



PRESS RELEASE



State-Level Preparation Underway for Expansive IEC Campaign under DA-JGUA

Today, the State Rural Employment Society (SRES), the State Nodal Implementing Agency for the Dharti Aaba Janjatiya Gram Utkarsh Abhiyan (DA-JUGA), convened a state-level meeting under the chairmanship of the Secretary of Community & Rural Development (C&RD). The meeting held in the presence of the State Prabhari Officer and Economic Adviser (Ministry of Tribal Affairs), representatives from various Line Departments, District and Block officials, set the stage for the upcoming initiatives under the DA-JGUA.

The DA-JGUA initiative, which focuses on boosting socio-economic development and addressing infrastructural gaps in tribal communities, has entered an exciting new phase. In celebration of DA-JGUA's ongoing impact, a focused and extensive Information, Education, and Communication (IEC) campaign is scheduled to start from 15th June until 30th June, 2025 in all 1,437 designated villages across Meghalaya. This timely campaign will provide critical services and disseminate information about various government schemes directly to the grassroots, ensuring that the benefits of the initiative reach every corner of the state.

Key components of the IEC campaign include:

- Organized at both the village and cluster levels to facilitate the on-ground delivery of essential entitlements.
- Awareness Programs: Dedicated sessions to educate local communities on government schemes and benefits, ensuring that tribal populations are well-informed.
- Multi-Departmental Coordination: Active collaboration across line departments to ensure streamlined service delivery and effective communication.

The state-level meeting today underscored the commitment of governmental stakeholders to this cause, deliberating on strategies to maximize outreach, encourage active participation of community members, and ensure the success of the IEC campaign. All stakeholders were urged to actively support the initiative, thus contributing to the robust implementation of DA-JGUA and paving the way for sustainable development in tribal areas.