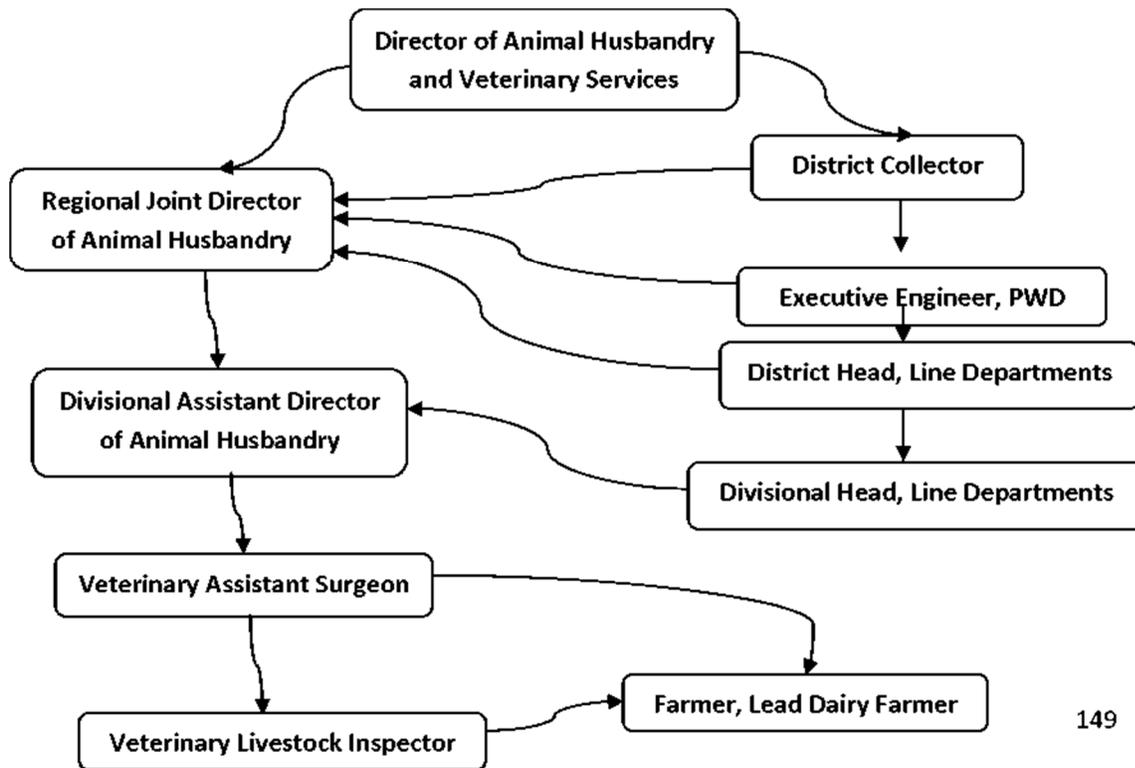
ORGANISATION STRUCTURE OF AGRI-MARKETING AND AGRI-BUSINESS



Organogram for TNAU Project Cell



ORGANISATION STRUCTURE OF ANIMAL HUSBANDRY



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Organogram of Fisheries Department

