

CITIZEN ENGAGEMENT STRATEGY



The Jodhpur Initiative

1. PREFACE

For a successful implementation of the projects and tasks taken up under *The Jodhpur Initiative* banner, it is necessary that sustained engagement of all the citizens of the city is an integral part of the campaign. As the name suggest, we *The Jodhpur Initiative* are going to plan the *strategic road-map* and facilitate the implementation of the projects envisaged in the same. But, in long run, the citizens of the city have to take forward the said projects and tasks. The consistency of all campaigns depends upon the *continued involvement* of a larger portion of society. No campaign can go for long, unless the citizens own the same. Thus, it is necessary that all citizens of the city are brought together, and the initiatives undertaken under the umbrella of *TJI* taken forward by the citizens themselves.

2. TARGET GROUP

For successful implementation of the "TJI" projects, it is necessary that all the citizens of the city irrespective of their age and gender must be involved in the process of its implementation. The strategy is to plan in a horizontal as well as vertical perspective i.e. while planning the specific involvement of all age group of male as well as female members of the society.

2.1 Students of Schools and Colleges

TJI will target the educational institutions up to senior secondary level, and the institutions of higher education. The involvement of Students will be ensured by inviting students as well as school managements to undertake project specific activities within and outside the schools. Similarly, projects, issues and agendas of the *TJI* will be discussed with the members of student bodies as well as administration of Universities and College for implementation.

2.2 Involvement of Public Representatives

TJI will request the *Members of Parliament* as well as *Members of Legislative Assembly* to adopt a ward of the city to ensure implementation of projects specific activities of *TJI* within their ward, and thereby make them *Model Wards* for other wards to emulate. The said implementation of *TJI* campaign shall be ensured through Sub-committees formed within the wards, comprising of volunteer youth, especially women.

2.3 Involvement of Government Offices and Institutions

TJI will target the Heads of Department of all Government Departments, as well as heads of the *Government* and *Semi-Government Institutions* or autonomous bodies, inviting the direct engagement of their employees to implement the projects and issues under the *TJI* campaign.

2.4 Involvement of Local NGOs and CSOs

TJI will request the NGOs and CSOs, which are already active in the local area, to *own* and *take up* the issues and agendas pursued under *TJI* campaign, and to implement the same along with their regular course of social activities.

2.5 Involvement of Media Houses

For ensuring larger public attention and involvement, the media can play very big role. TJI will call upon the representatives of the (*print* as well as *electronic*) media houses, and engage with them to ensure regular and continuous coverage of *TJI* activities so that the larger portion of the society is encouraged to join hands in the said campaign. Also, TJI will arrange through the city administration for large hoardings to be hoisted at select locations in the city, which will display the activities undertaken by it for the good of the city and showcase its success stories.

3. STRATEGY TO CONNECT TO CITIZENS

The specific citizen-connect activities proposed include:

- (1) Launch large scale, consistent publicity through news paper, posters, hoardings, etc.
- (2) Introduce the face of *TJI*, i.e., a character by the name *Jodha*, who will keep on talking and interacting with citizens on behalf of *TJI*.
- (3) Plan activities like *Sunday for Society* – and other special activities on weekends.
- (4) Embark on a different, innovative campaign with *positive energy* to draw the attention and involvement of larger group of society.
- (5) Organize events to explain the *idea* and *projects* under *TJI* to give a larger visibility to the outputs and outcomes of *TJI*.
- (6) Participate in the local fairs and festivals.
- (7) Arrange competitions on the agendas of *TJI* in schools and colleges.

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