



INFORMATION, AWARENESS AND EDUCATION CAMPAIGNS

AT THE DISTRICT LEVEL IN THE THREE HIGH
OUT-MIGRATION DISTRICTS OF JHARKHAND
- Dumka, Gumla & West Singhbhum

Contents



	PAGE NO.
List of Abbreviations	01
Introduction	02
Stakeholders within the IEC campaigns	03
IEC through Collective Action Approach	04
Channel/Medium of Communication	06
Engagement of multiple stakeholders	12
Contributions in Aapke Sarkar Aapke Dwar campaign	16
Reach	18
Monitoring	19
Snippets from the field	20

S

afe & Responsible Migration Initiative (SRMI) is an evidence-based, data-driven policy initiative to institutionalise safe and responsible migration practices through a robust policy framework. The initiative is working towards generating awareness around safe and responsible migration practices through comprehensive mass awareness campaigns and registration camps for workers across the three high out migration districts of Jharkhand - Dumka, Gumla & West Singhbhum



List of Abbreviations

BoCW	Building & Other Construction Work
CSO	Civil Society Organisation
DC	Deputy Commissioner
DDC	District Development Commissioner
IEC	Information, Education & Communication
JSLPS	Jharkhand State Livelihood Promotion Society
MAIN	Migrant Assistant Information Network
PRI	Panchayati Raj Institutions
SHG	Self Help Group
SMCR	State Migrant Control Room
SRMI	Safe & Responsible Migration Initiative
SRMC	Safe & Responsible Migration Centre
TSU	Technical Support Unit

Introduction

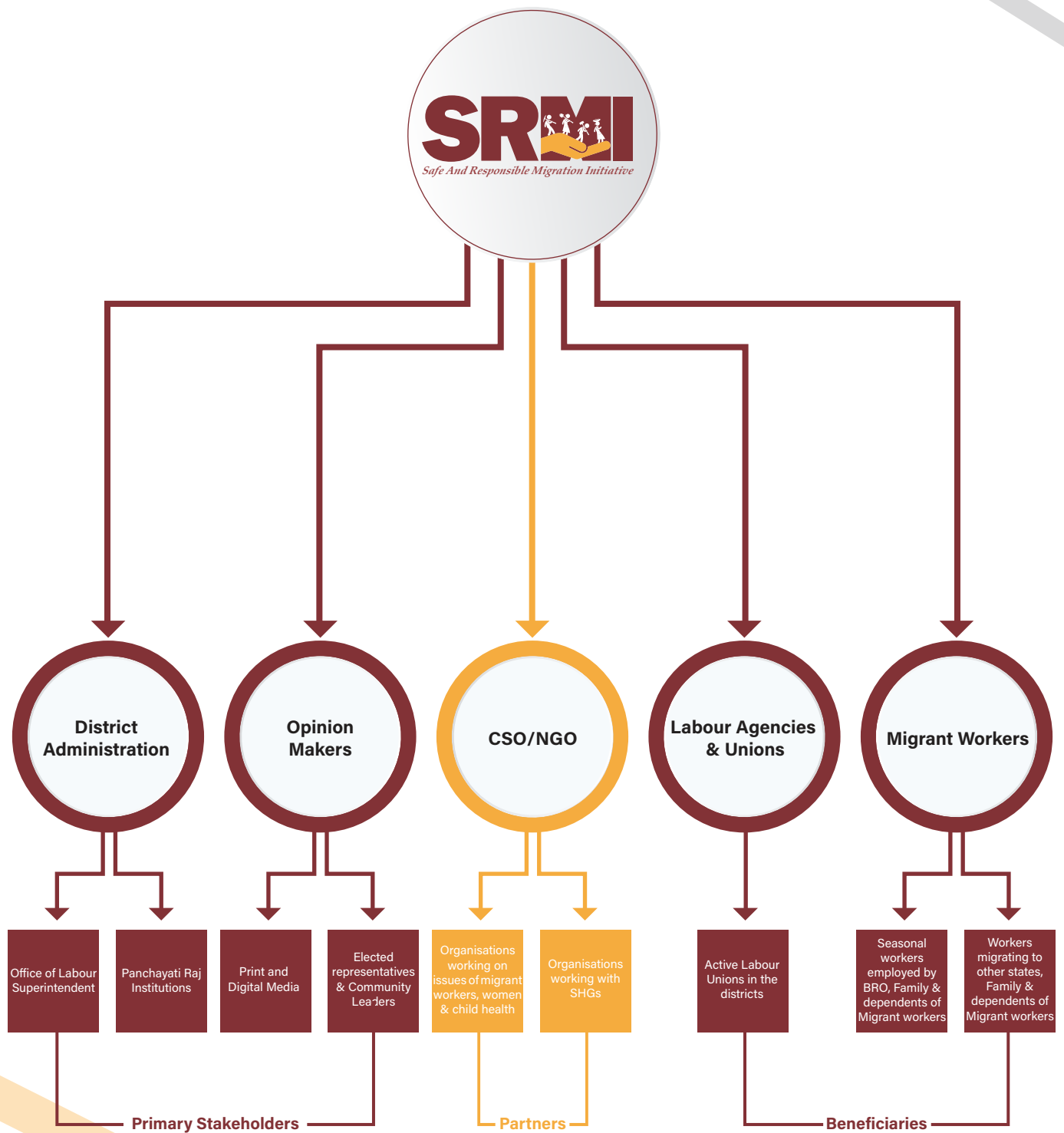


◆ SRMC West Singhbhum Assistant interacting with women seasonal migrant workers

T

he Information, Education & Communication (IEC) component of Safe & Responsible Migration Initiative (SRMI) aims to generate awareness on safe migration practices and the benefits available under various schemes/programmes of the Department of Labour, Employment, Training and Skill Development, Government of Jharkhand. The IEC component also aims to build information seeking behaviour among the migrant workers and their family members. The objective of this campaign is to encourage the workers and their families to get registered in the state government's registration portals in order to avail the entitled benefits. The SRMI team along with members from the Safe & Responsible Migration Centres (SRMCs) designed a strategic framework for targeted IEC activities encompassing mass media, mid-media and interpersonal activities to reach out to as many people as possible. This six month long IEC plan had a monthly checklist of activities to reach out to target groups as well as have maximum geographic coverage. All the activities had a print media component along with social media and physical event-based engagements which were strengthened by outreach activities conducted by SRMC teams

Stakeholders within the IEC campaigns



IEC through a Collective Action Approach

A

well-planned and concerted IEC strategy involves a step-by-step approach of planning, research, message design, production, dissemination, monitoring and evaluation. It was important for SRMI and SRMC teams to map the local/regional conditions before commencing the design of the IEC plan.

They started off with a rigorous analysis of the data collected during the pandemic to identify the regions with a high concentration of migrant workers. They also looked at existing state level schemes and policies, availability of infrastructure and information about routes. SRMC teams mapped key ecosystem stakeholders such as beneficiaries, Self Help Group (SHG) workers, Anganwadi workers, Jharkhand State Livelihood Promotion Society (JSLPS) cadre etc. who could work as influencers or opinion leaders to build awareness among the primary audience regarding safe migration practices.



◆ Workshop with stakeholders engaged in the IEC campaigns



◆ Students of Kolhan University participating in awareness generation rally & door to door registration drive

While planning and implementing IEC activities at the district level, the SRMI team deployed various strategies to achieve synergistic coordination. A targeted approach was followed in order to ensure maximum impact and last mile awareness generation. The SRMC teams identified panchayats with the maximum number of people migrating out of the state in search of work and had multiple meetings with key stakeholders engaged in the awareness generation campaign. As a unique measure, the SRMCs partnered with frontline bureaucracy and members of Panchayati Raj Institutions (PRI) for dissemination of messages, ensuring the legitimacy of the messages and their maximum uptake among the target audience.



◆ Door-to-door pamphlet distribution

Channel/Medium of Communication

A

suitable communication medium is vital for effective delivery of messages to the target audience(s). For effective delivery, mediums were categorised into three broad heads, namely Digital, Physical and Events. In order to select the right medium, one must have a clear understanding of the 'strengths' and 'weaknesses' of different mediums of communication in relation to the target audience and context.



Digital: Included twitter handles of SRMI (@srmi_jharkhand), SMCR (@migrantcell_jharkhand), Office of the Chief Minister of Jharkhand (jharkhand_CMO), Minister, Labour, Planning, Training and Skill Development (@satanandbhokta), DCs of three SRMC districts (@dcdumka), (dc_chaibasa), (dcdgumla)



Physical: Includes Banners, Hoardings, IEC Vans, Pamphlets, targetted messaging in multiple languages



Events: Includes meetings, orientation programs, workshops, kiosks & registration desks

Digital

The twitter handles of SRMI and of the State Migrant Control Room (SMCR) were used to push messages regarding IEC campaigns and the ongoing advocacy work. Requests were made to the Office of the Chief Minister of Jharkhand and Minister, Labour, Planning, Training and Skill Development to have their Twitter handles engaged in some of these conversations. content posted from the SRMI handle was shared, posted and retweeted through the above mentioned handles.



Physical

As part of the physical approach, SRMC teams used IEC vans with a miking system. These would travel to remote villages and panchayats, distributing pamphlets and spreading awareness about SRMI and about safe migration practices through targeted messages. Hoardings and banners were placed inside the premises of district administration, housing the offices of the Deputy Commissioner and the District Labour office. In order to further ensure targeted messaging, these hoardings and banners were also put up outside the Panchayat Secretariat of panchayats with high outbound migration.

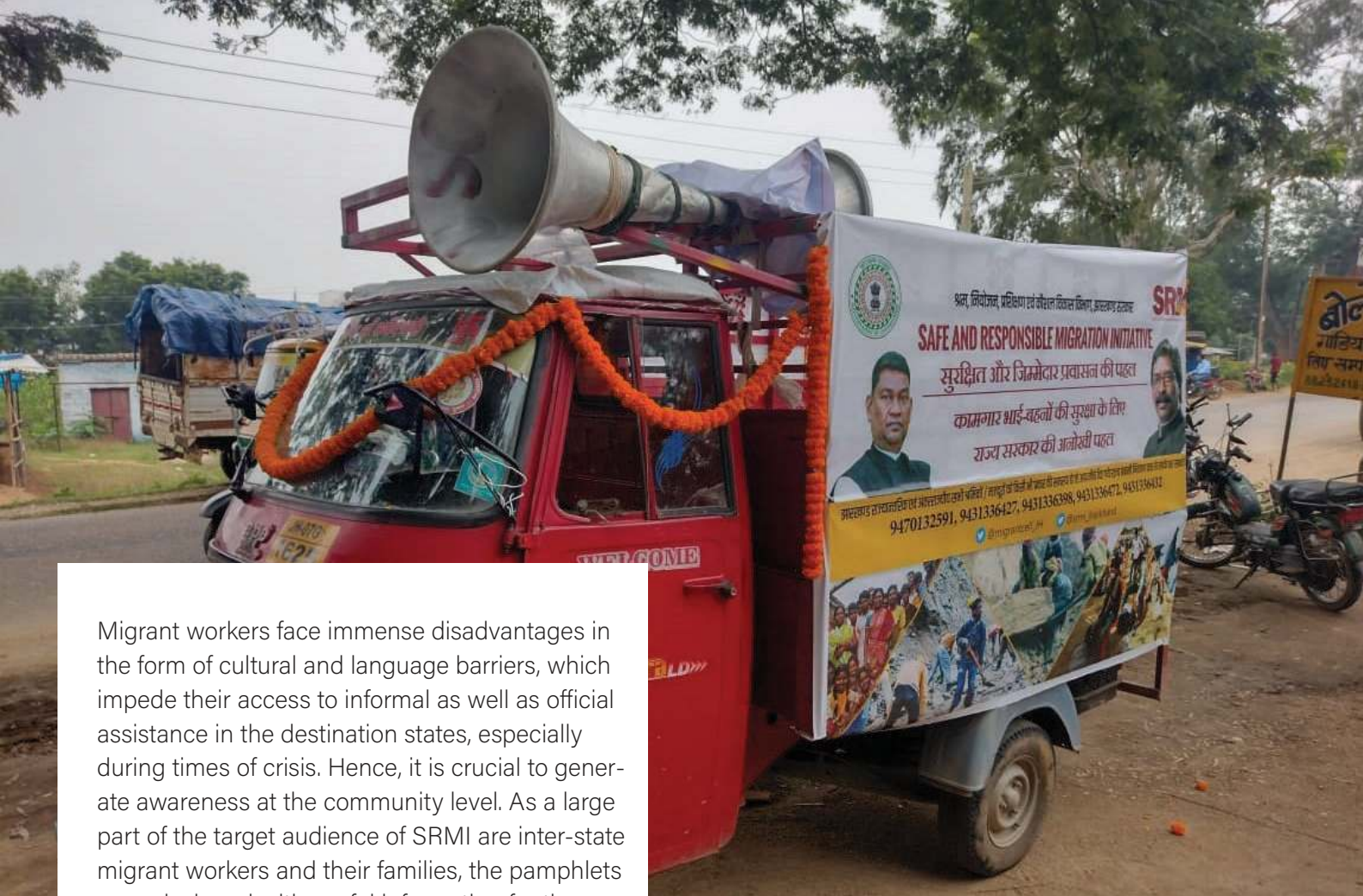
Emphasis was given to creation of a brand story with high recall value. A Logo with consistent colour palette, typography, tagline, mission statement, theme and messages similar to that of SRMI's branding was put to use. The pamphlets had a colour scheme that was similar to that of SRMI and the logo of SRMI and Government of Jharkhand were displayed to provide validation.



◆ DC Dumka launching awareness generation rally in Dumka



◆ DC West Singhbhum launching IEC campaign in Chaibasa



Migrant workers face immense disadvantages in the form of cultural and language barriers, which impede their access to informal as well as official assistance in the destination states, especially during times of crisis. Hence, it is crucial to generate awareness at the community level. As a large part of the target audience of SRMI are inter-state migrant workers and their families, the pamphlets were designed with useful information for them such as do's and don'ts before leaving the state, importance of registration on the Department of Labour portal, schemes that are available for the migrant workers, how to avail security entitlements in other states and how to reach out to the State Migrant Control Room for any information or to register grievances. The IEC vans with a miking system had one dedicated resource to announce various aspects of SRMI, importance of registration, information regarding inter-state migrant workers in simple local languages. Vans moving in and around panchayats in Dumka primarily used Santhali and Bangla, keeping the local context in mind.

Further, SRMCs had put up kiosks at major railway stations in the districts which are transit points for migrant workers who were exiting or entering the state.

◆ IEC van used in awareness generation campaign



◆ Migrant workers with SRMI pamphlet

Events

SRMC coordinators participated in various programs organised by the district administration of the three districts of Dumka, Gumla and West Singhbhum to spread awareness about the ongoing initiative. SRMC West Singhbhum's Coordinator interacted with the trainees of skill development workshops for youth. These work shops were organised by the district administration of West Singhbhum, highlighting the importance of registration and encouraging them to register before migrating to various states. Similarly, the Coordinator participated in an event organised under the Migrant Assistant Information Network (MAIN) program to inform the villagers about the terms, legal protection and beneficial provisions of government assistance for migrant workers.



◆ SRMC West Singhbhum coordinator participating in an event organised by Migration Assistant Information Network



◆ SRMI's Kiosk at a district level event in Dumka

All three SRMC teams participated in the flagship public service delivery programme of the Government of Jharkhand - 'Aapke Sarkar Aapke Dwar'. The programme coordinated in real time with 15 departmental secretaries, 3 District Magistrates and on ground CSOs to enable over 5.5 million people to access and receive their social welfare entitlements and schemes. They had put up kiosks to register workers in the existing Shramad-han portal of the state government. On World Migrants Day, SRMC Dumka was invited to talk about SRMI in Palash Ajivikotsav, Saras Mela 2022.



◆ SRMC Dumka participating in Palash Ajivikotsav, 2022

Engagement of Multiple Stakeholders

3.1 Interdepartmental Coordination

T

he SRMC of the districts would regularly liaise with the block and district level administration for accelerating and facilitating the uptake of social protection measures. The teams of SRMC West Singhbhum and Dumka, under the guidance of the respective Deputy Commissioners, have formed a block level task force for the implementation of SRMI. SRMCs did regular follow up with the DC and District Development Commissioner (DDC) office for interdepartmental coordination. All three SRMCs worked in coordination with the JSLPS, as it has a robust institutional structure of women led SHGs, present in almost all the panchayats of Jharkhand. The members of SHGs took out rallies with banners and pamphlets of SRMI which helped in generating awareness around safe and responsible migration practices.



Community mobilisation in Gumla

3.2 Giving ownership to the community

The involvement of PRI officials and elected representatives in community mobilisation has been seen to spur information promotion and dissemination, community monitoring, building pro-registration opinion, analysing community issues on migration, raising awareness amongst villagers about benefits and entitlements of the department; and providing feedback to the functionaries. During field visits, it was observed that PRI members are aware about who all are moving in and out of the panchayat.

Based on this observation, the SRMI team introduced village level migrant registers in order to create accountability of PRI members. The village level migrant workers' register will be maintained by the PRI members who will enter the details of people migrating out of the village.

The newly elected PRI members were also oriented to the purpose of SRMI with the aim that such partnerships will not only help in reaching out to the intended audience but also expand the audience base.



We are grateful to the Government of Jharkhand for taking commendable steps to protect our workers who are going to other states. Our migrant workers can register for free and they can get financial assistance in case of any kind of accident. Our panchayat will form a village development committee to encourage awareness and uptake of such benefits by migrant workers and their families.

Mrs. Sunita Poorti , PRI representative, Tonto Panchayat, West Singhbhum



Orientation Program for PRI members'



◆ Migrant worker's registration camp in Gumla

3.3 Capacity building of ground level cadre of concerned Department

Shramik Mitra: Shramik Mitra are Panchayat level functionaries of the Department of Labour, who are responsible for generating awareness amongst unorganised sector workers, with regards to the various schemes under Building & Other Construction Work (BoCW) Act. They are also responsible for registering workers under the BoCW Act. They work on commission basis and are paid a nominal fee for registration of workers. SRMI Technical Support Unit (TSU) members and SRMC teams conducted a day-long orientation and training workshop for the Shramik Mitras of the three districts. The same cadre also supported the SRMC in registering workers through the E-shram and Shramadhan portals. Shramik Mitras also assisted in the implementation of the Panchayat Saturation Model of door-to-door visits and pamphlet distribution to the beneficiaries.

We are ensuring awareness about the rights and entitlements of the migrant workers and their families. We will maintain a record of all the workers from our panchayat who are migrating to other states for work. We will also enlist the help of the SRMI team to register them in the appropriate portals.

Sarita Gagarai, PRI representative, Gumla



◆ DC West Singhbhum distributing IEC kit to Shramik Mitras



◆ Meeting chaired by DC West Singhbhum with CSO partners

3.4 Engagement of NGOs and CSOs

Collaborating with other important stakeholders like NGOs, CSOs, professional bodies like CII, FICCI or local chambers of commerce in the districts proposed for SRMI, helped in amplifying the impact of the IEC campaigns by leveraging existing inroads and sharing of key learnings, constraints and solutions. The collaboration with key stakeholders was instrumental in bridging the gap between government and people, awareness generation and the efficient dissemination of messages to the community. TSU members had meetings with CSO partners (Pradan, Naya Shakti Mahila Sangh, Naya Savera Mahila Sangh, Social initiative for growth and networking (SIGN), PHIA-Nagarik Sahayeta Kendra, Jan Sahas, AWAK centre-Adivasi Women Awakening and Knowledge Empowerment Centre), World vision India, etc. working in the 3 districts to expedite registration of workers and awareness generation.



◆ Meeting chaired by DC with CSO partners

Contributions in Aapke Sarkar Aapke Dwar Campaign



◆ Registration kiosks at Aapke Sarkar
Aapke Dwar campaign in Gumla

O

ne important aspect of SRMI has been the convergence with existing government initiatives. One of the key focus areas of the second iteration of the 'Aapke Sarkar Aapke Dwar' - government at your doorstep campaign - was the registration of migrant workers in the government's Shramadhan portal as. The campaign was conducted for 25 days through camp mode at panchayats in all the 24 districts of the state. The SRMI-TSU worked in close coordination with the Department of Welfare, Government of Jharkhand to ensure that registration in the Shramadhan portal was deemed an important focus area of this iteration

of the initiative. The SRMC teams in the three focus districts also ensured that IEC regarding the same was conducted. As a result of this convergence, the SRMI team was able to reach some of the more remote areas in the focus districts which may have been otherwise difficult to reach. The campaign recorded the receipt of 60 thousand applications for registration in the Shramadhan portal and almost 79 thousand applications for registration under the E-shram portal of the central government. The SRMI-TSU is currently using this database of new applications to assess coverage of key social security benefits and will be generating due lists to be shared with the district administration in the coming days.



◆ Registration kiosks at Aapke Sarkar Aapke Dwar campaign in Dumka



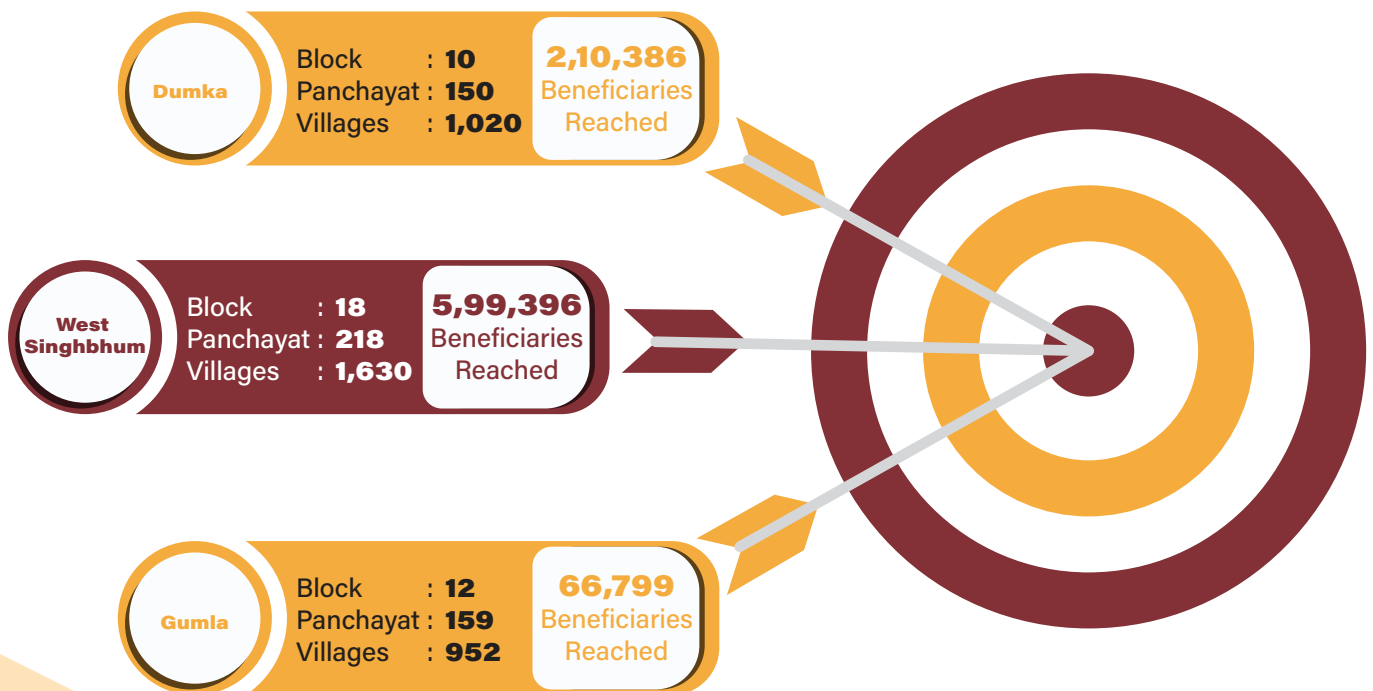
◆ Registration kiosks at Aapke Sarkar Aapke Dwar campaign in West Singhbhum

05

Reach

T

hrough the IEC campaigns, SRMI has reached over a million beneficiaries across 527 panchayats in the three districts. The campaigns helped in full proofing accessibility to social welfare schemes and disseminated information regarding the benefits available under various schemes/programmes of the Government of Jharkhand & Department of Labour, Training, Employment & Skill Development.



Data until 31st January, 2023

A

he activities of the SRMCs were monitored by the state level SRMI team to ensure appropriate implementation, mid-course correction, and possible changes in strategy. Monitoring and tracking allows opportunities for course correction by offering insights into what worked and what didn't, what were the challenges and what lessons were learnt. For example, registration in the first phase of Aapke Sarkar Aapke Dwar campaign was low in the SRMC districts. After reviewing the information, SRMC teams were asked to change their strategy.

The block level functionaries were given the responsibility to drive the initiative for Aapke Sarkar Aapke Dwar campaign. The district Labour Department lacks field level functionaries to map and register the workers resulting in low registration and low reach of the initiative. The SRMCs consulted respective DCs about the low takeup of the initiative and informed the Block-level administration for an allocation of registration target to make registration of migrant workers/unorganised workers a priority. Also, DCs of all the three SRMC districts conducted a meeting with CSOs working in the districts to seek their support in widening the scope of outreach and awareness activities. All of these efforts translated into a mission mode approach where multiple stakeholders supported the spread of messages and awareness about registration in the Shramadhan portal to the beneficiaries. As a result, in the second phase of Aapke Sarkar Aapke Dwar campaign, West Singhbhum district topped among all 24 districts in registering workers on the Shramadhan portal, followed by Gumla and Dumka in the top 5. The SRMI team kept track of all the online and offline IEC activities with regular assessments of communication messages and audience engagement to arrive at the emergent trends



◆ Door to door pamphlet distribution

Snippets from the Field





ANCHORED BY



DEPARTMENT OF LABOUR, EMPLOYMENT,
TRAINING AND SKILL DEVELOPMENT,
GOVERNMENT OF JHARKHAND

SUPPORTED BY



INITIATIVE PARTNERS



Facilitating people-centric public policy



✉ srmi@pdag.in

🐦 @srmi_jharkhand