

GUIDELINES of Information, Education and Communication (IEC) Scheme, a sub-component of Development of MSMEs (Entrepreneurship and Skill Development Programme)

BACKGROUND

1. The Micro, Small and Medium Enterprises (MSMEs) sector is highly vibrant and dynamic branch of the Indian economy. MSMEs not only play crucial role in providing large employment opportunities at comparatively lower capital cost than large industries but also help in industrialization of rural & backward areas, thereby reducing regional imbalances, assuring more equitable distribution of national income and wealth. MSMEs are complementary to large industries as ancillary units and contribute enormously to the socio-economic development of the country.

2. The Ministry of Micro, Small and Medium Enterprises (M/o MSME) is mandated to promote micro, small and medium enterprises in the country with the objective of creating self-employment opportunities and upgrading the relevant skills of existing and potential entrepreneurs, with this endeavor, the Ministry is implementing a number of schemes.

3. In order to give wide publicity to the Schemes implemented by the Ministry of MSME, it is necessary to adopt a multi-pronged approach and have a well-planned information, education and communication (IEC) campaign. With this objective, IEC Scheme has been formulated, which will be implemented/administered by Media Cell of Ministry of MSME.

4. Objectives

The objective of the scheme is to give wide publicity to the various schemes being run by the Ministry with the aim of providing financial assistance, technological assistance and upgradation, infrastructure development, skill development and training and market assistance to MSMEs, etc. The IEC campaign will:-

- (i) Create awareness among SMEs and individuals to take advantage of various schemes of the Ministry.
- (ii) Motivate SMEs to take advantage of facilities for technological upgradation, modernization, quality improvement and infrastructure created by various organizations under the Ministry.
- (iii) Create awareness and motivate SMEs for developing their Human Resources through training and skill upgradation.
- (iv) Create awareness demographically as well as geographically among SC/ST, women and other weaker sections for obtaining benefits of the schemes being run by Ministry of MSME.

5. List of activities to be under taken under the scheme:-

I. Electronic Media Campaigns, which will include:-

- (i) “Audio-visual spots”, short films and other related broadcast activities shown on TV & social media.
- (ii) “Audio Spots/Jingles” broadcast through radio.
- (iii) Street theatre to promote desirable behavior through kala jathas, street plays, folk songs etc.
- (iv) Talk shows, panel discussions and expert lectures on related issues on national and regional channels.
- (v) Any other related activities.

II. Print media campaigns, which will include:-

- (i) Advertisement in newspapers and magazines (National/Regional).
- (ii) Coverage of events, success stories in newspapers (National/Regional).
- (iii) Publication of brochures, pamphlets, leaflets, flip charts, newsletter etc. highlighting the initiatives taken up by Government, schemes, technologies, sources available at all levels.
- (iv) FAQs booklet

III. Outdoor Publicity

- (i) Preparation and putting up of digital display board, hoardings and banners at public places viz. railway stations, bus stops, post offices, District Administration Offices, on buses, bus stops, Post office etc. through PR agencies and other bodies.
- (ii) Road shows, Metro rail wraps etc.

IV. Publicity campaigns on Internet websites and mobile appliances.

- (i) Publicity through Internet and mobile appliances.
- (ii) Mobile messages (SMS).

V. Purchase of equipment/services

- (i) Fee/expenses for hiring Technical and managerial consultants/experts to carry out the above IEC activities.
- (ii) Hiring of PR agency.

VI. Other Relevant Activities

- (i) Development of communication kit comprising of all IEC materials like posters, hoardings, Banner, slogans, SMS messages, informative booklet, leaflets, audio-visual CDs, documentary films etc.
- (ii) Arrangements for coverage of conventions/events/press conference/swachhata pakhwada etc.
- (iii) Production of documentary on success stories and innovative practices and showcasing it;
- (iv) Messages printing on inside and back cover pages of free textbooks and notebook,
- (v) Visit of officers/officials of media cell for the purpose of coverage of conventions/ events/Press conference/swachhata pakhawada/making of documentary films/success stories.
- (vi) Impact assessment will be conducted under the SS&PR Scheme of the Ministry.

6. Administrative set up for implementation of the Scheme:-

- (i) Services of professionals/experts as per the requirement from time to time to carry out IEC activities/campaigns will be hired from relevant HR agencies on contract basis.
- (ii) The expenditure on account of hiring of such personnel including their Travel TA/DA/accommodation on tour will be met from the IEC Scheme.
- (iii) The entitlements of hired personnel on contract basis with regard to travel will be as per the GOI employees in the pay matrix level 6 to 8 in the 7th CPC.

7. Financial Implication:

General Financial Rules (GFRs) would be followed while dealing with matters involving public finances in respect of activities to be undertaken in para 5 of the guidelines. Further, for all types of publicity purposes/rates, guidelines of Directorate of Advertising and Visual Publicity (DAVP) and National Film Development Corporation Limited(NFDC) shall be followed where available. Any deviation in this regard in cases of urgency would require prior approval of Secretary (MSME).

8. Procedure for implementation of scheme.

The Screening Committee to be constituted under the scheme which will oversee implementation of the IEC Scheme with regard to short term and long term IEC objective/plans based on general or specific decisions of the Ministry. The composition of the Screening Committee will be as under:-

- (i) Joint Secretary (SME)- Ministry of MSME – Chairman.
- (ii) Director/Deputy Secretary, ARI Division, M/o MSME - Member
- (iii) Director (Media Cell) – Member.
- (iv) Representative of AS&DC, MSME- Member
- (v) Under Secretary (Media Cell) – Member.
- (vi) Deputy Secretary of IF Wing – Member.
- (vii) Deputy Director (Publication), Office of DC (MSME) - Member

(The Committee may co-opt an officer or an outside expert if it considers necessary)

The Screening Committee will consider the media plan (long term/short term) and the recommendations of the Screening Committee will be submitted to Secretary (MSME) for approval. After the approval of Secretary (MSME), the activities approved under the Media Plan will be executed with the approval of Joint Secretary handling Media Cell.
