

STAKEHOLDER COMMUNICATION STRATEGY

A. Stakeholder Communication Strategy

1. The project will maximize transparency by communicating relevant project information to stakeholders in various means. The PMU will set up a website within two months of loan effectiveness and disclose all key project-related information, including the scope, cost, and financial and institutional arrangements of the project, project safeguard reports such as IEE and Resettlement Plans, and project progress such as procurement, contract award and disbursement. The PMO will also fully disclose through the website and its information center relevant project-related information, such as subproject cost, cost-sharing arrangement, contractor's name, contract price, progress of construction, financial status of municipalities, through public briefings, bulletin boards, municipal annual reports, etc. The safeguard documents will also be disclosed in ADB website.

2. Participation is an important aspect of the project. Public awareness programs for gender, social, and infrastructure subproject related measures will be implemented by the PMU supported by PMDC during the planning and design stages and each of the project IMOs during the implementation stages. The PMU with the support of the PMDC working with the IMO will prepare a consultation awareness and participation plan (CAPP) within six months of loan signing. The CAPP will be used to guide consultation and awareness building activities under the project to be conducted in parallel with physical investment activities. The GAP and CAPP plans will ensure sufficient consultation and participation with beneficiaries, including women, the poor and vulnerable groups.

1. Information Disclosure

3. The Stakeholders Communication Strategy implementation will engage and inform relevant IMIP stakeholders and sectors with timely, accurate, and comprehensive information shared among stakeholders. Such information sharing will help to build consensus and ensure continuous stakeholder support throughout the Project. The stakeholder Engagement and Communication Strategy (SE&C) is to significantly increase stakeholder and community awareness of the IMIP project strategy, proposals activities and outputs in order to improve stakeholder engagement and to develop greater community support for the project proposals and the decision making process. The guidelines for SE&C will include:

- (i) **Clarify** the objectives and goals of engagement and evaluate the appropriateness of techniques.
- (ii) **Understand** related processes and be clear about how the engagement fits in with official decision-making processes.
- (iii) **Manage** information in an accessible way without using complex concepts or jargon.
- (iv) **Support** the development of capacity in understanding and applying the research concepts.
- (v) **Ensure** transparent identification of stakeholder groups and invitations to be involved.
- (vi) **Build** trust with and between participants for the long term.
- (vii) **Allocate** sufficient time to develop process, build partnerships and strengthen networks.
- (viii) **Encourage** feedback and ensure flexibility to adapt to that feedback.

4. Stakeholder Engagement and Communication Objectives. The main stakeholder engagement and communication objectives include :

2. Awareness:

5. The PPTA has implemented an intensive program of communication and awareness however it is assessed that the majority of farmers and other stakeholders do know about the proposed project but do not know the detail of the project components. Stakeholders are somewhat disappointed in the delays in the start for the Muhuri project as well as in Teesta and GKIP. The following aspects need to be addressed to attain the awareness among the different stakeholders of the project.

- (i) Awareness
 - To raise overall awareness of the project, its intent, activities and outputs including opportunity for women employment and women development activities.
 - To promote the benefits and positive aspects of the project.
 - To raise awareness of the linkages between the MIP project and other related projects.
 - To ensure stakeholders are aware of the project and how to be involved.
 - To reduce communications risks by encouraging a positive view of the project.
 - To manage expectations of what the project can and cannot deliver.
- (ii) Behaviors:
 - To encourage public demonstrations of support for the project.
 - To encourage key stakeholders to engage in project activities.
 - To provide tools for project partners and collaborators to communicate the project intent, activities and outputs.
- (iii) The SE&C will be based on a strategic approach including:
 - Building direct, positive relationships wherever possible
 - Utilizing media and stakeholder networks where direct relationships are not possible
 - Building strong linkages between MIP and other relevant projects
 - Facilitating information sharing and information sharing networks
 - Demonstrating how MIP is contributing to a broad range and societal goals
 - Using a matrix of communication tools in a sustained program

6. There are three distinct approaches to communication that can be used for successful implementation of the campaign on MIP, GKIP and Teesta projects:

- (i) Behaviour change communication: This approach addresses the knowledge, attitudes, behaviour and skills of individuals, families and communities as they relate to specific program goals. Within a participatory communication framework, individuals and communities gain knowledge, appreciation and skills that motivate them to develop positive and healthy behaviour and practices.
- (ii) Communication for social mobilization: This approach moves beyond the individual behaviour change communication to a more comprehensive model of

communication. It provides an opportunity for greater levels of community participation in social change. It involves planned actions to reach, influence, enable, and involve key segments of the community in order to collectively create an environment that will affect positive behaviour and bring about desired social change. Segments include influential groups or individuals as well as formal and informal leaders among those who will directly benefit from the desired social change.

- (iii) **Communication for advocacy:** It is an organized attempt to influence the political climate, policy and program decisions, public perceptions of social norms, funding decisions, and strengthen the voices of communities and societies for social and policy change.

7. Planning and research is required to ensure the message reaches the key stakeholders with optimum impact and frequency.

8. Experience has shown that the communication plan and activities must be targeted to the proposed requirements of behavioral and social change. Experience has shown that communication activities are more successful when consistent messages are conveyed through a mix of channels and tools, specially combining the community media (interpersonal communication) with mass media programs:

- (i) **Community-based communication.** A range of communication activities can be carried out using participatory and interpersonal communication tools. The success of this communication requires the active involvement of the participants in the communication development process. Informal discussion meeting and workshop with the particular stake holder is proposed. Interpersonal communication tools and community media like folk media, theatre, folk songs and festivals. The success of this communication requires the active involvement of the participants in the communication development process. Activities suggested include farmer group discussions, courtyard meetings and group discussions.
- (ii) **Mass media campaign.** The mass media can be a strong source of information for raising awareness, building knowledge and influencing public opinion. The following devices can be used National and local level seminar/workshop, Electronic media -Radio, Television, video, film, internet. Print media - Newspapers, newsletters, fact sheets, handouts, posters, research findings and reports.
- (iii) **Participative Planning and Design:** Farm level design will be done in participative approaches including briefing meetings and walk through with farmers.

B. Phases of Communication and Engagement Strategy and Outputs

9. It is proposed that both the PMDC and the IMO implement a focused programme of stakeholder engagement, communication and awareness for MIP under the Project. The PMDC will focus on the development of participative planning and design for the GKIP and TBP projects while the IMO develops a highly focused campaign to engage with farmers, WMO's and other stakeholders to implement the new initiatives for OM as well as the programs of agricultural support.

10. Planning the program

- (i). Planning and design of the approach: this will be done in January based on an assessment of the communication work implemented under the PPTA together with consultation with Government and Non-Government stakeholders to assess current levels of knowledge and awareness of the project objectives.
- (ii). Communication and engagement with selected stakeholders to support the preparation of the project design.
- (iii). Upscaled communication and awareness to the wider stakeholders
- (iv). Monitoring and response to provide feedback on the response to the proposed project proposals.

11. The proposed communication and engagement programme for the PMDC consultant is summarised in Table 1 below. This program is designed to inform the stakeholders of the IMIP and to engage with stakeholder to support the project planning and design for Teesta and the GKIP projects.

Table 1: Proposed Communication and Engagement Program for the PMDC

	Activity	Consultation method	Participants	Objective	When Implemented
1	Initial Public Meeting	PM	WUA,WUF, Farmers, ~45 persons. About twenty meetings	Feed back on farmer perceptions	Initial mobilisation of the PMDC at the field sites
	Media	Media	To publicise the meetings and improve the awareness of the program objectives	To widen the awareness beyond the workshops	1 month before and after the workshops
2	Focus Group Discussions	FGD	About 20 FGD to be held with WUG, WMA, WMF, Farmers, and representative stakeholder	Feed back on current issues and perceptions of proposed changes.	Month 3
3	Individual meetings with key stakeholders	IDI	About 25 direct interviews with farmers, REB, BWDB, WMF, WMA and women	Feed back on current perceptions of the project design.	Month 3
4	Rapid Rural Appraisal	RRA	Teams of enumerators mobilised to support more definitive and information	Statistical information of agricultural practices, responses to change etc Special information needs can be targeted including gender, environment poverty	Month 4 design of program Month 5 implementation
4	Preliminary Surveys	SVS	Farmers, WUA, WUF	Surveys to meet specific socio economic information	Month 5
5	Upazila Level Public Meetings	PM	WUA, WUF, Farmers, other stakeholders	Dissemination of preliminary strategies for .modernization and improvement	Month 12 onwards once strategies have prepared
6	Focus group discussions and Individual	FGD/IDI	Government, WUA, WUF, ,	Consultative meetings with key stakeholders to	Month 13 onwards

	Meetings with key Stakeholders			support the preparation of the detailed design.	
7	Participative Planning and Design	PM/FGD	Focused meetings and discussions to review specific planning and design activities	Engagement and feedback from farmers on planning and design scenarios and options.	Month 15 onwards
8	Final Workshops	PM	Public meetings to obtain final engagement		Month 18

12. The proposed communication and engagement program for the Muhuri IMO is different with the objectives for the stakeholder to better understand the project implementation objectives. The program is described in Table 2

Table 2: Communication and Engagement Program for the IMO

Activity	Consultation method	Participants	Objective	Timing
Public Meeting	PM	WUA,WUF, Farmers, ~45 persons. One meetings proposed for each Upazilla. Brochures would be prepared to widen the information base	Create awareness of the project objectives	Month 3
Focus Group Discussions	FGD	About 20 FGD have been held with WUG, WMA, WMF, Farmers, Pump Operators, Women's groups	Create awareness and obtain feedback on current issues and perceptions of proposed changes.	Month 3-6
Individual meetings with key stakeholders	IDI	About 25 direct interviews held with farmers, REB, BWDB, WMF, WMA and women	Feed back on current perceptions of the project design.	Month 6
Participative design activities	SVS	Farmers, pump operators, WUA, WUF. - stage 1-reengaging with farmers for the 2000ha advance systems -stage 2 5000ha second stage	To ensure farmers previously signed up remain committed. Participative design for the Stage 2 pipe systems	Month 2-3 Month 3-6
Upazila Level Public Meetings	PM	WUA, WUF, Farmers, Pump Operators	To brief on the steps to initiate the pumps and prepaid meters.	Month 12
Focus group discussions and Individual Meetings with key Stakeholders	FGD/IDI	Government, WUA, WUF, Pump Operators, within each command to be taken up for pipe systems	Consultative meetings with key stakeholders to support the preparation of the detailed design.	Month 5-24
Agricultural support programs	IMO	Extension, farmer training school, demonstration plots	Activities to be planned and designed by the IMO	Year 2-5