

Rural Organisation for Social Advancement

COMMUNICATION POLICY - ROSA SANSTHAN

A. Introduction:

a. Policy Statement: ROSA as its name suggests committed for social advancement of all sections of society irrespective of religion, caste, creed, gender, region, disability, economic status etc. and would ensure, its verbal & non – verbal communications, protects the dignity of all, does not exhibit any form of discrimination, maintain confidentiality as and where it is required, are in line with laws & policies of the country, does not harm the national interest, are apolitical, does not pose any threat to the social fabric, integrity and harmony of the society, avoid double meaning messages, is not offensive to identity of social groups/individuals.

b. Need & Objective of Communication Policy at ROSA:

1. Establish identity of the organization
2. To facilitate achievement of Vision & Mission, Project Goals & Objectives of the organization.
3. To build a culture in the organization, which upholds the values and principles of ROSA.
4. To enable cordial relationship, mutual respect & trust between the organization, the community and other stakeholders in the community.
5. Highlight the progress and achievements of the organization to larger world.
6. Highlight issues of society to larger world and generate solidarity and support on the issues.
7. To enable & support the fund raising & resource mobilization activities of the organization.
8. Ensure the communications are compliant to the laws & policies of the country and avoid falling in conflict with them.
9. Ensure confidentiality as and where it is required.

c. Principles & Values of Communication Policy of ROSA:

- i. Equality & Non Discrimination
- ii. Maintain Confidentiality
- iii. Remain Non Political
- iv. Maintain Dignity & Respect
- v. Non conflict with law

B. Policy Guidelines:

a. Internal Communications

- i. **Program :** Each member of ROSA is expected to follow the given guidelines:
 1. Each team member is expected to follow proper communication channel of the organisation. However, if demand/request has been made directly and response should be given directly as such demands/requests might be urgency based.
 2. For any deliverable (reports/data etc), in case the employee foresee a delay, they should communicate in advance. Otherwise also, if they are not able to deliver they should timely inform/express their inability to deliver and should not remain silent.
 3. While stuck with problems/doubts/ideas, try to communicate with the right person rather than communicating with non relevant person and getting confused/lost
 4. All members are expected to do all official communication in writing(digital/non digital). Communications which has a financial aspect involved should always be in written form. Avoid verbal communications where multiple channels are involved.
 5. Should not disclose budget details with any external person/organisation without due permission from organisation authorities.
 6. Should submit their due reports of the project/program they are associated with, on or before the stipulated timeline.

7. Reports should be based on facts and evidences to ensure the authenticity of the reports/communication materials. Should not misquote or falsify data/facts/information in any report/document. Deliberate attempt of mis reporting or false reporting is liable to disciplinary action.
8. While developing any communication materials, always think how does it align with organization's Vision & Mission and/or the program goal & objectives.
9. Non-budgetary activities should be clearly communicated to the concerned authorities and seek written approval before conducting of such activities.
10. Do not use language (verbal/non verbal communication), which reflects discriminatory remarks.
11. Should not communicate any political messages in programmatic platforms/events.
12. Should not communicate (both verbally & non verbally) anything which is against the laws/policies/schemes of both state and national level.
13. Do not make false/tempting commitments or give wrong information.
14. All members are expected to furnish the reports to the Project Office on the stipulated date and time. Project office should submit the report to head office by 04th of every month.
15. Sound systems for events should be used within the legal limits.
16. No loud music should be played within office premises at any time of the day as it may create wrong impression. Playing/listening to music during officer hours is forbidden.

b. Organizational:

1. Avoid sideways talking/murmering/closed discussion between two individuals which can create negative perceptions among observers. Better speak publicly.
2. Serious conflicting matters should be avoided to be discussed over phone, better to have personal meetings
3. Avoid making untimely calls to colleagues/peers especially with female employees totally avoid to make calls in odd hours. If it is really urgent seek permission before engaging into discussion.
4. All financial transactions/dealings should be done in writing and should be in accordance with legal/compliance requirements.
5. No organisational information should be shared externally by team members.
6. All communications should be held with utmost dignity and respect.
7. If a member has any conflict/misunderstanding with another member, try to communicate with that member and sort out the issues.
8. Both the organisation and employees has the mutual responsibility to communicate with each other or use the other communication tools/platforms to understand the overall organisation, its work & programs.
9. Do not use abusive/foul language (both verbal/non verbal) within and outside of the organization.
- 10.

B. External Communications (stakeholders)

Generic communication :

1. No communication of target communities which shows them in undignified situation.
2. Use understandable language or local dialect/language (as far as possible) while dealing with the local community.
3. Emphasise the all communications are two way process. Try to listen and understand from people rather than imposing your thoughts and ideas for resolving any problems & issues.
4. Prepare yourself prior to visiting & engaging into discussion with the stakeholders so that you are clear what to be discussed with stakeholder and it becomes effective.
5. Don't project yourself in your words or actions as an alternative to government service provider.
6. Customize your tone, language, content depending upon the context/situation.
7. Verify the authenticity of data or information before sharing it with external stakeholders.

8. Do not mix personal views which making public statements as it may go against the organisations principles and values.
9. Selection of examples should be carefully done and should be non controversial.
10. While in public meetings, the seating arrangements should be of same level.
11. Focus on the issues, be precise and concise. Don't unnecessary prolong the discussion/communication.
12. Continuous flow of communication with stakeholders in order to maintain relationship & rapport with them.
13. Use visuals to communicate at local level.

Guidelines for Communication with Media :

1. More emphasis should be towards publishing of issues in media rather than events/activities of the organization.
2. Issues to be highlighted in media should be highlighted in the press release.
3. Only fictitious names of cases to be disclosed to media and identity of survivors should not be disclosed to the media. Dignity of the individuals should not be affected.
4. Permission/ need to be sought both from the individual and thereafter also from Chief Functionary of ROSA, before providing details and photographs of any individual to the media.
5. Monitor the media on related issues/cases and track the cases for their authenticity.
6. Ensure that the information/press release is provided to the media on time so that it is published well on time.

Guidelines for Social Media Communication:

1. Organisation will try to increase its presence in various social media platforms however, presence considering various risk factors involved in the same will move with precautionary steps. Organisation will have designated members who would be responsible to handle such platforms.
2. No members should directly post the content/photographs/other documents on social media channels of the organisation and only the designated person should do it.
3. Should not take & post any indecent contents on social media.
4. Consent of the individuals and/or should be sought before taking and/or publishing identity, location, photographing especially those of survivors, minors or such sensitive cases.
5. Photographs and details of individuals/families should not be disclosed to externals, without permission of Chief Functionary.
6. Employees are encouraged to publicise organisational activities on their personal social media pages (only such images which are permissible as per guidelines of Child Protection Policy of ROSA) as well but with due permission from authorities, however are restricted to tag/name ROSA while posting personal messages/posts or posts which are irrelevant/of personal views and opinion/political/religious in nature or which doesn't fit into organisation sphere of work.

Organisational Visibility & Branding:

1. ROSA will ensure to publish its logo in various communication materials like diaries/bags/T Shirts/IEC materials.
2. No images related to religious/casteist/political/leaders to be posted at any official location.
3. Banner of activities will surely have the logo of ROSA. However, if there are other parties involved, will include their logo's along with.
4. All IEC materials will include ROSA's helpline number.
5. While being part of network activities, as per the possibility shall try to place ROSA's logo on banners.
6. Will prepare project based publicity materials (like pamphlets/brochures/factsheets) under ROSA's banner to publicise organisation activity.
7. Visiting cards & identity card for all employees.
8. Material support through projects and programs will include ROSA's logo.

9. Based on availability of resource, will try to put board in project locations.
10. Banners should have background base in light creme/yellow colour.
11. Major events/gatherings to be initiated with lighting of lamp which also symbolises ROSA's logo.

Norms for Data Protection & Security:

1. Avoid accessing phishing mails/fraudulent communications.
2. Consent of beneficiaries, before sharing the information/data to external
3. Agreement with external to be done on their rights to further distribute the data/contents.
4. All employees should give the organisation address as the correspondence addresses at any platform they represent.

Data Back up:

1. Back up of Data of accounts has to be taken on monthly basis and drive to be safely kept by the accounts department. Chief Functionary to monitor it on quarterly basis.
2. Back up of data of all computers should be taken on

Use of Email ID :

1. All official communications should be made through the official mail ids assigned by the head office. The password should remain with the employee and the Chief Functionary.
2. In case the employee leave the organisation, their email id will be closed.
3. All computer should be password protected and users should submit the password with the chief functionary.
4. The email id of the organisation will be only accessed by the Chief Functionary and no one else should use it unless the authorised to do so.
5. While attending any events, employees are expected to share the email id of the organization.

Note: *Kindly consider all the protocols of Child Protection Policy of ROSA as and where it is applicable.*

COMMUNICATION STRATEGY:

ORGANIZATIONAL COMMUNICATION

Why (Communication Objective)	Whom (Audience/Targeting)	What (Message/Ideas)	How (Tools & Activities/Channels)		When (Timeline)	Who (Responsible Person)
			Currently used	To be developed		
Enhancing organization's visibility, Brand & Image Building	Society	<p>Organization's details: Background & Purpose of its Origin, philosophy, principles, values Vision, Mission, Issues focused, area of operation, contact details, legal identity.</p> <p>Approach of work.</p> <p>People associated with organisation.</p> <p>Achievements & Stories of Change.</p>	<p>Website</p> <p>Brochure</p> <p>Posters/Banners related to various activities.</p>	<p>Signboard/banner s/flex</p> <p>Facebook page of ROSA & other social media platforms</p> <p>SMS</p>	2018-19	Core team
	Government	<p>How programs are contributing to government's mandate.</p> <p>Sharing of available expertise/</p> <p>Where and how we have collaborated with government & succeeded.</p>	<p>Share reports</p> <p>Posters/Banners related to various activities in public spaces</p> <p>One to one meetings</p>	Media	2018-19	Core team
	Donor (potential)	<p>Organization details + available policies & systems+ achievements & stories of change, manpower, network-partners, infrastructure/resources, financial transparency,</p>	<p>Website</p> <p>Email</p> <p>Annual Reports</p> <p>Case studies</p> <p>Brochure</p>	<p>Organizational Social Media space</p>	2018-19	Core team

ORGANIZATIONAL COMMUNICATION

Why (Communication Objective)	Whom (Audience/ Targeting)	What (Message/Ideas)	How (Tools & Activities/Channels)		When (Timeline)	Who (Responsible Person)
			Currently used	To be developed		
	Donor (ongoing)	<p>Regular updates of progress of projects/programs.</p> <p>Instant sharing of New achievement/success, failures, learning & challenges, stories of change.</p> <p>Prompt updates of changes in organisation (structure, policies, personnel, legal)</p> <p>Opportunities, new linkages created through program.</p> <p>Recognition's received.</p>	<p>Email</p> <p>Telephone</p> <p>Skype meets</p>	<p>Regularly need to be maintained.</p> <p>Issue based reports.</p>	2018-19	Core team
Fundraising	Society/Donor - Individual national/international	<p>Highlight evidence based issues which need attention & support/Building case for support.</p> <p>Potential solution to address the issues.</p> <p>Probability of Sustainability of measures.</p> <p>Organisational details</p> <p>How person (donor) will benefit by making the contribution.</p> <p>How their contribution can bring a difference in life of those in need of support.</p>	<p>Website</p> <p>Email</p>	<p>Social Media</p> <p>SMS</p> <p>Fact Sheets</p> <p>Appeal Letters</p> <p>Inviting people in events and making appeals.</p>	2018-19	Core team

ORGANIZATIONAL COMMUNICATION

Why (Communication Objective)	Whom (Audience/ Targeting)	What (Message/Ideas)	How (Tools & Activities/Channels)		When (Timeline)	Who (Responsible Person)
			Currently used	To be developed		
	Government	<p>Getting registered with government portals/platforms</p> <p>How programs are contributing to government's mandate.</p> <p>Sharing of available expertise/</p> <p>Where and how we have collaborated with government & succeeded.</p>	Sharing of reports		2018-19	Core team
	Institutional Donor - National & International (Potential)	<p>Organization's details: Background & Purpose of its Origin, philosophy, principles, values Vision, Mission, Issues focused, area of operation, contact details, legal identity.</p> <p>Approach of work.</p> <p>People associated with organisation.</p> <p>Achievements & Stories of Change.</p> <p>Above + Highlight evidence based issues which need attention & support/Building case for support which matches with priority of donor.</p>	<p>Email</p> <p>Sharing of annual reports</p> <p>Website</p>	<p>Fact sheets</p> <p>Info graphs</p>	2018-19	Core team
	Corporate Donors				2018-19	Core team
	Institutional Donor (existing)					

ORGANIZATIONAL COMMUNICATION

Why (Communication Objective)	Whom (Audience/Targeting)	What (Message/Ideas)	How (Tools & Activities/Channels)		When (Timeline)	Who (Responsible Person)
			Currently used	To be developed		
Support on issues	NGO/Civil Society Organisations/Network	Sharing of issues Findings of studies/research Sharing of technical expertise on issues	Participating in network/meets. Email Copies of findings of studies & researches. Presence in social media platforms of networks		2018-19	Core team
Awareness	Society (program area)	Government programs/mandate Campaigns of government Social & Developmental Issues	Wall writing Camps IEC material Participation in campaigns	Online/digital mode of awareness promotion	2018-19	Core team

Programmatic Communication

Organisational Objective	Why (Communication Objective)	Whom (Audience/ Targeting)	What (Message/Ideas)	How (Tools & Activities/Channels)		When (Timeline)	Who (Responsible Person)
				Currently used	To be developed		
Modern slavery prevention - Want to create slavery free society	Increased awareness on Modern Slavery	Target Family & Community	Modern slavery - 'what & how' in line with Laws/guidelines on bondedness, how to overcome, where/whom to go, process,	Meetings, IEC Materials	Messaging services. Puppet show Nukkad natak Songs	2018-19	Core team
		Employers	Legal requirements to be fulfilled as an employer/Code of conduct for employers as per state government laws. Registration of workers Government schemes for workers Examples from laws	Orientation sessions	Collect & make Copies of Government orders, Code of conduct, Forms. Develop powerpoint presentation Whatsapp group of employers/SMSs to update them on latest amendments	2018-19	Core team

Programmatic Communication

Organisational Objective	Why (Communication Objective)	Whom (Audience/ Targeting)	What (Message/Ideas)	How (Tools & Activities/Channels)		When (Timeline)	Who (Responsible Person)
				Currently used	To be developed		
		School children	Bondedness/Child Labour (what & how), how to be Safe from bondedness/child labour/abuse, Important helpline like 1098,	Demo call, Posters, VideoS	Slogans, Songs,	2018-19	Core team
		Relevant Stakeholders from village	Indicators of Modern slavery, whom to connect, immediate role of service providers in prevention & rehabilitation as per rules	Pamphlets	Visuals/Video Presentation	2018-19	Core team
		Relevant Stakeholders at District & higher level	Relevant laws - updates and amendments Role of stakeholders Coordination for cases	Presentations Whatsapp group		2018-19	Core team
	Enhanced knowhow & access to government schemes & provisions for prevention	Survivors	Government schemes as applicable (Central Sector Scheme, Social Security schemes), how to get them, whom to approach, eligibility criteria, formalities/documentation required,	Orientation sessions	IEC from government departments	2018-19	Core team
		At risk families/groups		Forms Labour Adda		2018-19	Core team
		Service Providers	Government schemes as applicable (Central Sector Scheme, Social Security schemes), rights & duties.	Orientation sessions		2018-19	Core team

Programmatic Communication

Organisational Objective	Why (Communication Objective)	Whom (Audience/ Targeting)	What (Message/Ideas)	How (Tools & Activities/Channels)		When (Timeline)	Who (Responsible Person)
				Currently used	To be developed		
Girls Empowerment	Create awareness on need for girls empowerment in society	Girl upto 18 years of age	Rights, dreams, self awareness, health & hygiene, employability entrepreneurship skills, career opportunities,	Module for Training & Exposure including Games & activities, debate, cultural activities,	IEC material Career chart	2018-19	Core team
		Parents	Future, progress of girl children in skills, challenges faced by government, schemes & opportunities government, apprehensions/fears	Meetings counselling session	Movie/documentary on girl child collection	2018-19	Core team
		Service Providers at Village/Panchayat	Schemes/provisions meant for girl children, hygiene/sanitary pads,	Meetings IEC	IEC related to provisions from block/district level for girl children, education and other need based aspects.	2018-19	Core team

Programmatic Communication

Organisational Objective	Why (Communication Objective)	Whom (Audience/ Targeting)	What (Message/Ideas)	How (Tools & Activities/Channels)		When (Timeline)	Who (Responsible Person)
				Currently used	To be developed		
Sustainable Livelihood	Enhance understanding & knowhow of people on available livelihood options, resources and opportunities for sustainable livelihood	Target Families	<p>Stories of success & change of sustainable livelihood</p> <p>Advantages, risks & challenges in doing livelihood activity</p> <p>Interest, available opportunities of livelihood, feasibility & viability level of livelihood they propose, capacities to do the livelihood.</p> <p>Support mechanisms</p>		<p>Video of stories of change</p> <p>Collection of best stories of change & sharing with all team members</p> <p>IEC on schemes related to livelihood .</p>	2018-19	Core team
Child Rights - Ensure children have access to right to life, development, protection & participation	<p>Increased awareness on Child Rights</p> <p>Increased advocacy efforts for ensuring child rights</p>	0-18 aged children	Rights of children, How lack of access affect them, Provisions meant for fulfilment of the rights, responsible service providers, available platforms to raise their concerns.	Meetings, sport activities, BCC camps, Champions, Children Group, Remedial Class, IEC, Trainings	Nukkad Natak, Competition.	2018-19	Core team
		Families of children	do + laws against violation of child rights, issues of children, progress of children, initiatives on issues, responsibilities of parents in fulfilment of rights of children	Meeting using IEC materials, Home Visits & Counselling, CBO meetings & interactions, Camps,	<p>Training module for developing change agents from parents.</p> <p>Educate on Local Nutritious food</p>	2018-19	Core team

Programmatic Communication

Organisational Objective	Why (Communication Objective)	Whom (Audience/ Targeting)	What (Message/Ideas)	How (Tools & Activities/Channels)		When (Timeline)	Who (Responsible Person)
				Currently used	To be developed		
		Service Providers & stakeholders at local level	Rights of children, Provisions meant for fulfilment of the rights, responsibilities service providers in fulfilment of rights.	Meeting & Orientation		2018-19	Core team
		District level stakeholders (DCPU, DCPC, CWC, JJB and others)	<p>Updates/Amendments related to Child rights national laws</p> <p>Information on cases of child rights violation</p> <p>Rescue & rehabilitation of children in need of care & protection.</p>	Orientation, WhatsApp group		2018-19	Core team
Health, Nutrition & Sanitation	Behavior change for proper health, nutrition and sanitation practices	Target Families	Identify gaps, Causes for health issues, available health services, role and responsibilities of service providers to address health issues, ill practices & its effect on health/nutrition, good/safe practices for proper health, nutrition & sanitation	<p>Gap Analysis, Meetings</p> <p>Demo</p> <p>IEC (handmade)</p>	<p>Phamphlets,</p> <p>Audio Video material collection</p>	2018-19	Core team
		Community at large	Do +		Audio Video material collection	2018-19	Core team

Programmatic Communication

Organisational Objective	Why (Communication Objective)	Whom (Audience/ Targeting)	What (Message/Ideas)	How (Tools & Activities/Channels)		When (Timeline)	Who (Responsible Person)
				Currently used	To be developed		
		Adolescent Girls	provisions available from the government, safe personal hygiene, importance of nutrition, health issues during adolescence, life skills, good touch bad touch, importance of education, child marriage,	meetings		2018-19	Core team
		Relevant Stakeholders at village level, block district	Service providers role and responsibilities, gaps emerged out of health/nutrition/sanitation survey, new or amended schemes & provisions, information related to cases/issues/problems faced by people,	Meeting & Orientation Sharing of data/report of survey IEC	Social Media campaigns	2018-19	Core team
Quality Education	Enhance awareness on quality education & prevent child labour	Children of target families	Importance of education, enrolment, Provisions of Right to Education Act - Corporal Punishment, Joyful learning, Mid day meal, inclusive education, child friendly environment infrastructure, role of School Management Committee, School Development plan	IEC material, meeting Role play Counseling		2018-19	Core team
		Target Families & community	do +	IEC material, meeting		2018-19	Core team

Programmatic Communication

Organisational Objective	Why (Communication Objective)	Whom (Audience/ Targeting)	What (Message/Ideas)	How (Tools & Activities/Channels)		When (Timeline)	Who (Responsible Person)
				Currently used	To be developed		
		Stakeholder (Teachers & Principal, SMC, VEC)	RTE provisions, SMC roles & responsibilities, School Development plan, joyful learning methods, corporal punishment, inclusive education	Meetings IEC Material (Manual)		2018-19	Core team
		Block & District level officials	Information on status of schools, survey data, challenges & gaps	Meetings Media release/coverage	Social Media campaigns	2018-19	Core team

Approved dated 08 July 2018