



Food and Agriculture
Organization of the
United Nations



Ministry of Agriculture and
Farmers' Welfare
Ministry of Environment,
Forest and Climate Change

Green-Ag Project, Mizoram State Communication Plan

**Green-Ag: Transforming Indian Agriculture for Global Environmental
Benefits and the Conservation of Critical Biodiversity and Forest Landscapes**



GLOBAL ENVIRONMENT FACILITY
INVESTING IN OUR PLANET



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1. Introduction

The project “Green-Ag: Transforming Indian Agriculture for Global Environmental Benefits and the Conservation of Critical Biodiversity and Forest Landscapes” is funded by the Global Environment Facility (GEF). The Ministry of Environment, Forest and Climate Change (MoEF&CC) is the GEF Operational Focal Point and the Department of Agriculture and Farmers’ Welfare (DA&FW), Ministry of Agriculture and Farmers’ Welfare (MoAFW), is the National Executing Agency. The Food and Agriculture Organization of the United Nations (FAO) is the designated GEF Implementing Agency for this project.

Green-Ag project’s objective is to catalyse transformative change of India’s agricultural sector to support achievement of National and Global Environmental Benefits (GEBs) and conservation of critical biodiversity and forest landscapes. The project is being implemented in five landscapes that are a mix of conservation and production areas:

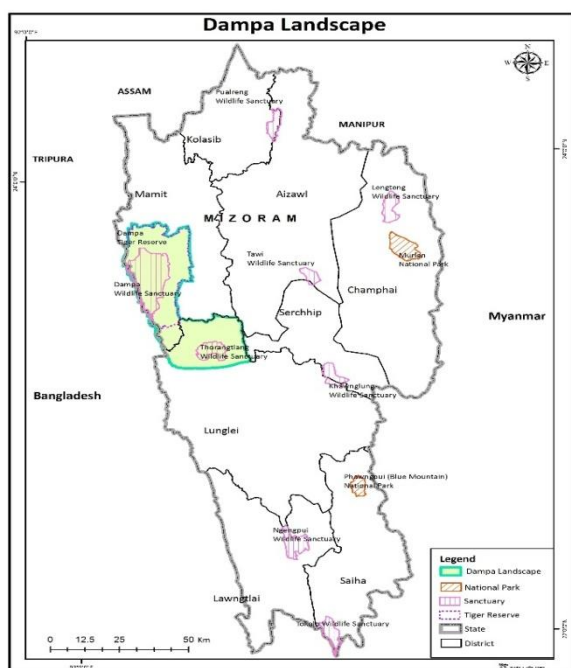
- 1) Chambal Landscape, Madhya Pradesh,
- 2) Dampa-Thorangtlang Landscape, Mizoram,
- 3) Similipal Landscape, Odisha,
- 4) Desert National Park Landscape and
- 5) Rajaji-Corbett Landscape, Uttarakhand.

Expected outcomes: The project is designed to achieve multiple GEBs in at least 1.8 million ha. of land across five landscapes with mixed land use systems, and includes the following key targets:

- Institutionalization of intersectoral mechanisms (agricultural and allied sectors, forestry and natural resources management, and economic development) at the National and five States to facilitate continued mainstreaming of environmental concerns and priorities related to resilience into the agriculture sector beyond the project's life.
- Inclusion of quantitative indicators in the State/National programmes & schemes to conserve critical biodiversity & forest landscapes.
- Reduction in the threat index from baseline at critical sites of high biodiversity importance.
- Bring at least 104 070 ha. of farms under sustainable land and water management (including organic farming and agrobiodiversity conservation).
- Sequester or reduce 49 million tCO₂eq Greenhouse gas emissions through sustainable land use and agricultural practices and improved agroecosystems management.

Project Period: Green-Ag project became operational in April 2019 and is expected to end in March 2026.

Dampa-Thorangtlang Landscape, Mizoram



Project Geographical Area
145,670 ha.

Districts included in the landscape
Lunglei District
Mamit District

Protected Areas in the landscape
Dampa Tiger Reserve
Thorangtlang Wildlife Sanctuary

No. of Villages in target landscape
36

Key ethnic groups
Bru, Chakma and Mizo

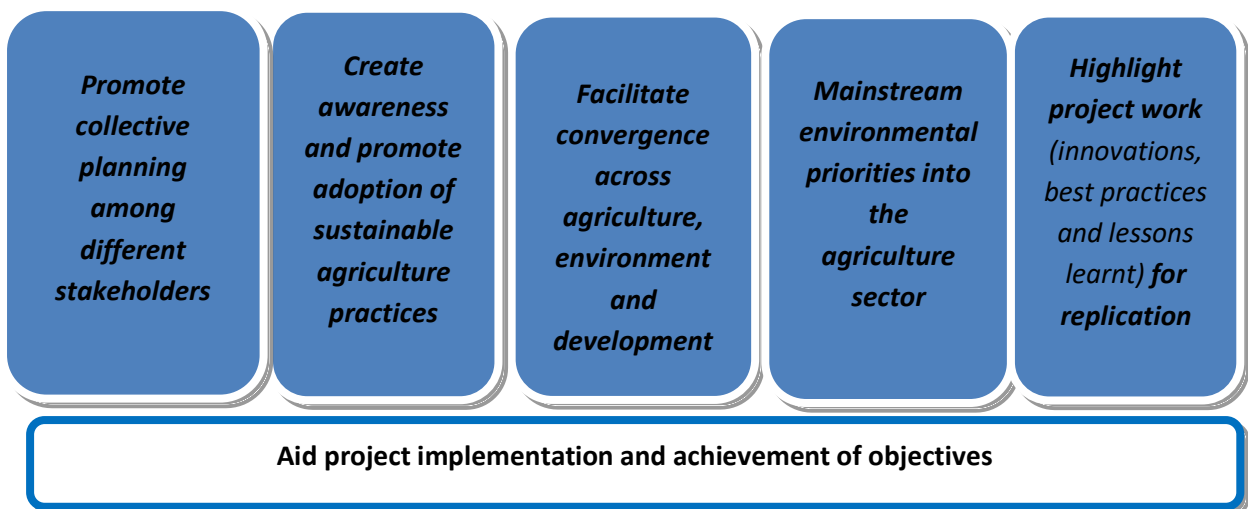
The Dampa-Thorangtlang Landscape is one of the five Green-Ag project landscapes in India. The Operational Partner (OP) for the project implementation in the state of Mizoram is the Department of Agriculture, Government of Mizoram. The landscape is located in the western region of the state and with a geographical area of 145, 670 ha. it includes two Protected Areas (Dampa Tiger Reserve and Thorangtlang Wildlife Sanctuary) and 36 nearby villages that are under four Rural Development Blocks (viz. Zawlnuam, West Phaileng and Reiek blocks of Mamit District and West Bunghmun block of Lunglei district). Of the total project landscape villages, 23 are in Mamit district and 13 are in Lunglei district. These project landscape villages fall under the buffer zone of the two Protected Areas (PAs), and constitute the Dampa-Thorangtlang forest corridor.

Land use in Dampa-Thorangtlang Landscape

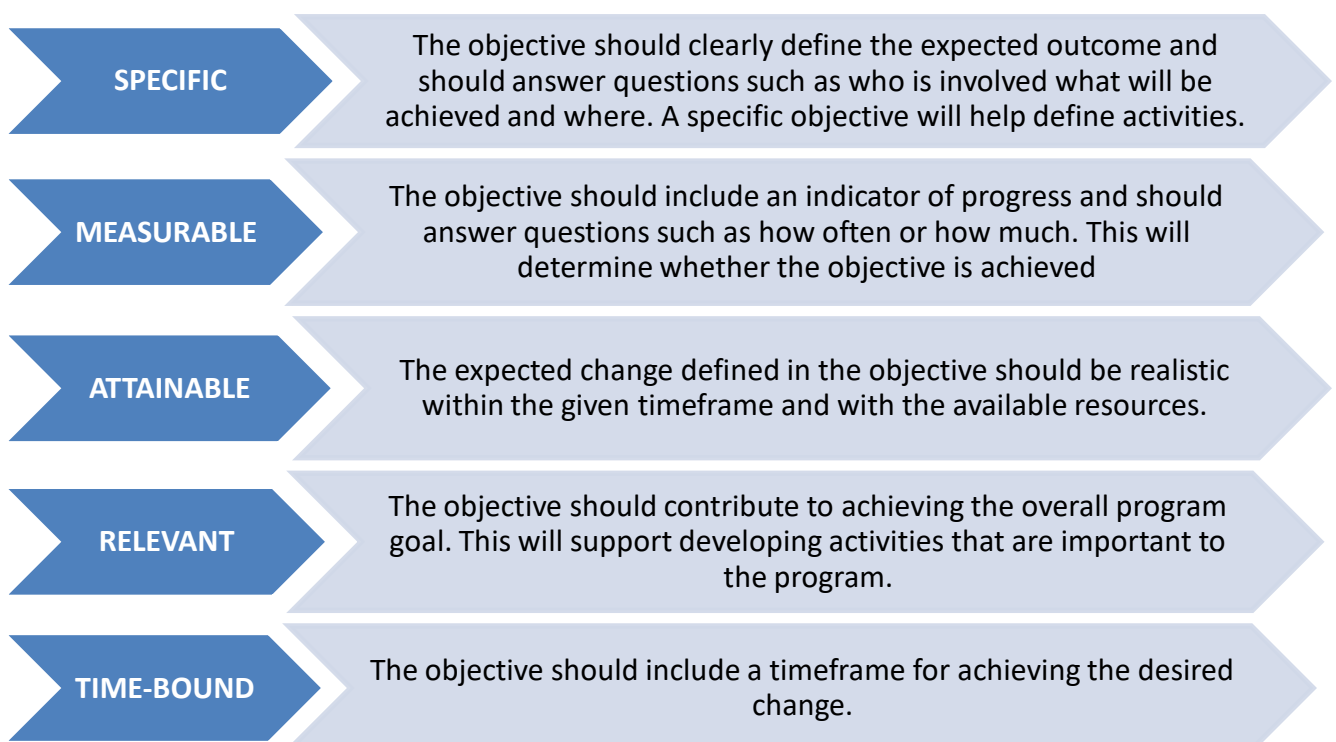
| Class | Description | Area in (ha.) |
|--|--|------------------|
| Agriculture | Agriculture patches available outside of Dampa Tiger Reserve and Thorangtlang Wildlife sanctuary | 1886.069 |
| Bamboo | Bamboos are distributed in the entire landscape | 41471.14 |
| Current Shifting Agriculture (Jhum) | Jhum are found nearly outside of PAs and few area of Dampa Tiger Reserve | 14710.06 |
| Forest (Degraded) | Degraded forest found outside of Dampa Tiger Reserve and Thorangtlang Wildlife sanctuary | 18401.69 |
| Forest (Evergreen, Semi-evergreen) | Evergreen and Semi-evergreen are distributed in the entire landscape | 51803.56 |
| Forest (Moist deciduous) | Moist deciduous are found only in the northern portion of Dampa Tiger Reserve | 12245.07 |
| Others (Barren land) | Barren land found north to south along the west boundary of target landscape | 3462.68 |
| Settlement | Settlement are available, only few area within Dampa Tiger Reserve | 517.9779 |
| Water body | Rivers and tributary streams | 1172.056 |
| | Total Area | 145670.30 |

2. Communication Goals and Target Audience

The State Communication Plan for the Green-Ag Project in Mizoram aims to provide an outline for the communication outreach activities to be undertaken by the project. The communication activities will ensure project visibility, manage consistent flow of information to stakeholders, aid project in achieving its objectives and maintain good public relations. The main goal of the project communication and dissemination activities is to:



The communication objectives for the project will be developed using the SMART concept. The acronym SMART, described below highlights some important criteria that help focus project objective and monitor progress.

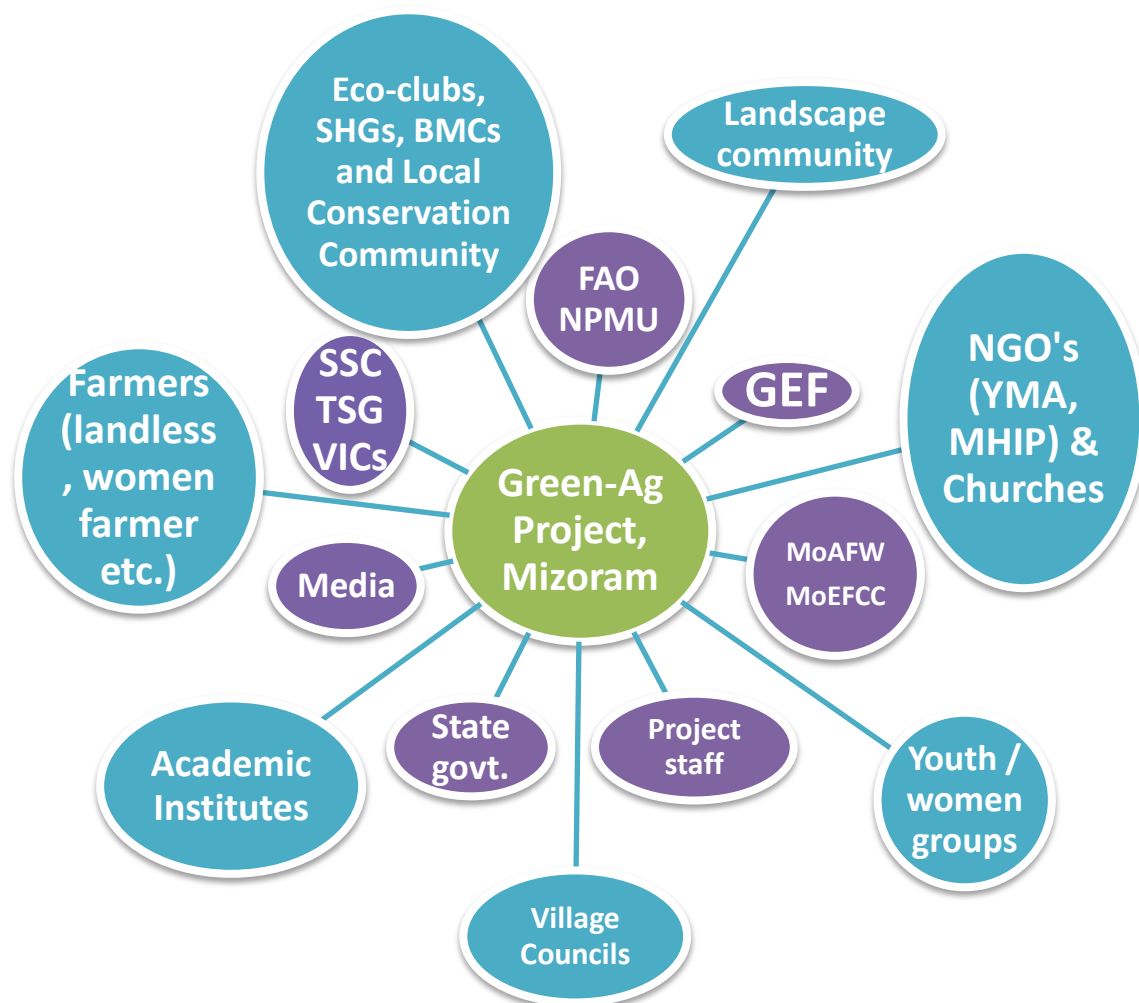


The guiding principles to our communications approach are:

1. 3S's – Always keep communication simple, straightforward and succinct
2. Focus on Green-Ag project's accomplishments, especially unique and innovative features
3. Proactively engage with stakeholders at every step (right from planning, implementation to monitoring at community, district, state and national level)
4. Give prominence to community voices, especially those of women and indigenous people

Target Audience

The project will implement a combined communication outreach strategy addressed to a diversified targeted audience such as Policy makers, State Govt. officials, Non-Governmental Organizations (NGOs), Educational Institutes, Self-Help Groups (SHGs), Biodiversity Management Committees (BMCs), Village Councils, landscape community, women groups, Indigenous People, farmers (women & landless), Farmer Producer Organizations (FPOs), livestock breeders etc. Some of the key audiences in the project are presented in the diagram below; the audiences in purple circles are the internal audience and the ones in the blue circles are the external audience.



Prioritizations of audience

| Audience Type | Name of Audience | Interest |
|--|---|----------|
| Top Priority Must communicate | State Steering Committee (SSC), Technical Support Groups (TSGs), Village Implementation Committees (VICs), Agriculture Dept., EF&CC Dept., Animal husbandry & Veterinary Dept., Horticulture Dept., Tourism Dept., Soil and Water Conservation Dept., Social Welfare Dept. etc. | High |
| Second Priority Advisable to communicate | NGOs (YMA, MHIP, MUP)*, North East Initiative Development Agency (NEIDA), SHGs, FPOs, BMCs, Eco-Clubs etc. | High |
| Third Priority Nice to communicate | Civil Societies, Academic institutes, Village councils, Faith Leaders etc. | Moderate |
| Bottom Priority Not necessary to communicate | Organization or body not concerned with the project. | Low |

*YMA: Young Mizo Association (Youth group)

*MHIP: Mizo Hmeichhe Insuihkhawm Pawl (Women group)

*MUP: Mizo Upa Pawl (Senior citizen group)

3. CHANNELS, TOOLS AND KEY MESSAGES

Channels: Communication channels are medium or platforms used for transmitting information to the intended audience. The project target audience and stakeholders will be reached by channels such as e-mail, video conferencing, social media, project website, phone calls, official letters, television, radio and Green Landscape Information Platform (GLIP).

A Green Landscape Information Platform (GLIP) will be developed at the landscape level as part of the project activity. This GLIP will serve as a platform for discussion on Green Landscape management and conservation at the village level. The GLIP will also serve as information centres that provide services to a range of Green Landscape stakeholders.

The Green Landscape Information Platform (GLIP) will:

- create and maintain a reliable and easily accessible Green Landscape database on protected area and biodiversity information, hydrological and meteorological data, local knowledge, including soils and livestock;
- make available to farmers literature on GEB friendly agricultural practices;
- provide farmers with easy access to extension services and other support agencies, and provide weather forecasts, market price data, and technical information;
- make available tools to support decision making at the farm level on topics such as crop selection when the start of the monsoon is delayed;
- support the use of ICT tools by farmers, including mobile phone based information and advice systems; and strengthen informal networks and extends the networks to socio-economically weak and disadvantaged groups within the farming community;
- manage custom machine hiring services and community seed multiplication units.

Tools: Communication tools such as project brochure, leaflets (theme specific), flyers, Information, Education & Communication (IEC) materials etc. will be developed in close coordination with the National Project management Unit (NPMU) experts and translated into at least one local language (Bru, Chakma and Mizo) for dissemination at the landscape level. The information in these communication products will be revised (if required) in consultation with the NPMU.

Key Messages: Key messages are the main points of project information simplified into a tagline for the intended audience. In consultation with the NPMU, the Operational Partner will be developing key messages for different stakeholders that will be derived from the project overall objectives and these messages will be revised as per project proposed interventions. Example of key messages designed for different levels of stakeholder is shown in the table below.

| Audience Type | Key Messages |
|-------------------------------|---|
| <i>Top Priority</i> | <p>“Green-Ag project strives for an agriculture policy that prioritises environmental concerns in its operation” (Advocate for adoption of sustainable agricultural practises, Collaborative planning and decision making, Highlight Green Landscape approach, Gender mainstreaming & Social inclusion, Mainstream environmental priorities into agriculture sector)</p> |
| <i>Second Priority</i> | <p>“Green Agriculture sustains livelihood and improves our biodiversity for the long run” (Advocate for adoption of sustainable agricultural practises, Promote local/indigenous landrace in agriculture and livestock rearing, Gender mainstreaming & Social inclusion Mainstream environmental priorities into agriculture sector)</p> |
| <i>Third Priority</i> | <p>“Agroecological practises and conservation of natural resources helps tackle Climate Change” (Raise awareness concerning climate change and adaptation, Promote sustainable agriculture and livestock rearing Mainstream environmental priorities into agriculture sector)</p> |
| <i>Bottom Priority</i> | <p>“Green-Ag project/Green Landscape approach is the green pathway for a climate resilient future” (Raise awareness concerning climate change adaptation Promote sustainable agriculture and livestock rearing Mainstream environmental priorities into agriculture sector)</p> |

4. Media Outreach

It is crucial for the project to build a good rapport with the local media houses in the state; this will help in effective coverage of project activities and accomplishments in the landscape. In Mizoram, traditional media such as Print, TV & Radio have a stronghold in forming public opinion and are still the most reliable source for information. With this in mind, it is very important for the Green-Ag project to engage with the local media in regards to dissemination of project information to the public. The project will engage with local media that has the widest reach in the state and considered most reliable. The most prominent media outlets that the project will engage with are listed in the table below.

| Print Media | | | |
|-------------------------------|---|---|--|
| Name of Daily Newspapers | | Tools | Channels |
| 1 | Vanglaini (Aizawl) | Press Release, Articles, flyers, brochures, photos, audio & visual materials etc. | Face-to-face, Phone call, e-mail, Video conferencing |
| 2 | Aizawl Post (Aizawl) | | |
| 3 | Hlimthla (Lunglei) | | |
| 4 | Mamit Times (Mamit) | | |
| Television (Local Cable News) | | | |
| 1 | DD Aizawl (Aizawl) | | |
| 2 | LPS cable (Aizawl) | | |
| 3 | Zonet cable (Aizawl) | | |
| 4 | JB Zonet (Lunglei) | | |
| 5 | LDF (Lunglei) | | |
| 6 | Mamit Vision (Mamit) | | |
| 7 | LRS cable network/Rovanson Vision (Mamit) | | |
| Radio | | | |
| 1 | AIR (Aizawl) | | |

Roles and responsibility

The State Technical Coordinator (STC) and the Communication Officer (CO), SPMU are responsible for reaching out to the media houses. The Communication Officer will collect the

contact information of all the prominent media houses and their reporters. SPMU will reach out to the media houses requesting for coverage at least one week prior to project events and give out press release on the same day or the next day. SPMU staffs are also responsible for organising press conference at the state level. At the district level, in consultation with SPMU the GLIU Team Leader (TL), GLIU experts and DSOs (Mamit & Lunglei district) will be responsible for requesting media coverage, handing out press release and arrangements of press conference.

Digital Media

The project will also have an online presence which will help in the sensitization of project objectives and raise environmental concerns in agriculture. At the national level, a project website has been developed with the domain name www.greenag.nmsa.gov.in. The website's internal section Management Information System (MIS) is accessible to the five state's management units for uploading project documents.

Social Media: With the advancement in electronic communication, social networking sites have become the go-to for news updates and information for many internet users, especially the youth. The Operational Partner (OP) will create an account on social media platforms such as facebook, instagram and twitter for showcasing project activities and interventions. This will help in promoting transparency and keeping the stakeholders online engaged. These digital platforms will also be very useful for highlighting project initiatives on important environmental days such as World Food Day. The proposed account name for project social media is Green-Ag, Mizoram and they will be updated regularly with project information throughout the project life cycle. Social media post targets, frequency and the tools for monitoring activity is provided in the table below.

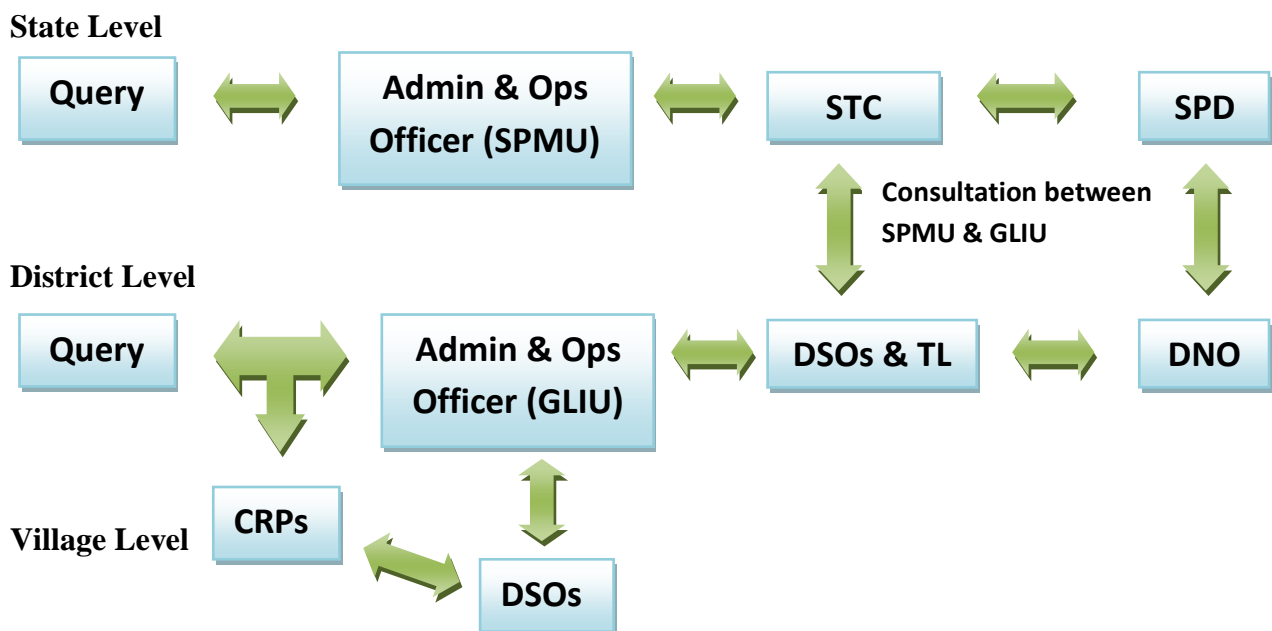
| Targets | | | Monitoring & Evaluation |
|--------------|------|-----------|-------------------------|
| Social Media | Post | Frequency | Tools |
| Facebook | 3-5 | Monthly | Facebook Insight |
| Instagram | | | Instagram Insight |
| Twitter | | | Twitter Analytics |

Roles and responsibility

The Communication Officer (SPMU) in consultation with the MIS Expert (GLIU) will create the project social media accounts and these accounts will be active by the first week of September, 2022. The NPMU Communication Expert, SPMU State Technical Coordinator (STC), SPMU Communication Officer (CO), Administration & Operations cum DTP Officer (SPMU & GLIU) and MIS Expert (GLIU) will be given access to these pages and they will be the content management team. The team will manage the pages and post regular updates in consultation with the State Project Director (SPD). All GLIU experts are also expected to contribute their expertise in developing project relevant post for these pages. The project's social media accounts and contents posted will be kept public and if there are provocative or offensive messages found on the comments section the team in consultation with the STC may seek approval from the SPD for the deletion of the comment(s).

Media and Public Relation: As the project rolls out its implementations, news reporters, individual(s) or organizations that are reaching out seeking interviews or general information about the project and its activities will be assisted at all levels. For this, the Administration & Operation cum DTP Officers at the SPMU and GLIU office may open a file under the name Media and PR which will be dedicated to recording such queries and information disclosed.

- At the state level, SPMU office based at the capital of the state will be the first point of contact and all information given out by this office must be authorized and acknowledged by the State Project Director (SPD) or the State Project Coordinator (SPC).
- At the district level, the GLIU office at Lunglei and Mamit districts will be the first point of contact and the District Support Officers (DSOs) of the concern district with the GLIU Team Leader (TL) will assist the District Nodal Officer (DNO). It is also suggested that they consult the State Project Director (SPD) or the State Project Coordinator (SPC) before the interview.
- At the village level, the Community Resource Persons (CRPs) will be the first point of contact and they may reach out to their reporting District Support Officer (DSO) for further escalation.



5. Publication

As part of the communication and documentation activity, the State Project Management Unit (SPMU) & Green Landscape Implementation Unit (GLIU) will coordinate with the National Project Management Unit (NPMU) in the publication of relevant project posters, policy briefs, human interest stories, articles and workshop reports. The soft copy (pdf) of all publications will be shared with NPMU Communication Expert for feedback and approval.

Steps for developing communication products:



Steps for developing Success Story:



Some pointers for CRPs while engaging with the landscape communities are listed in the table below:

| Do's | Don'ts |
|--|---|
| Listen and stay focused on the conversation you are in | Answer or tend to your cell phone unless its urgent |
| Show you are engaged by maintaining appropriate eye contact and body language | Roll your eyes, yawn, or stare elsewhere |
| Lean into the conversation | Interrupt or point your finger |
| Reflect and summarize comments you have heard that you believe are important | Assume you know what they are going to say |
| Write down points. This shows you are paying attention and their points are important to you. | Wait until the end to try and remember what they have said |
| Keep comments framed in a positive sense | Judge what they are saying/undermine their local knowledge |
| Use local terms wherever possible | Use words that are far above the comprehension level of the other person |

6. Events and Campaigns

Events: Project events such as workshops, seminars, meetings, etc. are one of the most effective ways to mobilize, engage and build capacities of local communities in the project Green Landscape and targeted audiences. It is also most suitable for effectively communicating project approaches and its overall objective to improve the earth's ecosystem through local agroecological practises. All project events will be well documented and press releases will be shared with the local media representatives for media coverage. The project social media team are responsible to visually document the glimpses of the events and post them online with detailed captions.

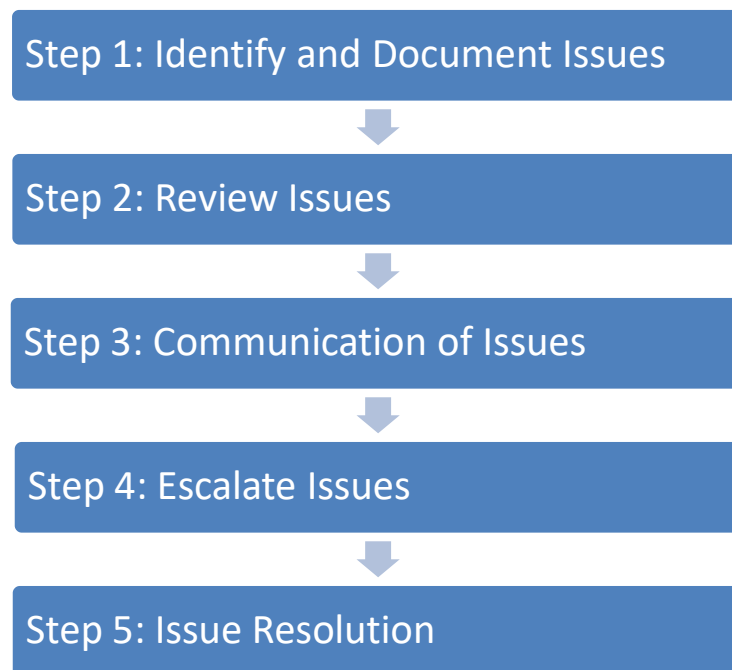
Campaigns: There will be two specific communication and awareness raising activities – first targeted at the children and the youth through school-based eco-clubs; the goal is to empower students to participate and take up meaningful environmental activities and in the process influence, engage their parents and neighbourhood communities. The second target is to a wider audience through the Green Landscape Information Platforms. These activities will also ensure strong focus on including issues of addressing GHG emission reduction and enhancing resilience in context of climate change through local actions. The GLIP will serve as a platform for discussion on Green Landscape management and conservation at the landscape level. The GLIP will also serve as information centres that provide services to a range of Green Landscape stakeholders. It will be equipped with an internet-connected computer, and audio-visual equipment, and staffed with a Community Organizer. The GLIP will be managed by the local Biodiversity Management Committee or the Farmer Producer Organisations established through the project.

7. State Escalation Plan

Escalation Plan provides a means to identify, track and resolve project issues throughout the life of the project ensuring effective communication of these issues with all stakeholders.

An issue is defined as any point of controversy, debate, problem or concern that will adversely affect the success of the project. Issues can be identified at any level of the organization and should be resolved at the lowest possible level. An issue that cannot be resolved at a particular level of the organization must be escalated to ensure the issue is brought to the attention of appropriate parties. This procedure promotes visibility of long-standing unresolved issues as well as maintaining a historical record of issues that occurred and the associated resolution.

Some steps for handling issues at any level of the project management units are provided below; followed by the Project Escalation Matrix Table.






Project Escalation Matrix Table

| Issue Level | First line of defence | Escalation 1 | Escalation 2 | Escalation 3 | Escalation 4 | Escalation 5 | Escalation 6 |
|---------------------------|--|-----------------------------|---|--------------------------|-------------------------|---------------------------------|--------------------------------------|
| State Level (SPMU) | Admin & Ops Officer, Communication Officer | State Technical Coordinator | State Project Director, State Project Coordinator | State Steering Committee | State Coordinator, NPMU | National Project Director, NPMU | Assistant FAO Representative (AFAOR) |

| | | | | | |
|------------------------------|--|--|--------------------------|---|--------------------------|
| District Level (GLIU) | DSO (Mamit/Lunglei), GLIU Experts, Admin & Ops Officer | GLIU Team Leader, District Nodal Officer | Technical Support Groups | State Project Director, State Project Coordinator | State Steering Committee |
|------------------------------|--|--|--------------------------|---|--------------------------|

| | | | | | |
|----------------------|--------------|---|--|---|--|
| Village Level | CRPs VICs | DSO (Mamit, Lunglei), Admin & Ops Officer, GLIU Experts | GLIU Team Leader, District Nodal Officer | Technical Support Group (Mamit/Lunglei) | State Project Director, State Project Coordinator, State Technical Coordinator |
|----------------------|--------------|---|--|---|--|







| Issue Code: | |
|------------------|---|
| <i>Urgent</i> |  |
| <i>Important</i> |  |
| <i>Normal</i> |  |

Annexes

A. Word Templates

i) Document Sheet example

| | | | |
|--|--|--|--|
|  Food and Agriculture Organization of the United Nations |  Ministry of Agriculture & Farmers' Welfare Ministry of Environment, Forest & Climate Change |  MIZORAM DEPENDENCY ON AGRICULTURE |  gef GLOBAL ENVIRONMENT FACILITY INVESTING IN OUR PLANET |
| GREEN AG: MIZORAM SPMU/GLIU AGRICULTURE DEPARTMENT MIZORAM, AIZAWL | | | |
| (File number) | | Date/Month/Year | |

ii) Attendance Sheet example



Food and Agriculture
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United Nations



Ministry of Agriculture &
Farmers' Welfare
Ministry of Environment,
Forest & Climate Change



**GREEN-AG, MIZORAM
SPMU/GLIU
DEPARTMENT OF AGRICULTURE
AIZAWL, MIZORAM**

ATTENDANCE SHEET FOR (NAME OF EVENT)

Venue:

Date:

| Sl No | NAME | DESIGNATION & DEPARTMENT | SIGNATURE |
|--------------|-------------|---|------------------|
| 1 | | | |
| 2 | | | |
| 3 | | | |
| 4 | | | |
| 5 | | | |

B. PowerPoint Presentation Template

Food and Agriculture Organization of the United Nations

Ministry of Agriculture & Farmers' Welfare
Ministry of Environment, Forest & Climate Change
Government of India

MEZORAM
DEPARTMENT OF AGRICULTURE



gef GLOBAL ENVIRONMENT FACILITY
INVESTING IN OUR PLANET

Event Name

Name of Presentation

Green-Ag: Transforming Indian Agriculture for Global Environmental Benefits and the Conservation of Critical Biodiversity and Forest Landscapes

Date & Place



Slide Title

Green-Ag Project, Mizoram

