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

Communication Strategy

TABLE OF CONTENTS

1	**BEFORE WE START**	**GREEN-AG PROJECT**

Who is this strategy for?

This strategy is specially designed for staff who work for Department of Agriculture and Farmers' Welfare (DA&FW), Ministry of Agriculture and Farmers' Welfare (MoA&FW), Government of India's Green-Ag project to ensure that they communicate about the project in an effective and consistent way. It provides a quick peek into key communication audiences, project branding and guidance for SPMUs to develop their own communication plans. It is a live document that will be revised regularly.

> *When in doubt, reach out!*
>
> *For any communication related queries please contact NPMU*

What is Green-Ag project?

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, is the National Executing Agency. DA&FW has requested FAO to establish a National Project Management Unit (NPMU) and coordinate the project implementation at the national level. Additionally, 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

- ensure that farmers have the <u>capacities and incentives</u> to maintain and/or adopt <u>ecologically friendly agriculture</u> and <u>land use practices</u>
- sustain <u>agrobiodiversity</u> and <u>soil and water productivity</u> and <u>other ecosystem services</u>
- ensure <u>sustainability of agricultural production</u> and improve opportunities for <u>rural livelihoods</u> development

The project is being implemented in five landscapes that are a mix of conservation and production areas: **1) Chambal Landscape, Madhya Pradesh, 2) Dampa Landscape, Mizoram, 3) Similipal Landscape, Odisha, 4) Desert Landscape, Rajasthan and 5) Corbett - Rajaji Landscape, Uttarakhand.**
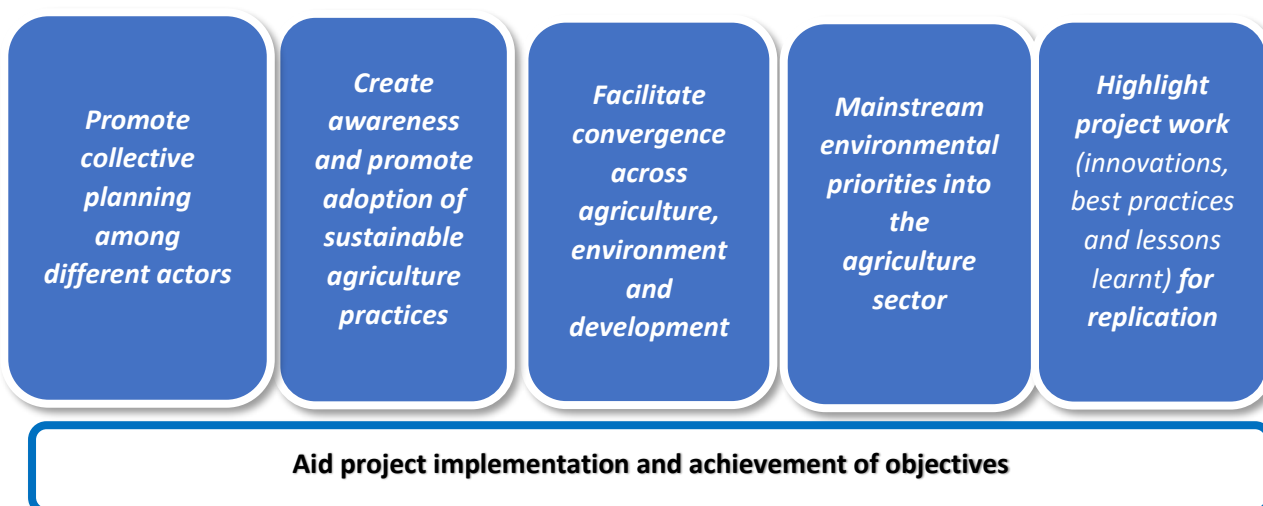
The project is expected to contribute to enhancing Global Environmental Benefits (GEBs) under four GEF Focal Areas—Biodiversity (BD), Land Degradation (LD), Sustainable Forest Management (SFM) and Climate Change Mitigation (CCM).

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

2	COMMUNICATION OBJECTIVE, PRINCIPLES & TARGET AUDIENCES	GREEN-AG PROJECT

Why Communicate?

To support achievement of the project objective, the purpose of our communication activities is to:

Promote collective planning among different actors	*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

What principles should we follow?

The guiding principles to our communications approach are:

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

Who are our target audiences?

Green-Ag project will engage with a range of stakeholders at the national, state and district level such as government officials, civil society representatives, community leaders, farmers, women, indigenous people, vulnerable groups, media, financial institutions, academic/research agencies, private sector, etc. In addition to these stakeholders, through our communication efforts we will reach out to GEF, other UN and development agencies and actors, and facilitate communication internally across the project states and landscapes.

A summary of Green-Ag project's strategic target audiences, key communication objectives and information needs is given below. NPMU will be developing a stakeholder engagement plan that will clearly identify engagement strategies for key audience groups. SPMUs are encouraged to use the detailed list of key national and state stakeholders given in the Prodoc (pages 60-79) to identify state-specific target audiences and their communication needs and develop their own Communication Plans using the guidance given in Section 6 of this strategy paper - 'Developing a Communication Plan'.

COMMUNITY MEMBERS (GP/VC MEMBERS, COMMUNITY GROUPS, FARMERS, WOMEN, INDIGENOUS PEOPLE)

Communication objective: **To create awareness, change attitudes and promote adoption of sustainable agroecological practices within communities**

Information needs:
▸ Limitations of current practices
▸ Advantages of adopting new practices, particularly in economic terms and associated intangible and tangible ecological benefits

▸ Project objectives
▸ Learnings from integrated landscape planning, etc.

MEDIA (BROADCAST AND PRINT)

Communication objective: **To create mass awareness on the importance of high conservation landscapes and generate support on mainstreaming environmental priorities into the agriculture sector.**

Information needs:
▸ How integrated planning has resulted into better outcomes
▸ Optimum utilization of funds
▸ How each sector has been a winner including the farmers

GEF/FAO

Communication objective: **To share project learnings and successes for replication**

Information needs:
▸ Project progress and results achieved
▸ Strategies used for achieving programme objectives
▸ Programme impact in terms of relevance, effectiveness, efficiency and sustainability; challenges; innovations; best practices and lessons learnt; that can be useful in scale-up/replication.

GREEN-AG PROJECT STAFF

Communication objective: **To improve understanding of project objectives and strategies for better implementation and achievement of project goals.**

Information needs:

▸ Better understanding of project concepts, planning, implementation and monitoring tools
▸ How to engage with different stakeholders
▸ Project challenges, strategies to overcome these challenges, innovations, best practices, lessons learnt and project impact

Green-Ag project has a strong communication focus with many planned activities and products to promote effective governance and management of natural resources, such as Eco Clubs, Information Platforms, targeted Policy Dialogues, Human Interest Stories, etc.

Key communication activities *(with output/activity indicators and targets wherever applicable)* along with tips to undertake them will be developed and included as Annexes to this strategy from Project Year 3 onwards.

1. CREATING A PROJECT IDENTITY

A unique identity has been created by NPMU for Green-Ag project which includes specific templates, colour schemes and design elements that should be followed to ensure that we communicate about the project in a consistent way across all offices.

Branding and logo

In all communication material, ensure you conform to the following guidelines:

While referring to the project use:

- Full Name: Green-Ag: Transforming Indian Agriculture for Global Environmental benefits and the Conservation of Critical Biodiversity and Forest Landscapes
- In short**:** Green-Ag project (*hypenated*)
- The state's name should be added after the full or short name separated by comma.

Colour schemes to use:

- Shades of green and blue

Logo guidelines

- For publications such as brochures, reports etc. – ensure logos are placed as follows on the front page:

  → *Top left:* FAO logo

  → *Bottom left corner* – GEF logo (as per FAO-GEF logo guidelines)

  → *Top right:* Government of India logo with the names of Ministry of Agriculture & Farmer Welfare and Ministry of Environment, Forests and Climate Change.

  → In joint publications, the FAO logo should be positioned at the top left-hand corner with the partner/s logo appears on the right)

- In event material such as banners, standees etc. – ensure logos are placed as follows:

  → *Top left*: FAO logo

  → *Top middle:* Government of India logo with the names of Ministry of Agriculture & Farmer Welfare and Ministry of Environment, Forests and Climate Change

  → *Top right*: GEF logo – (based on GEF logo guidelines received from OCBD which state that - Communication products (For eg. horizontal and vertical banners, backdrops, booth panels etc.) related to FAO's work with the GEF designed for limited use during events should carry the GEF logo on the top portion of the communication, alongwith the FAO logo. Both logos must be visible at eye-level.

- Do not change the order in which the logos are placed or the text
- There are clear guidelines governing usage of logos including colours, font size and placement which should be adhered to in all communication material. For guidance on logos and links original logo designs, do get in touch with NPMU.
- SPMUs can add the logo of relevant State Department (if required) between the logos of the Ministry and FAO.

Generic guidelines for use of FAO logo

- FAO logo should be placed in the top left corner and be at least 15mm in size
- FAO logo should be placed 10-20mm distance from the left and top margins
- FAO logo block is composed of the 'emblem' (head of wheat with the FAO letters and the "Fiat Panis" motto) and the full name of the organisation.
- When presented along with other logos, FAO logo should have the same size of the other logos (not less than 10mm in diameter).

Generic guidelines for use of GEF logo

- For FAO-GEF projects, we include GEF logo at the bottom left of the front cover.
- GEF logo should be positioned at the bottom of the back cover or inside the back cover in publications
- GEF signature consists of four components: The globe symbol, GEF acronym, the spelled-out name and tagline
- Partner organizations (including FAO) that already have an established relationship with the GEF, are free to use the GEF logo in their communications material. However, all partners should inform the GEF when and how they plan to use the logo and should share a copy of their final products.

Project leaflet

NPMU has developed a Green-Ag project leaflet (*see box*) which will be revised and submitted for approvals through PWS in 2021-22 as per the below checklist:

- Project name
- Placement of Logos according to the required size and other specifications.
- Duration

- Aim
- Target area(s) including map
- Introduction *(including key barriers with relevant data)*
- Project strategies
- Key activities
- Expected/Achieved results
- Project implementation structure
- Contact information
- Captioned pictures/visualisations along with photo credits (as per FAO standards)

To provide information on key thematic areas, additional leaflets/flyers will also be developed on specific themes such as Animal husbandry, Biodiversity, Gender, Green Landscape approach, FPIC, FFS etc. by NPMU in English, which the SPMUs are encouraged to translate and print in at least one local language.

States are encouraged to prepare project brochures specific to their landscape using the text given in Annexure 1 in consultation with NPMU.

Power point presentation

While developing a power point presentation for the programme:

- Use Green-Ag project presentation template
- Highlight key words in the message in blue, bold and underline.
- Try to use as little text as possible
- Use pictures from the programme and visualisations to make the slides appealing

Website

A project specific website www.greenag.nmsa.gov.in has been created and has all relevant project information like the logos of the partners, project objectives, target areas, state summaries, key presentations and knowledge products that provide information to the general audience interested in learning more about Green-Ag project.

The website also has an integrated **Management Information System (MIS)** for internal use, through which Green-Ag project's reporting needs are met.

A third component of the website that is currently being developed, is a **Spatial Decision Support System** (DSS) which is a compilation of existing land use information sourced from satellite and GIS databases. Once functional, through the DSS, online maps of each landscape will be publicly available showing current protected areas, community managed forests, degraded areas, location of major market centres, road networks, areas of tourism etc. These maps will aid in developing and implementing the green landscape management plans.

The website is maintained by NPMU, and SPMUs are encouraged to provide regular updates of key activities, events, articles, reports, publications, presentations etc. with pictures so that the website content can be updated frequently.

Banner for Events

For major project events, it will be helpful to use a Green-Ag project banner as a backdrop. SPMUs should follow the broad specifications given below:

FAO's banner for IYFV

- ▸ The banner should display the partner logos, title, Operational Partner's name and the event details
- ▸ It would be ideal to get a generic banner printed which can be reused for all project events, rather than printing event-specific banners
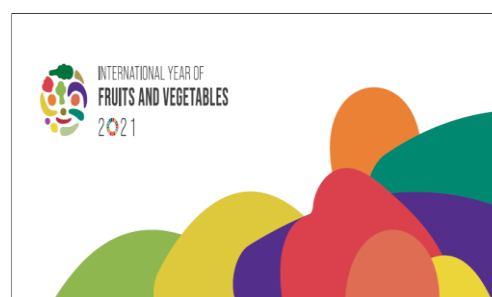
Banner type: Backdrop banner or banner stands

Banner printing: Ensure you get a generic banner printed with the project logos, name

Communication activities will be mainly monitored through the following:

Quantitative	Qualitative	M&E reports of Comms activities
1) Achievement of targets within the given timeline and budget as per the AWP&B (in line with the project's Results Framework) 2) Number of products printed 3) No. of products disseminated	1) Readership surveys *(for key products such as policy briefs, best practices compendium)* 2) Post-event feedback *(example: feedback from participants in policy dialogues)* 3) Peer to peer review of products	The following communication activities will have their own M&E reports that will also aid in assessing the effectiveness of comms activities 1) Eco clubs 2) Information platform 3) FPIC Communication plan

Based on the above, during project implementation, for each communication activity, specific monitoring indicators and responsibilities will be allotted.

5	PUBLICATION WORKFLOW	GREEN-AG PROJECT

This section details the key stages of communication product development and when and from whom approval must be sought.

Instructions for NPMU

NPMU staff should follow the below guidelines for developing any communication product:

Steps	Responsibility	Approval from
Comms product outline	Technical expert and Communications Specialist	AFAOR
Approval for number of printed copies and budget *(if applicable)*	Communications Specialist	Project Director
Content	Technical expert and Communications Specialist	AFAOR and PD
Procurement of design and/or print services	Operations Officer and Communications Specialist	PD
All publications, including leaflets and brochures will be submitted through the Publications Workflow System (PWS) of FAO.	Communications specialist	RAP and HQ
Final product (content and design)	Communications Specialist	AFAOR
Print and dissemination	Communications Specialist, Operations officer ith support from IT team	PD
Payment to vendors	Operations Officer	PD

Instructions for SPMU/GLIU

- o SPMU/GLIU should engage the State Communications Officer in the entire product development process
- o The product design, content and dissemination plan should be shared and discussed by SPMU Communication officer with NPMU Communication Expert
- o NPMU Communication expert will coordinate with NPMU experts, AFAOR and PD as required and provide inputs to SPMU Communication Officer
- o SPMU Communication officer should ensure approval from the State Project Director for the final design and content, including approval for number of printed copies, budget and dissemination plan
- o If using a state departments logo, please ensure you take written permission and a print quality version
- o Do not use a third party's logo without explicit permission from NPMU and State Project Director

The printed version (pdf) of all publications should be shared with NPMU for uploading onto the website and to store in the central repository. Additionally, SPMUs should keep all soft copies and at least hard copy with them.

6	DEVELOPING A COMMUNICATION PLAN	GREEN-AG PROJECT

SPMUs are expected to develop a state-specific Communication plan as per the elements listed below:

1. Project description: Briefly give an overview of Green-Ag project and then an overview of your landscape, your objectives, activities, targets and state implementation architecture.

2. Communication objectives and principles: List down communicate objectives i.e. what do you aim to achieve through your communication activities in the state, and the key principles that all communication activities should adhere to.

3. Identify and prioritise your Audience: Within your target landscape, who do you think are your target audience. Make a list of your key stakeholders/audience groups based on their gender, age, education, socio-economic characteristics (like religion, incomes, culture, language), media preferences, lifestyle etc. and segment them into groups with similar characteristics. While profiling and segmenting your audience keep in mind their information needs and gaps i.e. what information does your target audience need, which channels/media do they prefer, in which format do they consume information, who are the key influencers or gatekeepers of information etc. Engage SPMU/GLIU colleagues in this exercise, to capture all nuances and profile and segment your audience.

Do keep in mind that community members, farmers, women, indigenous people are not one homogenous group – they can be segmented into multiple sub-categories.

After segmentation, prioritise which of the groups or segments are the most important, so Green-Ag project's resources can be focused on only these target groups to maximise our impact. Use the table below, to categorise your audience and select those who fall in the Primary and Secondary priority groups. In case resources permit, Tertiary priority groups can also be targeted in your communication activities

Top Priority (Must communicate)	Secondary Priority (Advisable to communicate)
Tertiary Priority (Nice to communicate)	Bottom priority (No need to communicate)

4. Communication tools and channels: For each target audience, identify what key messages you would like to convey and through which communication tools and channels. Do keep in mind language preferences and educational qualifications of your groups in selecting tools and channels

5. Communication workplan with timeline and budget: Develop an activity-wise communication work plan with indicators to monitor progress, and assign responsibilities for each activity. Also

establish a system for developing communication products right from development, design, printing to dissemination.

Annexure 1

Green-Ag: Project Brief

Background

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, Cooperation, and Farmers' Welfare (DA&FW), Ministry of Agriculture and Farmers' Welfare (MoA&FW), acts as the National Executing Agency. DA&FW has requested FAO to establish a National Project Management Unit (NPMU) and coordinate the project implementation at the national level. Additionally, the Food and Agriculture Organization of the United Nations (FAO) is the designated GEF Implementing Agency for this project.

The project is being implemented in five landscapes that are a mix of conservation and production areas.

Project Objective

Green-Ag's objective is to

▸ ensure that farmers have the capacities and incentives to maintain and/or adopt ecologically friendly agriculture and land use practices
▸ sustain agrobiodiversity and soil and water productivity and other ecosystem services
▸ ensure sustainability of agricultural production and improve opportunities for rural livelihoods development

Project Approach

The project primarily seeks to harmonize the priorities and investments between India's agricultural and environmental sectors. Towards this, the project adopts a "**bottom-up approach"** or **"grassroots to policy"** approach in its implementation.

- **At the ground level,** universal adoption of resource intensive agricultural practices has helped the Country to make great strides in agricultural production and productivity and emerge as net exporter of food grains. However, such unsustainable agricultural practices have resulted in

increased Green House Gas (GHG) emissions. Also, they have undermined rich agrobiodiversity and resulted in over exploitation of critical natural resources, jeopardizing the sustainability of the agriculture sector. Also, other anthropogenic activities such as irrigation projects, mining activities, road construction, etc. have led to deforestation, fragmentation of natural/wildlife corridors, and loss of wild species.
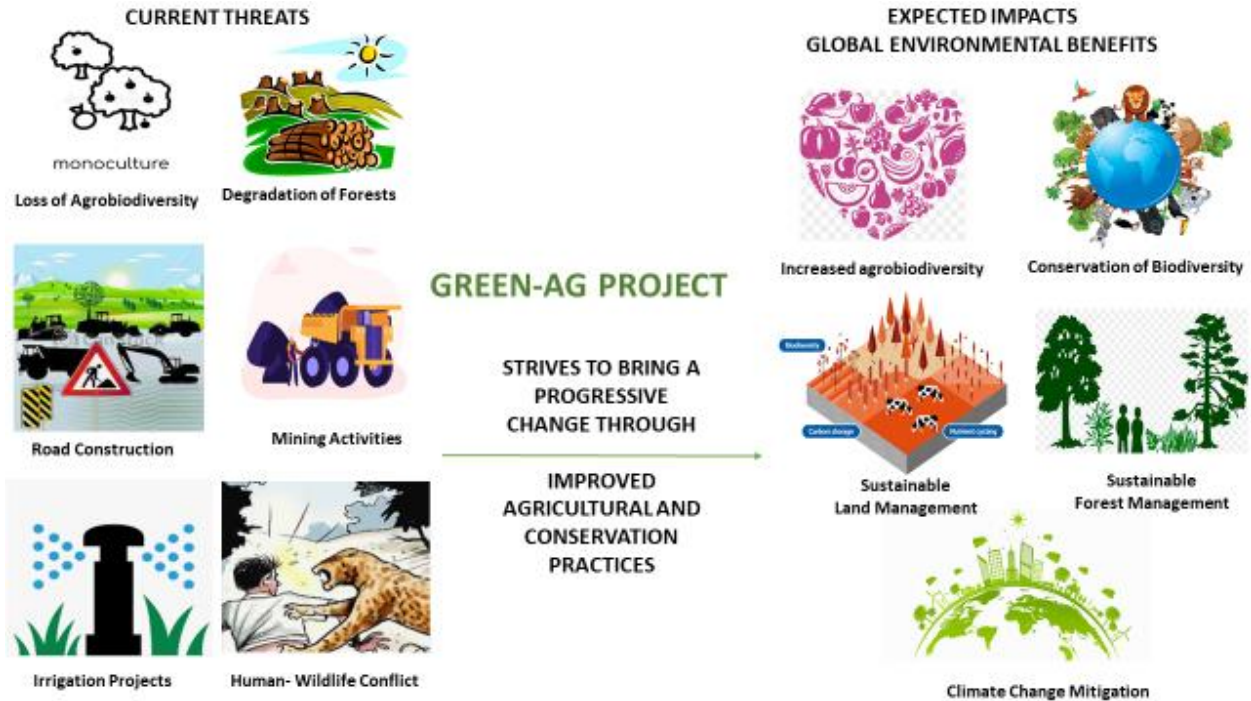
At the field level, the project's major thrust areas are promotion of agroecological approaches, and sustainable land management practices through incremental changes in the current practices. Such interventions would reap increased economic benefits to small and marginal farmers with positive effect on the local ecosystem and environment . Further, the project focuses on building alternative climate-resilient livelihood options for the local communities in the project landscapes.

- **At the policy and programme level**, the current situation in the Country reflects a lack of coordination among different Government departments at the National, State, and District levels. Mostly, these departments operate in silos, limiting their functions to furthering their interests, as a part of their departments' mandates, unaware of adverse impacts caused to each other in this process.

Agriculture Sector | Environment Sector | Mining Sector | Roads & Highways Sector
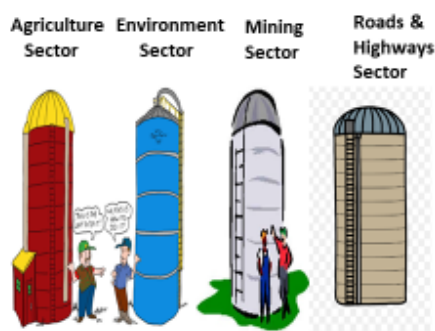
Working independently to attain their individual mandates with activities which are adversely impacting each other

GREEN-AG PROJECT

- Acts as bridge for a dialogue between various sectors
- Supports harmonization between GoI policies, investments and institutions concerned with conservation and agricultural production for mutual compatibility
- No compromise on food and livelihood security of the local communities

Agriculture Sector | Environment Sector | Mining Sector | Roads & Highways Sector

Communicating with each other and aligning their activities in such a way to minimize or reduce damage to each other to create a win-win situation

The project would adopt a holistic landscape approach that embraces a multi-sectoral outlook to overcome the sectoral silos and maximize synergies and mitigate trade-offs. It will facilitate a dialogue between different departments and other relevant stakeholders including communities, who at times may be working with conflicting interests in the landscape, to recognize each other's interests and, concerns to accommodate them in their respective mandates and planning activities without compromising on their core interests. To this effect, the project has created intersectoral committees at district, State and National levels that would aid in planning, implementation and monitoring of project activities.

Also, the project envisages landscape management to be undertaken in a participatory manner with collaboration between various Government Departments, local/ indigenous communities, famers and other key stakeholders at the landscape level. The outcomes and best practices of landscape approach captured through project implementation will enable policy makers to incorporate or mainstream the key learnings into the guidelines of the policy and programme level framework for wider replication across the Country. This would eventually result in greater harmony in priorities and investments between different sectors.