



# **Information, Education & Communication (IEC) Strategy from Oct 2022 to June 2024**

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**The Climate Smart Irrigated Agriculture Project  
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# The CSIAP's Information, Education & Communication (IEC) Strategy

## 1. Introduction

The IEC strategies can help alleviate the information asymmetry between stakeholders. It also believes that effective communication aspect of IEC plays a key role in community empowerment. It gives voice to the poor and vulnerable, who otherwise are denied to be heard. The IEC is also an approach attempts to change or reinforce a set of behavior in a target audience regarding a specific problem in a predefined period of time. In other words, it is mainly to generate awareness. It means process of working with individuals, communities, societies and targeted groups to develop communication strategies to promote positive behaviors that are appropriate to their own settings.

## 2. Background

The main objective of the Climate Smart Irrigated Agriculture (CSIAP) is to improve the climate resilience of farming communities and productivity of Irrigated Agriculture in selected climatically vulnerable areas in 11 districts of six provinces.

The CSIAP addresses the challenges of building synergies among climate change mitigation, adaptation and food crop production minimizing their potential negative trade-offs.

## 3. The CSIAP's Components

- **Component 1: Agriculture Production and Marketing.** The objective of this component is to improve agriculture productivity and diversification through the adoption of Climate Smart Agriculture (CSA) practices and improved on-farm water management.
  - **Subcomponent 1.1: Climate Smart Agriculture and Water Technology.**
  - **Subcomponent 1.2: Marketing.**
- **Component 2: Water for Agriculture.** The objective of this component is to facilitate (a) planning for water and other infrastructure necessary to support climate-resilient irrigated agriculture, (b) construction of the planned infrastructure, and (c) co-management of this infrastructure by central/provincial governments and the local community.
  - **Subcomponent 2.1: Rehabilitation of Irrigation Systems.**
  - **Subcomponent 2.2: Operation and Maintenance of Irrigation Systems.**
- **Component 3: Project Management.** The objective of this component is to ensure the quality of overall project management, while ensuring smooth coordination of activity implementation by various agencies and strategic partners at national and subnational levels. This component will finance: (a) the consultancy and operating costs of the Project Management Unit (PMU) and Deputy Project Director (DPD) Offices and of different project executing agencies, including for fiduciary and safeguard aspects; (b) the monitoring and evaluation (M&E) of project activities at baseline, midterm, and end of project, including geotagging of the assets created; and (c) information, education, and communication campaigns to make all stakeholders aware of the project.
- **Component 4: Contingent Emergency Response.** This emergency response component will allow for rapid reallocation of project proceeds in the event of a natural disaster or crisis that has caused or is likely to imminently cause a major

adverse economic and/or social impact.

#### 4. Audience

The following Internal and External Stakeholders / Audience are found as follows

<b>Stakeholders / Audience</b>	
<b>Internal</b>	<b>External</b>
<ul style="list-style-type: none"> <li>• The World Bank</li> <li>• Ministry of Agriculture</li> <li>• The CSIAP               <ul style="list-style-type: none"> <li>○ PMU Staff</li> <li>○ Provincial Staff</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Political authority (Ministers, Provincial Council Members, Members of local government)</li> <li>• Government Officials in the local authority (Chief Secretary, Provincial Council, Divisional Secretary, Grama Niladhari)</li> <li>• Agrarian Service Centers including Agriculture Research and Production Assistants</li> <li>• Department of Agriculture including Agriculture Instructors</li> <li>• Other officers, institutions and agencies associated with the CSIAP</li> <li>• Villagers including farmers</li> <li>• Religious leaders/ Health Care officers (Midwife/Public Health Inspectors) in the Village</li> <li>• General Public</li> </ul>

#### 5. Communication (Platform & Activities) Channels

The table below outlines the key stakeholders/audience and the channels used to disseminate communication messages:

<b>Internal Stakeholders</b>		
	<b>Stakeholder/Audience</b>	<b>Communication (Platform &amp; Activities) channels</b>
01	The World Bank	Reports <ul style="list-style-type: none"> <li>• Project's Progress Reports (quarterly and annually)</li> <li>• Screening Reports</li> <li>• Safeguard Progress Report (biannually and annually)</li> <li>• Sub Project Proposals</li> <li>• IUFR (quarterly)</li> <li>• Hydrology and Progress Reports</li> </ul> Publications & Productions <ul style="list-style-type: none"> <li>• Documentary videos</li> <li>• Project brochure</li> <li>• Advocacy publication</li> <li>• Case studies</li> <li>• Training manuals</li> </ul> Promotional materials <ul style="list-style-type: none"> <li>• Leaflets</li> </ul>

		<ul style="list-style-type: none"> <li>• Posters</li> <li>• Booklets</li> </ul> <p>Meetings</p> <ul style="list-style-type: none"> <li>• Progress Review Meetings</li> </ul> <p>CSIAP's Media</p> <ul style="list-style-type: none"> <li>• Web</li> <li>• Social Media (FB, YouTube, Twitter and LinkedIn)</li> <li>• Blog</li> <li>• Success stories</li> <li>• Photos</li> </ul> <p>National Media</p> <ul style="list-style-type: none"> <li>• Electronic Media (TV &amp; Radio) Programmes</li> <li>• Print Media (News Articles)</li> </ul>
02	Ministry of Agriculture	<p>Reports</p> <ul style="list-style-type: none"> <li>• Project's Progress Reports (quarterly and annually)</li> <li>• Mega Project Report (monthly)</li> <li>• Financial Report (monthly)</li> <li>• Bank Reconciliation Reports</li> </ul> <p>Publications &amp; Productions</p> <ul style="list-style-type: none"> <li>• Documentary video</li> <li>• Radio Programmes</li> <li>• Project brochure</li> <li>• Advocacy publication</li> <li>• Case studies</li> <li>• Training manuals</li> </ul> <p>Promotional materials</p> <ul style="list-style-type: none"> <li>• Leaflets</li> <li>• Posters</li> <li>• Booklets</li> </ul> <p>Meetings</p> <ul style="list-style-type: none"> <li>• Progress Review Meetings</li> </ul> <p>CSIAP's Media</p> <ul style="list-style-type: none"> <li>• Web</li> <li>• Social Media (FB, YouTube, Twitter and LinkedIn)</li> <li>• Blog</li> <li>• Success stories</li> <li>• Photos</li> </ul>

		<p>National Media</p> <ul style="list-style-type: none"> <li>• Electronic Media (TV &amp; Radio) Programmes</li> <li>• Print Media (News Articles)</li> </ul>
03	The CSIAP Staff (PMU & Provincial Offices)	<p>Reports</p> <ul style="list-style-type: none"> <li>• Project Reports (quarterly and annually)</li> </ul> <p>Workshops</p> <p>Publications &amp; Productions</p> <ul style="list-style-type: none"> <li>• Documentary video</li> <li>• Radio Programmes</li> <li>• Project brochure</li> <li>• Advocacy publication</li> <li>• Case studies</li> <li>• Training manuals</li> </ul> <p>Promotional materials</p> <ul style="list-style-type: none"> <li>• Leaflets</li> <li>• Posters</li> <li>• Booklets</li> </ul> <p>Meetings</p> <ul style="list-style-type: none"> <li>• Progress Review Meetings</li> </ul> <p>CSIAP's Media</p> <ul style="list-style-type: none"> <li>• Web</li> <li>• Social Media (WhatsApp Group, FB, YouTube, Twitter and LinkedIn)</li> <li>• Blog</li> <li>• Success stories</li> <li>• Photos</li> </ul> <p>SMS Messages</p> <p>National Media</p> <ul style="list-style-type: none"> <li>• Electronic Media (TV &amp; Radio) Programmes</li> <li>• Print Media (News Articles)</li> </ul>

<b>External Stakeholders</b>	
<b>Stakeholder/Audience</b>	<b>Communication (Platform &amp; Activities) channels</b>
<ul style="list-style-type: none"> <li>• Political authority (Ministers, Provincial Council Members, Members of local government)</li> </ul>	<p>Reports</p> <ul style="list-style-type: none"> <li>• Project Reports (annually)</li> </ul> <p>Workshops</p> <p>Publications &amp; Productions</p>

	<ul style="list-style-type: none"> <li>• Documentary video</li> <li>• Radio Programmes</li> <li>• Advocacy publication</li> <li>• Case studies</li> </ul> <p>Promotional materials</p> <ul style="list-style-type: none"> <li>• Leaflets</li> <li>• Posters</li> <li>• Booklets</li> <li>• Brochures</li> </ul> <p>Meetings</p> <ul style="list-style-type: none"> <li>• Progress Review Meetings (Policy Makers)</li> </ul> <p>CSIAP's Media</p> <ul style="list-style-type: none"> <li>• Web</li> <li>• Social Media (FB, YouTube, Twitter and LinkedIn)</li> <li>• Blog</li> <li>• Success stories</li> <li>• Photos</li> </ul> <p>National Media</p> <ul style="list-style-type: none"> <li>• Electronic Media (TV &amp; Radio) Programmes</li> <li>• Print Media (News Articles)</li> </ul>
<ul style="list-style-type: none"> <li>• Government Officials in the local authority (Chief Secretary, Provincial Council, Divisional Secretary, Grama Niladhari)</li> </ul>	<p>Reports</p> <ul style="list-style-type: none"> <li>• Project Reports (annually)</li> </ul> <p>Workshops</p> <p>Publications &amp; Productions</p> <ul style="list-style-type: none"> <li>• Documentary video</li> <li>• Radio Programmes</li> <li>• Advocacy publication</li> <li>• Case studies</li> </ul> <p>Promotional materials</p> <ul style="list-style-type: none"> <li>• Leaflets</li> <li>• Posters</li> <li>• Booklets</li> <li>• Brochures</li> </ul> <p>Meetings</p> <ul style="list-style-type: none"> <li>• Progress Review Meetings (Government Officials)</li> </ul>

	<p>CSIAP's Media</p> <ul style="list-style-type: none"> <li>• Web</li> <li>• Social Media (FB, YouTube, Twitter and LinkedIn)</li> <li>• Blog</li> <li>• Success stories</li> <li>• Photos</li> </ul> <p>National Media</p> <ul style="list-style-type: none"> <li>• Electronic Media (TV &amp; Radio) Programmes</li> <li>• Print Media (News Articles)</li> </ul>
<ul style="list-style-type: none"> <li>• Agrarian Service Centers including Agriculture Research and Production Assistants</li> <li>• Department of Agriculture including Agriculture Instructors</li> <li>• Other officers, institutions and agencies associated with the project</li> </ul>	<p>Publications &amp; Productions</p> <ul style="list-style-type: none"> <li>• Documentary video</li> <li>• Radio Programmes</li> <li>• Advocacy publication</li> <li>• Case studies</li> </ul> <p>Workshops</p> <p>Promotional materials</p> <ul style="list-style-type: none"> <li>• Leaflets</li> <li>• Posters</li> <li>• Booklets</li> <li>• Brochures</li> </ul> <p>Meetings</p> <ul style="list-style-type: none"> <li>• Progress Review Meetings (Government Officials and Agencies)</li> </ul> <p>CSIAP's Media</p> <ul style="list-style-type: none"> <li>• Web</li> <li>• Social Media (WhatsApp Group, FB, YouTube, Twitter and LinkedIn)</li> <li>• Blog</li> <li>• Success stories</li> <li>• Photos</li> </ul> <p>SMS Messages</p> <p>National Media</p> <ul style="list-style-type: none"> <li>• Electronic Media (TV &amp; Radio) Programmes</li> <li>• Print Media (News Articles)</li> </ul>
<ul style="list-style-type: none"> <li>• Villagers including farmers</li> </ul>	<p>Publications &amp; Productions</p> <ul style="list-style-type: none"> <li>• Documentary video</li> <li>• Advocacy publication</li> </ul>



	<p>Promotional materials</p> <ul style="list-style-type: none"> <li>• Leaflets</li> <li>• Posters</li> <li>• Booklets</li> <li>• Brochures</li> <li>• Banners</li> <li>• Flyers</li> </ul> <p>Mobile Campaigns</p> <ul style="list-style-type: none"> <li>• Publicity Vehicles</li> <li>• Addressing people on the bus</li> <li>• Street Drama</li> </ul> <p>Meetings</p> <ul style="list-style-type: none"> <li>• Awareness (Community level)</li> <li>• Exposure visits</li> <li>• Field visits</li> <li>• Field day</li> <li>• Crop Clinics</li> <li>• Training sessions</li> <li>• Demonstrations</li> </ul> <p>CSIAP's Media</p> <ul style="list-style-type: none"> <li>• Web</li> <li>• Social Media (WhatsApp Group, FB, YouTube, Twitter and LinkedIn)</li> <li>• Blog</li> <li>• Success stories</li> <li>• Photos</li> </ul> <p>SMS Messages</p> <p>National Media</p> <ul style="list-style-type: none"> <li>• Electronic Media (TV &amp; Radio) Programmes</li> <li>• Print Media (News Articles)</li> </ul>
<ul style="list-style-type: none"> <li>• Religious leaders/ Health Care officers (Midwife/Public Health Inspectors) in the Village</li> </ul>	<p>Publications &amp; Productions</p> <ul style="list-style-type: none"> <li>• Documentary video</li> <li>• Radio Programmes</li> <li>• Advocacy publication</li> </ul> <p>Promotional materials</p> <ul style="list-style-type: none"> <li>• Leaflets</li> <li>• Posters</li> <li>• Booklets</li> <li>• Brochures</li> </ul> <p>Meetings</p> <ul style="list-style-type: none"> <li>• Awareness (Community level)</li> </ul>

	<p>CSIAP Media</p> <ul style="list-style-type: none"> <li>• Web</li> <li>• Social Media</li> <li>• Blog</li> <li>• Success stories</li> <li>• Photos</li> </ul> <p>National Media</p> <ul style="list-style-type: none"> <li>• Electronic Media (TV &amp; Radio) Programmes</li> <li>• Print Media (News Articles)</li> </ul>
<ul style="list-style-type: none"> <li>• General Public</li> </ul>	<p>CSIAP's Media</p> <ul style="list-style-type: none"> <li>• Web</li> <li>• Social Media (FB, YouTube, Twitter and LinkedIn)</li> <li>• Blog</li> <li>• Success stories</li> <li>• Photos</li> </ul> <p>National Media</p> <ul style="list-style-type: none"> <li>• Electronic Media (TV &amp; Radio) Programmes</li> <li>• Print Media (News Articles)</li> </ul>

## 6. Communication Objectives per Audience

Internal Stakeholders /Audience	
Communication Objectives	Audience
To make aware of achieving the development objectives of the project by making maximum use of the funds provided	<ul style="list-style-type: none"> <li>• The World Bank</li> </ul>
To make aware that the project is moving forward positively as planned to reach the development objectives of the project	<ul style="list-style-type: none"> <li>• Ministry of Agriculture</li> </ul>
To obtain the maximum contribution and participation of everyone to implement the project to achieve the development objectives of it	<ul style="list-style-type: none"> <li>• The CSIAP</li> </ul>

External Stakeholders /Audience	
Communication Objectives	Audience
To raise awareness about the importance of the CSIAP, make visible the value of the project, highlight the project progress and impacts, and obtain assistance to implement the project at grassroot level	<ul style="list-style-type: none"> <li>• Political authority (Ministers, Provincial Council Members, Members of local government)</li> <li>• Government Officials in the local authority (Chief Secretary, Provincial Council, Divisional Secretary, Grama Niladhari)</li> </ul>

To improve the interaction between the CSIAP and implementing agencies and through mechanisms and tools to enable a better coordination and exchange of information, ideas and mutual learning to implement the project at grassroot level	<ul style="list-style-type: none"> <li>• Agrarian Service Centers including Agriculture Research and Production Assistant</li> <li>• Department of Agriculture including Agriculture Instructors</li> <li>• Other officers, institutions and agencies associated with the above project</li> </ul>
To obtain the empowered participation of the beneficiaries and also to change the behavioral pattern of mainly the targeted beneficiaries who are vulnerable to climate change issues.	<ul style="list-style-type: none"> <li>• Villagers including farmers</li> </ul>
To raise awareness about the importance of the CSIAP , its impact and obtain the assistance to disseminate the message	<ul style="list-style-type: none"> <li>• Religious leaders/ Health Care officers (Midwife/Public Health Inspectors) in the Village</li> </ul>
To raise awareness about the importance of the CSIAP and its impact	<ul style="list-style-type: none"> <li>• General Public</li> </ul>

#### 7. Key messages via Communication Strategies should be aimed at;

- Promoting education, learning's and behavioral change related to sectoral subject areas.
- Empowering both men and women farmers and providing them with skills and training to work in their own
- Increasing effectiveness of programmes and sub-project process management.
- Foster relationship of trust between stakeholders
- Building capacity of development planning.
- Working with Political Authorities, Government Officials, implementing agencies, local communities and local government to implement the project and achieve the project development objectives

This will explain in detail under **8. Responsibility Assignment Matric (RAM)**  
Key messages will be delivered At Community , Divisional, District, Provincial and National Levels

#### 8. Role of Communication Strategies in changing farmers attitudes, thinking patterns and adopting climate changes

The CSIAP is actively working over 65,000 smallholder farm families in hotspot areas in 11 administrative districts (Kilinochchi, Mullaitivu, Anuradhapura, Polonnaruwa, Puttalam, Kurunegala, Trincomalee, Batticaloa, Ampara, Hambantota, and Moneragala) spread across six provinces (Northern, North Central, North Western, Eastern, Southern, and Uva) in the dry zone of Sri Lanka to improve the productivity and climate resilience of smallholder agriculture in selected hotspot areas

Following areas will be addressed by Communication Strategies

- **Motivation:** Preparing the community for the behavioral and attitude changes
- **Mobilization:** Connecting farming community to a wide network of linkages and opportunities
- **Facilitation:** Providing facilities to build capacity of farmers and link stakeholders to farming community
- **Sharing of knowledge and synchronization of activities:** Engaging all stakeholders by sharing of information and synchronizing activities to maximize efficiency of delivery
- **Evaluation:** Having a built-in monitoring and evaluation system to identify barriers for technology adoption and rectifying procedures
- **Motivation:** Preparing the community for climate change

## 9. Responsibility Assignment Matric (RAM)

A RAM is used in project management as a communication tool to ensure that work tasks designed are handled by a designated responsible agent

No	Level of IEC	Target Group	Type of Information	Time Frame	Methods of Communication which can be used	Responsibility
1	Community Level	Farmers, Members of PS, ARPA, GN, SDO, RL EDO, CBO, HCO	<ul style="list-style-type: none"> <li>Details of Sub Projects to be implemented</li> <li>What is climate change</li> <li>What are the effects of climate change</li> <li>What are the CSA practices could introduce for CSIAP beneficiaries' farmers</li> <li>How do we mitigate &amp; adapt to climate change impacts</li> <li>How to develop agroforestry based on home gardens?</li> <li>Types of CSA practices introduced to paddy, OFC, and Home Garden cultivation</li> <li>What types of CSA practices can be introduced to ensure the sustainability of the home garden?</li> <li>Importance of Organic fertilizer usage</li> <li>The CSIAP objectives, Activities, Project Implementation Mechanism, and Expected Results</li> </ul>	<ul style="list-style-type: none"> <li>Oct 2022 to March 2024</li> <li>01 Oct 2022 to 29 March 2024</li> </ul> <p>The same time schedule will continue</p>	<ul style="list-style-type: none"> <li>Conducting Meetings</li> <li>Delivering Leaflet</li> <li>Displaying Posters &amp; Banners</li> <li>Public Announcements</li> <li>Open Forums in the field</li> <li>Addressing public on the bus</li> <li>Sending SMS</li> <li>Social Media group (Ex: Whatsapp)</li> <li>Street Drama</li> <li>Showing Video Documentaries</li> <li>Through Religious Leaders &amp; Health Care Officers</li> </ul>	<p>SSs-ID&amp;CBs</p> <p>CSAS-PDPDOs, CSAS-PMU</p>

			<ul style="list-style-type: none"> <li>• Importance of Farm Business School (FBS)</li> <li>• Promoting farmers to value addition program</li> <li>• Awareness of Post-harvest technology and product quality management</li> </ul>	<ul style="list-style-type: none"> <li>• Oct 22 to Feb 24</li> <li>• Nov 22 to Feb 24</li> <li>• Jan 23 to March 24</li> </ul>	<ul style="list-style-type: none"> <li>• Conducting (FBS) introduction/ training programme</li> <li>• Delivering Leaflet</li> <li>• Displaying Posters &amp; Banners</li> <li>• Sending SMS</li> <li>• Social Media group (Ex: Whatsapp)</li> </ul>	AB&MLOs -PDPDOs, AB&MLD S- PMU
			<ul style="list-style-type: none"> <li>• Importance of Cascade Management and how could it be used for Resources Management</li> <li>• Importance of Tank rehabilitation &amp; Infra Structure Development</li> <li>• Tank water level monitoring and irrigation canal discharge measurement</li> <li>• Operation and maintenance of rehabilitated tanks</li> <li>• Water quality monitoring</li> </ul>	<ul style="list-style-type: none"> <li>• Oct 2022 to Dec 2023</li> <li>• Nov 2022 to Dec 2023</li> <li>• Oct 2022 to March 2024</li> <li>• Jan 2023 to March 2024</li> <li>• Oct 2022 to March 2024</li> </ul>	<ul style="list-style-type: none"> <li>• Conducting Meetings</li> <li>• Delivering Leaflet</li> <li>• Displaying Posters &amp; Banners</li> <li>• Sending SMS</li> <li>• Social Media group (Ex: Whatsapp)</li> <li>• Displaying Demonstration</li> <li>• Showing Video Documentaries</li> </ul>	WMSs- PDPDOs, WMS- PMU, ID& CBs
			<ul style="list-style-type: none"> <li>• Importance of Produce Societies and Duties,</li> <li>• Responsibilities of Leaders of Producer Societies</li> <li>• Role of Producer Association</li> <li>• Importance of removable elephant fence and how to maintain it</li> </ul>	<ul style="list-style-type: none"> <li>• Oct 2022 to March 2024</li> <li>• Oct 2022 to March 2024</li> <li>• Sep 2022 to July 2023</li> <li>• Oct 2022 to March 2024</li> </ul>	<ul style="list-style-type: none"> <li>• Conducting Meetings</li> <li>• Distributing Leaflet</li> <li>• Displaying Posters &amp; Banners</li> <li>• Public Announcement</li> <li>• Sending SMS</li> <li>• Social Media group (Ex: WhatsApp)</li> <li>• Showing Video</li> </ul>	ID & CBSs - PDPDOs, ID & CBS- PMU

			<ul style="list-style-type: none"> <li>• Empowering women/ girls and men/ boys for engaging/ improving Climate Smart Agriculture (CSA) practices in the climatically vulnerable hotspot areas.</li> <li>• Promoting new digital and digital solutions for women and men to be an entrepreneur in the climatically vulnerable hotspot areas.</li> <li>• Promoting women's economic empowerment in climatically vulnerable hotspot areas.</li> <li>• Awareness of preventing gender issues and Gender Based Violence (GBV) in the field of agriculture.</li> <li>• Awareness of the Code of Conduct (CoC) - (GBV) to the community and their members, for example, Society/ community/ committee (SAC/ PS/ GRC/ FO) to make aware of GBV prevention.</li> <li>• Empowering men and women to active citizen engagement in all project-related activities in climatically vulnerable hotspot areas.</li> <li>• Awareness of the formation of</li> </ul>	The same time schedule will continue	<p>Documentaries</p> <ul style="list-style-type: none"> <li>• Conducting Community Consultations/ Meetings/ Focus Group Discussion (FGD)</li> <li>• Delivering Information Leaflet</li> <li>• Displaying Information Posters &amp; Banners</li> <li>• Public Announcement</li> <li>• Sending SMS</li> <li>• Social Media group (Ex: WhatsApp)</li> <li>• Showing Video Documentaries</li> </ul>	GDOs- PDPDOs ESSS. GDO-PMU
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			<p>community-level committees in CSIAP and give promote women and girls also to be executive members (gender inclusion) in the FO, SAC, PS, and other CBOs.</p> <ul style="list-style-type: none"> <li>• Encouraging female participation in the Social Audit Committee, Farmer Organization, Producer Societies, and other CBOs and improving their active participation of them.</li> <li>• Making Female Farmers aware of at least 30% of females get the agricultural equipment, assets, extension services, CSA practices, and technologies in CSIAP.</li> <li>• Disseminating that CSIAP always ensures that at least 30% of farmers are women from the total beneficiaries of the project and getting the benefits.</li> </ul>			
			<ul style="list-style-type: none"> <li>• Grievances Redress Procedure</li> <li>• Awareness of Social Audit Committees (SAC)</li> <li>• Making project beneficiaries, contractors, and other stakeholders aware of GRM</li> </ul>	<ul style="list-style-type: none"> <li>• Oct 2022 to Dec 2023</li> <li>• Nov 2022 to Dec 2023</li> <li>• Oct 2022 to March 2024</li> </ul>	<ul style="list-style-type: none"> <li>• Conducting Community Consultations/ Meetings/ Focus Group Discussion (FGD)</li> <li>• Conduct training programs</li> </ul>	SSO - PDPDOs ESSS, SSO-PMU



			<ul style="list-style-type: none"> <li>• Awareness of Land aquation procedures to beneficiaries, contractors, and other relevant stakeholders</li> <li>• Awareness of the importance of engagement with Producer Society and privileges of engagement within PS</li> <li>• Making vulnerable groups (Samurdi beneficiaries, women-headed families, Widows, disabled, Senior citizens, etc.) and stakeholders aware of the process of empowerment of vulnerable groups in the project area.</li> <li>• Awareness of Social Sensitive areas and measures to mitigate any harm.</li> <li>• Making the Community aware of possible social impacts and mitigation measures in sub projects via Community Consultation</li> <li>• Awareness of social impacts and mitigation measures to contractors and other stakeholder agencies</li> </ul>	<ul style="list-style-type: none"> <li>• Jan 2023 to March 2024</li> <li>• Oct 2022 to March 2024</li> </ul> <p>The same time schedule will continue</p>	<ul style="list-style-type: none"> <li>• Conduct awareness programs</li> <li>• Conducting Meetings</li> <li>• Delivering Leaflet</li> <li>• Displaying Posters &amp; Banners</li> <li>• Public Announcement</li> <li>• Sending SMS</li> <li>• Social Media group (Ex: Whatsapp)</li> <li>• Showing Video Documentaries</li> </ul>	
			<ul style="list-style-type: none"> <li>• Awareness of the CSIAP Environmental safeguard need and violation consequences to</li> </ul>	<ul style="list-style-type: none"> <li>• Oct 2022 to Dec 2023</li> </ul>	<ul style="list-style-type: none"> <li>• Conduct training programs</li> <li>• Conduct awareness programs</li> </ul>	<p>EOs- PDPDOs, ESSS, EO- PMU</p>

			<p>stakeholders.</p> <ul style="list-style-type: none"> <li>• Awareness of AIS in the area and prevention of the AIS spread in project sites.</li> <li>• Promoting tree planting programs and biodiversity improvement practices in the project areas.</li> <li>• Making aware of the Ellanga (Cascadee) System and its importance for climate resilience and biodiversity improvement.</li> <li>• Making the community aware of the impact, and mitigation measures of environmental issues.</li> <li>• Awareness of the safe use of Agro chemicals and safe disposal of empty containers.</li> <li>• Awareness of Soil conservation practices to increase soil conservation</li> <li>• Awareness of the importance of live fences to protect crops from pests and wild animals.</li> <li>• Awareness of HEC mitigation measures.</li> <li>• Making stakeholders aware of the negative list</li> <li>• Success Stories of the project</li> <li>• Lessons and learn of the</li> </ul>	<ul style="list-style-type: none"> <li>• Nov 2022 to Dec 2023</li> <li>• Oct 2022 to March 2024</li> <li>• Jan 2023 to March 2024</li> <li>• Oct 2022 to March 2024</li> </ul> <p>The same time schedule will continue</p>	<ul style="list-style-type: none"> <li>• Conducting meetings</li> <li>• Arrange special events on national and international day celebrations relevant to environmental safeguards.</li> <li>• Delivering leaflet</li> <li>• Displaying posters &amp; Banners</li> <li>• Public Announcement</li> <li>• Open Forums in the field</li> <li>• Sending SMS by Social Media group (Ex: Whatsapp)</li> <li>• Displaying Model Village</li> <li>• Show video, documentaries</li> </ul>	
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2	<b>Divisional Level</b>	PA, DS, DO, AI, ADP, CLG, DE, FD, WD, Div.CC, Div.AC, WDO	<p><b>project</b></p> <ul style="list-style-type: none"> <li>• Project Objectives, Activities, Implementation Mechanism, and Expected Results</li> <li>• Details of Sub Projects,</li> <li>• Conducting awareness programs on each activity for getting the support of local political authorities and government officials.</li> </ul>	<ul style="list-style-type: none"> <li>• Oct 2022 to March 2024</li> <li>• Oct 2022 to Dec 2023</li> <li>• Nov 2022 to Dec 2023</li> </ul>	<ul style="list-style-type: none"> <li>• Project Meetings</li> <li>• Presenting progress report to Divisional Agriculture Committee &amp; Divisional Coordinating Committee</li> <li>• Project progress through Video Documentaries</li> </ul>	SSs-ID&CBs, PDPDOs,
			<ul style="list-style-type: none"> <li>• How to improve the climate resilience of farming communities and productivity of Irrigated Agriculture</li> <li>• Importance of increasing water productivity by adopting CSA practices</li> <li>• How to develop agroforestry based on home gardens</li> <li>• What types of CSA practices can be introduced to ensure the sustainability of the garden?</li> <li>• How production and use of organic fertilizers can help improve crop productivity</li> </ul>	<ul style="list-style-type: none"> <li>• 15 Sep 2022 to 30 Sep 2023</li> </ul> <p>The same time schedule will continue</p>	<ul style="list-style-type: none"> <li>• Carrying out exposure visits &amp; field days</li> <li>• Distributing leaflets /Handbills among Support organization (Sup.O) officers</li> </ul>	CSASs-PDPDOs, CSAS-PMU
			<ul style="list-style-type: none"> <li>• Effectively implementing FBS framer training for developing farmers as entrepreneurs and managers</li> </ul>	<ul style="list-style-type: none"> <li>• Sep 2022 to March, 2024</li> </ul>	<ul style="list-style-type: none"> <li>• Project Meetings</li> <li>• Presenting progress reports to Divisional Agriculture Committee &amp;</li> </ul>	AB&MLOs -PDPDOs, AB&MLD S-PMU

					Divisional Coordinating Committee <ul style="list-style-type: none"> <li>Distributing leaflets /Handbills among officers of Supporting Organizations (Sup.O)</li> </ul>	
			<ul style="list-style-type: none"> <li>Importance of Cascade Management and how could it be used for Resources Management in the Cascades</li> <li>Importance of Tank rehabilitation &amp; Infra Structure Development</li> <li>Water measurement and monitoring system</li> <li>Operation and maintenance of rehabilitated tanks</li> </ul>	<ul style="list-style-type: none"> <li>Nov 2022 to Dec 2023</li> <li>Nov 2022 to Dec 2023</li> <li>March 2022 to March 2024</li> <li>March 2022 to March 2024</li> </ul>	<ul style="list-style-type: none"> <li>Project Meetings</li> <li>Presenting reports to Divisional Agriculture Committee &amp; Divisional Coordinating Committee</li> <li>Project progress through Video Documentaries</li> </ul>	WMSs-PDPDOs, WMS-PMU, ID& CBs
			<ul style="list-style-type: none"> <li>Building Capacities of all stakeholders to achieve PDOs</li> <li>Role of Producer Societies and Producer Association</li> </ul>	<ul style="list-style-type: none"> <li>Nov 2022 to Nov 2023</li> <li>Nov 2022 to Nov 2023</li> </ul>	<ul style="list-style-type: none"> <li>Training and Capacity Building</li> <li>Project Meetings</li> <li>Presenting reports to Divisional Agriculture Committee &amp; Divisional Coordinating Committee</li> <li>Project progress through Video Documentaries</li> </ul>	ID & CBSs-PDPDO, ID & CBS-PMU

			<ul style="list-style-type: none"> <li>• Making aware that CSIAP always ensures that at least 30% of farmers are women among the total beneficiaries of the CSIAP.</li> <li>• Awareness of the inclusion of vulnerable category people in material distribution and participation in training (E.g.: Inputs distribution - seed distribution, agricultural equipment/ participation in awareness/Training/ exposure visits).</li> <li>• Empowering women/ girls and men/ boys for engaging/ improving Climate Smart Agriculture (CSA) practices in the climatically vulnerable hotspot areas.</li> <li>• Awareness of at least 30% of suitable females to get the agricultural equipment, assets, extension services, CSA practices, and technologies in CSIAP.</li> <li>• Awareness of the Code of Conduct - (GBV) to the contractors and their staff to make aware of GBV prevention in subproject sites.</li> <li>• Aware of the Gender Action Plan to implement the</li> </ul>	<ul style="list-style-type: none"> <li>• Oct 2022 to March 2024</li> </ul> <p>The same time schedule will continue</p>	<ul style="list-style-type: none"> <li>• Project Meetings</li> <li>• Presenting to Divisional Agriculture Committee &amp; Divisional Coordinating Committee</li> <li>• Project Progress Meeting</li> <li>• Project progress by Video Documentaries.</li> </ul>	<p>GDOs- PDPDOs ESSS, GDO-PMU</p>
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			<p>activities.</p> <ul style="list-style-type: none"> <li>Ensure that at least 30% of females are also recruited to the FFS and FBS.</li> </ul>			
			<ul style="list-style-type: none"> <li>Grievances Redress Mechanism &amp; Responsibility</li> <li>Awareness of engaging PS/importance and privileges of engagement in PS.</li> <li>Awareness of land acquisition procedures, in written consent</li> <li>Empowerment of vulnerable groups in the project area</li> <li>Awareness of pollution and noise control measures (Control of dust/noise/vibration)</li> <li>Awareness of accident prevention and site safety measures.</li> </ul>	<ul style="list-style-type: none"> <li>Oct 2022 to Dec 2023</li> <li>Nov 2022 to Dec 2023</li> <li>Oct 2022 to March 2024</li> <li>Jan 2023 to June 2024</li> <li>Oct 2022 to June 2024</li> </ul> <p>The same time schedule will continue</p>	<ul style="list-style-type: none"> <li>Project Meetings</li> <li>Presenting reports to Divisional Agriculture Committee &amp; Divisional Coordinating Committee</li> <li>Project progress through Video Documentaries</li> </ul>	SSO-PDPDOs, ESSS, SSO-PMU
			<ul style="list-style-type: none"> <li>Awareness of the importance of the cultivation fence</li> <li>Making aware of green building concepts (No Asbestos in buildings/ use of natural lighting and cooling/ use of solar power whenever possible</li> <li>Awareness of pollution and noise control measures (Control of</li> </ul>	<ul style="list-style-type: none"> <li>Oct 2022 to Dec 2023</li> <li>Nov 2022 to Dec 2023</li> <li>Oct 2022 to March 2024</li> </ul>		EOs-PDPDOs, ESSS, EO-PMU

			<ul style="list-style-type: none"> <li>dust/noise/water pollution / disturb to wildlife)</li> <li>Awareness of accident prevention and site safety measures</li> <li>Awareness of material sourcing and burrow pit management.</li> <li>Awareness of proper waste</li> <li>Success Stories of the project</li> <li>Lessons and learn of the project</li> </ul>	<ul style="list-style-type: none"> <li>Jan 2023 to March 2024</li> <li>Oct 2022 to March 2024</li> </ul> <p>The same time schedule will continue</p>		
3	District Level	GA, DDA, DC/AC (DAD), DADir, DCC, DAC, CC, FD, WD	<ul style="list-style-type: none"> <li>Project Objectives, activities, Implementation Mechanism, and Expected Results</li> <li>Details of Sub Projects</li> </ul>	<ul style="list-style-type: none"> <li>Dec 2022 to Nov 2023</li> </ul>	<ul style="list-style-type: none"> <li>Project Meetings</li> <li>Presenting reports to District Agriculture Committee &amp; District Coordinating Committee</li> <li>Distributing handbills</li> <li>Conducting exposure visits &amp; field days</li> </ul>	SSs-ID&CBs, PDPDOs
			<ul style="list-style-type: none"> <li>Why do we need to promote CSA practices to increase productivity</li> <li>Importance of developing agroforestry based on home gardens</li> <li>Types of CSA practices can be introduced to ensure the sustainability of the garden</li> </ul>	01 <sup>st</sup> October 2022 to 30 <sup>th</sup> March 2023		CSAS-PDPDOs, CSAS-PMU
			<ul style="list-style-type: none"> <li>Effectively implementing FBS framer training for developing farmers as entrepreneurs and managers</li> <li>Creating market linkages</li> <li>Value addition &amp; promotion of Agri-Businesses</li> </ul>	<ul style="list-style-type: none"> <li>Sep 2022 to March 2024</li> </ul> <p>The same time schedule will continue</p>	<ul style="list-style-type: none"> <li>Project Meetings</li> <li>Presenting reports to District Agriculture Committee &amp; District Coordinating Committee</li> <li>Establishing</li> </ul>	AB&MLOs -PDPDOs, AB&MLD S-PMU

					<ul style="list-style-type: none"> <li>demonstration</li> <li>Distributing demonstrations &amp; handbills</li> <li>Conducting exposure visits</li> </ul>	
			<ul style="list-style-type: none"> <li>Building Capacities of all stakeholders to achieve PDOs</li> <li>Making awareness of all the stakeholders to get their support in achieving PDOs</li> </ul>	<ul style="list-style-type: none"> <li>Jan 2022 to Dec 2023</li> <li>Jan 2023 to June 2023</li> </ul>	<ul style="list-style-type: none"> <li>Project Meetings</li> <li>Presenting reports to District Agriculture Committee &amp; District Coordinating Committee</li> <li></li> </ul>	ID&CBSs-PDPDOs, ID & CBS-PMU
			<ul style="list-style-type: none"> <li>Importance of Cascade Management</li> <li>Importance of Tank rehabilitation &amp; Infra Structure Development</li> <li>Operation and maintenance of rehabilitated tanks</li> <li>Water issue measurement and monitoring system</li> </ul>	<ul style="list-style-type: none"> <li>Jan 2022 to Dec 2023</li> <li>Jan 2023 to March 2024</li> </ul> <p>The same time schedule will continue</p>	<ul style="list-style-type: none"> <li>Project Meetings</li> <li>Presenting reports to District Agriculture Committee &amp; District Coordinating Committee</li> <li></li> </ul>	WMS, ID&CBSs-PDPDOs, WMS, IDCBS-PMU
			<ul style="list-style-type: none"> <li>Making aware that CSIAP always ensures that at least 30% of farmers are women from the total beneficiaries of the project and getting the benefits.</li> <li>Awareness of the Gender Action Plan to implement the activities.</li> <li>Ensuring that at least 30% of</li> </ul>	<ul style="list-style-type: none"> <li>Oct 2022 to March 2024</li> <li>Oct 2022 to March 2024</li> <li>Oct 2022 to</li> </ul>	<ul style="list-style-type: none"> <li>Project Meetings</li> <li>Presenting to District Agriculture Committee &amp; District Coordinating Committee,</li> <li>Progress Review Meetings</li> </ul>	GDOs-PDPDOs, ESSS, GDO - PMU



			the female also recruited to the FFS and FBS.	March 2024		
			<ul style="list-style-type: none"> <li>Grievances Redress Mechanism &amp; Responsibility</li> <li>Educating about social sensitive areas and procedures to follow necessary mitigation measures on negative impacts</li> <li>Educate on land acquisition procedures, in written consent</li> <li>Provide necessary education of facilitation to vulnerable groups in building designing</li> </ul>	<ul style="list-style-type: none"> <li>Oct 2022 to March 2024</li> </ul> <p>The same time schedule will continue</p>		SSOs - PDPDOs, ESSS, SSO-PMU
			<ul style="list-style-type: none"> <li>Awareness of the CSIAP Environmental safeguard needs and consequences of violation</li> <li>Awareness of the procedures related to biodiversity protection measures in the ESMP.</li> <li>Awareness of minimizing tree removal in sites</li> <li>Making aware of the environmental safeguard process and collaboration needed from stakeholder agencies to conduct environmental safeguards in sub project locations.</li> <li>Making aware of protecting sensitive areas and procedures to follow necessary mitigation measures on negative impacts</li> </ul>	<ul style="list-style-type: none"> <li>Oct 2022 to March 2024</li> </ul> <p>The same time schedule will continue</p>		EOs - PDPDOs, ESSS, EO - PMU

			<ul style="list-style-type: none"> <li>• Success Stories of the project</li> <li>• Lessons and learn of the project</li> </ul>			
4	Provincial Level	CS, DCS – Planning, DCS – Engineer, DCS – Financial, PDI, PDA, SPMOA, SPMOI	<ul style="list-style-type: none"> <li>• Project Objectives, Activities, Implementation Mechanism, and Expected Results</li> <li>• Project Annual Action Plan</li> <li>• Project Progress</li> <li>• Project Implementing Mechanism</li> </ul>	<ul style="list-style-type: none"> <li>• Oct 2022 to March 2024</li> </ul> <p>The same time schedule will continue</p>	<ul style="list-style-type: none"> <li>• Project Meeting</li> <li>• Steering Committee Meeting</li> <li>• Conducting exposure visits &amp; field days</li> <li>• Distributing leaflets/handbills among Sup. Officers</li> <li>• Showing video programs on CSA practices</li> </ul>	SSs-PDPDOs, I D&CBs
			<ul style="list-style-type: none"> <li>• The success of developing Agro forestry-based home garden</li> <li>• CSA practices were introduced to ensure the sustainability of the home garden</li> <li>• Framers' contribution to the National economy as entrepreneurs</li> <li>• Recommended CSA practices for CSIAP beneficiaries to increase productivity</li> </ul>	<ul style="list-style-type: none"> <li>• 01 Oct 2022 to 30 Dec 2022</li> </ul> <p>The same time schedule will continue</p>		CSASs-PDPDO, CSAS-PMU
			<ul style="list-style-type: none"> <li>• Effectively implementing FBS framer training for developing farmers as entrepreneurs and managers</li> <li>• Creating market linkages</li> <li>• Value addition &amp; promotion of Agri-Businesses</li> </ul>	<ul style="list-style-type: none"> <li>• Sept, 2022 to March 2024</li> </ul> <p>The same time schedule will continue</p>	<ul style="list-style-type: none"> <li>• Project Meeting</li> <li>• Steering Committee Meeting</li> <li>• Conducting exposure visits</li> <li>• Arrange experience sharing workshops</li> <li>• Distributing leaflets/handbills</li> </ul>	AB&MLOs -PDPDOs, AB&MLD S-PMU

					<ul style="list-style-type: none"> <li>Showing video programs on FBS and Business Opportunities practices</li> </ul>	
			<ul style="list-style-type: none"> <li>Making all stakeholders aware of the effective functioning of the project</li> </ul>	<ul style="list-style-type: none"> <li>Jan 2023 to June 2023</li> </ul>	<ul style="list-style-type: none"> <li>Project Meeting</li> <li>Steering Committee Meeting</li> </ul>	ID&CBSs-PDPDOs, ID&CBSs-PMU
			<ul style="list-style-type: none"> <li>Importance of Cascade Management</li> <li>Importance of Tank rehabilitation &amp; Infra Structure Development</li> <li>Hydrology studies outcomes involved in the rehabilitation system</li> <li>Operation and maintenance of rehabilitated systems</li> </ul>	<ul style="list-style-type: none"> <li>Jan 2022 to Dec 2023</li> <li>Jan 2023 to March 2024</li> </ul> <p>The same time schedule will continue</p>	<ul style="list-style-type: none"> <li>Project Meeting</li> <li>Steering Committee Meeting</li> <li>Conducting exposure visits</li> <li>Arrange experience</li> <li>Distributing leaflets/handbills</li> <li>Showing Video Documentaries</li> </ul>	WMSs-PDPDOs, WMS-PMU, ID&CBs
			<ul style="list-style-type: none"> <li>Awareness of CSIAP's Environmental Social Safeguard and Gender Activities.</li> <li>Implementing the Gender Action Plan based on the time frame.</li> <li>Grievances Redress Mechanism &amp; Responsibility</li> <li>Awareness of land acquisition procedures, in written consent</li> <li>Providing necessary</li> </ul>	<ul style="list-style-type: none"> <li>Sep 2022 to March 2024</li> </ul> <p>The same time schedule will continue</p>	<ul style="list-style-type: none"> <li>Project Meeting</li> <li>Steering Committee Meeting,</li> <li>Progress Review Meetings</li> </ul>	GDOs, EO, SSOs -PDPDOs, ESSS, GDO, EO, SSO-PMU

			<p>education of facilitation to vulnerable groups in building design.</p> <ul style="list-style-type: none"> <li>• Success Stories of the project</li> <li>• Lessons and learn from the project</li> </ul>			
5	National Level	SMOA, SMOI, CG-DAD, DG-DOA, World Bank	<ul style="list-style-type: none"> <li>• Project Progress</li> </ul>	<ul style="list-style-type: none"> <li>• Oct 2022 to March 2024</li> </ul>	<ul style="list-style-type: none"> <li>• Project Meeting</li> <li>• National Steering Committee Meeting</li> <li>• Documentaries showing Project Progress</li> <li>• Arranging exposure visits &amp; field days for national level officers</li> <li>• Publish on CSA practices in printed media</li> <li>• Arranging Electronic media programs to publish on climate change adaptation strategies &amp; use of CSA practices to enhance farmer family income</li> <li>• Showing Video Documentaries</li> </ul>	SSs-PMU, ID&CBs
			<ul style="list-style-type: none"> <li>• Impact of Climate Change on Farmers in hot spot areas and outcome of improving the climate resilience of farming communities and productivity of Irrigated Agriculture</li> <li>• benefits obtained by adopting CSA practices for farmers in hotspot areas</li> <li>• Home garden increases farmers' food security and living standards</li> <li>• Importance of alternative income generation for Hotspot area beneficiaries</li> </ul>	<ul style="list-style-type: none"> <li>• 01 Oct 2022 to 30<sup>th</sup> Nov 2022</li> </ul> <p>The same time schedule will continue</p>		PD, CSAS-PMU
			<ul style="list-style-type: none"> <li>• The outcome of FBS by generating 36000 farmers including 15000 women farmers and business</li> </ul>	<ul style="list-style-type: none"> <li>• Oct 2022 to March 2024</li> </ul>	<ul style="list-style-type: none"> <li>• Project Meeting</li> <li>• National Steering Committee Meeting</li> <li>• Video</li> </ul>	PD, AB&MLD S-PMU

			linkages/opportunities created		<p>Documentaries showing Project Progress</p> <ul style="list-style-type: none"> <li>• Arranging exposure visits for national level officers</li> </ul>	
			<ul style="list-style-type: none"> <li>• Coordination and awareness of all stakeholders to keep them aware of the project objectives and activities for the effective functioning of the project.</li> </ul>	<ul style="list-style-type: none"> <li>• Oct 2022 to Dec 2023</li> </ul>	<ul style="list-style-type: none"> <li>• Project Meeting</li> <li>• National Steering Committee Meeting</li> <li>• Documentaries showing Project Progress</li> </ul>	PD, SSs-PMU
			<ul style="list-style-type: none"> <li>• The outcome of Cascade Management</li> <li>• The outcome of Hydrology Studies</li> <li>• The success of maintaining rehabilitated systems</li> </ul>	<ul style="list-style-type: none"> <li>• March 2023 to March 2024</li> <li>• Nov 2022 to March 2024</li> <li>• March 2023 to March 2024</li> </ul>	<ul style="list-style-type: none"> <li>• Project Meeting</li> <li>• National Steering Committee Meeting</li> <li>• Video Documentaries showing Project Progress</li> </ul>	PD, WMS-PMU, ID&CBs
			<ul style="list-style-type: none"> <li>• The output of CSIAP's Environmental Social Safeguard and Gender Activities.</li> <li>• Success Stories of the project</li> <li>• Lessons and learn of the project</li> </ul>	<ul style="list-style-type: none"> <li>• Oct 2022 to March 2024</li> </ul> <p>The same time schedule will continue</p>	<ul style="list-style-type: none"> <li>• Project Meeting</li> <li>• National Steering Committee Meeting, Project Progress Meeting</li> <li>• Documentaries showing Project Progress</li> </ul>	PD, SSs-PMU
		General Public	<ul style="list-style-type: none"> <li>• Current Activities</li> <li>• The output of each sub project</li> <li>• The outcome of the project</li> <li>• Awareness Gender Action</li> </ul>	<ul style="list-style-type: none"> <li>• Oct 2022 to March 2024</li> </ul> <p>The same time schedule will continue</p>	<ul style="list-style-type: none"> <li>• Print (news &amp; feature articles, Messages)</li> <li>• &amp; Electronic Media <ul style="list-style-type: none"> <li>○ TV (News, Discussion, Documentaries,</li> </ul> </li> </ul>	PMU

			Plan of the CSIAP, Environmental safeguard needs, and violation consequences. <ul style="list-style-type: none"> <li>• Overall performances</li> <li>• Success Stories of the project</li> <li>• Lessons and learn of the project</li> </ul>		Messages) <ul style="list-style-type: none"> <li>○ Radio (News, Discussion, Messages)</li> </ul>	
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### Abbreviations

**ABMLDS:** Agribusiness & Market Linkage development Specialist

**AC:** Assist Commissioner

**ADP:** Assistance Director Planning

**AI:** Agriculture Instructor

**AIS:** Alien Invasive Species

**ARPA:** Agriculture Research & Production Assistant

**ASC :** Agrarian Service Centre

**CBO:** Community Base Organization

**CC:** Chamber of Commerce

**CG:** Commissioner General,

**CLG:** Chairman, Local Government

**CoC:** Code of Conduct

**Contr :** Contractor

**CS:** Chief Secretary

**CSA:** Climate Smart Agriculture

**CSAS:** Climate Smart Agriculture Specialist

**DAD:** Department of Agrarian Development

**DADir.:** District Agriculture Director

**DC:** Commissioner, DAD

**DAC:** District Agriculture Committee

**DCC:** District Coordinating Committee

**DCS:** Deputy Chief Secretary

**DDA:** Deputy Director (Agriculture)

**DDOA:** District Director (Agriculture)

**DE:** Divisional Engineer

**DG:** Director General,

**Div.AC:** Divisional Agriculture Committee

**Div.CC:** Divisional Coordinating Committee

**DO:** Divisional Officer of ASC

**DoA:** Department of Agriculture

**DPA:** Director Provincial Agriculture

**DPA:** Director Provincial Agriculture

**DPD:** District Planning Director

**DS:** Divisional Secretary

**EDO:** Economic Development Officer

**EO:** Environmental Officer

**ESO:** Environmental Safeguard Officer

**ESSS:** Environmental and Social Safeguard Specialist

**FD:** Forest Department .

**FGD:** Focus Group Discussion

**FO:** Farmer Organization

**GA:** Government Agent

**GAP:** Gender Action Plan

**GBV:** Gender Based Violence

**GDO:** Gender Development Officer

**GN:** Grama Niladhari

**HCO:** Health Care Officer

**HEC:** Human Elephant Conflict  
**ID&CBS:** Institutional Development and Capacity Building Specialist  
**IEC & ICTS:** Information, Education & Communication and Information and Communication and Technology Specialist  
**MO:** Marketing Officer  
**MoA:** Ministry of Agriculture  
**OCT:** Other Field Crops  
**PA:** Producer Association  
**PD:** Project Director  
**PDA:** Provincial Director (Agriculture)  
**PDI:** Provincial Director Irrigation  
**PDO:** Project Development Objectives  
**PDPDO:** Provincial Deputy Project Director Office  
**PF:** Producer Federation  
**PMU:** Project Management Unit  
**PS:** Producer Society

**RL:** Religious Leaders  
**SAC:** Social Audit Committee  
**Sit Eng:** Site engineer  
**SDO:** Social Development officer  
**SMOA:** Secretary, Ministry of Agriculture  
**SMOI:** Secretary, Ministry of Irrigation  
**SO:** Samurdhi Officer  
**SPMOA:** Secretary, Provincial Ministry of Agriculture  
**SPMOI:** Secretary, Provincial Ministry of Irrigation  
**SS:** Subject Specialist  
**SSO:** Social Safe Guard Officer  
**STO:** Senior Technical Officer  
**Sup.O:** Supporting organizations  
**WD:** Wild Life Department  
**WDO:** Women Development Officer  
**WMS:** Water Management Specialists

**10. Action Plans (Communication Strategy and Implementation Time Frame) for both Provincial Offices and the PMU, CSIAP**

Tables below are living documents to be updated on a continual basis by both Provincial Offices and PMU of the CSIAP

**Table: 01: by the Provincial Deputy Project Director’s Office**

At Provincial Level													
No	Subject	Type of IEC Programme	Person Responsible	Date to be conducted	District	DS Division	ASC Division	Venue	Target Group	Target Participants			Budget (Rs)
										Male	Female	Total	
1													
2													
3													
4													

**Table 02: by the Project Management Unit**  
 This is a living document to be updated

At PMU Level							
Date	Activity	Target Audience	Message	Communication material	Channel	Person responsible	Cost
<b>Communications Plan</b>							
<b>Reports</b>							
<b>Promotional Materials</b>							




<b>Video Documentaries</b>							
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<b>Video Documentaries</b>							
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TBA						Subject Specialist at PMU	
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### 10. Evaluation Success

This will measure the success of Communication Strategy

No	Subject	Type of IEC Programme	Date conducted	District	DS Division	ASC Division	Venue	Target Group	Target Participants			Actual Participants		
									Male	Female	Total	Male	Female	Total
1														
2														
3														
4														
5														
6														

This could be monitored via MIS