



Guidance Note of Information, Education & Communication (IEC) and Information & Communication Technology (ICT) of the Climate Smart Irrigated Agriculture Project (CSIAP) - Ministry of Agriculture (MoA)

Introduction

The term Information, Education & Communication/ Information Communication Technology (IEC & ICT) is twofold, one is for designing the overall Information, Education, and Communication (IEC) campaign for the project then, implementing it with the PMU at the national level, and through the DPD offices at the provincial, district, divisional, and community levels to make stakeholders including political and administrative authorities aware of the CSIAP's concept and procedure. The other one is to design and implement the ICT framework for the CSIAP.

The primary purpose of conducting an IEC & ICT campaign is for sharing information with the project stakeholders and the beneficiaries. Therefore, the project should assess the need for information, and fill the information and communication gaps to implement the project with the full participation of all stakeholders. Most importantly, the IEC & ICT Campaign strategy was designed with the support of the subject matter officials in the PMU and the DPD offices which will help to change the attitude of the people in terms of the Climate Smart Agriculture (CSA) practices, CSA technology, irrigation management, capacity building and gender inclusion in all project activities.

Background

The IEC campaign should be implemented to aware the concept of the project, objectives, components of the project, implementation location, funding agency, cost of the project, interventions, etc. to the public, officials, and politicians in the climatically vulnerable hotspot area. Officials of the DPD offices should implement the designed IEC campaign with appropriate methods suited to Provincial, district, divisional, and community levels.

Project Officials and the Implementing Agency (IA) should ensure that they are conducting effective IEC & ICT camping to aware and empower the community. Therefore, effective and efficient communication methods should be used during the IEC campaign by the DPD Officials and Implementing Agencies. Most importantly the IEC campaign will be conducted to raise the voice of poor, vulnerable, men and women including other public.

The IEC & ICT campaign should be focused to change the attitude of the people from the community level to the national level to achieve the objective of the CSIAP. Further, the IE C& ICT approach is an attempt to change or reinforce a set of behavior in a target audience regarding a specific problem in a predefined time. In other words, it is mainly to generate awareness. It means the process of working with individuals, communities,

societies, and targeted groups to develop communication strategies to promote positive behaviors that are appropriate to their settings.

Each IE C& ICT program should be ensured that it was aware of the public, officials, and politicians to achieve the development objectives of the project. Also, each IEC & ICT should make aware that the project is moving forward positively as planned to reach the development objectives of the project. Thus, IE C& ICT campaign should target the public to obtain the maximum contribution and active participation in all project activities.

IEC & ICT Campaigns promotes improving the interaction between the officials of the CSIAPI and officials of the implementing agencies through mechanisms and tools to enable better coordination and exchange of information, ideas, and lesson learned to implement the project at the grassroots level.

Material for the IEC & ICT Campaigns

Print and electronic media will be used for the IEC & ICT campaigns. Further information leaflets, posters, booklets, and brochures will be distributed to the community at the grassroots level. Most importantly, CSIAPI is using social media like Blog, Facebook, YouTube, Twitter and LinkedIn along with the CSIAPI website to disseminate the information with Photographs, success stories, documentation video clips, and articles evidence. Thus, CSIAPI frequently provided the most important news to the National electronic and print media in Sinhala, Tamil, and English languages. CSIAPI is submitting the Project Progress Reports for the policymakers and the national level.

The Targeted Audience for the IEC & ICT Campaigns

- Community Level - Farmers, Producer Societies, Social Audit Committees, and other Community-Based organizations.
- Officials in Grassroot Level - ARPA, GN, SDO, RL EDO, HCO
- Officials in Divisional Level - PA, DS, DO, AI, ADP, CLG, DE, FD, WD, Div. CC, Div. AC, WDO
- Officials in District Level - GA, DDA, DC/ AC (DAD), DADir, DCC, DAC, CC, FD, WD
- Officials at Provincial Level - CS, DCS – Planning, DCS – Engineer, DCS – Financial, PDI, PDA, SPMOA, SPMOI
- National Level - SMOA, SMOI, CG-DAD, DG-DOA, the World Bank

IEC & ICT Campaign should cover the following Sectors

CSA Practices and CSA technologies, Agri-Business & Marketing, Tank Rehabilitation. Water Management, Gender Empowerment, Environmental Safeguards, Social Safeguards, Institutional Development, and Capacity Building.

The key role of the officials is to disseminate the information from the national level to the grassroots level

- Officials of the DPD officials should identify and assess the IEC needs of the project. IEC & ICT Specialist of the PMU will design and develop appropriate

IEC materials such as audio-visual, and educational (posters, leaflets, pamphlets, etc.) materials in local languages to be used in the campaign.

- IEC & ICT Specialist of the PMU will make a comprehensive plan with the support of the DPD officials and the subject matter officials to implement the IEC campaign throughout the project period commencing from the designing stage of the project.
- IEC & ICT Specialist will ensure that publishes a quarterly news bulletin to disseminate knowledge of the CSIAP.
- IEC & ICT Specialist will maintain a good rapport with both electronic and print media institutions to obtain their support to implement the IEC campaign.
- Officials of the DPDO and the PMU will ensure that all stakeholders are well aware of the project policies and procedures and participate in the project design, implementation, and monitoring process effectively.
- DPDs should nominate a person to act as the key responsible person for providing information about CSIAP at the DPD offices to stakeholders, and other outside parties then share that information with IEC & ICT Specialists/ PMU too.
- Organize lessons learned forum both at the national and provincial level appropriately once a year to share both positive and negative lessons with stakeholders.
- Subject matter officials with the support of the IEC & ICT Specialist will develop a set of strategies to empower farmers in the project area by providing better access to improved agricultural technologies, effective production strategies, markets, banking, and financial services.
- Subject matter officials will implement the developed plan to make positive attitudes among farmers to use ICT through training programs through Farmer Business School.
- CSIAP will encourage the use of ICT tools in farmer communities, by some measures such as ICT development of infrastructure, training, and ICT tools use towards smallholder farmers for setting market information.
- IEC & ICT Specialist will ensure that farmers are obtaining vital agricultural-related information such as seasonal variabilities in weather patterns, deterioration in soil conditions, sporadic climate events such as drought, floods and pest and disease outbreaks, etc. to take timely decisions.
- Officials who are involved in IEC/ ICT Campaign should promote education, learning, and behavioral change related to sectoral subject areas, empowering both men and women farmers and providing them with skills and training to work on their own, increasing the effectiveness of programs and sub-project process management, and foster a relationship of trust between stakeholders.

Note: Comprehensive IEC & ICT Plan and Strategy were developed in detail to implement the IEC & ICT campaigns in the project areas.