



**Ministry of Local Government, Rural Development & Cooperatives
Local Government Division
Local Government Engineering Department**

Guidelines for Mass Communication Cell Established

**Project Coordination Office (PCO)
City Governance Project (CGP)**

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**Assisted by
Japan International Cooperation Agency-JICA
and
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1. Introduction

Rapid urbanization accelerated by industry led economic growth has been taking place in Bangladesh. Potential of economic growth in urban area is worthy of notice. There are 335 Local Government Institutions which cover 8% of total geographical area of Bangladesh and 30% of total population, while it accounts for 60% of total national growth. On the other hand, negative impact caused by the dramatic change in urban area is observed. It is because the functions of municipalities and city corporations prescribed in Local Government (Pourashava) Act 2009 and Local Government (City Corporation) Act 2009 which are very relevant to the demand of city dwellers and urban development are not implemented in an appropriate manner. In order to improve the public services provided by urban local governments, several urban development projects are/were implemented by LGD and LGED with financial assistance of different development partners and government own fund. Based on the experiences gained through implemented projects, effective activities for improvement of urban governance have been formulated as a program, and well accepted. The urban governance improvement programs have been implemented to ensure good governance of those urban local government institutions namely Paurashava for equal, social harmony and planned development. Initiating urban governance improvement, LGD and LGED with financial support of JICA commenced a project named City Government Project (CGP) in 5 City Corporations.

This guideline has prepared on Mass Communication Cell (MCC) which will be responsible for activities to improve transparency of CC services.

2. Justifications

Mass communication plays an influential role in modern society. Mass communication is a devise of how individuals or entities relay information through mass media to large segments of the population at the same time. It usually implies newspaper, magazine, and book publishing, as well as radio, television, social networking (Facebook, Twitter, Blog etc.) and film, as these mediums are used for disseminating information to general public or a certain group of people.

Through mass communication, a City Corporation (CC) is connected to their stakeholders more than ever before. It is no surprise then that services are utilizing these contemporary forms of mass communication to share news, information and opinion. These functions of mass communication enable CC to reach new customers and keep existing customers engaged.

While significance of mass communication grows and information technology develops, compare to private sector, local government institutions are still not well-equipped with it. In order to initiate mass communication with citizens and stakeholders in its jurisdiction, establishment of Mass Communication Cell is projected to establish.

3. Relevant Issues as described in ICGIAP

3.1 Task

Mass Communication Cell (MCC) will be responsible for activities to improve transparency of CC services. Apart from the activities mentioned here, MCC facilitate other activities in transparency area.

Task 1: Establish a Mass Communication Cell (MCC) with specific TOR for making publicity about the project activities and other City Corporation services for mass publicity to establish common understanding in city dwellers and integrate them in development activity.

Task 2: MCC is composed of the member mentioned below with chairperson of standing committee of communication as adviser.

A. Composition of MCC

- | | |
|---------------------------------------------------------------------------------|--------------------|
| a) Secretary | - Chairperson |
| b) Public relation officer | - Member Secretary |
| c) Head of IT section
(in absence of Head of IT, Mayor nominate one officer) | - Member |
| d) Officer of each department
(selected by department head) | - Member |

B. TOR

- a) MCC prepares annual plan for information dissemination activity with budget, and examined by Standing Committee of Communication
- b) The annual plan and budget submitted to CSCC and City Corporation meeting for approval.
- c) MCC prepares message and materials and develop campaign and dissemination plan for implementation according to plan
- d) Message and contents of materials and campaign approved by Mayor
- e) MCC disseminates message/materials/updated information to the public through SMS, local newspapers, publicity boards, leaflets, posters, stickers, miking, cable TV, website and campaign activities such as rally etc, at least twice a year
- f) Hold meeting on MCC at least one in each quarter or when required
- g) MCC prepare SMS record keeping system
- h) MCC prepare City Corporation Annual Report and conduct impact survey on SMS information dissemination
- i) Standing committee of communication reviews the work of the MCC twice a year

MCC provides support to meet with mass public of City Corporation

3.2 Action by

Secretary,
Public Relation Officer

3.3 Time Schedule

Task 1: By mid of 1st year

3.4 Indicators

(1) 1st Performance Review

At least 5,000 citizens are registered in SMS information dissemination system and information disseminated

In order to achieve the indicators, following tasks are implemented

- ✓ Establish MCC with specific TOR
- ✓ Install SMS information dissemination system in MCC
- ✓ Training for SMS service is conducted for responsible officials
- ✓ More than 5,000 citizen's mobile numbers are registered

- ✓ Any information is disseminated to the registered citizens through SMS

(2) 2nd Performance Review

At least 5,000 additional citizens registered SMS information dissemination system

Action points to be evaluated are as below;

- ✓ 5,000 citizens are newly registered in SMS service
- ✓ Any information is delivered to 10,000 citizens through SMS service

4. Objectives

4.1 Objectives

(1) Promotion of e-governance

ICGIAP Activity 1.1 is to initiate e-governance. The responsible officers in e-governance activity are assigned in MCC. Thus, one of the objective of MCC is to promote e-governance in and out of city government.

City Information Service Center (CISC) is supposed to be established as ICGIAP Activity 1.3. MCC also facilitate e-governance activity through operation and maintenance of CISC.

(2) Dissemination of information

As part of mass communication, MCC takes a step to disseminate information through SMS. MCC is responsible for setting up SMS system in CC, making a plan for information dissemination, report feedback of people to top management. MCC may devise plans to disseminate information through mass communication.

5. Relevant Organizations, Stakeholders and their role

5.1 Local Government Engineering Department (LGED)

LGED provides technical and management support to urban Local Government Institutions (LGIs) in terms of e-governance. Urban Management Unit (UMU) functions to promote e-governance in local government institutions. It has technical staff to support LGIs to install e-governance systems, its management and monitoring. The technical staff may support CCs according to their needs.

5.2 Local Government Division (LGD) Role

LGD is responsible for institutional aspects of LGIs. It articulate policies and plan for promotion of e-governance, and facilitate establishing e-governance system in terms of institutionalization of e-governance services. MCC and its TOR are expected to be institutionalized by the end of the project; thus, LGD monitors the e-governance activities in CC level, and may produce a gazette for establishment of MCC as authorized body.

6. Necessary Tasks and Procedure

6.1 Established MCC with specific TOR

PIU establishes MCC in CC office. Head of MCC is Secretary, and Public Relation officer or any officer assigned in charge take responsibility of member secretary. Head of IT section and representative of each department are general members. Head of department assign one potential officer who has better skills on computer operation or IT as representative.

6.2 Meetings

Meeting of MCC are classified into two categories. One is general meeting held quarterly basis. All members of MCC participated in the general meeting. The major tasks of general meeting is formulation of annual plan and budget. In the first meeting, representative of each department propose regular or special information dissemination. All proposals are integrated as draft annual plan and review in the second meeting. The result of examination by the concerned standing committee and comments given by CSCC are reviewed in the third quarterly meeting. In the final meeting, participants discuss comments from City Council meeting, if any, issues for future activities and plan for next year.

Another meeting is held by core officials namely Chairperson, member secretary and IT section officer. The core officials hold meeting for preparation of necessary documents for general meetings and standing committee, CSCC and City Council meeting.

6.3 Prepare or develop annual plan for information dissemination activity, e-governance initiative and operation of CISC

MCC make annual plan for information dissemination activity, e-governance initiative and operation of CISC (sample format for annual plan is attached as **Annex I**). Activity of e-governance initiative and CISC are explained in Activity 1.1 and 1.3.

SMS information dissemination is one of new initiative taken by MCC in CGP. MCC prepare a plan for SMS activity as following steps;

- Select specific information to be disseminated regularly;
- Make list of possible special dissemination for future event such as large scale infrastructure work which affect citizen's life, public events like cultural program, political gathering, etc.;
- Integrate information dissemination activity initiated by other departments, units and other organization in CC into the annual plan;
- Make schedule of information dissemination;
- Maintenance of SMS system, if service provider recommend;
- Make budget according to the number of dissemination.

Details are described in the following sections.

6.4 Preparation of Regular and special information dissemination

(1) Regular information dissemination

There are some information to be disseminated regularly for example regular meeting of CSCC, WLCC, City Council meeting, CDCC general meeting, and mass public meeting and so on. Information of regular activity may be disseminated through bulk system which disseminate information to a certain group of people, not all registered number. If CC find needs to

disseminate it all citizen, they can sent information of those regular meeting to all registered citizens.

MCC requests responsible officials of the regular meeting to provide necessary information to be disseminated before hands.

(2) Special information dissemination

There must be some special information to be disseminated such as free vaccination, new services started in CC office, special meetings organized out of regular meeting, events of other ICGIAP activities like a campaign for law enforcement, disaster alert, large scale infrastructure work and traffic control for it, etc. Concerned departments and units need to inform MCC the possibility of those special information dissemination with probable schedule so that MCC prepare special budget for those purpose.

6.5 Budget preparation

Cost of one message for 5,000 people is fixed when the system introduced. Budget for regular dissemination is estimated based on it.

Budget for special dissemination should be estimated based on proposal for special information dissemination provided by concerned departments and units.

6.6 Examination, comments and approval

(1) Examination by Standing Committee of Communication

Annual plan for information dissemination activities through SMS system (e-governance and CISC operation are also integrated in the plan) with specific budget is examined by Standing Committee of Communication. The standing committee members review the plan and give comments. MCC revised the plan based on the comments of the standing committee. MCC does not have to accept all comments of the standing committee, but it needs to answer to all comments.

(2) Comments from CSCC

Since the activity of information dissemination is implemented according to the needs of citizen, the plan for these activities should be review by CSCC. Mayor or member secretary of CSCC explains what information to be disseminated to citizen. If there are any comments on the information dissemination activity, Mayor requests MCC to considers how the comments should be reflected in the plan.

(3) Approval of City Council

The plan of MCC's activity should be finally approved by City Council. Mayor or member secretary explains the contents and budget of MCC activities. If there is any questions or comments on the plan, MCC needs to answer to them.

6.7 Implementation of information dissemination and other activities

(1) SMS

Implementation of information dissemination take place according to the proposed schedule. MCC takes actions for implementation. It makes specific messages based on the request from concerned department, units and committees. Circulate them through SMS system.

(2) Other activities

Departments, units and committees may request MCC to support them in terms of information dissemination through mass media such as newspaper, TV, radio, SMS, web-portal, etc. Responsible officials provide information to be disseminated with MCC, so that MCC makes contact with media to deliver the information, or upload it on web-portal.

6.8 Annual report

Annual report should be prepared by MCC to report to PIU. The sample format for annual report is attached in **Annex II**.

7. Implementation Schedule

- Establishment of MCC: Immediately after PIU established
- Formulation of annual plan: Immediately after establishment of MCC
- Implementation: According to the schedule formulated as annual plan
- Annual report: end of every fiscal year (in June)

Detail schedule are showed in **Annex III**.

8. Cost of Implementation

Service Description	Qty	Rate	Amount
SMS sending Cost	5000	0.8	4000

Note: This cost will be required each time in each CC. This cost will by multiply as many times they required to send SMS.

Annex I

Final_January 2018

Annex II Sample of format for Annual Plan

ANNUAL PLAN
Mass Communication Cell
 XXX City Corporation
 DD/MM/20XX

1. Information Dissemination through SMS

No.	Dept. / Unit / Committee	Items	Target Receivers	No. of Receivers	No. of Delivery	Mode of Delivery	Budget
1	CDCC	General meeting	Member of CDCC	30 members	4 times	Bulk	
2	Mayor's office	Mass public meeting	General citizens	5,000 (All registered citizens)	2 times	Unlimited	
3		Special message from Mayor	General citizens	5,000 (All registered citizens)	4 times	Unlimited	
4	CSCC	General meeting	Member of CSCC	50 members		Bulk	

2. Other Activity in Improvement of Openness and Information Dissemination

No.	Title of Activity	Detail Activity	Operation in charge	Budget
1	Digitization and integration of Trade license	Integration into MIS Data entry Operation training	License Section / XXX officer	
2	Integration of Death and Birth	Integration of death and birth registration system into CC's MIS	MCC	
3	CISC operation	Death and Birth registration service at CISC	MCC	

Name: _____

Position: MCC Chairperson / Secretary

Date: _____

Annex III Sample Format of Annual Report

Annual Report

Mass Communication Cell
XXX City Corporation
DD/MM/20XX

1 Plan and Achievements

No.	Dept. / Unit / Committee	Items	Target Receivers	No. of Receivers	No. of Delivery		Budget		Remarks
					Projected	Actual	Projected	Actual	
1	CDCC	General meeting	Member of CDCC	30 members	4 times				
2	Mayor's office	Mass public meeting	General citizens	5,000 (All registered citizens)	2 times				
3		Special message from Mayor	General citizens	5,000 (All registered citizens)	4 times				
4	CSCC	General meeting	Member of CSCC	50 members					
5									

No.	Title of Activity	Detail Activity	Operation in charge	Output	Budget	
					Projected	Actual
1	Digitization and integration of Trade license	Integration into MIS Data entry Operation training	License Section / XXX officer	Trade license was digitized. Operation training was conducted for 1 IT officer and 2 officers in charge of license section Service delivery started		
2	Integration of Death and Birth	Integration of death and birth registration system into CC's MIS	MCC	Death and Birth registration system was integrated into MIS		
3	CISC operation	Death and Birth registration service at CISC	MCC	Death and Birth certificate is issued at CISC		

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2 Special Remarks on Activities

No.	Activity	Issues	Remarks / Lessons Learnt

Name: _____.

Position: MCC Chairperson / Secretary

Date: _____.

Final _ January 2018