

RTI Campaign in Odisha
(Proposed Action Plan for the Year 2011-2012)

Backdrop:

The emergence of the Right to Information Act, 2005 in the first phase of 21st Century ushered in a period of transition. The shift was towards transparency and accountability in governance. It was mandatory on the part of State Govt. to implement this Act in true letter and spirit.

The Section-26 of the RTI Act, therefore, laid stress on the following that “The appropriate Government may, to the extent of availability of financial and other resources,—

- Develop and organize educational programmes to advance the understanding of the public, in particular of disadvantaged communities as to how to exercise the rights contemplated under this Act;
- Encourage public authorities to participate in the development and organization of programmes referred to in clause (a) and to undertake such programmes themselves;
- Promote timely and effective dissemination of accurate information by public authorities about their activities; and
- Train Central Public Information Officers or State Public Information Officers, as the case may be, of public authorities and produce relevant training materials for use by the public authorities themselves”.

Objectives:

The Government of Odisha in the Nodal Department of Information & Public Relations intends to moot an intensive information campaign with following objectives;

- To make aware the public on the utility of this Act.
- To train the State Govt. Machinery for effective implementation of the Act.
- To tune the functioning of the Public Authorities as per the RTI Act, 2005 and Odisha Right to Information Rules, 2005.
- To train at least 5000 (Five thousand) PIOs on RTI and RTI CMM starting from Block to Secretariat level.

- To ensure pioneering steps in the field of Technology campaign, so that the State will emerge as leader in the entire country in the field of RTI implementation.

In this process, the Govt. of Odisha seeks to cater to the provisions as enshrined in the Section-26 of the RTI Act, 2005.

Strategy:

- The RTI campaign is to be launched through print, electronic, visual and oral medium at State, District and Block level.
- Stress will be laid to create awareness among rural public involving PRI functionaries and civil societies.
- Capacity building of Govt. machinery will be undertaken with the help of training institutes of different Govt. Departments for creating master trainers and imparting training to FAAs, PIOs and APIOs, referred PIOs and referred APIOs and PRI functionaries.
- Thrust will be given to strengthen technology campaign through the Content Service Provider (CSP) of RTI Central Monitoring Mechanism put in place for effective implementation of the RTI Act in Odisha.

Execution:

- Workshop and training programme shall be undertaken in a consistent manner at State, District and Block level.
- IEC campaign on RTI will be undertaken with appropriate campaign materials produced for this purpose.
- The capacity building of Govt. Machinery will be monitored through the technology campaign.
- In order to execute the campaign, a list of guidelines and schedule will be prepared for all concerns accordingly.

- The **Campaign Materials**, inter alia, includes;
 - a) Booklet on Act and Rules
 - b) Direct Trainers' Skill (DTS) for Master Trainers
 - c) FAQs on RTI & RTI CMM for Public Authorities, PIO, & FAA
 - d) Leaflet on FAQs for Citizen
 - e) Posters & Banners
 - f) User Manual on RTI CMM
 - g) TV Spots and Documentary film
 - h) Radio jingles
 - i) Placards

- A series of Video conferences and GRAMSAT programmes will be held involving different service rendering departments to strengthen the process of RTI campaign. The detail schedule for this purpose will be drawn accordingly.

Co-ordination:

- Co-ordination will be maintained with NIC, Govt. of India, ORSAC, Nabakrushna Choudhury Centre for Development Studies (NKCDs), Gopabandhu Academy of Administration (GAA), State Institute for Rural Development (SIRD), State Institute of Health and Family Welfare, Biju Patnaik State Police Academy, SC & ST Research & Training Institute (SCSTRTI), Madhusudan Das Regional Academy of Financial Management (MDRAFM) and CSP etc.

- During IEC campaign different media units of Govt. of India and other organisations working for the popularization of the RTI Act will be associated.

Impact Study:

- Impact study of the campaign will be undertaken with the help of a training institute of Govt. of Odisha to further changes in the planning and execution of future campaign.
