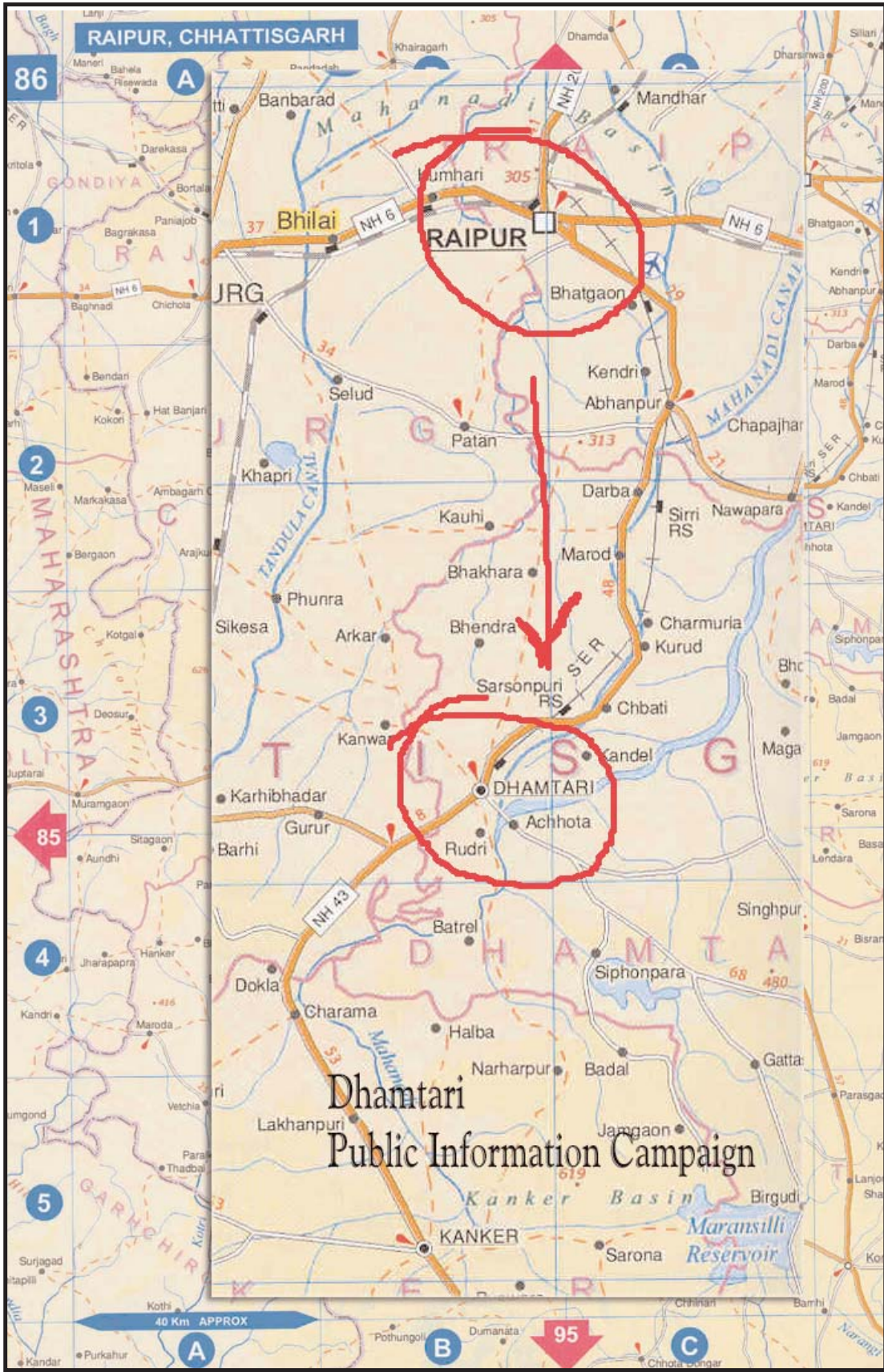


Dhamtari Public Information Campaign Chhatisgarh

People around the office
Fly boy navy pilot crashed somewhere in Alaska. The reason
pilot was a young healthy specimen and an organ donor.
This meant that someone waiting outside our medical center
office would receive a pumped-up, healthy ~~off~~ American
heart to replace their clogged arteries, getting one.
Dutifully carrying out my secretarial/receptionist
duties At the front desk I went as the
others about the case. I found
the baboon who had just
filed his autopsy report, 3 year old, died of dehydration
even though he had a mouth full of grapes when he
took his last shaky breath. Basically, he was
an expensive Lab Rat so it wasn't in my
job description to grieve him. Plus, I had
a flood of faxes on the phone as I reported
from military brass and excited cars at thor-
acic surgery. Even though the new heart
is donated, the transplant fee is \$150,000
For a sternum cracking, an out-with-the-
old-in-with-the-new-ficker, and sewing
up. This results in a scar the length





Public Information Campaign, Dhamtari.



and to bring in greater participation of the people in programmes being run by the Union Government for their welfare.

The basic objective behind the campaign is to allow people living in rural/semi-urban areas to know and understand the initiatives being taken by the Union Government for their betterment, as well as showcasing Government in-



Former Chief Minister of Chhattisgarh and sitting Mahasamund MP Ajit Jogi. Jogi was accompanied by some 20 MLAs of Chhattisgarh Assembly, at the venue.



Public Information Campaign (PIC) at Dhamtari

The PIC was a part of the Bharat Nirman Abhiyan (BNA) of Government of India to showcase the developmental initiatives of the Union Government to the common man,

interventions in areas like Right to Information, National Rural Employment Guarantee Scheme (NREGA), SGRY and so on.

Keeping this objective in mind, various Government departments - both at the State as well as the Central level - were involved in the campaign to showcase their activities, programme highlights, implementation process, beneficiaries, geographical area/s, linkages with other depart-



ments and programmes, benefits accruing to people, and people's participation.

According to the Press Information Bureau (PIB), the Central Government agency undertaking the task of organizing PICs across the country, there would be 65 such PICs across the country this year.

In Chhattisgarh, it is proposed to have three; the first was organized at Dhamtari, while the venue and dates for the rest two are yet to be finalised.

The campaign at Dhamtari, about 77-km South West of capital Raipur, in district of Dhamtari of the state of Chhatisgarh, was held from October 9-13, 2006, at Mennonite High School grounds. More than 30 departments viz. NABARD, nationalized commercial banks, Department of Health, state electricity board, Department of Field Publicity, DAVP, Public Works Department, Department of Non- Conventional Energy, amongst a host of others, took part in the campaign.

The participating departments/agencies disseminated information about their programmes and activities on a massive scale to the attending public through pamphlets, brochures, hand-out's, flyers, banners, charts, A/V cassettes and CDs, screening pictures and organizing impromptu meetings with the attending public. The campaign was inaugurated by former Chief Minister of Chhattisgarh and sitting Lok Sabha MP from Mahasamund constituency, Ajit Jogi, on the afternoon of October 9, 2006. He was accompanied by some 15 sitting MLAs of Chhattisgarh Assembly. Since October 9th, 2006, a large number of people from Dhamtari as well as nearby areas visited the venue to have a glimpse of the campaign.

PACS at PIC

It was with the objective of showcasing the Poorest Areas Civil Society (PACS) Programme in the states of Madhya Pradesh & Chhatisgarh, as well as to impart training to interested civil society actors and the local populace on topics like RTI, Social Audit, CGREGS, PRI, PESA, & land rights that PACS took part in the campaign. It is noteworthy that there are four districts of Chhat-



Senior officials of PIB, Doordarshan, Song & Drama division and district administration discussing the arrangements of BNA. The meeting is being chaired by Director, Doordarshan Kendra, Raipur, Baikunth Panigrahi.



Cultural programmes being held at the venue.



tisgarh where PACS programme is being implemented - Rajnandgaon, Sarguja, Kawardha and Mahasamund. Though Dhamtari is not a PACS district, CSO representatives working in the district imparted training to people attending the fair from both nearby areas of Dhamtari as well as from afar.

On Day One, Shri K.P. Sinha of Jagriti Seva Sansthan (JSS) was the resource person who not only put up banners and charts describing his organisation's activities and out-reach, but also made a audio-visual presentation on various aspects of NREGA before a group of about 20 people who had come from not only different parts of Dhamtari district, but from Rajnandgaon district as well. As Shri Sinha is actively involved in Panchayati Raj issues, he also spoke on issues to be taken up by village people through their Gram Sabha's. Shri Sinha also threw light on the RTI Act and its significance as a monitoring mechanism for various issues of interest to the village.

On Day Two, Shri Anil Dwivedi of RIDE, Sarguja, was the resource person. Having worked on the issue of social audit for years, Shri Dwivedi's topic for the day was social audit, which he discussed at length with the public which had traveled from different parts of Dhamtari district. More than 20 participants, who are members of various CSOs in the district have come all the way to have a lesson on social audit. Anil spoke about the activities his organization was undertaking in Sarguja district and asked the participants to carry similar activities in their areas.

On Day Three and Day Four, Shri Raju Samson of LSS, Rajnandgaon, was the resource person. While on day three he spoke about issues like RTI, NREGA and advocacy to the gathered CSO activists from Dhamtari and Rajnandgaon, on day four he spoke to CSO activists of Ekta Manch from Mahasamund.

On day four, Shri Samson spoke on advocacy issues LSS has been working on. The PIC campaign concluded on Oct



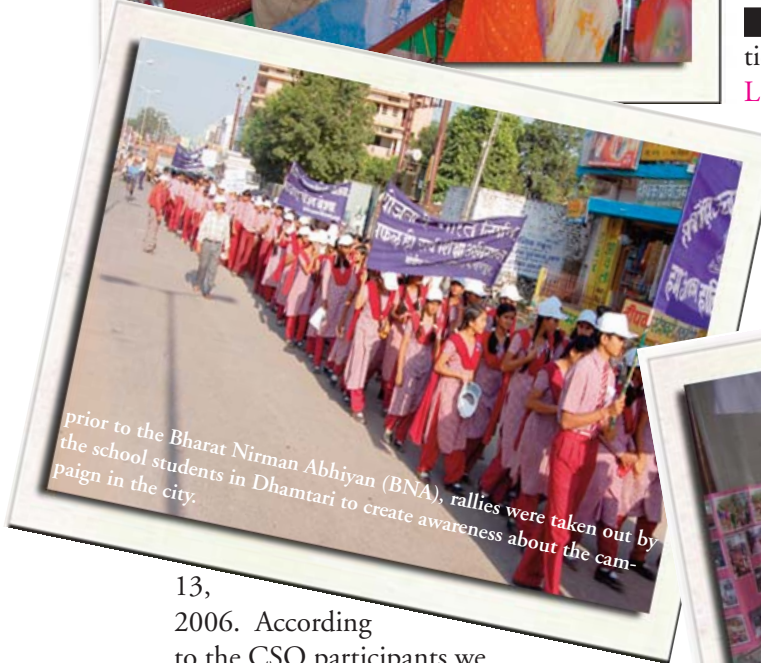
Interestingly, many people who visited the PACS stall showed great interest in the PACS programme and its mandate in the state. The participation of PACS also ensured that the programme received the visibility that we have been working at so consistently.

Departmental officials, participating institutions and others who had so far not known about the PACS programme, were eager and interested in knowing more about its working and spread, and how they could get involved.



■ The PACS participants actively took part in various events, discussions and issued-based debates organized at the venue by the organizers. It is to be noted here that on DAY THREE, **PACS PARTICIPANTS WON AWARDS** from the organizers by leading discussions and making a strong impact on those other participants who were also part of the discussion.

■ It was because of the active participation of PACS CSOs that **two members from LSS** were invited to be part of the committee constituted by PIB for planning and implementing the next PICs in the state.



prior to the Bharat Nirman Abhiyan (BNA), rallies were taken out by the school students in Dhamtari to create awareness about the campaign in the city.



13, 2006. According to the CSO participants we spoke to, it was a good experience to be at the campaign. They not only learnt about various activities they could take up but also had a glimpse of activities being undertaken by various government departments at a single location.