Communication Policy

Policy Statement: PGS commitment to the society and the cause of bondedness, will be exhibited in all its communications both internally and externally. PGS in all its communications will ensure, to show how interventions have led freedom from bondedness, it is non-political, it is non-discriminatory, it is in the best interest of the target communities, it does not promote any exploitation/exploitative practices or bondedness/slavery, confidentiality/privacy of survivors is maintained, it sensitizes/aware/mobilize society for a cause, share success stories. PGS will try to make its communication channels open for sharing, feedback, generating new ideas, question and thereby make it multidimensional and participatory.

- The principle of a two way flow of information and discussion will be incorporated in communication procedures, providing for feedback and sharing of opinions.

- Workplace communication will be conducted free of discrimination, harassment and bullying.

- Workplace communication will be respectful of confidentiality and privacy.

Need & Objective of Communication Policy at PGS:

- Highlight issues of modern slavery, sensitise society and mobilise support for the cause.

- Advertise & Promote sustainable models and impact created from anti slavery initiatives of PGS.

- All staff of the PGS understand, practice and promote, principles of communication in their day to day operations.

- Enhance the visibility, credibility and reach to both local & global community as an organisation promoting sustainable solutions to modern slavery.

- Strengthen internal communications for enhancing effectiveness, efficiency of initiatives and making timely course corrections/bring innovations.

- Generate new ideas for sustainable solutions against modern slavery.

- Generate new avenues for resource mobilisation.

Policy Guidelines:
A. Internal Communications
Program

- All staff members are expected to reconfirm/validate or make in-depth study on any communications of conflicts/problems/issues community before making any intervention.

- Responsibilities for carrying out various tasks for any program activity/event should be communicated to the concerned team members in writing (mail/letter/whatsapp/SMS).

- Communication to all participants/guests/resource persons for any program event should be communicated minimum 5 days before conduct of the event unless it planned. Written communication should be made to concerned stakeholders.

- At least 2 Case studies/success stories/significant change stories/life change stories should be submitted by field staff along with their monthly reports.

- No staff is allowed to publish stories in media directly. It has to pass through the designated media manager of the organisation

- IEC materials, training contents & other such communication materials in any events should be sensitively designed which is acceptable and is not hurting the sentiments of particular group/community. Any communication materials to be used for any event should be duly approved by the concerned authorities.

- Team members should not use foul language at any place within the community.

- Team members should regularly communicate and motivate community members & local stakeholders to contribute towards the cause.

- Every program event should conclude with feedback especially to gauge the understanding of participants from the event and also on other essential aspects.

- At the end of each event/program, the responsible staff member is expected to submit the following to their reporting authority:
    - Brief report of event
    - Participants/Attendance list
    - Photograph
    - Media clipping (if any)

- Each team member is expected to communicate with their respective reporting authority without default. If they have technical issues (network etc.), should find alternate medium of communication and inform the office/concerned reporting authorities.

- Visitors diary/feedback register to be maintained at the LAC.

Default to communication guidelines will be liable to disciplinary actions as per the organisational HR policy.

Organisational:

- Resource allocation for promoting of folk media team
- Allocation of funds for design & development of communication materials (audio/video/print)
- Organisation will regularly update its brochure and website.
- Organisation will have standard presentation template and all employees will follow the same template for any kind of presentation.
- Colour theme of all documents ink blue.
- Logo - Use appropriate size which is visible and readable.
- Fonts English- …………………. Font Size:
- Fonts Hindi - ………………… Font Size:
- Cover page -
- All events of organisation will have banners with organisational logo.
- All communication materials/reports of organisation will ensure the norms of Child Protection
    - Confidentiality and privacy norms.
    - Non disclosure of Identity and location of survivors.
- All employee should use official camera for photography. In case they are using personal camera/mobile for official photography
- All individual photographs will be taken after seeking consent of the concerned person.
- Identity of survivor shall be hided in photographs.
- Photo graphs should not hurt the dignity of the person.
- Due approval required before publishing of individual photographs of survivors or victims of sensitive cases.
- Organisational permission required for publishing of any photographs or research documents by an external visitor.
- Visitors diary/feedback register to be maintained at the organisational level.

B. **External Communications (stakeholders)**

Generic communication :

- Each employee is expected to take along with the organisational brochure/fact sheet/such other information/profile while they meet any government representative.

- Engage creatively & positively with duty bearers/stakeholders, not in a confronting mode.

- Core team members of the organisation will engage with like minded organisations/networks/individuals and discuss organisational focus areas and how they can be of support to the issue/cause.

- Website - newsfeed on a regular basis and bulletin on quarterly basis. Review of website will be done on annual basis and necessary updations will be made.

- Quarterly news bulletin will be published and circulated to stakeholders. List of stakeholders will be updated on a quarterly basis.

- Annual report - print & soft copies.

- News reports published in various newspaper will be uploaded in website and social media of PGS.

- Calendar/Diaries/ highlighting the organisational initiatives to be published annually and circulated to stakeholders.

- PGS mandates to be highlighted/promoted in PGF products.

Media

- No staff members is allowed to communicate directly with Media unless they are authorised to do so from the Director of the organisation.

- Media briefings should ensure how activity is related to organisational Vision & Mission.

- Media briefing before and after held for all major events.

- All media briefings should have proper approvals from concerned authorities in the organisation.

- Organisation will try to bring media, for live coverage of events.

- Will share success stories in Media wherein will ensure confidentiality norms.

- Will engage with media on regular basis to sensitise them on issues and mandate taken up by PGS.

- Will not disclose identity and location of survivors and

- Will neither support nor tolerate unethical reporting, and if necessary will take appropriate actions.

Norms for Social Media Communication:

PGS will enhance its presence in the social media for enhancing its visibility, raising issues, mobilisation, resource mobilisation and other purpose as spelled in the policy.

- Social Media platforms will be only handled by designated persons of the organisation and no other member are allowed to access or post any content on social media pages of the organisation. The designated person will ensure the channels are password protected and regularly changes the passwords.

- Designated persons handling the social media channels are expected to screen the content and ensure that they are relevant, will not create negative impact, its not illicit/obscene, not conflicting the law of land, contents are posted. Only content which is relevant to organisational Vision, Mission, its mandate & programs should be posted in such channels.

- No content shall be posted on social media which is in violation of the Child Protection Policy of PGS.

- An officially posted content on social media channels could be shared by other members.

- Designated person will be responsible to identify likeminded individuals/stakeholders on social media channels and invite them to subscribe/link with organisational social media channels.

- Staff are expected to behave responsibly and should not waste time in internet surfing/social media channels for personal use during office hours.

- All employees will be part of Internal social media communication channels like WhatsApp.

  - No one should post any irrelevant/personal/religious/political/illicit/obscene content of the organisational internal social media channels of the organisation. In case, any employee does so, they will be warned and if repeated

  - All team members are expected to voluntarily exit the group, when they exit the organisation. On the contrary, the admin will delete them from such internal channels.

  - Even in whatsapp groups of network/partners like HLN, Research groups etc, no employee is allowed to post any content directly. If any employee wish to share any content on such network they should seek the permission of President of PGS, before sharing it.

- Social Media channels of PGS will also be used as platform for fund raising. Online fundraising campaigns will be organised through social media platforms. However, for such online fundraising campaigns, designated person handling the social media channel should ensure that no personal transactions are made with donors. All communications with donors, should be directed to the President/authorized person of the organisation. Any such personal transaction will be liable for disciplinary action.

Norms for Data Protection & Security:

- Back up of data will be taken on the last day of each month by the MIS coordinator/designated person.

- All computer systems will have password protection mechanisms. If a computer system is allocated to any individual, they will have password to login as admin and if any other employee wish to use the same system, they will only be able use it as guest. In such case, neither they are allowed/nor should they try to to access the data of main drive. This will be liable for disciplinary action.

- All computer will have authentic anti virus installed.

- Data will be stored in a common server with limited access depending on the level of protection required for each. Each employee is expected to store the data in the server. Commonly accessible files will be stored in a separate drive where all employees will have an access.

- No employee should share any information with external people or stakeholders without due permission from their reporting authority/Director.

- No employee, is allowed to use personal pen drive for storage of any official data. For transfer of files from one system to other, employees will use the common official pen drive/disk.

- No official communications should be made through personal email ids of employees. Each employee will have an official email id and access to the same till they remain an employee of the organisation.

- Employees are not allowed to access restricted sites on official computers and in office premises. This is liable to disciplinary action.

- Any employee requiring any data from the server will have to seek written permission from the President or designated person stating the purpose for which they require the data.

- Data will be shared with external stakeholders only if they request the same in writing. No data will be shared on verbal request.

- In case the data shared with external stakeholders is to be used in publication/public circulation the concerned stakeholder will have to seek permission from PGS authorities and due recognition shall be given to PGS.

- All employees are required to abide by the national IT Act guideline and should not violate the same while using organisational IT facilities.

- No employee shall store personal data in the organisation's computer.

- Any employee using their mobile hand set for photography of any official event, should transfer the files in the computer system as soon as they are back in office. They should not overload the systems with too many photographs but should retain only valid and relevant photographs in the system. The folder and files should be titled properly for easy identification of the event.

COMMUNICATION STRATEGY:

Organisational Objective	Why (Communication Objective)	Whom (Audience/Targeting)	What (Message/Ideas)	How (Tools & Activities/Channels)	When (Time line)	Who (Responsible Person)
Engaged & Empowered Community	To publicise, promote and portray empowerment and engagement of community	Community members living under similar circumstances	Change in lives or successes achieved by the case. Before & after situation. Challenges faced and how did they overcome. Facts & figures	Video documentary, Folk media, interface		Roshan Lal
		Other NGOs/CSOs/stakeholders	Organisational process & strategy + above	News bulletin/Good practice document		
		Donor/Funder	How have they overcome the situation of bonded ness. How people are taking leadership & ownership of process.	News bulletin, Reports, Social Media		
		NABARD/Bank				
		Government Authorities	Prevalence of such issues in their location. Model of convergence of government schemes help in overcoming Modern slavery. Authentic Data/facts & figures supporting the issue.	News bulletin, Website, News clipping, Fact sheets, Research reports		

Organisational Objective	Why (Communication Objective)	Whom (Audience/Targeting)	What (Message/Ideas)	How (Tools & Activities/Channels)	When (Time line)	Who (Responsible Person)
Improved income & developing financial independence	To highlight how financial independence leads reduction in bondedness.	Community members living under similar circumstances	Change in lives or successes achieved by the case. Before & after situation. Challenges faced and how did they overcome. Facts & figures	Video documentary, Folk media, interface		Sanjay Kumar Jaiswal
		Skill development Institutes/centres/ITI/NSIC etc	Database of potential candidates for skill development. Sharing of success stories.			
		Other NGOs/CSOs/stakeholders	Ongoing products/enterprises of PGS, marketing platform/opportunities with PGS, Learnings & Challenges in running different types of enterprises.	News bulletin/Good practice document		
		Donor/Funder		News bulletin, Reports, Social Media		
		Companies/Business houses	Type of skill building activities, Details of skill human resource, Quality & cases, curriculum matching requirements, alumni details/ employer	Clippings including remarks/views of trainees/employers		
		NABARD/Bank/NRLM/KVIC	How funds are utilised, turnover, repayments rate, income, resources generated, impact on individuals/families	News bulletin, success stories, Analysis report.		

Organisational Objective	Why (Communication Objective)	Whom (Audience/Targeting)	What (Message/Ideas)	How (Tools & Activities/Channels)	When (Time line)	Who (Responsible Person)
		Government Authorities	Data of skilled persons through government funds/programs. Success cases from government	News bulletin, success stories, Analysis report.		
Producer company of freed bonded labours	To gather support of stakeholders by highlighting how sustainable model of producer company is liberating people from bondedness	Consumers - individuals	How their contribution will help in - improving environment - improving health - benefit the farmer - liberating people from bondedness	Pamphlet, Social Media, Notifications on mobile app		Sanjay Jaiswal
		Well wishers/supporters/ (who have land in city but not using it)	Do How their unproductive asset can become productive How they can support in community empowerment process.	Pamphlet, Social Media, Notifications on mobile app News bulletin		
		Institutional Consumer	Low cost + above	Pamphlet, Social Media, News bulletin		
		Agriculture institute/department/KVC	How farmers are benefiting, how soil health is improving, reduction in cost, benefits received from government department support, availability of organic seeds, progressive farmers			
		NGO & FPO partners	Good practices on rehabilitation, how they can collaborate for marketing.			

Organisational Objective	Why (Communication Objective)	Whom (Audience/Targeting)	What (Message/Ideas)	How (Tools & Activities/Channels)	When (Time line)	Who (Responsible Person)
		Community members living under similar circumstances	- How it is benefit the farmer - How it has liberated people from bondedness	Short documentaries,		
		Donor/Funder	Changes in the life	Impact /success stories		
		Banks/Financial Institute/NABARD	Credit repayment credibility of FPO, Audited reports, Financial transparency & management systems, market reach, profitability	Reports, Bulletin, Fact sheet		
		Mandi Samiti	Turnover details, linkage details of farmers, benefits reaching to farmers through FPO,	News bulletin, Reports		
Legal support through LAC	To garner support for strengthening of LAC activities	DLSA SLSA	How poor legal awareness is leading to indebtedness/ bondedness. Data/case studies related to above.	News Bulletin		Dr. Vinay Prakash Yadav
		High Court level advocates Supreme Court level advocates	Do - how people (from target communities) struggling to file cases in higher courts	News bulletin, Social Media		
		Law institutes/colleges Law Students	Stories of impact and cases which require support, lack of legal awareness among community	News bulletin, Social Media		

Organisational Objective	Why (Communication Objective)	Whom (Audience/Targeting)	What (Message/Ideas)	How (Tools & Activities/Channels)	When (Timeline)	Who (Responsible Person)
Advocacy, stakeholder engagement and coordination	To raise issues, mobilise support on issues	Government Authorities	Highlight cases of MDS and its ill effects on lives of people, successful cases of rehabilitation, data on MDS	Research documents, Case studies/ video documentaries		Vishnu Kant Pandey
		CSOs/Academicians	Highlight cases of MDS and its ill effects on lives of people, successful cases of rehabilitation, data on MDS	Social Media, Website, Email exchages, Media		
		UN bodies/International Organisations				
		Networks on Human Rights/ Trafficking/Modern Slavery etc.				
		Panchayat	Village specific issues of MDS and its effect on local community members. How access or inaccessibility affecting MDS.			
		Police & Media	Highlight cases of MDS and its ill effects on lives of people, successful cases of rehabilitation, data on MDS	Research documents, Case studies/ video documentaries, Social Media		
		Students/Youth/Research Scholars and Citizens		Social Media		
Enhance Social Capital at Community level	To promote and nurture brotherhood & mutual cooperation in community	Community members living under similar circumstances	How mutual support can lead to community good.	Video documentary, Folk media, interface, IEC material		Ravi Shankar
		Well wishers/supporters/Youth/General Citizens	How contributions could lead to larger community good	Case studies, Social Media campaign, Short Video		

Organisational Objective	Why (Communication Objective)	Whom (Audience/Targeting)	What (Message/Ideas)	How (Tools & Activities/Channels)	When (Time line)	Who (Responsible Person)
Child Rights, NFE, Elimination of Child Labour	To highlight issues of child rights violations and garner support for CL Elimination	Children/ Parents/Youth/General Citizens/Well wishers/supporters/	Highlight cases of child rights violations and its ill effects on lives of children, data on child abuse, labour, violation of child rights	Case studies, Social Media campaign, Short Video		Subedar Singh
		Panchayat		Video documentary, Folk media, interface, IEC material		
		Teachers				
		Government Authorities related to the issues of children	Highlight cases of child rights violations and its ill effects on lives of children, data on child abuse, labour, violation of child rights, successful cases of rehabilitation	Research documents, Case studies/ video documentaries		
		CWC/JJB/HTU/DCPU				
		CSOs/Academicians/Media		Social Media, Website, Email exchages, Media, News bulletin		
		UN bodies/International Organisations working on child rights				
		Networks working on child rights/issues of children				