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

Green Ag Project - Uttarakhand

COMMUNICATION STRATEGY

State Project Management Unit
Watershed Management Directorate, Uttarakhand

Indira Nagar, Forest Colony, Dehradun

Contents

1. The Project:

The Green-Ag Project aims to catalyze the sustainable transformation of India's agriculture, without compromising the country's food security and farmers' income. The project seeks to mainstream biodiversity conservation, climate change, and sustainable land management objectives and practices into Indian agriculture to enhance multiple global environment benefits. The project supports harmonization between India's agricultural and environmental sector priorities and investments so that the achievement of National and GEBs can be fully realized without compromising India's ability to strengthen rural livelihoods and meet its food and nutrition security requirements. The project also aims to bring greater coherence between the Government's policies, investments and institutions concerned with conservation and agricultural production at landscape level, so that they become mutually compatible.

The Green-Ag Project is funded by the Global Environment Facility (GEF) through its sixth funding cycle. The Department of Agriculture, Cooperation and Farmers' Welfare (DAC & FW) is the National Executing Agency and FAO is the Implementing Agency. The Ministry of Environment, Forest and Climate Change (MoEF & CC) is the GEF Operational Focal Point and coordinates all GEF Projects in the country, i.e.-

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.

1.2. Objective:

"To catalyze transformative change for India's agriculture sector to support achievement of national and global environmental benefits and conserve critical biodiversity and forest landscapes" by mainstreaming biodiversity, climate change, and sustainable land management objectives and practices into the Indian agricultural sector.

1.3. Project Components:

Component 1- Strengthening the enabling framework and institutional structures to mainstream BD, SLM, CCM and SFM policies, priorities and practices into India's agricultural sector.

Component 2- Improved agricultural and conservation practices demonstrating sustainable production, resilient livelihood advancements, habitat improvements, and delivery of tangible BD, LD, CCM, and SFM benefits.

Component 3- Project Management Support.

1.4. Project Period:

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

1.5. Outcomes:

Outcomes from Component 1

1.1: National and state level institutional, policy and programme frameworks strengthened to integrate environmental priorities into the agriculture sector to enhance delivery of global environmental benefits (GEB) and resilience across landscapes of highest conservation concern.

1.2: Cross-Sectoral knowledge management and decision-making systems at national and state levels to support development and implementation of agro-ecological approaches at landscape levels that deliver global environmental benefits as well as socio-economic benefits enhanced.

Outcomes from Component 2

1.1 - Institutional frameworks, mechanisms and capacities at District and Village levels to support decision-making and stakeholder participation in Green Landscape planning and management strengthened, with Green Landscape Management Plans developed and under implementation for target landscapes.

1.2 - Households and communities able and incentivized to engage in agro-ecological practices that deliver meaningful GEB at the landscape level in target high conservation priority landscapes.

1.6. Rajaji-Corbett Landscape - Uttarakhand:

The Project adopts a landscape approach by incorporating participatory governance and community based natural resource management at grassroots levels, for sustainable management of natural resources, land-use systems, and improved livelihood options. Uttarakhand is one of the five States where the Green-Ag Project is supporting activities at State, District and local levels. The primary landscape *"Target Green Landscape"* where the project will work has been selected based on extensive stakeholder consultations.

In Uttarakhand, the Operational Partner (OP) for the project implementation in the state is Watershed Management Directorate of Uttarakhand (WMD). The project is being implemented in Pauri Garhwal district including the corridors of the Corbett and the Rajaji Tiger

Project Geographical Area (Pauri Distt)

2,79,438 ha.

District included in the landscape

Pauri District

Protected Areas in the landscape

Rajaji & Corbett Tiger Reserves

No. of Villages in target landscape

1165

No. of High Priority Villages

99

Reserves. It is a major corridor for wildlife, particularly, the endangered Asiatic Elephant (*Elephas maximus*) and the Royal Bengal tiger (*Panthera tigristigris*).

The project landscape covers a total of 3,73,290 ha area, which includes 2,10232 ha buffer zone of Rajaji and Corbett Tiger Reserve and 163057 ha area under Koh, Nayar and Hyunal watersheds. About 2.38 lakhs population belonging to around 56 thousand HHs are residing there in 1231 Revenue Villages, located within these three watersheds.
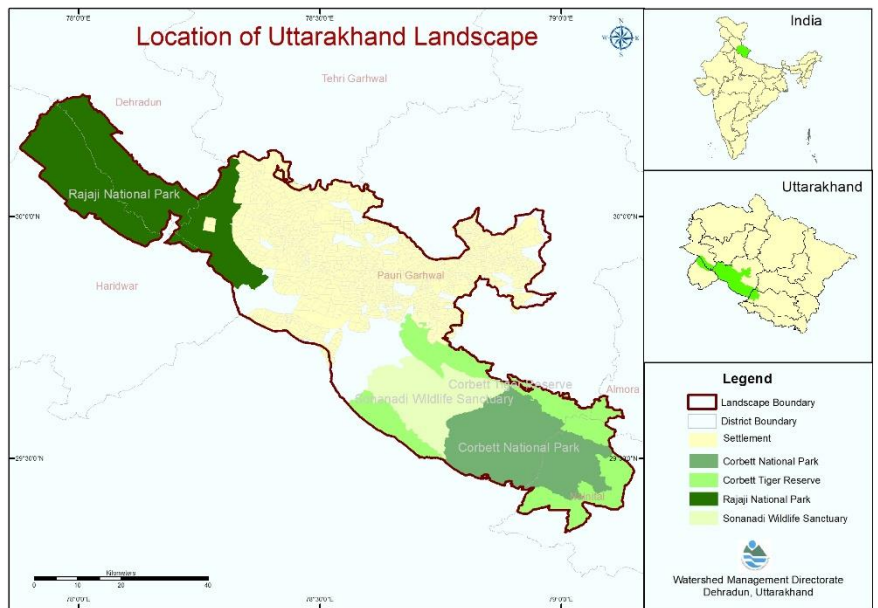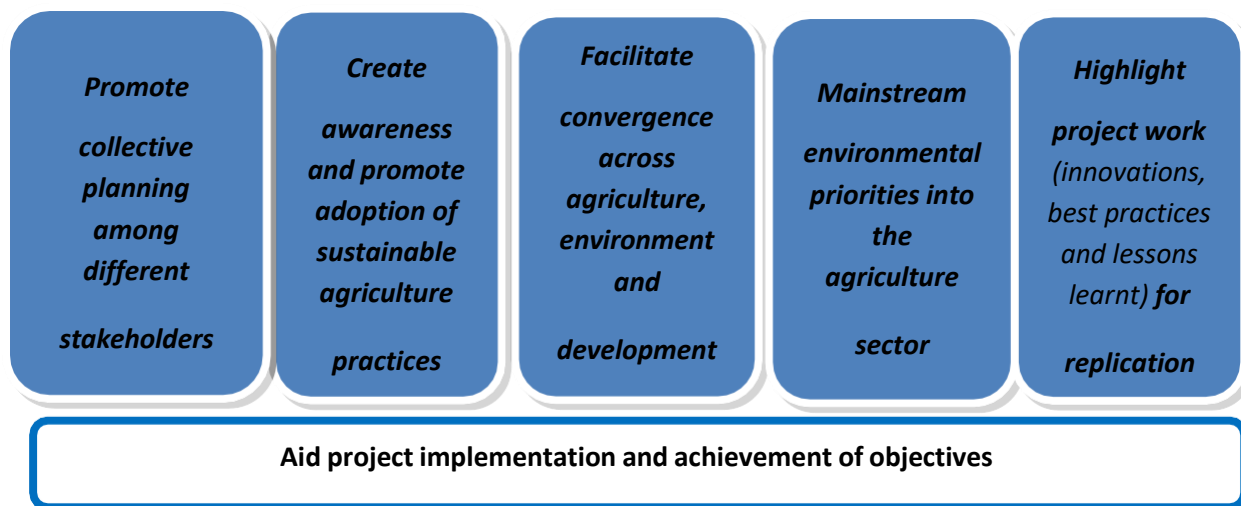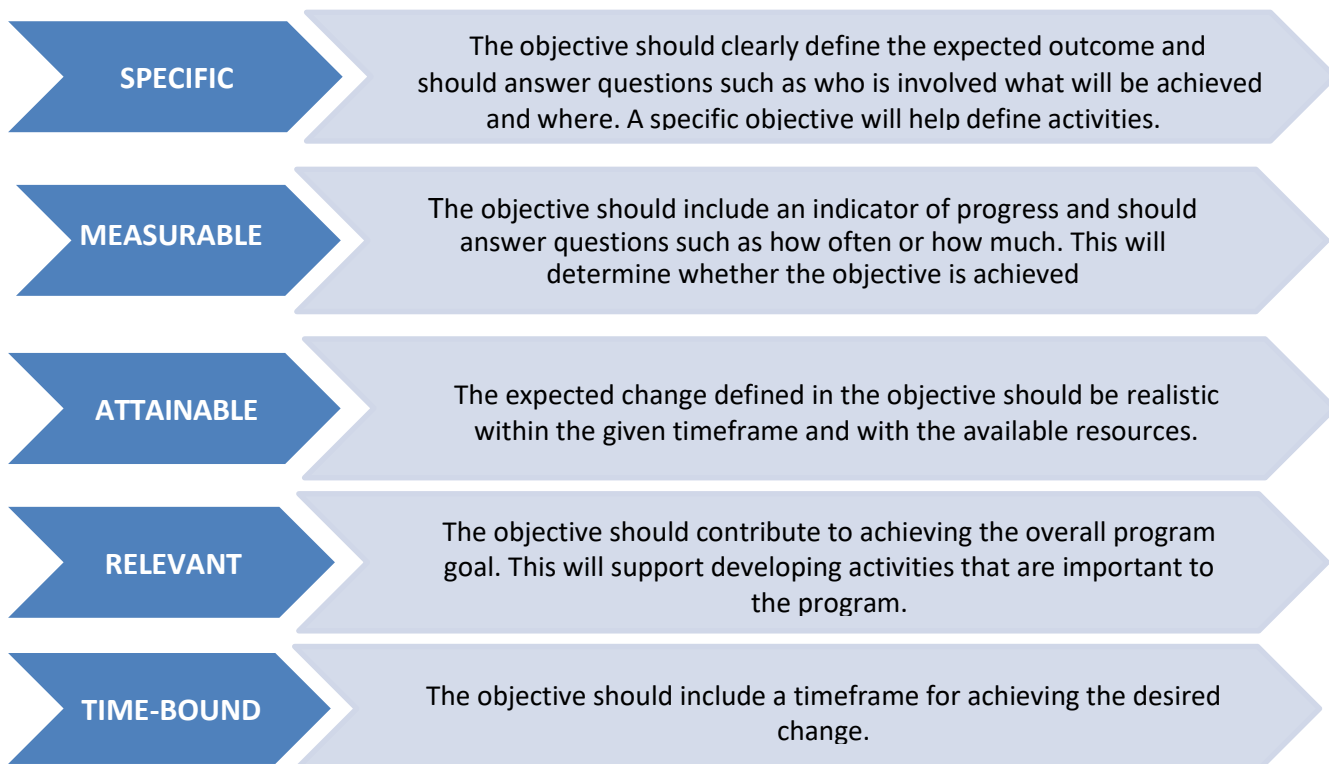

Detail of Land Use Land Cover (LULC)

LULC detail Classes	Description	Area (In Ha)
Water	Perennial & Non-Perennial River, Canal/ Drain, Permanent & Seasonal Lake/ Ponds, Reservoir/ Tanks	23355
Sandy Area	Riverine sandy area	811
Cropland	Agriculture patches are available only outside the protected forest	34803
Fallow	Fallow Lands are associated with the cropland	5820
Ag-Plantation	Small Agriculture Plantation patches are distributed in the central part/ villages of landscape	299
Scrub land	Dense/ Closed and Open Category of scrubland are distributed in the entire landscape	11831
Settlement	Built up- Urban, Rural and Industrial area are located in the central part of the landscape	3178
Deciduous	Deciduous trees are distributed in the entire landscape	229915
Evergreen / Semi evergreen	Evergreen/ Semi evergreen trees are distributed in the Northern part of landscape	37215
Forest Plantation	Forest Plantation is located in eastern part of the landscape	5360
Scrub Forest	Scrub Forest, Shifting Cultivation- Abandoned	30285

2. Communication Goals and Target Audience

The State Communication Plan for the Green-Ag Project in Uttarakhand 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:

Promote collective planning among different stakeholders	*Create* awareness and promote adoption of sustainable agriculture practices	*Facilitate* convergence across agriculture, environment and development	*Mainstream* environmental priorities into the agriculture sector	*Highlight* project work (innovations, best practices and lessons learnt) *for* replication

Aid project implementation and achievement of objectives

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.

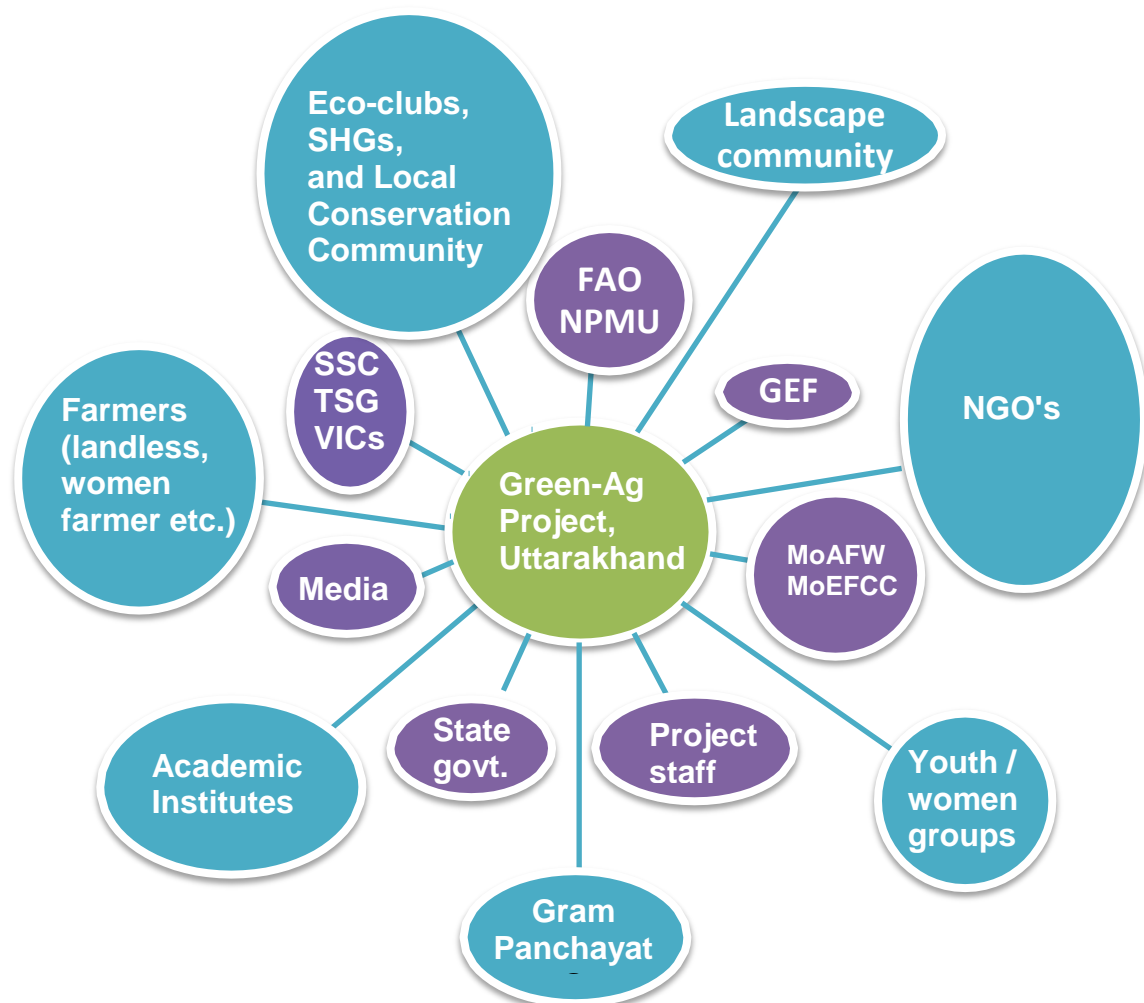| **SPECIFIC**	The objective should clearly define the expected outcome and should answer questions such as who is involved what will be achieved and where. A specific objective will help define activities.
MEASURABLE	The objective should include an indicator of progress and should answer questions such as how often or how much. This will determine whether the objective is achieved
ATTAINABLE	The expected change defined in the objective should be realistic within the given timeframe and with the available resources.
RELEVANT	The objective should contribute to achieving the overall program goal. This will support developing activities that are important to the program.
TIME-BOUND	The objective should include a timeframe for achieving the desired change.

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 tomonitoring 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), Gram Shabhas, 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., Forest Dept., Wildlife, Animal husbandry Dept., Horticulture Dept., Tourism Dept., Soil and Water Conservation Dept., Social Welfare Dept. etc.	High
Second Priority Advisable to communicate	SHGs, FPOs, BMCs, Eco Development Committees etc.	High
Third Priority Nice to communicate	NGOs, Civil Societies, Academic institutes, Village councils, Public Representatives etc.	Moderate
Bottom Priority Not necessary to communicate	Organization or body not concerned with the project.	Low

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. It will be equipped with an internet-connected computer, and audio-visual equipment, and staffed with a Community Organizer.

The Green Landscape Information Platform (GLIP) will: (i) 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; (ii) make available to farmers literature on GEB friendly agricultural practices; (iii) provide farmers with easy access to extension services and other support agencies, and provide weather forecasts, market price data, and technical information; (iv) 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; (v) support the use of ICT tools by farmers, including mobile phone based information and advice systems; and (vi) strengthen informal networks and extends the networks to socio-economically weak and disadvantaged groups within the farming community ; (vii) manages custom machine hiring services and community seed multiplicationunits.

Tools: Communication tools such as project brochure, leaflets (theme specific), flyers, Information, Education & Communication (IEC) materials etc. will be developed and translated into vernacular language 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
Top Priority	"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)
Second Priority	"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)
Third Priority	"Agroecological practices 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)
Bottom Priority	"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)

4. Media Outreach

To build a good rapport with the local media houses in the state, is crucial for the project; it will help effective coverage of project activities and accomplishments in the landscape. In Uttarakhand, traditional media such as Print, TV & Radio have a strong role 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 print 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 mentioned in the table below.

Print Media			
Name of Daily Newspapers		**Tools**	**Channels**
1	Amar Ujala	Press Release, Articles, flyers, brochures, photos, audio & visual materials etc.	Face-to-face, Phone call, e-mail, Video conferencing
2	Danik Jagaran		
3	Hindustan		
Television (Local Cable News)			
1	DD Dehradun		
2	Local cable network		
Radio			
1	AIR FM Dehradun	Press Release, talk show, audio & visual materials etc.	Face-to-face, Phone call, e-mail

Roles and responsibility

The State Technical Coordinator (STC) SPMU will arrange for reaching out to 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 organizing press conference in the state. At the district level, in consultation with SPMU the GLIU Team Leader (TL), and GLIU experts will be responsible for requesting media coverage, handing out press release and arrangements of press conference at the district level.

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 popular social media platforms 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 Environment day and other related events. he proposed account name for project social media is Green-Ag, Uttarakhand and 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			Facebook Insight
Instagram	3-4	Monthly	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. The NPMU Communication Expert, SPMU State Technical Coordinator (STC), GLIU Team Leader 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 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 Pauri will be the first point of contact. The GLIU Team Leader (TL) is 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 GLIU Team Leader (TL) for further escalation.

State Level
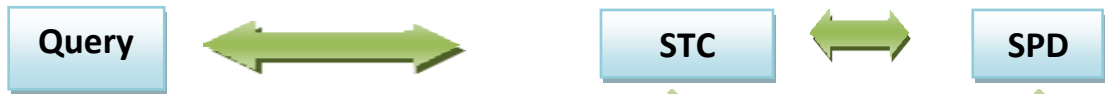
District Level

Village level

Consultation between SPMU & GLIU

Query — STC — SPD

Query — CRPs — TL

5. Publication

As part of the communication and documentation activity, the State Project Management Unit (SPMU) 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.

Steps for developing communication products:

Step 1
- SPMU/GLIU will engage the State Communications Officer in the entire product development process

Step 2
- The product design, content and dissemination plan will be shared and discussed by SPMU Communication Officer with NPMU Communication Expert

Step 3
- NPMU Communication Expert will coordinate with NPMU experts, Assistant FAO Representative (AFAOR) and National Project Director (NPD) as required and provide inputs to SPMU Communication Officer

Step 4
- SPMU Communication officer will ensure approval from the State Project Director for the final design and content, including approval for number of printed copies, budget and dissemination plan

Step 5
- No other third party's logo will be used without explicit permission from NPMU and State Project Director

Steps for developing Success Story:

GLIU to capacitate CRPs to capture socio-economic and environmental impacts of the project

CRPs to provide these inputs to GLIU technical person

DSO & Technical person at GLIU should ascertain the facts at the field level

Draft lessons learnt and the challenges faced

Share it with SPMU Communications Officer for consultation with NPMU

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 practices. All project events will be well documented and a press release will be shared with the local media 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.
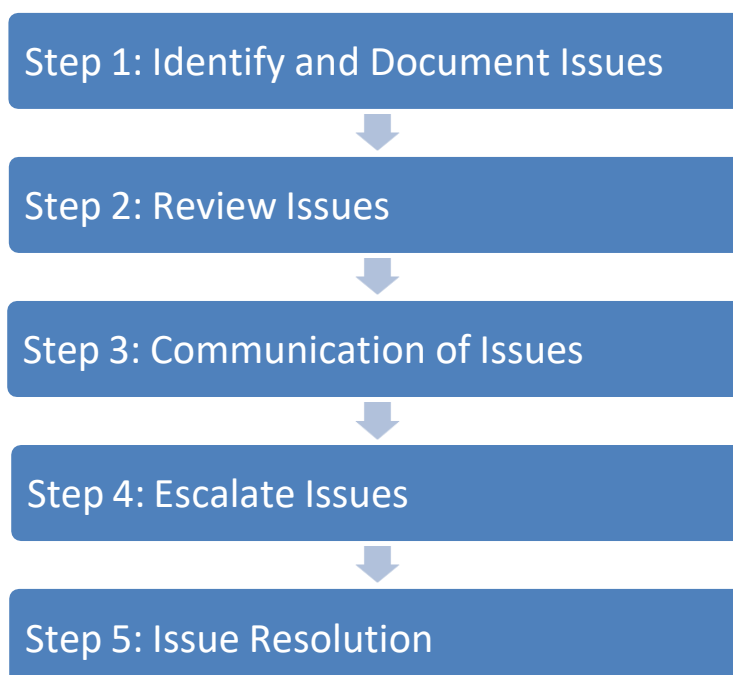
Campaigns: There will be two specific communication and awareness raising activities – first targeted at the children and the youth through school-based eco-clubs; the goal is to empower students to participate and take up meaningful environmental activities and in the process influence, engage their parents and neighborhood 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.

Step 1: Identify and Document Issues

Step 2: Review Issues

Step 3: Communication of Issues

Step 4: Escalate Issues

Step 5: Issue Resolution

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)	Biodiversity Expert, Accounting Officer	State Technical Coordinator	State Project Director	State Steering Committee	State Coordinator, NPMU	National Project Director, NPMU	Assistant FAO Representative (AFAOR)
District Level (GLIU)	GLIU Experts	GLIU Team Leader	Technical Support Groups	State Project Director, State Technical Coordinator	State Steering Committee		
Village Level	CRPs VICs	GLIU Experts	GLIU Team Leader	Technical Support Group	State Project Director, State Technical Coordinator		

Issue Code:

Urgent

Important

Normal

Annexure

Logo Placement in all publications/ communication material

The placement of logos in all publications/ communication materials should be as follows:

- Left corner: FAO 3 line logo
- Right corner: GEF Logo
- Left Centre: Government of India
- Right Centre: State Government logo (WMD)