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6/1/19

Government of Odisha
Handlooms, Textiles & Handicrafts Department

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No. 31047400092018/ 1025 /HTH, Bhubaneswar dtd. the 17/02/2018
HTH-HC-9/18

From

Anjana Panda, OAS
Joint Secretary to Government

To

The

Director, Textiles, Odisha, Bhubaneswar/
Director, H&CI, Odisha, Bhubaneswar

Sub: Guidelines on "Information, Education and Communication".

Sir,

In inviting a reference to this Department Office Order No. 5336 Dated 04.12.2017, I am directed to say that the Guideline on the new scheme "Information, Education and Communication", has been considered and approved by Government.

A copy of the approved Guideline is enclosed herewith for information and necessary action.

It is requested to submit appropriate proposal to this Department immediately for sanction of funds provided under the above Scheme during 2017-18.

Encl.:- As above.

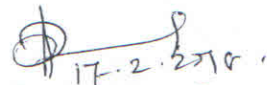
Yours faithfully,


17.2.2018

Joint Secretary to Government

Memo No. 1026 Dated 17/02/2018

Copy with copy of the guidelines forwarded to the MD, Boyanika/MD, Utkalika/MD, SPINFED/ MD, SERIFED/ MD, Sambalpuri Bastralaya/ Member Secretary, SIDAC/CEO, SADHAC for information and necessary action. They are requested to submit proposal to this Department immediately through their respective Directorate for sanction of funds allotted to them under the scheme during 2017-18.


17.2.2018

Joint Secretary to Government

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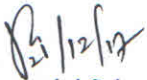
Proceeding of Committee Meeting held on 21.12.2017 at 3.00 PM for finalization of Draft Guideline for expenditure of funds allotted to HT&H Department under the scheme "Information, Education and Communication".

Members present

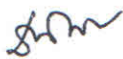
- i. Sri Shitikanta Sarangi, Director of H&CI(O)
- ii. Sri Dasharath Nanda, Deputy Director of Textiles- Office of the Directorate of Textiles
- iii. Smt Manaswini Sahu, AFA-cum-Under Secretary to Govt., HT&H Deptt.
- iv. Sri Sanatan Nayak, Special Officer, DH&CI, Odisha.

The Committee Meeting was held on 21.12.2017 at 3.00 PM. The Committee consulted various stakeholders for utilization of the fund provided under Information, Education & Communication (IEC). Basing on the feedback received and the discussion & deliberation made by the members, a draft Guideline on IEC has been prepared by the Committee as enclosed at Annexure- 'A'. The Committee recommended for its approval by Government for utilization of the allotted funds.

The meeting ended with thanks to the Chair.



Manaswini Sahu
AFA-cum-Under Secretary
to Govt., HT&H Deptt



Dasharath Nanda
Dy. Director of Textiles,
O/o- DT, Odisha



Sanatan Nayak
Special Officer,
O/o-DH&CI, Odisha



Shitikanta Sarangi
Director of H&CI,
Odisha

Guidelines for Information, Education & Communication (IEC) for Handlooms, Textiles & Handicrafts Department

1. Introduction:

The Information, Education & Communication (IEC) strategy aims to create awareness and disseminate information regarding the benefits available under various schemes/programmes of the Handlooms, Textiles and Handicrafts Department and to guide the citizens on how to access them. The objective is to empower handicraft artisans, handloom weavers, sericulture farmers and worker in the textiles sector of the State to make decisions and play an active role in achieving and sustaining the desired level of growth in handicrafts, handlooms, sericulture and textiles sector. The development in these sectors of the State should be visible and participatory with increased transparency.

2. **Components of IEC** :The IEC activities for handicrafts / handlooms/sericulture/textile sectors are grouped in to three broad components,i.e, Information, Education and Communication

2.1 **Information**:The activities to be taken up under Information component are

2.1.1. **Creation/ Maintenance of an exclusive dynamic website/ portal** for wide dissemination of information on schemes & programmes for handicrafts, handloom, sericulture and textiles sector.

Some of the activities that can be taken up are:

2.1.1.1. Live database of Artisans, Weavers, sericulture farmers, textile workers, MCMs, Entrepreneurs, Organisations, Exporters, Promoting Agencies of these sectors, NGOs, Awardees, Craft/Handloom/Power-loom/Sericulture and Garment Clusters, SHGs, Marketers, Buyers, Machine Suppliers, Craft-wise Product Range, Raw Materials with their availability etc. will be maintained and updated on a continuous basis.

2.1.1.2. Success stories and case studies from the field under different schemes/ programmes will be also uploaded.

2.1.1.3. A page on FAQ (Frequently Asked Questions) on schemes & programmes will also be added.

However this is an illustrative list only and by no means exclusive.

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2.1.2. **Dissemination through Social and Telephonic Media :**

2.1.2.1. Sites like Facebook, Twitter, Instagram, YouTube etc. will be used extensively for covering events and exhibitions, success stories and obtaining feedbacks etc.

2.1.2.2. The official Facebook page, Twitter handle, YouTube channel etc. will be created with appropriate links and will be managed by dedicated personnel as well as manpower hired for this purpose.

2.1.2.3. Mobile Phone is another platform for dissemination of information through Short Messaging Services (SMS). Important announcements, launching of new schemes, organization of events/ exhibitions and alerts will be delivered to target audience through SMS.

2.1.2.4. Dedicated Toll Free Number with related software can be effectively used for automatic dissemination of information on schemes/ programmes and set FAQ (Frequently Asked Questions) of handicrafts, handlooms, sericulture and textiles sector.

2.1.3. **Any other activity** of the similar nature may be taken up.

2.2. **Education :** The activities to be taken up under Education component are :

2.2.1. Capacity Building of stakeholders like Govt. officials, Non-Government Organisations (NGOs), Co-Operatives, Self Help Groups (SHGs), Exporters, Bankers, representatives of Panchayat Raj Institutions (PRI), Artisan Bodies through training interventions. State Institute for Development of Arts & Crafts (SIDAC), Bhubaneswar/State Agency for Development of Handloom Clusters (SADHAC) / any State Level Organisation may be designated as the nodal agency for developing the capacity building plan, its implementation, monitoring & evaluation.

2.2.2. School Outreach Programmes will be organised through Summer Camps in Schools to inculcate a sense of crafts appreciation among School Children. Process Documentation for popular crafts will be made and provided to School Children.

2.2.3. Workshops/ Seminars will be organised at Block level, District level, State level and National level for awareness of stakeholders on occasions like All India Handicrafts / Handlooms Week / Entrepreneurs day etc.

2.3. **Communication:** The activities to be taken up under Communication component are:

2.3.1. **Advertisement through Print & Electronic Media**

- 2.3.1.1. Release of Advertisement in Print & Electronic Media on regular basis
- 2.3.1.2. Media Coverage of Events/ Exhibitions in Print & Electronics media
- 2.3.1.3. Booking of TV/ Radio spots for publicity through advertisement, awareness among people on activities of Handlooms, Handicrafts, Sericulture and Textiles Sector through group discussions.
- 2.3.1.4. Production of Video Documentaries on Crafts and Craft Pockets, Sericulture and Textiles activities

2.3.2. **Advertisement through Hoardings/Signage :**

- 2.3.2.1. Installing of Large Size Billboards/ hoardings at strategic locations like Block/ District/ State level offices and subordinate offices of the Department, Odisha Crafts Museum and other public places of importance.
- 2.3.2.2. Putting up of Signage, construction of WELCOME arches etc for navigation of Tourists to different Pockets with sectoral activities.

2.3.3. **Print materials:**

- 2.3.3.1. Printing of Coffee Table Books/ Leaflets/ Posters /Brochures/ Catalogue etc. on Crafts and Craft Pockets
- 2.3.3.2. Publishing of Monthly News Letter
- 2.3.3.3. Printing of Training Handbooks

2.3.4. **Any other activity found to be useful in achieving the objectives may also be taken up.**

3. Implementation of IEC: The following organizations are designated as Key Resource Centres (KRCs) for implementation of IEC in Handlooms, Handicrafts, Sericulture and Textiles sector.

- (a) The State Institute for Development of Arts & Crafts (SIDAC), Bhubaneswar
- (b) Odisha State Cooperative Handicrafts Corporation Ltd. (OSCHC Ltd.), Bhubaneswar
- (c) State Agency for Development of Handlooms Clusters (SADHAC), Bhubaneswar
- (c) Odisha State Handloom Weavers Co-Operative Society Ltd, Bhubaneswar (Boyanika)
- (d) Orissa State Tassar & Silk Federation Ltd (Serifed), Bhubaneswar
- (e) Sambalpuri Bastralaya Handloom Co-Operative Society Ltd, Bargarh
- (f) Any other Organisation/Institution designated by Government

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Each of the KRCs should prepare a detailed IEC Annual Action Plan with Financial Outlay by February of the preceding financial year with a defined strategy to reach out to the last mile in the Sector. The IEC Annual Action Plan should be routed through the respective Directorate i.e, Directorate of Handicrafts & Cottage Industries, Odisha and Directorate of Textiles, Odisha, for approval by Government in Handlooms, Textiles & Handicrafts Department before implementation.

Each of the KRCs should set up dedicated IEC Cells with earmarked personnel. Computer Personnel with specific duties like updation of website and maintenance of separate social media sites of the Department, Directorate, SIDAC, SADHAC, Boyanika, Utkalika / Serifed / Sambalpuri Bastralaya HLCS Ltd.may be engaged through its empanelled service provider, who will attend to IEC works in all these offices at least for one day in a week.

All the block level and district level IEC activities should be implemented in close coordination with Block level and District level officials of this Department.

4. Monitoring & Evaluation

Director of Handicrafts & Cottage Industries for Handicrafts Sector and Director of Textiles & Handlooms for Handlooms, Sericulture and Textiles Sector is designated as the Nodal Officer for Monitoring and Evaluation of IEC activities. He will appraise the Govt. in Handlooms, Textiles & Handicrafts Department on the implementation of IEC from time to time and suggest measures for better implementation. The evaluation will be entrusted to a third party having experience in evaluation of Government Plan & Programmes.

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LK

Government of Odisha
Department of Handlooms, Textiles & Handicrafts

OFFICE ORDER

Bhubaneswar dated the 04/12/2017

NoTex(P)-36/2017(Pt.) 5336 /HT&H,

Consequent upon decision taken in the Review Meeting, A Committee is constituted with following members for preparation of project for expenditure of fund allotted to Department under the Scheme "**Information, Education & Communication**"

- (a)-Director, Handicrafts & Cottage Industries, Odisha-Chairman
- (b) Sri Dasharath Nanda-Deputy Director of Textiles
- Office of the Directorate Of Textiles-Member
- (c)-Smt Manaswini Sahu-Member Convenor
Department of Handlooms, Textiles & Handicrafts
- (d)-Sri Sanatan Nayak-Member
Office of the Directorate, Handicrafts & Cottage Industries

2-The committee will prepare project report in consultation with various stakeholder for utilisation of fund to the tune of Rs1.00crore provided under the scheme "**Information, Education & Communication**"

3-Committee shall submit the project to ths Department within a month for taking Government approval for utilisation of budget amount

By order of the Commissioner-cum-Secretary


AFA-Cum- Under Secretary to Government

Memo No. 5337 /HT&H, Bhubaneswar dated the 04/12/2017

Copy forwarded to Sr P.S to Commissioner-Cum-Secretary to Government Department of Handlooms, Textiles & Handicrafts for kind information of Commissioner-Cum-Secretary


A.F.A-Cum- Under Secretary to Government

Memo No. 5338 /HT&H, Bhubaneswar dated the 04/12/2017

Copy forwarded to Special-Secretary to Government/ Deputy Secretary to Government/ Under Secretary to Government/AFA-Cum-Under Secretary to Govt Department of Handlooms, Textiles & Handicrafts for information of


A.F.A-Cum- Under Secretary to Government

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Memo No. 5339 /HT&H, Bhubaneswar dated the 04/12/2017

Copy forwarded to Managing Director, Odisha State Handlooms Weavers Co-operative Society (Boyanika) Bhubaneswar / M.D. SPINFED, / Managing Director, Odisha State Co-operative Handicraft Corporation (Utkalika) / Bhubaneswar Chief Executive SADHAC / Chief Executive State Institute for Development of Art & Crafts for information & necessary action

They are requested to prepare their project for utilisation of fund allotted under the Scheme 'Information, Education & Communication' & submit the same to the Committee for finalisation of consolidated Project

[Signature]

A.F.A-Cum- Under Secretary to Government

Memo No. 5340 /HT&H, Bhubaneswar dated the 04/12/2017
Copy forwarded to Director of Textiles, Odisha / Director, Handicrafts & Cottage Industries, Odisha for information & Necessary action

[Signature]

A.F.A-Cum- Under Secretary to Government

Memo No. 5341 /HT&H, Bhubaneswar dated the 04/12/2017
Copy forwarded to Handlooms Section / Handicraft Section / Spinning Mill Section / Sericulture Section / Office Establishment Section / Accounts Section of Department of Handlooms, Textiles & Handicrafts for information & necessary action.

[Signature]

A.F.A-Cum- Under Secretary to Government

Memo No. 5342 /HT&H, Bhubaneswar dated the 04/12/2017
Copy forwarded to All members of the Committee for information & necessary action

[Signature]

A.F.A-Cum- Under Secretary to Government

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