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Nai Manzil

An Integrated Education and Livelihood Initiative for the Minority Communities

Communication Strategy *for* Project Implementing Agencies



Government of India
Ministry of Minority Affairs
April 2018

Communication Strategy for Project Implementing Agencies (PIA)

April 2018



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Background

Nai Manzil is a new initiative of the Government. It was launched on 8th August, 2015 at Patna, Bihar. The Scheme aims to benefit the minority youth who do not have formal school leaving certificate, i.e. those in the category of school- dropouts or educated in community education institutions like Madarsas. The Scheme provides them formal education and skills; and enables them to seek better employment and livelihood in the organized sector.

Nai Manzil Scheme has been approved with the cost of Rs.650.00 Crore for five years with 50% funding from the World Bank. This is the first World Bank supported programme for minority welfare in this Ministry. The scheme is also significant as it combines education with skills for school dropouts which significantly enhances their employability.

Scheme Objective

The objective of the Scheme is to provide education and market-driven skills training for targeted youth from Minority communities. The scheme offers non- residential integrated education and skill training for 9 to 12 months, of which 3 months are devoted to skill training. The Scheme also provides job placement and post placement support.

The scheme is implemented on ground by the Project Implementing Agencies (PIAs).

The main instrument for implementing the scheme is a results-oriented Performance Agreements between the Ministry of Minority Affairs (MoMA) and Project Implementing Agencies (PIAs) to: (i) Provide support to eligible Minority Youth to enroll in open schooling and undertake training and assessment as per applicable guidelines; (ii) Provide additional education support/bridge program designed to help students obtain open schooling certification; (iii) Impart high quality skills training including soft skills leading to productive employment; and (v) Provide post placement support to assist sustainable employment for those students who enter the labour market.

Target Beneficiaries

The primary catchment areas for beneficiaries under this scheme are the 1,228 Community Development Blocks where Minority population is 25% or more of total population as identified by the Ministry of Minority Affairs. Additional catchment areas beyond these Blocks may also be notified by the Steering Committee for the implementation of this scheme in consultation with the State governments. Total physical target of training under this Scheme is approximately 100,000 minority candidates phased over the implementation period of 5 years.

Eligibility Criteria for Beneficiaries

The beneficiaries should belong to Minority community as notified under National Commission for Minorities Act 1992 (viz. Muslims, Christians, Sikhs, Buddhists, Jains and Parsis)

- In the States/UTs where some other minority communities notified by respective State/UT Governments exist, they may also be considered eligible for the programme but they should not occupy more than 5% of the total seats.
- The trainee should be between 17-35 years of age.
- Certain particular pockets of concentration of minority population within a non-minority district or city are also eligible for the consideration.
- The trainees should belong to Below Poverty Line (BPL) population both from urban and rural areas.
- 30% of the beneficiary seats are earmarked for girl / women candidates and 5% of the beneficiary seats for persons with disability belonging to the minority community under the Scheme. To promote inter-community solidarity, 15% candidates belonging to BPL families of non-minority communities can also be considered.
- In case reserved categories as prescribed under this scheme remain vacant, these vacant seats may be treated as unreserved.



Mobilization of Candidates

Project Implementing Agencies (PIAs) mobilize eligible beneficiaries to enroll them for the Nai Manzil scheme through various strategies appropriate to their culture. In order to do so, PIAs design and undertake Advocacy / Information, Education & Communication (IEC) and awareness generation programmes to catch the attention of maximum stakeholders. Different community mobilization methods are adopted such as conducting meetings with community leaders, door to door visits, setting up kiosks at popular places, local promotional and awareness camps etc. The women trained under “Nai Roshni”, Ministry of Minority Affairs’ scheme for leadership development of Minority women, are also used as mobilizers for this Scheme.

Similarly, community level structures like Self Help Groups (SHGs) are also used to mobilize the youth. The mobilized youth are provided counselling in order to conduct a pre-selection screening of the candidates to identify appropriate education and skilling intervention needed and form batches accordingly.

Communication in the Nai Manzil

Effective communication is an integral component of the Nai Manzil scheme. This paper outlines the communication approach for Project Implementing Agencies (PIA) implementing the Nai Manzil Scheme to ensure that the Scheme is successfully implemented. Apart from communication at the programme implementation level i.e PIA level, communication activities at the Ministry level are equally important which may include brand building, creating brand awareness, creating awareness about the scheme, documentation, keeping all stakeholders informed about the scheme. However the present document is more focused on the communication strategy for the Project Implementing Agencies (PIA).





Community level consultations / meetings to create awareness about Nai Manzil Scheme organised during the Nai Manzil Scheme implementation in urban and semi urban areas



Communication for Project Implementing Agencies (PIA)

Communication in Nai Manzil enables delivering its programme objectives, facilitate communication among stakeholders, capture learning and communicate the impact of the programme to the wider audience.

Communication Objectives:

The overall goal of Communication in Nai Manzil has few obvious objectives like:

- Create awareness about the Nai Manzil Scheme among the target group so that the desired beneficiaries are successfully enrolled in the Scheme.

- Creating awareness about the Nai Manzil Scheme among the target population and also in the general public as it is directly related to building favorable public opinion about the Scheme. As Project Implementing Agencies (PIAs) are the face of the programme on the ground, they are vital in painting favorable picture of the Scheme among the minority community and the general public.
- Another important objective of the communication activities in Nai Manzil is to showcase the Nai Manzil scheme in a desired manner to different stakeholders (World Bank, UN agencies, other ministries, state governments, international development sector organizations/ civil society organizations, community based organizations, civil society organizations etc) so that they may become aware about the Scheme and all its achievements.
- Build a sturdy and reliable Nai Manzil brand

The communication strategy is based on the following principles:

- Communication through most appropriate culturally sensitive media for targeted minority community
- Tailored to audience (local language, direct message with local and understandable references)
- Jargon-free simple language
- Easily accessible materials and resources
- Proactive and timely communication
- Value for money (budget for the communication activities should be made in such a manner that resources are optimally utilized)
- Monitored and evaluated
- Communication activities planned by experts and implemented professionally

Target Audience and Stakeholders

Stakeholder Mapping & Communication Needs Assessment

A stakeholder mapping analysis helps in identifying key stakeholders / audiences as well as potential networks, partnerships and alliances, and decision makers that Nai Manzil will work with or seek to influence through our communication and advocacy work. Identification of apex groups, communities, networks, large and small CBOs across all states will enable shared learning opportunities. The analysis help us to prioritize the key stakeholders; establish targeted messages for each and the channels to reach them. These will include stakeholders at the grass roots and district levels, as well as stakeholders at the state, national and international levels. Similarly, a communication needs assessment is required to identify existing locally relevant communications channels and tools, as well as gaps. Keeping in view the diversity of the target audience in terms of culture, literacy levels and social background, we need to understand which communication tools and channels will be the most effective in reaching the target audiences. There are a large range of traditional communication channels like festivals, village haats

(regular markets), puppetry, posters, street theatre, folk media that can be leveraged as information disseminations tools and key communication moments. Other communication channels that we will identify could include community radio stations, village screenings and village libraries. In absence of above studies easily agreeable target audience and stakeholder for Nai Manzil communication can be:

Target Audience:

1. Primary Target Group

- Youth, school dropouts (Potential beneficiaries)
- Parents and Guardians of Potential beneficiaries
- Minority Community

2. Secondary Target Group

- General public (academics, Minority community leaders, development opinion leaders, youth leaders)
- Teachers
- Community Elders/ Influencers / local religious leaders
- World Bank

3. Other Target Group

- NGOs/ CSOs/CBOs/
- Government of India counterparts (Other government departments working in related field)
- International Civil Society and Development sector organizations and UN organizations
- Media

Nai Manzil Core Messages

Core messages are like soul of the whole communication strategy. It is the most critical part of the whole exercise undertaken for better communication as it is precisely what you want others to know about you and your activities. Clearly, utmost care should be taken in framing these messages. Communication for for Nai Manzil there are two types of objectives; building brand “Nai Manzil” and creating awareness to help mobilization and enrollment of suitable beneficiaries. While branding calls for sustained and long term efforts but awareness for mobilization is a time period based activity which should be undertaken in a form of campaign during and before mobilization period. For Nai Manzil brand development it is imperative to maintain consistency in the way Nai Manzil uses words to express the Nai Manzil brand across all communications materials (publications, website etc.). Nai Manzil Key messages shall be based on the following principles:

- Direct not mediated
- Clear
- Positive, capable and making progress

- First person accounts
- Participation and influence
- Action provoking

Core Nai Manzil Messages shall describe

1. Who we are (about Nai Manzil and the Ministry of Minority Affairs, about PIA and its role)
2. What we do / What is Nai Manzil (An integrated Education and Livelihood Initiative for the Minority Communities) – Messages clearly describing the Scheme components, target groups etc
3. How we do it (Nai Manzil Programme Implementation Structure, Project Management Unit, PIA, World Bank). The messages should also describe all the necessary procedures and norms the Ministry follow to implement the Scheme.
4. What benefits Nai Manzil Offers (the messages should clearly state what the Scheme offers e.g Education certification, Skill training, Job placement, monthly stipend, Health checkup etc)
5. How to avail the offered benefits – These messages should clearly mention that what a potential beneficiary should do to avail the offered benefits. These messages should be attractive action provoking and guiding in nature.

Messages covering the above elements and following the above described principles should be framed according to the local requirements. It is worth mentioning that more precise the message better effect it will have on the target group. Core messages in local language, following defined branding and visibility pattern utilizing suitable media is bound to yield better results.

While framing messages on benefits and offerings from Nai Manzil it is better to fix all the offered courses and trades as well. This will give clear idea to the beneficiaries that what exactly they shall be getting during the course of the Scheme which in turn ensure their continuous motivation and enthusiasm.

Some key points which may be covered in framing key messages

You can benefit from Nai Manzil, If you?

- Belong to six notified Minority communities.
- Or Other minorities notified by the States/UTs also eligible for up to 5% of the total seats.
- Are between 17-35 years of age.
- Belong to certain pockets of minority population within a non-minority district or city are also eligible
- Are Below Poverty Line (BPL) population both from urban and rural areas
- Girl/ women as 30% of the beneficiary seats earmarked for girl / women candidates and 5% for persons with disability belonging to the minority community, to promote inter-community solidarity 15% for non-minority BPL families are also considered.

Nai Manzil Provides

- Education (open schooling certification equivalent to Class VIII or Secondary Level)
- Skills training
- Health & Life skills Training
- Job Placement
- Postplacement support
- Preventive Health Check-up and Medicines
- Financial Support:
 - ✓ Monthly Stipend of Rs1000 for 6 months during education
 - ✓ Monthly Stipend of Rs1500 for 3 months during skill training
 - ✓ Rs. 2000 per month for 2 months after placement

Beneficiary mobilization activities undertaken under Nai Manzil Scheme through public announcement and pamphlet distribution



Delivering the Strategy: Means of Communication

The Project Management Unit (PMU) Nai Manzil under guidance of Ministry of Minority Affairs (MoMA) officials shall coordinate, facilitate and advise on Nai Manzil communications efforts and will lead on managing relationships with external and internal stakeholders at the National level including with The World Bank, Government departments, Project Implementing Agencies (PIAs) and the media. However, the PIAs will also have a critical role to play in communications effort at the state/ local level, which will need to be monitored by the PMU.

As explained above there are two basic objectives of the communication undertaken by the PIA. First, is to successfully mobilize and enroll the suitable students / beneficiaries for the Nai Manzil scheme. Secondly to build the favorable public opinion about the Scheme and build and strengthen Nai Manzil brand.

IEC (Information Education Communication) for Beneficiary Mobilization & Enrollment

There are several means of communication and communication activities which can be undertaken to help in mobilizing the beneficiaries. However, care should be taken while choosing the appropriate communication means so that they are culturally and socially acceptable for the target community. To make the communication more effective it is always better to tailor-made the communication strategy according to the target group and choose communication means and language best suited and effective for the specific target group.

Some effective communication means / activities which can be used for Mobilization & Enrollment purpose can be:

1. Printed IEC Material

a. Pamphlets / leaflets/ fliers/ newspaper inserts etc printing and distribution

The material should be printed in A4 or A5 size keeping in mind that the material has no shelf life i.e it will be discarded after single read and hence while it should be catchy and crisp in messaging but costly paper may be avoided for this.

Distributing: appropriate means of distribution may be identified for the distribution. The means and ways of distribution may vary from community to community and area to area. For example for urban Muslim community distribution outside Friday prayers is one of the proven and most effective means to reach a large number of target audience. Similarly distribution outside Sunday Church service for Christian community can be considered.

b. Posters (to be distributed and pasted at appropriate places)

Standard poster size from A2 to A3 may be printed with clear contact details. It should be well designed incorporating whole message in detail and having appropriate headline and punch line. Care should be taken in identifying better locations before displaying them. Identification of good location where these posters may have some life (can remain displayed without damage) is critical for using this IEC material. Good design and clear message which provokes immediate action is the bottom line for achieving desired results with posters.

c. Flex banners e.g 6x3, 4x2 feet (to be displayed at appropriate locations within the target locality)

It has emerged as one of the widely used IEC material and is utilized in many different situations. Target group specific (specific content for smaller groups) content and messages to be developed clearly identifying the scheme and benefits it offers with clear contact details for more information. Care should be taken in choosing display points. It is better to choose location which has greater visibility and the banner can remain displayed for longer period.

2. Public Announcement Through Auto Rickshaw/ Cycle Rickshaw

Considering the type of target group which are our audience announcement through Mobile Auto Rickshaw/ Cycle rickshaw can be a good option. Project Implementing Agencies (PIAs) have successfully utilized this mean of communication in the past with good results. Nonetheless audio recorded messages should be carefully made with good professional agency having appropriate sound recording and message formation expertise. It should be clearly kept in mind that the message should talk about Nai Manzil and Ministry of Minority Affairs (MoMA) and PIA should be clearly identified as an agency implementing MoMA's Nai Manzil Scheme. Local language, clear message with Proper pronunciation and easy contact details may be the key elements of this awareness method.

3. Advertisement Through Local Cable TV and Community FM Channels

This activity or the mean of communication can be utilized mostly in urban areas. Not many cities are having local community radio however if this channel of communication is available than it can easily be one of the most effective means of reaching out to the targeted community. As explained above in S.No 2 care should be taken in framing prerecorded messages. Moreover, the channel can be better used if a talk or discussion with community leader on Nai Manzil is organized. Similarly scrolling messages on local cable channel and cinema slides can also be utilized.

4. Flex Hoardings

Flex Hoardings of various sizes e.g 10x20 feet, 10x5 feet can be displayed at locations with good visibility e.g important crossings, 'Mohalla' gathering points like schools, dispensaries etc. Hoardings should be carefully made with good catchy design and attractive headline. Too much of the text may not be a good option for a hoarding but it should convey basic and strong message in short and effective manner with clear further information and contact us details. These hoardings may not be installed for too long period but should be only installed and maintained for specific time i.e during mobilization months. Necessary permissions should be taken before installing them and all the creative and design should aim to build brand Nai Manzil and Ministry of Minority Affairs (MoMA) with similar design layout.

5. Community Meetings

This is one of the most effective means of communication for mobilization. Project Implementing Agencies (PIAs) have utilized this method effectively in the past with good results and that too at minimal cost. However, care should be taken in sensitizing local community leaders and choosing the place for community meetings. It must be remembered that building these linkages with community leaders and the community shall go a long way in implementing the whole scheme in a given locality and not just the mobilization of the beneficiaries.

6. Advocacy With Faith Based Community Leaders

As explained above this also has long term implications and will help in creating favorable public opinion about the Scheme and the Ministry and the Project Implementing Agencies (PIA) which shall be beneficial during all stages of programme implementation.

7. Advertisement Through Wall Paintings, Tin Plates, Vinyl Display Boards

Wall paintings have longer life span and thus longer visibility; however it has to be used vigorously for better results. Messages should be clear and crisp and precise with clear contact details. Tin plates and vinyl display boards can also be utilized for creating awareness about the Scheme. However these two have bigger visibility time period and can add to the overall impact.

8. Door to Door Visits

Conducting door to door visits to mobilize beneficiaries and create awareness about the Scheme is one of the simplest and most effective ways to achieve the desired results. However, it may require extensive planning and manpower. The method is also time taking but has better impact. The method can be best utilized by taking it up for more important and focused localities. The activity can be better utilized if conducted by locals having good public image and if a local community leader is convinced to participate can multiply its effectiveness. The women trained under “Nai Roshni”, Ministry of Minority Affairs’ scheme for leadership development of Minority women, may also be used as mobilizers for the Nai Manzil scheme.

9. Setting Up Information Kiosks at Popular Places

Information kiosks at popular places are another low cost means of communication and mobilization. To undertake this activity few basic things may be kept in mind like; the information kiosk should be setup at truly popular places and good homework should be done about the whole area before choosing locations for the same. Secondly, the kiosk should have decent and catchy design and printed messages. It should attract and retain attention of the person walking by and should tempt him to come to the kiosk for further information. Thirdly the person manning the kiosk should be polite and well-informed about the Scheme so that all the queries are satisfactorily resolved. It’s better to keep some printed IEC material at the kiosk to distribute which can easily give details of the Scheme.

It is worth reminding that brand Nai Manzil / Ministry of Minority Affairs (MoMA) is much more reliable and effectual than any individual Project Implementing Agencies (PIA) brand.

10. Awareness Camps & Rallies

Organizing awareness camps to create awareness about the Scheme and to reach out to the potential beneficiaries is tested means of communication. The method is however expensive and is confined to certain time period e.g one day two day/ three day awareness camp. The activity can produce good results if mixed and matched with other IEC activities and is executed in a professional manner. It is always handy to club such camps with some other local festivals

and events where the crowd is already visiting. Personnel organizing and managing the camp should have required skills and knowledge and should be organized in a professional manner. Appropriate IEC material for the camp and IEC for camp should also be undertaken. Necessary permissions from the authorities should be taken before organizing the camp and attractive and informative banners/ boards should be developed for the purpose.



Awareness rally information kiosk installed during mobilisation of beneficiaries under Nai Manzil Scheme

Building the Nai Manzil Brand

Creating awareness about the Nai Manzil Scheme among the target population and also in the general public is directly related to building favorable public opinion about the Scheme. This requires careful and planned approach so that a strong Nai Manzil brand is built. Project Implementing Agencies (PIAs) are spread almost all over the country implementing the Scheme and hence can be considered as most appropriate communication channels having direct and precise reach. Moreover since the PIAs are the face of the programme on the ground, they can help in painting favorable picture of the Scheme among the minority community and the general public. Building on the above notion the PIAs should undertake branding activities which in turn could present a favorable larger picture of the Scheme and the Ministry.

Brand Nai Manzil / Ministry of Minority Affairs (MoMA) (Govt. of India) is far more trustworthy and reliable. However, PIA can build its own brand by carefully and logically positioning itself in logical brand

hierarchy. Certainly, building brand Nai Manzil will also build PIA's own brand by associating and positioning itself correctly. Any shortcuts and breaching of logical brand hierarchy however loud it may be can only damage PIA's brand. Brand reflects who you are as an organization.

Brand Building a Continuous Activity

Creating awareness about Nai Manzil for the purpose of mobilizing target beneficiaries is one of the most important parts of the communication activities undertaken by the Project Implementing Agencies (PIA). However, all these branding and IEC activities do not finish once the purpose is achieved. Brand building of Nai Manzil is a continuous exercise. Branding of Nai Manzil Centres with all outdoor and indoor IEC activities is critical for building a sturdy Nai Manzil brand. It comprises of all the ways and means by which you want Nai Manzil to be known, it may be proper branding of the centre, with boards, hoardings, banners, printed IEC material like posters, pamphlets, stickers etc or other promotional material like printed uniforms for the beneficiaries, staff, caps, books, bags, pens etc. periodic communication activities like participation in local fairs and fairs, melas, observing days and events, appropriate for the targeted community.

Some important aspects of brand building which should be kept in mind are as follows:

Brand Identity

Nai Manzil brand is having its unique identity which should be highlighted at each level of communications. "An integrated Education and Livelihood Initiative for the Minority Communities" This is most important punch line for the Scheme and may be used in all communication material produced. Moreover Nai Manzil is a Scheme which provides Education, skill training and Job placement to its Beneficiaries. "Nai Manzil is the first World Bank supported programme for minority welfare in this Ministry" can also add to its unique identity.

Create Touchy and Positive Appeal

To build a successful brand is to use touchy and positive appeal by creating an association between the service and an emotion e.g The tagline of Ministry of Minority Affairs (MoMA) "Madad Hamari Manzil Aapki" is a good example to add touchy and positive appeal.

Focus on Generating Value for the Target Audience

People rarely remember what you said or did, but they remember how you made them feel and what you offer. Trust is the most important currency and the person you are serving must feel the genuineness of your character, experience and competence first hand.

Create a Specific Niche

Don't make your messages muddy by explaining various prospects and possibilities! Be clear about your punch line and always stick to it in all communications.

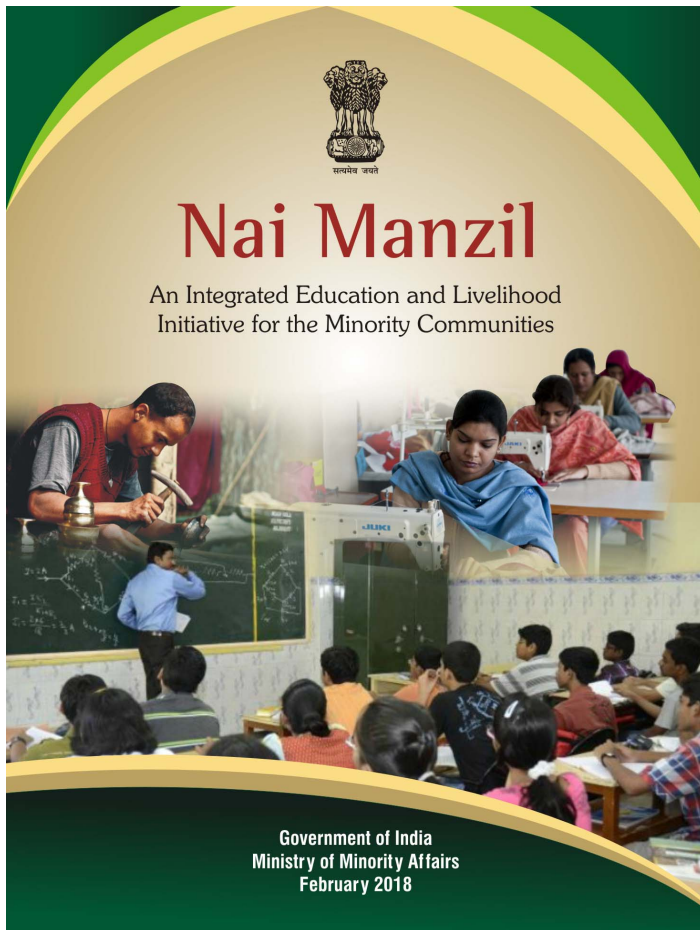
Be Consistent and Comprehensive

It is important to be consistent in branding. Inconsistent branding does not fetch the desired results. It's always better to plan the branding activities and then undertake them in a planned manner. A larger communication / branding plan should include all chosen communication techniques and all the activities should actually represent a larger picture and not just standalone communication endeavors.

Successful brand building calls for a comprehensive plan which uses all different kind of communication activities.

Visual Identification and Brand Recall

All awareness / publicity/ branding activities should follow similar visual identification pattern. This also includes use of similar fonts, color schemes, logos and tone. While using the logo of the Ministry of Minority Affairs & State Emblem of India utmost care should be taken. All regulation of use laid down by the competent authority should be followed. It is important to understand that repetitive and varied use of similar visuals help in brand identification which actually multiplies the effectiveness of the communication and branding efforts undertaken. For Nai Manzil publicity and branding the same can be followed from the following:



Branding activities undertaken by the PIAs should follow the similar pattern and tone in their creative as shown in the sample creative design

Sample creative design - To be followed for creative designs developed by the PIAs



Awareness and beneficiary mobilization activities undertaken during the Nai Manzil Scheme implementation

Documentation

“.....If you didn’t document it, it didn’t happen”

Documentation demonstrates that you are a professional organization. It shows that you are dedicated and committed in your role. Documentation can play a pivotal role in implementing the communication strategy.

For undertaking documentation in Nai Manzil the documentation techniques and templates need to be tailored as per the specific scheme needs. It is important to not just document all the major and minor activities undertaken during the Scheme implementation but also share it timely with the Ministry.

Documents and information sought by the Ministry from time to time should be kept ready and shared immediately. Usually the projects which use heavy technical inputs in the intervention have technical experts in their documentation teams.

Basic questions of documentation:

- WHAT
- WHY
- HOW
- WHO
- WHERE

Process Documentation

A process is any activity or group of activities that takes an input, adds value to it, and provides an output. Documentation here means, to record or to gather information about the Scheme implementation process. This recording of information can be a written, audio or visual record. For Nai Manzil, the objective of process documentation is mostly to:

- Learn from project implementation experience,
- Modify program implementation strategy,
- Identify bottlenecks,
- Understand the level of stakeholder participation,
- Train new staff.

Documenting the Best Practices

Most important thing in documenting best practices is 'identifying best practices' or justifying what you would document as best practice with a sound rationale. The generally accepted criteria for best practices are their

- Effectiveness,
- Efficiency,
- Relevance,
- Sustainability,
- Ethical soundness,
- Possibility of duplication/scale up,
- Partnerships/collaborations involved
- Community involvement and
- Political commitment/support base around the practice.

After identification of the best practices the documentation calls for addressing the following questions to complete the documentation:

- What is the context and justification of the intervention?
- What is the problem being addressed?
- Which population is being affected?
- How is the problem impacting on the population?
- What were the objectives being achieved?
- What are the main activities carried out?
- When and where were the activities carried out?
- Who were the key implementers and collaborators?
- What were the resource implications?
- What were the concrete results achieved in terms of outputs and out comes?
- Was an assessment of the practice carried out? If yes, what were the results?
- What worked really well – what facilitated this?
- What did not work – why did it not work?
- How have the results benefited the population?
- Why may that intervention be considered a good Practice?
- What are the recommendations for those intending to adopt the documented good Practice or how it can help people working on the same issue(s)?

Documentation for the Professional and General Audience

A more systematic and professional way of documentation is required for the Professional Audience like government, donor or other organizations in the sector and academicians. It is always better to structure your document for the professional audience with the following basic elements:

- **Title:** Should be concise and reflect the intervention
- **Introduction:** context and justification for the intervention
- **Implementation** of the intervention (What are the main activities carried out, When and where were the activities carried out, Who were the key implementers and collaborators, What were the resource implications – human, material)
- **Results of the Intervention** (What were the concrete results achieved in terms of outputs and outcomes)
- **Lessons Learned** (What worked really well – what facilitated this? What did not work – why did it not work?)
- **Conclusion** (How have the results benefited the population? Recommendations for those intending to adopt/scale up the documented intervention)

However, presenting your documentation to a general audience has different priorities. The best way to present your work to the general audience is in the 'story format'. The ingredients for an impactful story are powerful statistics, communicated progress, personal narrative, connection of beneficiaries, and influential quotes. A general template for presenting a story includes:

Headline: A simple, Jargon free, Impactful headline bring the story to life and concisely summarizes the story.

Body: Showcases challenges, provides context of program, describe what actions were taken and what the result was, what changed for the person/community and what was learned.

Para 1: Challenge encountered and the context

Rest of the body: What actions were taken and result, what changed for the community, what was learned

Additional support: Beneficiary quote, photographs, personal Narratives and quotes from beneficiaries

Tips for documenting a good success story

- Show a large and very precise change
- Show what was achieved at lesser cost
- Don't use statistics without context or scale
- Showcase sustainable change, NOT stories representing a singular success
- Create emotional personal connections by featuring and quoting real people
- Translate technical jargon into common words everyone knows
- Strive for jargon-free writing and avoid acronyms

Use of Photographs

A picture is worth a thousand words. It is simple and one of the most effective means of communication and if utilized skillfully can add substantial value to your communication. There are few basic things which should be kept in mind while using pictures:

- Take necessary permission (use a consent form)
- Be true (take pictures in natural and original conditions)
- Be sensitive to the culture and norms , use culturally relevant pictures
- Field test your pictures, take opinion of few people before finalizing them
- Always give good caption to your pictures
- Use action pictures, not just training or eating pictures
- Give due credits to the photographer/agency
- Click pictures with good resolution particularly if required for printing.

General tips for creating documents for any audience

Documentation should be undertaken with following things in the backdrop, it should be:

- Clarity – it should be clear, concise and action oriented
- Simple Language - Language, level and style to fit with purpose and audience
- Professionalism - Maintain professional and confident tone
- Avoid slangs - (Examples are you know? OK or okay, Awesome, Chill out, Guesstimate, Sucks, Nuts, Crazy, No way)
- Don't be Colloquial - (for example don't use Hit a road-block, Slip away, A big deal, Wrapping up, Guess what etc.)
- Confidence – Maintain a confident tone by avoiding doubtful expressions and absolute assertions
- Avoid Doubtful expressions - (e.g. I believe, I think, I guess, May be, in my opinion, Could be....)
- Avoid redundancies - (e.g. absolutely certain, Actual fact, Add an additional, Basic essentials, Estimated roughly)
- Replace overwritten words with basic words (for example replace 'due to the fact that' with 'since', 'it is necessary that with 'must', 'on the grounds that' with 'because' etc.)

Social Media Strategy

Before rushing into social media postings as one of the most vibrant means of communication it is important to understand few important essentials about the social media.

- Social media is Many-to-many model i.e it communicates from many to many unlike other media which usually is one-to-many.
- It runs on user created content
- It is emerging as the most engaging and continuous communication activity
- Social media should be a part of broader communication plan and not as an independent standalone activity.
- Social media supplements other communication activities and helps with cross channel promotion.

Objectives of Social Media

- Awareness – memberships, mailing lists, active participants,
- Brand Image – brand recall and its associations
- Garnering support – causes and campaigns
- Fund Raising

Define your Social media communication strategy

- Defining role & objectives of social media engagement in your overall communication strategy
- Identifying Target Audience
- Developing a Content Strategy
- Decide your level of Engagement
- Arrange for tracking & Measuring the impact and results

Identifying Target Audience

- Do some demographic research
- Find internet traffic patterns
- Internet metrics for analysis
- Choosing appropriate social media channels

Developing a Content Strategy

- Create your content according to specific Social Media Platform e.g Facebook, YouTube, Instagram, Twitter etc
- Tell Stories instead of promoting stuff
- Create and Share More Pics, Graphics and Video Content
- Post More Educational Content/make your content easy to read and understand
- Learn from earlier successful campaigns
- Develop and implement Social media posting calendar for each communication channel e.g Facebook, YouTube, Instagram, Twitter etc

Level of Engagement

- Social media is designed for two-way conversation and that's when it is most powerful
- Go above & beyond in user satisfaction answer all queries and questions honestly

- Embrace mishaps, don't hide them
- Track & Talk! Conduct Contests and Promotional Activities to make your social media more effective
- Respond to ALL Comments, Suggestions, Inquiries and Complaints
- Practice Social Listening, see what users are talking about find out their interest

Target beneficiaries of Nai Manzil are poor youth who may not have access to social media platforms and most of them may not be frequent social media users. It is thus not a recommended to rely entirely on social media for mobilization or brand building. However, the media can still be used as supplementary media. There are those who may be frequent social media users and are directly or indirectly related to the beneficiaries or the Scheme. Stakeholders e.g NGOs/ CBOs/CSOs, development sector organizations, UN agencies, Govt. officials etc many have their own dedicated organizational social media presence or personal social media accounts. If employed well social media can still be used as an important mean of communication.

For Nai Manzil Facebook, YouTube, Instagram and Twitter can be viable social media platforms. While Facebook is the most popular platform for common people especially the youth, Instagram can convey a lot very effectively and conveniently through pictures. YouTube is another effective channel of communication and has become even more effective with advent of smart phones with provision of shooting and sharing good quality videos. Twitter is another channel which has its own following. It can be particularly be used to build Nai Manzil brand.

Contents and posts on social media should be carefully made. Inappropriate and culturally sensitive content should always be avoided and the content which involves other stakeholders, clients, govt. etc should always be verified and approved whenever required.