

**INFORMATION EDUCATION AND COMMUNICATION (IEC) STRATEGY**  
**MIZORAM STATE URBAN LIVELIHOODS MISSION**



MIZORAM STATE URBAN LIVELIHOODS MISSION

**Prepared & Issued by**

**Mizoram State Urban Livelihoods Mission**  
**Directorate of Urban Development & Poverty Alleviation**  
**Government of Mizoram**

## Introduction

The Mission is under Deen Dayal Antyodaya Yojana - National Urban Livelihoods Mission (DAY-NULM). IEC Strategy is design to support the wider coverage of the target population throughout the length and breadth of the State.

The broad objective is to disseminate the required information to the target population with regard to potential beneficiaries and to impart understanding of the components of DAY-NULM implemented in the State so that in the implementation process wider coverage of the target population shall be attain by the CMMU's.

The IEC strategy shall be inclusive of all the components of DAY-NULM as each and every implementation requires strategic dissemination of information for enhanced and efficient achievement in the State. The components to be covered under IEC Strategy Plan for MzSULM shall be as under:

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- I. Social Mobilisation & Institution Development (SM&ID)
- II. Employment through Skill Training & Placement (ESTP)
- III. Self Employment Programme (SEP)
- IV. Support to Urban Street Vendors (SUSV)
- V. Scheme of Shelter for Urban Homeless (SUH)
- VI. Universal Financial Inclusion (UFI)
- VII. MIS & Monitoring and Evaluation

## Publicity Strategy under DAY-DAY-NULM: Mizoram

The means of information dissemination for City Mission Management Unit under Mizoram State Urban Livelihoods Mission shall be Radio and Television advertisement, Talk shows, Local Melas, Pamphlets, Booklet, Banners and Hoardings at different stages of implementation of the components.

The means of information dissemination for different components of DAY-NULM are stated below:

## I. Social Mobilisation & Institution Development (SM&ID)

For effective implementation of SM&ID component, the SHGs are in need of better education on building sustainability within them through imparting efficacy in financial management.

One important Panchasutra for good SHG being “Regular Accounts – Book keeping and Accounting” the SHGs are in need of maintaining common Book of Accounts. For this Common Books of Accounts in vernacular language has been introduced by MzSULM for its SHGs and their Federation. The efficiency in maintaining Books of Accounts is one of the important pillars in entering into Federation for the SHGs and also boost in Monitoring & evaluation of the SHGs and their Federation.

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The common Books of Accounts for SHG is shown in Table 1 below:

**Table 1: Details of Books of Accounts for SHG**

Sl. no	Name of Item	Quantity/SHG	No of pages
1	Attendance Register	1	100
2	Cash Book	1	100
3	Group Pass Book	1	100
4	Group Loan Pass Book	1	100
5	Individual Pass Book	10	100

*Note: Estimating the number of SHG members being 10 persons. The actual requirement of the CMMU's shall vary based on the number of SHGs formed by them.*

The common Books of Accounts for Area Level Federation is shown in Table 2 below:

**Table 2: Details of Books of Accounts for Area Level Federation**

Sl. no	Name of Item	Quantity/SHG	No of pages
1	Attendance Register	1	100
2	Cash Book	1	100
3	Group Pass Book	1	100
4	Group Loan Pass Book	1	100
5	ALF Member Pass Book	20	100

The common Books of Accounts for City Level Federation is shown in Table 3 below:

**Table 3: Details of Books of Accounts for City Level Federation**

Sl. no	Name of Item	Quantity/SHG	No of pages
1	Attendance Register	1	100
2	Cash Book	1	100
3	Group Pass Book	1	100
4	Group Loan Pass Book	1	100
5	CLF Member Pass Book	Based on number of ALF in the city	100

These Books of Accounts shall be mandatory in the Grading of SHGs and their Federation and they shall be printed annually for distribution.

**Printing Charges:** The Printing charges may not be indicated as it may vary from time to time. The printing charge acceptable shall be the rate adopted by the Printing & Stationary Department, Government of Mizoram.

## II. Employment through Skill Training & Placement (EST&P)

For mobilization of potential Trainees under EST&P component, the MzSULM shall adopt Mass Media Advertisement (both visual and broadcast media) for dissemination of essential information to the general public.

The Mass Media Advertisement for EST&P component shall be inclusive of dissemination of information through Visual media advertisement, Local newspaper advertisement, Posters/Hoardings at DAY-NULM cities for wider coverage of publicity. The details of Mass Media Advertisement plan is shown in Table 4, 5 (A&B), & 6 below:

The details of Mass Media Advertisement Plan are shown Table 4 & 5 below:

Table 4: Details of Visual Media Advertisement for EST&P

Sl. No	Details	District	No of Local Cable Network	Frequency	Duration
1	Visual Media Advertisement	Aizawl	2	1 month prior	3-5 mins
2	Visual Media Advertisement	Champhai	1	1 month prior	3-5 mins
3	Visual Media Advertisement	Lunglei	1	1 month prior	3-5 mins
4	Visual Advertisement	Kolasib	1	1 month prior	3-5 mins
5	Visual Media Advertisement	Saiha	1	1 month prior	3-5 mins
6	Visual Media Advertisement	Mamit	1	1 month prior	3-5 mins
7	Visual Media Advertisement	Serchhip	1	1 month prior	3-5 mins
8	Visual Media Advertisement	Lawngtlai	1	1 month prior	3-5 mins
9	Visual Media Advertisement	Khawzawl	1	1 month prior	3-5 mins
10	Visual Media Advertisement	Saitual	1	1 month prior	3-5 mins
11	Visual Media Advertisement	Hnahthial	1	1 month prior	3-5 mins

Table 5 A: Details of Print Media Advertisement for EST&amp;P

Sl. No	Details	District	Print media- 1		
			No of Local Newspaper	Frequency	Template size
1	Print Media Advertisement	Aizawl	5	15 days prior	(12.5 x 9)cm
2	Print Media Advertisement	Champhai	2	15 days prior	(12.5 x 9)cm
3	Print Media Advertisement	Lunglei	2	15 days prior	(12.5 x 9)cm
4	Print Media Advertisement	Kolasib	2	15 days prior	(12.5 x 9)cm
5	Print Media Advertisement	Saiha	2	15 days prior	(12.5 x 9)cm
6	Print Media Advertisement	Mamit	2	15 days prior	(12.5 x 9)cm
7	Print Media Advertisement	Serchhip	2	15 days prior	(12.5 x 9)cm
8	Print Media Advertisement	Lawngtlai	2	15 days prior	(12.5 x 9)cm
9	Print Media Advertisement	Khawzawl	2	15 days prior	(12.5 x 9)cm
10	Print Media Advertisement	Saitual	2	15 days prior	(12.5 x 9)cm
11	Print Media Advertisement	Hnahthial	2	15 days prior	(12.5 x 9)cm

Table 5 B: Details of Print Media Advertisement for EST&amp;P

Sl. No	Details	District	Print media- 2		
			Posters/ Hoardings	Frequency	Template size
1	Print Media Advertisement	Aizawl	2	6 months prior	10x10ft (approx)
2	Print Media Advertisement	Champhai	1	6 months prior	10x10ft (approx)
3	Print Media Advertisement	Lunglei	1	6 months prior	10x10ft (approx)
4	Print Media Advertisement	Kolasib	1	6 months prior	10x10ft (approx)
5	Print Media Advertisement	Saiha	1	6 months prior	10x10ft (approx)

6	Print Media Advertisement	Mamit	1	6 months prior	10x10ft (approx)
7	Print Media Advertisement	Serchhip	1	6 months prior	10x10ft (approx)
8	Print Media Advertisement	Lawngtlai	1	6 months prior	10x10ft (approx)
9	Print Media Advertisement	Khawzawl	1	6 months prior	10x10ft (approx)
10	Print Media Advertisement	Saitual	1	6 months prior	10x10ft (approx)
11	Print Media Advertisement	Hnahthial	1	6 months prior	10x10ft (approx)

Table 6: Broadcast Media Advertisement for EST&P

Sl. No	Details	State	All India Radio	Frequency	Duration
1	Broadcast Media Advertisement	Mizoram	FM Radio	1 month prior	2-4 mins

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The **City Livelihood Centre (CLC)** established under DAY-NULM at every DAY-NULM operational City shall be utilized for dissemination of advertisement and application formats to the potential Trainees through their **Information Centre** Service for the urban poor. The CLC's shall be granted certain sum for their service charge which in turn shall be their source of revenue for their sustainability.

The service charge payable to **City Livelihood Centre (CLC)** shall be inclusive of handing out application formats, dissemination of advertisement through SHG's and their Federation as well as maintaining data base for Skill Trainee applicants for each city as the CLC are propose to be play the extended role of CMMU/ULB for ease of operation and smooth implementation of the Mission. The details of advertisement for EST&P component of DAY-NULM through CLC is shown in Table 7 below:

Table 7: Details of Advertisement for EST&amp;P through CLC

Sl. No	Details	District	No of CLC	Frequency	Rate	Services to be provided
1	CLC	Aizawl	2	1 month prior	As per standard permissible rate of Government of Mizoram	Application form, assistance in filling up of application form, collection of application and other necessary supporting documents, maintaining database of applicants, etc
2	CLC	Champhai, Kolasib, Lunglei, Serchhip, Mamit, Lawngtlai, Siah, Khawzawl, Saitual, Hnahthial.	1 each	1 month prior		

**Advertisement rate:** Advertisement rate may not be indicated as it may vary from time to time. The advertisement rate acceptable shall be the rate adopted by the Information & Public Relation Department, Government of Mizoram and any other permissible standard norms of the State Government.

**Frequency:** The total frequency of the advertisement based on the following strategy shown in Table 4, 5, 6 & 7 shall be in correspondence with the number of batches to be open for Skill Training based on the Annual Target. The detail Action Plan for each Financial Year shall be formulated by the Mission Directorate at the time of Fund allocation to CMMU.

### III. Self-Employment Programme (SEP)

Akin to the EST&P strategy for dissemination of information to the general public, Self Employment Programme (SEP) component of DAY-NULM shall also adopt Mass Media Advertisement (both Visual and Print) strategy. The Mass Media Advertisement for SEP component shall be inclusive of dissemination of information through Visual media advertisement, Local newspaper advertisement at DAY-NULM cities for wider coverage of publicity.



The details of Mass Media Advertisement Plan for SEP component are shown in Table 8&9 below

Table 8: Details of Visual Media Advertisement for SEP

Sl. No	Details	District	No of Local Cable Network	Frequency	Duration
1	Visual Media Advertisement	Aizawl	2	1 month prior	3-5 mins
2	Visual Media Advertisement	Champhai	1	1 month prior	3-5 mins
3	Visual Media Advertisement	Lunglei	1	1 month prior	3-5 mins
4	Visual Advertisement	Kolasib	1	1 month prior	3-5 mins
5	Visual Media Advertisement	Saiha	1	1 month prior	3-5 mins
6	Visual Media Advertisement	Mamit	1	1 month prior	3-5 mins
7	Visual Media Advertisement	Serchhip	1	1 month prior	3-5 mins
8	Visual Media Advertisement	Lawngtlai	1	1 month prior	3-5 mins
9	Visual Media Advertisement	Khawzawl	1	1 month prior	3-5 mins
10	Visual Media Advertisement	Saitual	1	1 month prior	3-5 mins
11	Visual Media Advertisement	Hnahthial	1	1 month prior	3-5 mins

Table 9: Details of Print Media Advertisement for SEP

Sl. No	Details	District	No of Local Newspaper	Frequency	Template size
1	Print Media Advertisement	Aizawl	5	15 days prior	(12.5 x 9)cm
2	Print Media Advertisement	Champhai	2	15 days prior	(12.5 x 9)cm
3	Print Media Advertisement	Lunglei	2	15 days prior	(12.5 x 9)cm
4	Print Media Advertisement	Kolasib	2	15 days prior	(12.5 x 9)cm

5	Print Media Advertisement	Saiha	2	15 days prior	(12.5 x 9)cm
6	Print Media Advertisement	Mamit	2	15 days prior	(12.5 x 9)cm
7	Print Media Advertisement	Serchhip	2	15 days prior	(12.5 x 9)cm
8	Print Media Advertisement	Lawngtlai	2	15 days prior	(12.5 x 9)cm
9	Print Media Advertisement	Khawzawl	2	15 days prior	(12.5 x 9)cm
10	Print Media Advertisement	Saitual	2	15 days prior	(12.5 x 9)cm
11	Print Media Advertisement	Hnahthial	2	15 days prior	(12.5 x 9)cm

The **City Livelihood Centre (CLC)** establish under DAY-NULM at every DAY-NULM operational City shall be utilized for dissemination of advertisement and application formats to the potential Loan applicants through their **Information Centre** Service for the urban poor. The CLC's shall be granted certain sum for their service charge which in turn shall be their source of revenue for their sustainability.

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The service charge payable to **City Livelihood Centre (CLC)** shall be inclusive of handing out application formats, dissemination of advertisement through SHG's and their Federation as well as maintaining data base for Loan applicants for each city as the CLC are propose to be play the extended role of CMMU/ULB for ease of operation and smooth implementation of the Mission.

Table 10: Details of Advertisement for SEP through CLC

Sl. No	Details	District	No of CLC	Frequency	Rate	Services to be provided
1	CLC	Aizawl	2	1 month prior	As per standard permissible rate of Government of Mizoram	Application form, assistance in filling up of application form, collection of application and other necessary supporting documents, maintaining database of applicants, etc.

2	CLC	Champhai, Kolasib, Lunglei, Serchhip, Mamit, Lawngtlai, Siaha, Khawzawl, Saitual, Hnahthial	1 each	1 month prior	As per standard permissible rate of Government of Mizoram	Application form, assistance in filling up of application form, collection of application and other necessary supporting documents, maintaining database of applicants, etc.
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**Advertisement rate:** Advertisement rate may not be indicated as it may vary from time to time. The advertisement rate acceptable shall be the rate adopted by the Information & Public Relation Department, Government of Mizoram.

**Frequency:** The total frequency of the advertisement based on the following strategy shown in Table 8, 9 &10 shall be in correspondence with the number of times application for Loan may be invited calculated based on the Annual Target. The detail Action Plan for each Financial Year shall be formulated by the Mission Directorate at the time of Fund allocation to CMMU.

#### IV. Support to Urban Street Vendors (SUSV)

Widespread publicity of the SUSV component and its relating legal provisions require continuous dissemination of information through pamphlet and display of Vending Zones to the general public.

Each Town Vending Committee at the City level may print the legal provisions under the Mizoram Street Vendor (Protection of Livelihood & Regulation of Street Vending) Rules, 2015 based on the need of their target population. The prescribe template of the pamphlet for each CMMU is available in Table 11 below:

Table 11: Details of Booklet for SUSV

Sl. no	Name of Item	No of pages per booklet	District	Paper Size	Paper quality
1	SUSV Booklet	10-20	Aizawl, Champhai, Lunglei, Kolasib, Serchhip, Mamit, Lawngtlai, Siaha, Khawzawl, Saitual, Hnahthial.	Crown	Based on availability

**Printing Charges:** The Printing charges may not be indicated as it may vary from time to time. The printing charge acceptable shall be the rate adopted by the Printing & Stationary Department, Government of Mizoram.

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Dissemination of information to the general public regarding Mizoram Street Vendor (Protection of Livelihood & Regulation of Street Vending) Rules, 2015 and Vending Zones shall be conducted quarterly through Visual Media Campaign. The detail Visual Media Campaign for Street Vendors is shown in Table 12 below:

Table 12: Detail Visual Media Campaign for Street Vendors

Sl. No	Details	District	No of Local Cable Network	Frequency	Duration
1	Visual Media Campaign	Aizawl	2	Quarterly	10 - 30 mins
2	Visual Media Campaign	Champhai	1	Quarterly	10 - 30 mins
3	Visual Media Campaign	Lunglei	1	Quarterly	10 - 30 mins
4	Visual Media Campaign	Kolasib	1	Quarterly	10 - 30 mins
5	Visual Media Campaign	Saiha	1	Quarterly	10 - 30 mins

6	Visual Media Campaign	Mamit	1	Quarterly	10 - 30 mins
7	Visual Media Campaign	Serchhip	1	Quarterly	10 - 30 mins
8	Visual Media Campaign	Lawngtlai	1	Quarterly	10 - 30 mins
9	Visual Media Campaign	Khawzawl	1	Quarterly	10 - 30 mins
10	Visual Media Campaign	Saitual	1	Quarterly	10 - 30 mins
11	Visual Media Campaign	Hnahthial	1	Quarterly	10 - 30 mins

The Vending Zones along with other important information for the Vendors and general public shall be publicize through Posters or Banner at public places and the place of vending zones. The details of Banners/Posters for SUSV component is shown in Table 13 below:

Table 13: Details of Banners/ Posters for SUSV

Sl. no	Name of Item	District	Frequency	Quantity	Size
1	SUSV Banner/Poster	Aizawl	Throughout the year	Based on Street Vending Plan of the City	(10 x 10)ft
2	SUSV Banner/Poster	Champhai, Kolasib, Lunglei, Serchhip, Mamit, Lawngtlai, Siaha, Khawzawl, Saitual, Hnahthial.	Throughout the year	Based on Street Vending Plan of the Cities	(10 x 10)ft

The application form for Vendors License for Stationary and Mobile Vendors shall be available from each City Livelihood Centre (CLC) along with other necessary information for Street Vendors. The service charge payable to **City Livelihood Centre(CLC)** shall be inclusive of handing out application formats, dissemination of information as well as maintaining data base for Street Vendors for each city as the CLC are propose to be play the extended

role of CMMU/ULB for ease of operation and smooth implementation of the Mission.

Table 14: Details of service charge to CLC on SUSV

Sl No	Details	District	No of CLC	Frequency	Rate	Services to be provided
1	CLC	Aizawl	2	1 month prior	As per standard permissible rate of Government of Mizoram	Application form, assistance in filling up of application form, collection of application and other necessary supporting documents, maintaining database of applicants, etc
2	CLC	Champhai, Kolasib, Lunglei, Serchhip, Mamit, Lawngtlai, Siaha, Khawzawl, Saitual, Hnahthial.	1 each	1 month prior		

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**Advertisement rate:** Advertisement rate may not be indicated as it may vary from time to time. The advertisement rate acceptable shall be the rate adopted by the Information & Public Relation Department, Government of Mizoram or any other standard permissible rates of the State Government.

**Frequency:** The total frequency of Printing of SUSV Booklet shall be depending upon the requirement of each CMMU & TVC based on the target assigned to CMMU/TVC based on the Annual Action Plan. The total frequency of the IEC activity based on the following strategy shown in Table 12, 13 & 14 shall be in correspondence with the Action Plan for SUSV component based on the Annual Target. The detail Action Plan for each Financial Year shall be formulated by the Mission Directorate at the time of Fund allocation to CMMU.

## V. Scheme of Shelter for Urban Homeless (SUH)

In order to ensure that the information about availability of Shelters for urban homeless reaches the ultimate beneficiaries the CMMU/ULB shall adopt Media Advertisement (both visual & print), leaflet, banners and hoardings.

Each CMMU/ULB shall have the responsibility to publicize the location of Shelter Unit in their City. The services and facilities available at the Shelter Unit shall be regularly publicized through Visual Media advertisement on a quarterly basis. The details of Visual Media Advertisement for Shelter Unit to be adopted by each CMMU/ULB are shown in Table 15 below:

Table 15: Details of Visual Media Advertisement for SUH

Sl. No	Details	District	No of Local Cable Network	Frequency	Duration
1	Visual Media Advertisement	Aizawl	2	Quarterly	3-5 mins
2	Visual Media Advertisement	Champhai	1	Quarterly	3-5 mins
3	Visual Media Advertisement	Lunglei	1	Quarterly	3-5 mins
4	Visual Advertisement	Kolasib	1	Quarterly	3-5 mins
5	Visual Media Advertisement	Saiha	1	Quarterly	3-5 mins
6	Visual Media Advertisement	Mamit	1	Quarterly	3-5 mins
7	Visual Media Advertisement	Serchhip	1	Quarterly	3-5 mins
8	Visual Media Advertisement	Lawngtlai	1	Quarterly	3-5 mins
9	Visual Media Advertisement	Khawzawl	1	Quarterly	3-5 mins
10	Visual Media Advertisement	Saitual	1	Quarterly	3-5 mins
11	Visual Media Advertisement	Hnahthial	1	Quarterly	3-5 mins

As per provision and direction of SUH Operational Guidelines, all the Shelter Unit constructed in the DAY-NULM cities shall be publicize through placing Banners at all vantage points like Bus Stands, Hospitals, parks, important market area and any other public places within each DAY-NULM operational cities. The detail of Banner to be placed at each DAY-NULM cities is shown below in Table 16.

Table 16: Details of Banners for SUH

Sl. no	Name of Item	District	Frequency	Quantity	Size
1	SUH Banner	Aizawl	Throughout the year	5 - 10	(8 x 3)ft
2	SUH banner	Champhai, Kolasib, Lunglei, Serchhip, Mamit, Lawngtlai, Siaha, Khawzawl, Saitual, Hnahthial.	Throughout the year	15- 20	(8 x 3)ft

**Advertisement rate:** Advertisement rate may not be indicated as it may vary from time to time. The advertisement rate acceptable shall be the rate adopted by the Information & Public Relation Department, Government of Mizoram and any other relevant regulation by the concern Department.

**Frequency:** The total frequency of IEC activity based on the above mention strategy shall be depending upon the requirement of each CMMU & Executive Committee decision based on the Annual Action Plan. The total frequency of the IEC activity shown in Table 15 & 16 shall be in correspondence with the Action Plan for SUH component based on the Annual Target. The detail Action Plan for each Financial Year shall be formulated by the Mission Directorate at the time of Fund allocation to CMMU.



## VI. Universal Financial Inclusion (UFI)

Dissemination of information is imperative to ensure universal financial inclusion among the urban poor in Mizoram with active involvement of the SMMU and CMMU at the State level and District level. Visual Media Campaign, Workshop and pamphlet shall be adopted for publicity of UFI component to the general public under DAY-NULM.

The table 17, 18 & 19 indicates the detail strategy for Visual Media Campaign, Booklet printing and Workshop/Sensitization programme for publicity of UFI component under DAY-NULM.

Table 17: Detail Visual Media Campaign for UFI

Sl. No	Details	District	No of Local Cable Network	Frequency	Duration
1	Visual Media Campaign	Aizawl	2	At least Once in a year	30 - 60 mins
2	Visual Media Campaign	Champhai	1	At least Once in a year	30 - 60 mins
3	Visual Media Campaign	Lunglei	1	At least Once in a year	30 - 60 mins
4	Visual Media Campaign	Kolasib	1	At least Once in a year	30 - 60 mins
5	Visual Media Campaign	Saiha	1	At least Once in a year	30 - 60 mins
6	Visual Media Campaign	Mamit	1	At least Once in a year	30 - 60 mins
7	Visual Media Campaign	Serchhip	1	At least Once in a year	30 - 60 mins
8	Visual Media Campaign	Lawngtlai	1	At least Once in a year	30 - 60 mins
9	Visual Media Campaign	Khawzawl	1	At least Once in a year	30 - 60 mins
10	Visual Media Campaign	Saitual	1	At least Once in a year	30 - 60 mins
11	Visual Media Campaign	Hnahthial	1	At least Once in a year	30 - 60 mins

Table 18: Details of Pamphlet for UFI

Sl. no	Name of Item	Quantity	District	Paper Size	Paper quality
1	FLC Guide	1 page	Aizawl, Champhai, Lunglei, Kolasib, Serchhip, Mamit, Lawngtlai, Siaha, Khawzawl, Saitual, Hnahthial.	A 3	130 gsm ART PAPER

**Advertisement rate:** Advertisement rate may not be indicated as it may vary from time to time. The advertisement rate acceptable shall be the rate adopted by the Information & Public Relation Department, Government of Mizoram and any other relevant regulation by the concern Department.

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**Frequency:** The total frequency of the advertisement based on the following strategy shown in Table 17 & 18 shall be in correspondence with the Annual Target. The detail Action Plan for each Financial Year shall be formulated by the Mission Directorate at the time of Fund allocation to CMMU.

## VII. Role of the Mission Directorate of Mizoram State Urban Livelihoods Mission

### a. Formulation & Planning of IEC Materials:

In all the IEC activity under DAY-NULM, the State Mission Management Unit (SMMU) station at the Mission Directorate, UD&PA Department shall have responsibility of formulating the contents of IEC materials for every component and DAY-NULM as a whole.

**b. Budgeting & Target Allocation of IEC activities:**

The SMMU at the Mission Directorate being the Unit for designing plan of action for implementation of the Mission in the State, the SMMU shall design and formulate the budgeting of IEC materials and target allocation for all CMMU's/ULB's shall be issued by the Mission Directorate based on the Annual Action Plan.

**c. Conducting of publicity of DAY-NULM:**

In addition to the IEC strategy to be adopted by all CMMU's/ULB's the Mission Directorate shall conduct publicity of DAY-NULM in the State in parallel to the publicity campaign conducted by the CMMU's/ULB's across the State.

The Mission Directorate shall adopt Visual Media Campaign, formulate and design different manuals in Mizo vernacular, hoarding, local mela, etc.

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The details of publicity strategy to be adopted by Mission Directorate are shown in table 19, 20 & 21 below:

Table 19: Detail Visual Media Campaign for DAY-NULM

Sl No	Details	District	Media	Frequency	Duration
1	Visual Media Campaign	State Level	2 local Cable network & 1 DDK	At least Once a year	30 - 60 mins

Table 20: Details of DAY-NULM Manual

Sl. no	Name of Item	No of pages per booklet	District	Paper Size	Paper quality
1	DAY-NULM Manual	10 - 100	All DAY-NULM Cities	Crown	Based on availability

Table 21: Details of Hoarding/ Banner for DAY-NULM

Sl. no	Name of Item	District	Frequency	Quantity	Size
1	DAY-NULM Hoarding	All CMMU/ULB	Throughout the year	Based on AAP	(30 x 20) ft
2	DAY-NULM Banner	All CMMU/ULB	Throughout the year	Based on AAP	(10 x 10)ft

**d. Subject to alteration & addition of IEC Activities:**

Any other IEC activities directed/suggested by the Ministry of Housing & Poverty Alleviation (MoHUPA) other than activities mentioned here shall be instructed to the ULB's/CMMU's time to time.

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