



# KNOWLEDGE MANAGEMENT

AT THE CUTTING EDGE





The Meghalaya Basin Management Agency





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# 01

## About Megha-LAMP

The Meghalaya Livelihoods and Access to Markets Project, or Megha-LAMP, is an Externally Aided Project (EAP) of the Government of Meghalaya that implements multi-sectoral interventions to empower the farming communities of the State and improve their quality of life. The project is co-funded by the Government of Meghalaya and the International Fund for Agricultural Development (IFAD) and implemented by the Meghalaya Basin Management Agency (MBMA), a not-for-profit, Section 8 company incorporated under the State's Planning Department.

The objective is to enhance farmers' incomes by supporting the creation and access to inclusive supply chains, strengthening land productivity through targeted Natural Resource Management (NRM), improving production through knowledge infusion, and enabling access to capital and other financial services for enhancing value creation and participation in remunerative supply chains.

Megha-LAMP mobilizes farmers into producer groups to ensure a fair share of profits and prevent exploitation. Collective Marketing Centres (CMC) facilitate aggregation, processing, and marketing of produce, while Custom Hiring Centres (CHC) provide access to tools and implements for improving agricultural productivity and efficiency. Farmers' Markets established by the project support local farmers, promote healthy and sustainable agricultural practices, and strengthen market connections. Entrepreneurship promotion hubs called PRIME (Promotion and Incubation of Market-Driven Enterprises) Hubs have also been set up across the state to provide support related to skilling, marketing, funding, and market connect.

## Overview



### FUNDING AGENCY

International Fund for Agricultural Development (IFAD)



### IMPLEMENTING AGENCY

Meghalaya Basin Management Agency (MBMA)



### PROJECT COVERAGE

1350 Villages, 18 Blocks  
(Coverage being extended)



### PROJECT PERIOD

2014-2022  
(Extended to 2024)



### PROJECT COST

\$ 205.75 Million  
(Includes Additional Financing)

## Project Components

# 1

NRM project activities are implemented through the component **Integrated Natural Resource Management (INRM)** to empower communities to develop and manage natural resources holistically, reduce drudgery, and have them serve as the foundation for sustainable livelihoods and enhanced incomes.

# 2

The **Rural Finance** component ensures the availability of financial services in rural and unserved areas through the Integrated Village Cooperative Societies (IVCS), which are homegrown, community-based organisations that enable farmers to take on higher level activities and participate in remunerative supply chains.

# 3

Supply chain development activities are implemented through the component **Inclusive Supply Chain & Enterprise Development (ISC&ED)** to enhance productivity and marketing capacity of farmers and ensure inclusive growth of commodity supply chains that cover not only crops and livestock products but also enterprise development.





# 02

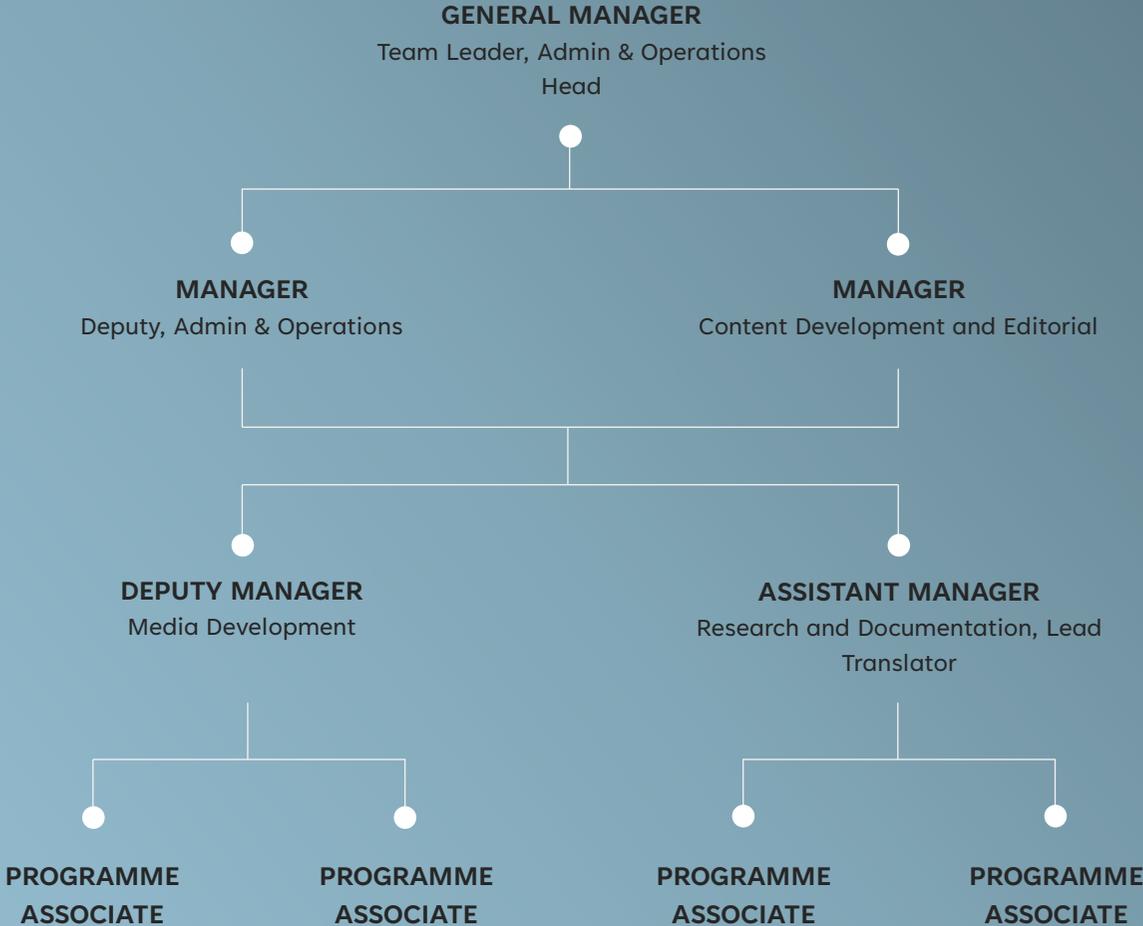
## Knowledge Management in Megha-LAMP

The ability to effectively manage knowledge can significantly enhance productivity and support the achievement of developmental interventions. This is especially true for livelihoods-promotion and rural development-centric projects where success often hinges on the ability to share lessons and learn from models and best practices. To this end, Knowledge Management (KM) processes are developed to augment activities and interventions for attaining improved outcomes and greater impacts. The availability of a strong knowledge repository ensures that all programmatic as well as partner learning and knowledge is captured, processed, and made available to the right stakeholder at the right time and in the format that can be applied further by the stakeholders.

A full-fledged Knowledge Management unit was set up in 2014. Under Megha-LAMP, the unit actively supports the implementation of project initiatives by creating a platform for knowledge capture, synthesis, and exchange to augment lesson learning, motivate project actors, and enhance visibility of project efforts across all levels.

# Team Structure

The KM team structure was set up to foster collaboration, encourage knowledge sharing among members, promote creativity, improve efficiency and productivity, and enhance learning and development

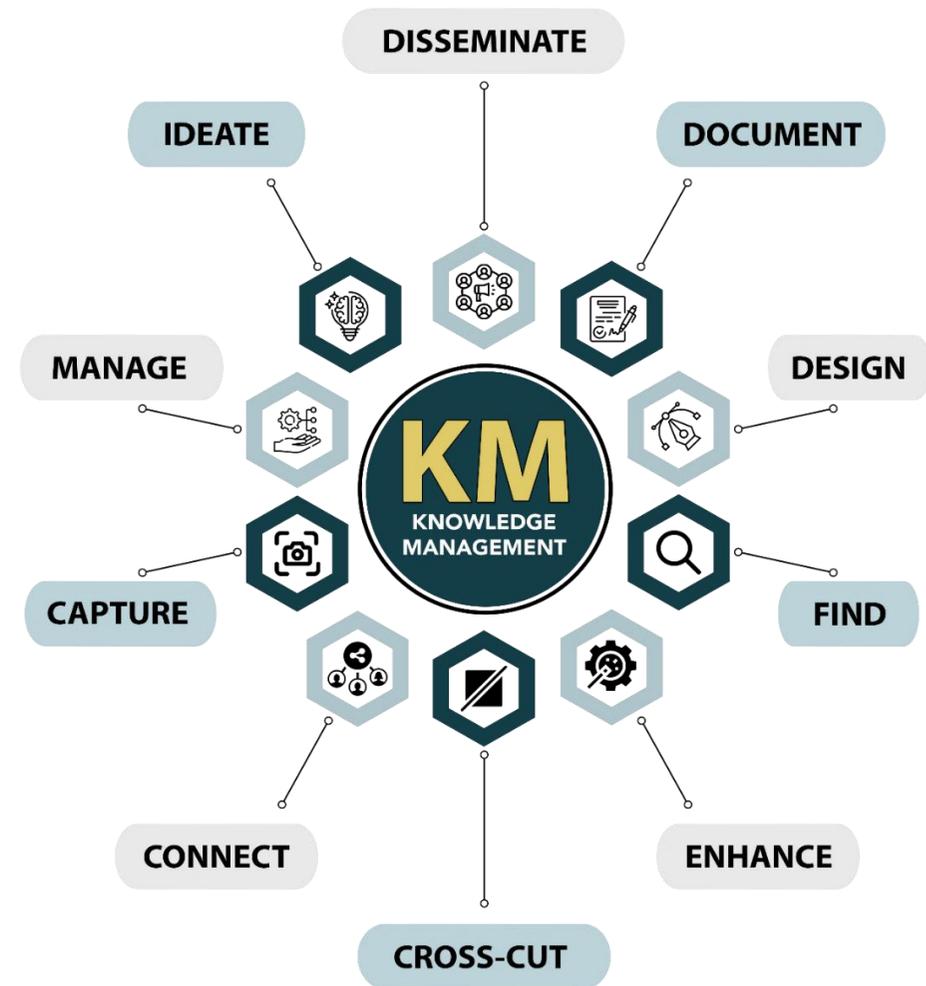


## Activities of KM

KM is a cross-cutting unit that serves all EAPs and programs of MBMA and its sister institution, the Meghalaya Basin Development Authority (MBDA), a registered non-profit society under the Planning Department of Meghalaya.

Key Activities of KM include:

1. Facilitating knowledge and information sharing within and outside the organization
2. Building and strengthening a culture of learning and sharing
3. Documenting best practices and case studies to guide decision-making and problem-solving
4. Enhancing project presence and outreach



## The 3-Pronged Approach to Implementation

KM adopts a 3-pronged approach to implementation namely, internal communication and learning, community communication and knowledge sharing, and public dissemination of knowledge. By applying this approach holistically, KM has been able to establish a robust knowledge management framework that supports continuous learning, innovation, growth, and collaboration both internally and externally.



This approach is elaborated upon in the following chapters.





# 03

## Internal Communication and Learning

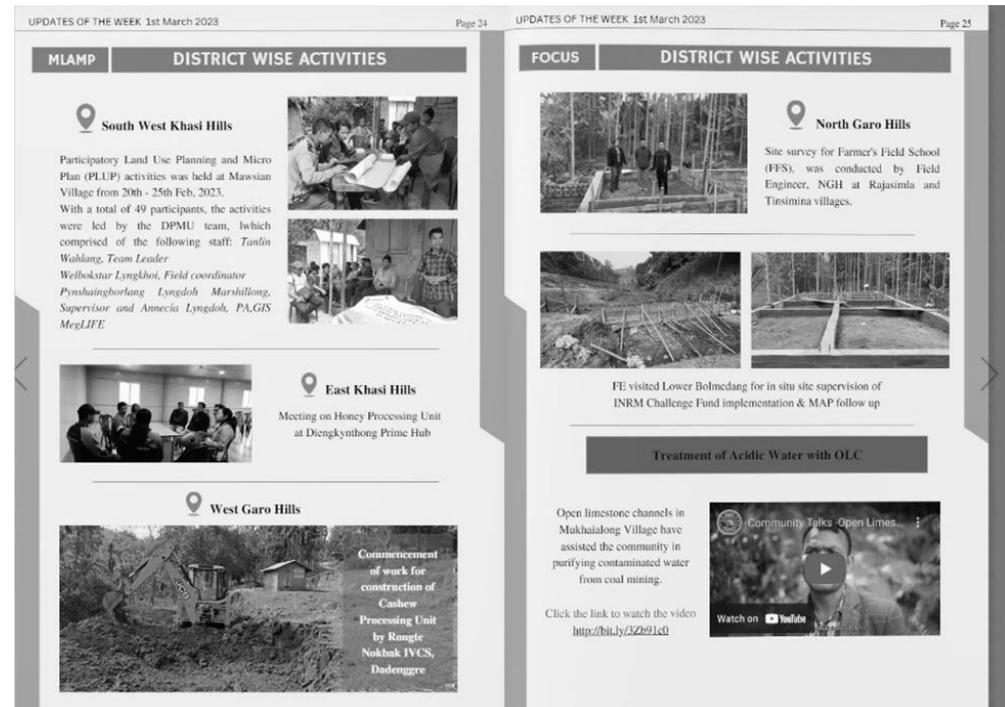
Effective Internal Communication and Learning are critical components of successful project management. They help ensure that the team is aligned towards the same objectives and everyone is aware of updates and changes through clear communication channels and feedback loops. To support these efforts, the KM team is responsible for various activities including the creation and dissemination of weekly e-newsletters, coordinating meetings at the block and district levels with support from the district teams, and maintaining a knowledge repository that is available for use by all project functionaries at any given time.

## Weekly e-Newsletters

KM produces and disseminates weekly e-newsletters to keep project management and personnel across the state informed, motivated, educated, and connected. The idea of creating the newsletters stemmed from a recognition that there was inadequate communication among personnel located in different parts of Meghalaya. Given Megha-LAMP's state-wide coverage, this resulted in poor knowledge of each other's progress and activities. Against this backdrop, KM felt the need to establish a means of connect among all personnel to promote a culture of learning and sharing, and to encourage collaboration and knowledge exchange. Since its launch in 2017, the newsletters have served as a link that enables project staff to stay updated and informed while enhancing communication and knowledge management across the organization.

The approach is straightforward. Project personnel stationed at the districts document, collate, and send information on activities and developments on the ground to the KM team at HQ. The information is then compiled, analysed, and consolidated in the form of the e-newsletter report, which is disseminated every week via WhatsApp and email.

The **Updates of the Week** newsletter covers ongoing project developments, events, programs, workshops, and other activities. Over time, the newsletter has evolved in design, content, and coverage to better serve and cater to all projects and programs of MBMA and MBDA. It is now available for viewing or downloading on the MBMA website, and it has become a highly effective communication tool.



Scan here to view our Newsletters

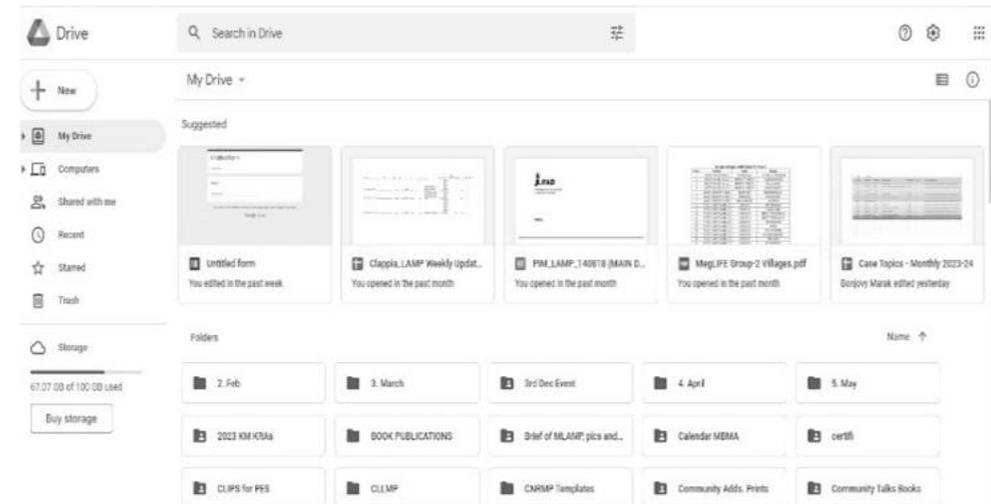
## Review Meetings

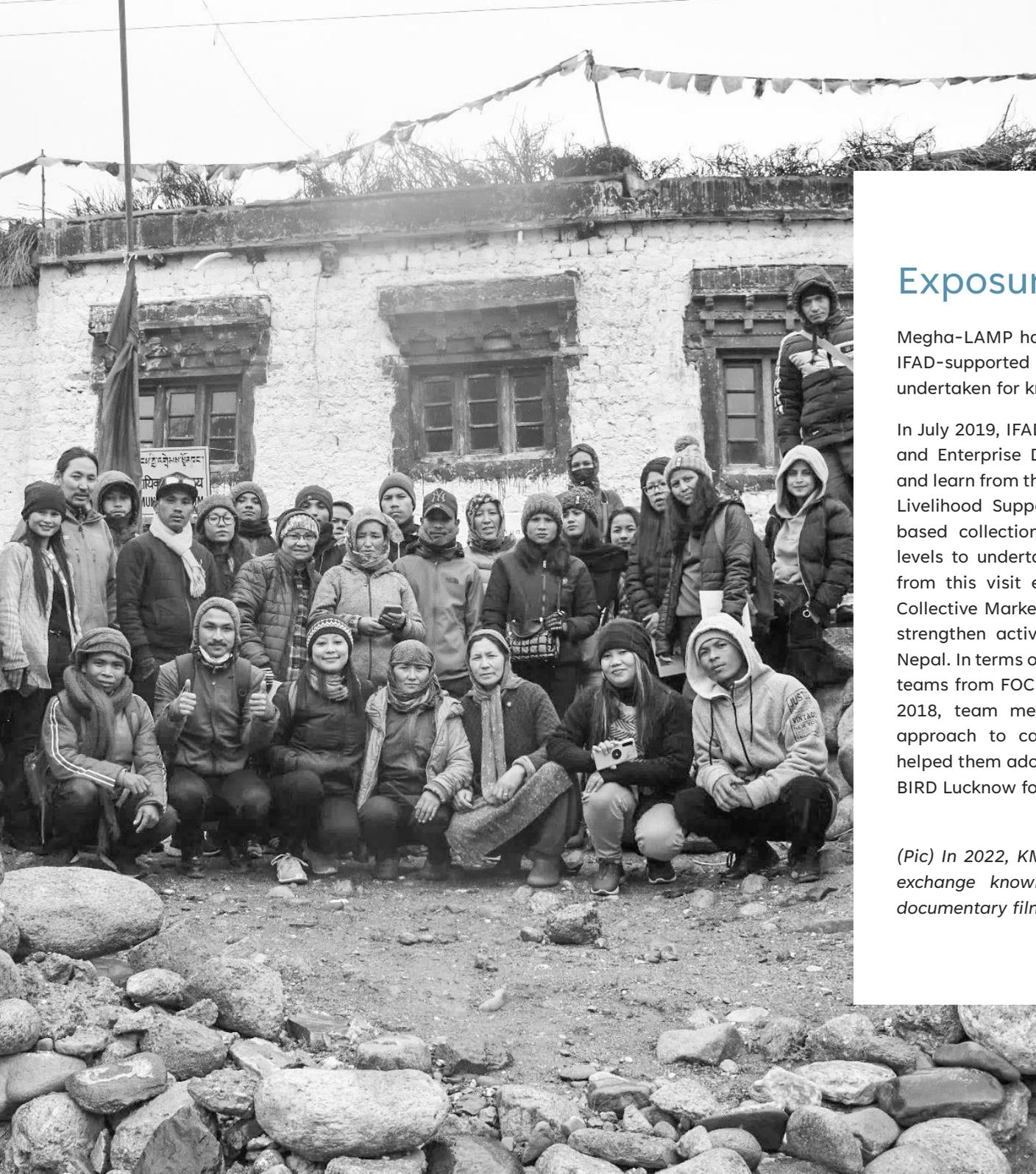
To ensure smooth implementation of project activities, KM coordinates regular review meetings at the State Project Management Unit (SPMU) level, monthly meetings at the block level, and quarterly meetings at the district level. These meetings are essential for project success as they provide opportunities to evaluate progress against agreed timelines, identify risks and bottlenecks, and allow for necessary adjustments. After the project's Mid-Term Review (MTR), it was deemed necessary to organize regular meetings at the SPMU level to ensure coordination across all levels of implementation and review progress and action plans as one team. Pre-MTR, achievements of project targets were behind plan, and progress was unsatisfactory because components were primarily working in silos. The review meetings have since addressed this issue, and now, component teams are aware of each other's work with opportunities for better collaboration, resulting in institutionalizing collaborative practices. The meetings at the block and district levels, which are held with line departments, stakeholders, and other agencies, have also provided opportunities for convergence between the project and other government programs or schemes.



## Knowledge Repository

Data maintenance is important to ensure the proper utilization of data and resources. It is essential for maintaining precise, up-to-date, comprehensive, and easily accessible information. KM has adopted a robust knowledge repository maintenance strategy to provide support with organization and collection for use at any given time, complete with caption, geo-tagging, and crediting. The data is maintained and accessible to all project staff and includes a vast array of materials, such as project documents, videos, photographs, reports, notifications, presentations, links to newsletters and publications, and more. The exercise has enabled the team to work more efficiently, reducing the time and effort required to search for and analyze data, resulting in improved productivity and faster turnaround times.





## Exposure Visits and Training

Megha-LAMP has participated and facilitated cross learning with other IFAD-supported projects and stakeholders, a number of which have been undertaken for knowledge generation and dissemination.

In July 2019, IFAD arranged for personnel from the Inclusive Supply Chain and Enterprise Development (ISC&ED) component to visit Uttarakhand and learn from the success of the collection centre model of the Integrated Livelihood Support Project (ILSP), which had established community-based collection centres and mini-collection enterprises across local levels to undertake value addition and processing of produce. Lessons from this visit eventually helped formulate the idea for the project's Collective Marketing Centres. The M&E team has likewise visited ILSP to strengthen activities. Project staff have also visited HVAT project in Nepal. In terms of supporting other projects, in 2022, Megha-LAMP hosted teams from FOCUS Nagaland and Mizoram during their learning visit. In 2018, team members from ILSP visited to learn from the project's approach to capacity building and knowledge management, which helped them adopt some of the KM practices, and also in partnering with BIRD Lucknow for their training and capacity building needs.

*(Pic) In 2022, KM participated in an exposure visit to Leh in Kashmir to exchange knowledge on video documentation with award-winning documentary filmmaker, Stanzin Dorjai Gya.*





# 04

## Community Communication and Knowledge Sharing

Community Communication and Knowledge Sharing are essential for promoting collaboration, engagement, and effective decision-making by the project's community beneficiaries. By establishing clear communication channels, communities are kept informed about project activities and interventions, thereby promoting a culture of knowledge-sharing and active participation. For Megha-LAMP, KM is engaged in a range of activities to support community communication and knowledge sharing such as documenting and publishing best practices, success stories, innovations, and traditional knowledge for lesson learning and implementation, developing communication videos, organizing events, workshops, and meetings, creating various IEC materials for mobilization and information communication, and supporting the translation of project resource materials into local languages to ensure that there are no communication gaps. Under this approach, KM also organizes knowledge sharing events/ community dialogues to engage closely with communities, discuss challenges, build their capacities, help them leverage social media platforms, generate substantial knowledge of opportunities for local development, and help develop improved ways of knowledge sharing.

## Documentation of Best Practices and Success Stories

KM supports implementation with documentation and dissemination of knowledge to partners, government departments, and stakeholders. Its primary function is to capture best practices and success stories to not only create a comprehensive understanding of what works and what does not and build a knowledge base for reference of other existing or future projects, but also to address the challenge of these practices having poor visibility on account of poor documentation and promotion.



The process is strategic and commences with the KM research and documentation team consulting various project and district personnel to pinpoint leads from diverse sources. Subsequently, the team deliberates on the coverage dates and the nature of documentation needed, encompassing written and video formats. The team then reaches out to the relevant community or individual to elucidate the intent of the field visit and to determine the coverage dates. The documentation comprises comprehensive particulars about entrepreneurs, groups, or societies and centers on multiple facets of their progress. This includes their methodologies, business models, employed resources, received assistance, encountered obstacles, and identified prospects. These details are carefully recorded and reproduced in the form of the following publications:

- **In Conversation with the People of Meghalaya**, a magazine that showcases case studies of best practices, success stories, and innovations through dialogue with entrepreneurs, farmers, groups, and community members. The magazine serves as a tool for project functionaries to help communities generate ideas for their own development. It also acts as a platform to create awareness, showcase success stories, and acknowledge those featured in the magazine.
- **The Living Bridge**, a coffee table book that highlights inspirational human-interest stories to motivate aspirants and others facing similar challenges.
- **The Report to Citizens**, an annual document that details information about the activities, progress, and achievements of all projects and programs of MBMA and MBDA including Megha-LAMP during a financial year. The purpose of the RTC is also to promote transparency, accountability, and public awareness.
- **The Best Practices Resource Book**, the latest product of the field documentation efforts of KM. It aims to capture community good practices, methods, and innovations and publicize these untold stories so that others can draw lessons from them.

*Scan the QR Code to view or download our publications*



## Development of Communication Videos

KM produces various video products for dissemination of knowledge, case studies, innovations, and traditional knowledge, which can be used by key stakeholders, including community members, field staff, government departments, and the general public. During visits and tours to the field, the video team supports the research and documentation team with capturing video footage of the project activities, as well as conducting interviews with key stakeholders and communities to record their perspectives and experiences with Megha-LAMP implementation. The focus is often on before-and-after scenarios, including challenges, community work, project impact, and plans for improvement.

Back at HQ, the video team edits the raw footage and produces videos that not only highlight key achievements of the project's beneficiaries but also convey their stories. These videos have become essential tools for informing target audiences about initiatives, plans, and developments, as well as for sharing success stories and best practices that they can leverage or implement similarly. They have also become important resources for further research.

KM focuses on producing the following types of videos:

- **Success Stories** - These capture human interest aspects and comprise elements of a case study, including approaches, business models, resources used, support availed, challenges, and opportunities.
- **Tutorials and Video Manuals** - These are instructional videos that demonstrate processes and steps required in various areas, such as value addition, vaccination methods, and local innovations and solutions to common challenges.
- **Voices of Partners** - These are short clips capturing the testimonies of people on the impact of MBDA and MBMA and their various activities.

KM also covers programs, events, workshops, and symposiums organized by the organization or government line departments that have sought assistance. The footage is usually repackaged into concise highlights and then uploaded to MBMA's YouTube channel or shared with partners and stakeholders.



Agri Tools & Implements / Farm Machineries suitable for hills agriculture | 2019  
 Meghalaya Basin Development Authority MBDA  
 47K views · 4 years ago

### **KM supports project with video on effectiveness of utilizing Farm Tools and Implements**

KM supported with a documentation of the INRM component's awareness of farm tools and implements suitable for hills agriculture before they were provided to the various Custom Hiring Centres (CHC) of Megha-LAMP.

This video has been used by the component at numerous awareness programs on the efficiency of utilizing these machinery to increase productivity in much shorter time frames. The video has also garnered nearly 50k views since it was first published in 2019.



Jabar Lumtop Jaud IVCS- Custom Hiring Services



Meghalaya Basin Development Authorit...  
4.69K subscribers

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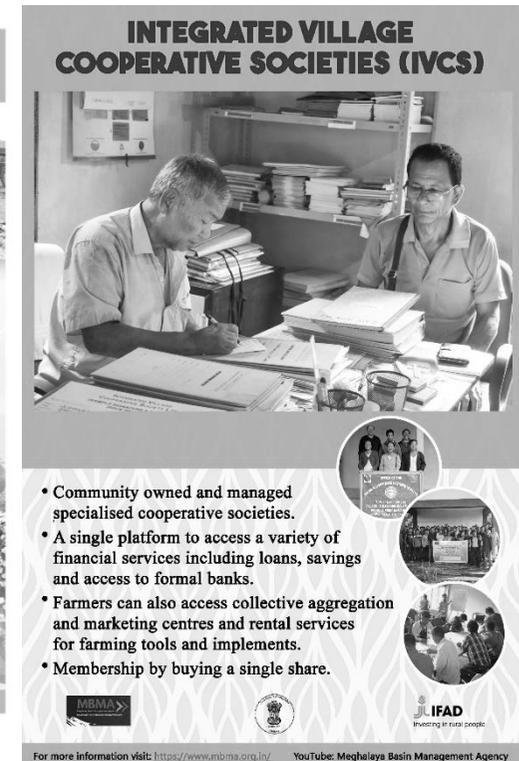


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## IEC for Mobilization and Information Communication

Information, education, and communication (IEC) development and production have significantly raised awareness about the project, organization, and government initiatives across various sections of society, particularly in rural communities where access to up-to-date information and initiatives is limited. These materials have also promoted behavioural change among beneficiaries. Under Megha-LAMP, a variety of IEC materials, such as posters, standees, brochures, and leaflets, have been created and disseminated with the support of KM.



### KM's WORK DURING COVID-19

KM's expertise in IEC proved highly effective during the COVID-19 pandemic as the State Government of Meghalaya implemented a multi-pronged approach to combat the virus. This approach involved systematic tracking of transmission, strengthening the health system, and creating awareness across rural communities. KM developed IEC materials such as posters, audio, and video in-house during after-work brainstorming sessions and oversaw the development of other communication materials by teams from the Health Department.



To ensure effective communication strategies, KM conducted stakeholder consultations with doctors, nurses, supervisors from various hospitals, educational institutions, scientists, communication experts, and rural and urban community members. Case studies and scientific papers from other countries were also reviewed to shape communication messages. A WhatsApp group was created that comprised government officials, doctors, consultants, and MBMA members to enable real-time communication.

The IEC materials were first tested with a limited number of community members, and their feedback was used as a driving force to create a family of posters that conveyed the intended message using real photographs and minimal text to connect with the target audience. All posters were translated and maintained consistency in design, colour scheme, and branding for easy recall. They were reviewed and approved by key officials, including doctors representing hospitals in the state before dissemination through various channels such as distribution by teachers, ASHAs, Anganwadi workers, press, and social media. KM's proactiveness and support with the development of these IEC materials were influential in creating awareness and action within the community to combat the pandemic.

## Translation

KM provides translation services for various IEC materials as well as resource manuals as and when required. This is particularly important in Megha-LAMP and other projects of MBMA and MBDA where the majority of the work is implemented in rural areas with diverse populations and different languages and dialects. The aim of these translation services is to support the implementation and ensure that there is no miscommunication. KM has also translated all its publications.



## Knowledge Sharing Events and Community Dialogues

A key activity of KM is the organization of knowledge sharing events that aim to promote a culture of learning and collaboration among communities and individuals. These events have been organized in various forms over the years, including formal and informal dialogues with members of the community in their local halls, district events with support from the district teams and collaboration with line departments and agencies, and most recently, a state-level event with participation from some of the highest levels of government.

KM's Knowledge Sharing Events provide communities, beneficiaries, and partners with the opportunity to share experiences, lessons, innovations, and expertise.

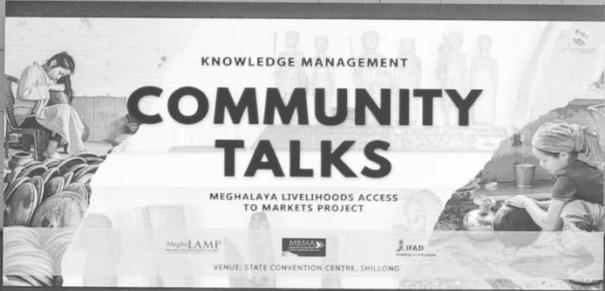
From 2015-2018, KM collaborated with the Inclusive Supply Chain & Enterprise Development component of Megha-LAMP to organize a series of dialogues. These events closely engaged with communities, discussed challenges with market access, and built capacities in various domains. Apart from generating substantial knowledge on opportunities for local development and improved ways of sharing knowledge, these programs also facilitated peer-to-peer learning and resulted in communities developing their own action plans to address challenges.

Similarly, the 2019 series focused on empowering farmers to use social media tools to disseminate knowledge. Resource persons and YouTube content creators from outside the state with knowledge of improved farming techniques were invited to participate. Three events were held across Meghalaya where farmers were introduced to various social media platforms and learned ways to leverage them to enhance skills and capabilities. The goal was to empower them so that they also become content creators and knowledge resources for other farmers of the state.



And as with any good, results-proven initiative, the next step always necessitates scaling up. Against this backdrop, 2022 witnessed KM's largest knowledge sharing event to date – the **COMMUNITY TALKS** event.

KM recognized that Meghalaya is home to many community good practices and innovations that have yet to become standards and have poor visibility because of a host of reasons that include limited documentation and promotion amid the lack of strong platforms for showcasing and scaling up. To this end, KM, with support from the district teams over the course of 2022, organized a series of community-driven knowledge sharing events across the districts of Meghalaya in collaboration with various departments and agencies. The aim was to enable knowledge sharing and lessons transmitting on a variety of subjects from traditional knowledge, natural resources management, and entrepreneurship to financial inclusion and community organization while aiding in the transformation of individuals and communities. The culmination of these district events was the state-level Community Talks Event, a program that was exclusively organized for the communities by the communities.



Initially, KM worked closely with the districts to scout for the best community practices and innovations across various thematic areas in rural development, entrepreneurship, as well as traditional knowledge. The team made sure that the scouting process was comprehensive, leaving no stone unturned in their quest to identify the most potentially innovative and impactful practices. Once the scouting process was completed, the district team curated the best of the best and nominated their participation at the state-level Community Talks event.

The 2022 edition witnessed 12 communities and individuals from across Meghalaya spotlighted and celebrated for their good work and for being regarded as local role models. Over 250 people were present including officials from line departments and agencies of the state government and enthusiastic communities that arrived far and wide to be part of the unique showcase on community cross-learning and sharing. The event was well received, with good press and media coverage. It was also live streamed for those who could not attend in person, allowing even more people to participate and watch online.

For the 2023-24 event, the plan is to celebrate the contributions of women entrepreneurs and changemakers from the rural regions of Meghalaya.



*Scan the QR Code to watch video highlights of the program*





# 05

## Public Dissemination of Knowledge

KM has employed a range of strategies to effectively disseminate knowledge beyond the project and organization targets. Public dissemination of knowledge has increased the impact and reach of information related to progress, advertisements, and developments. To achieve this, the team operates, maintains, and updates the organization's websites, which contain information on the project and organization. Today, Megha-LAMP has a strong presence on various social media platforms such as YouTube, Instagram, and Facebook. The team shares video, story, and picture formats and press releases on these platforms to bring visibility to the project and organization and extend outreach.

KM has also facilitated the launch of the Village Information Centres (VIC), which are multi-purpose knowledge centres that bring government functionaries and communities together to discuss local challenges and potential solutions. These VICs provide communities with access to information related to the project, development, and the village itself.

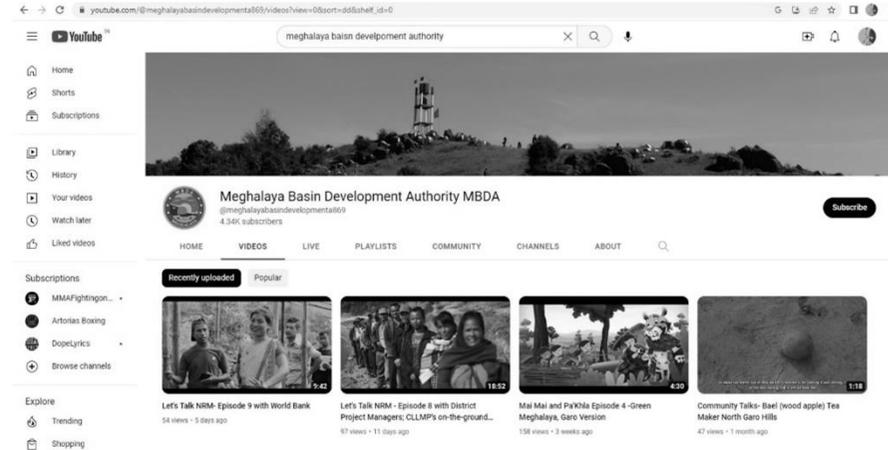
## Social Media

Social Media has demonstrated its efficacy as a valuable tool for KM to disseminate information and updates of all works and projects of the organization through dedicated social networking sites such as Facebook, Twitter, and Instagram. By using hashtags and other tools, the team has been able to engage with people interested in the work, thus creating a sense of community and possibilities for collaboration. Social media has also allowed real-time interaction with stakeholders and has enabled KM to respond to questions and concerns promptly. A YouTube channel is also being operated to disseminate success stories, best practices, and informational videos. These efforts have helped to establish greater outreach across the project area. Both the state and district teams have been able to utilize the channel, particularly during training and awareness programs, as well as during showcases on best practices for motivational, informational, and other purposes.



## Mass Media

KM also disseminates information through traditional mass media, such as radio shows, newspapers, and articles to reach its target audience. Recently, KM has successfully co-produced radio shows and collaborated with local news agencies to highlight initiatives and services, influence public opinion, and shape attitudes and beliefs about various issues.



### State holds Program to Celebrate the Communities of Meghalaya

By NE India Broadcast  
Dec 20, 2022 Shillong



A programme to celebrate and spotlight the communities of Meghalaya for their good work across various sectors of rural development and livelihood enhancement was held at the State Convention Centre, Shillong. The unique programme was aimed at enabling communities from all over the state to share their knowledge and transmit the lessons and information on a variety of subjects from traditional knowledge, natural resources management, and entrepreneurship to financial inclusion and community organization aiding in the transformation of individuals and communities.

## Press Releases

KM places high priority on sharing news items with the press in a timely manner regarding project-related initiatives. The news items cover a broad range of topics, from events to programs and workshops. While newspapers have been the traditional medium for news dissemination, especially if the intended news item is meant to reach audiences from the rural areas with poor online connectivity, other channels like online news portals, email, and social media have also been utilized to maximize reach and visibility via an approach centered on delivering engaging and news-worthy stories.

## Website Maintenance and Operation

Website maintenance is an important aspect of KM's work for ensuring that both the MBDA and MBMA websites remain functional, updated, secure, and visually appealing to visitors and stakeholders. As part of its regular function, KM is responsible for providing relevant and current content to both websites. It also assists with feeding advertisements, project development documents, databases, news articles, and blogs. For the MBMA website, KM helped create the concept, design, and content of all projects and programs of the organization in collaboration with the IT team of MBMA to provide a positive user experience.



Doubling Family Incomes by 2022

### MEGHA-LAMP AT A GLANCE



#### Project Goal

To improve family incomes and the quality of life in rural Meghalaya.



#### Development Objective

Expanded and sustainable livelihood opportunities adapted to the hill environment and to the effects of climate change.



#### Project Period

December 2014 - December 2022



#### Coverage

1,350 villages in 18 blocks across all 11 districts.

### KEY COMPONENTS



#### Integrated Natural Resource Management

The project aims to empower all 1,350 villages with skills and knowledge for sustainable natural resource management planning and implementation of those plans to enhance land productivity and reduce drudgery.

[Read More](#)



#### Rural Finance

This component will strengthen access to finance through the establishment of 300 WCCs across the state and through facilitation of credit access for farmers.

[Read More](#)



#### Inclusive Supply Chains and Enterprise Development

This component focuses on benchmarking, facilitation and capacity building to facilitate inclusive growth of community supply chains covering crops and livestock products, and enterprises by individuals across local markets.

[Read More](#)

### In Focus



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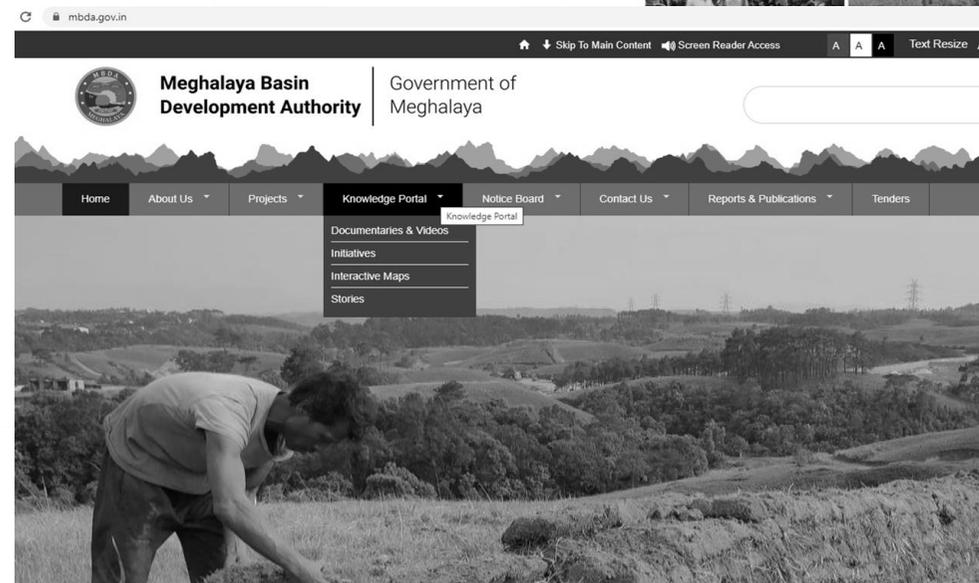
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## Village Information Centres (VIC)

Meghalaya has approximately 6,500+ villages but most of the villages do not have frequent visits or interactions with government officials. While government offices are present in Blocks and Districts, typically only a few people or representatives would visit these offices, leaving a large majority with no platform to engage with the government. This is amplified for villages located in remote and tough terrain. As per the 2006 census of the Meghalaya Government Employees<sup>1</sup>, Meghalaya had a total of 50,210 employees. Of these 3,220 are gazette officials of which about 850 are posted at rural offices. While this is relatively old data, however, even if these numbers are considered where each officials decide to adopt all the villages amongst themselves, then this would translate to approximately 8 villages per official. If other senior non-gazette officials are also considered, then the number of villages each officer need to adopt drastically reduces.

The Village Information Center (VIC) has been conceptualized as a platform to bring communities and officials closer so as to strengthen the connection between the government and the communities at the grassroot. It can become a space where communities can openly interact with officials of various departments directly in their village and share with them their challenges and aspirations. For the government departments, this can serve as a quick reference to the kind of problems and needs of the communities therefore allowing them to plan better their interventions, schemes, and programs. Often times, it has been observed that many issues can be addressed by communities themselves if given the right kind of facilitation and resource support. The VIC will provide officials with the opportunity to facilitate communities while also honing their facilitation capabilities in the process. Further, it will also help strengthen cross departmental networks as the issues villages will require constant collaboration and engagement between departments. Lastly, it would help forge a stronger relationship between the communities and concerned officials of the government which could lead to overall improvement in the quality of service rendered.

<sup>1</sup> <https://megplanning.gov.in/statistics/Census-employees/2006.pdf>

## OBJECTIVES OF THE VIC

1

To create a space at the village where communities and government officials can regularly meet and engaged with one another to explore opportunities, find solutions, or share knowledge

2

To build a better understanding of ground realities and thus enable government to better plan its initiatives

3

To strengthen collaboration and network between various government departments and officials

4

To empower communities with information and knowledge that is useful for their development

5

To promote a deeper connect and a sense of oneness between Officials and Communities



## SET-UP OF THE VIC

The VIC is a physical indoor space within a village that is accessible to the entire community and can be used for conducting meetings with officials or meetings amongst community members, etc. It is equipped with shelves, notice boards and furniture to enable communities to display artifacts and information about the village. An amount of Rs.10,000 per VIC has been provided by MBMA for this purpose under Megha-LAMP. Depending on the requirement, the VIC could also be provided with equipment such as a TV screen, computer, internet connection, however, these would be on a need basis to help achieve the broader objective of the VIC. Where provided, these can also be used by various government departments to display information about ongoing or upcoming schemes, programs, or any other development related information that the communities should be aware of. Broadly these can be as follows:

**Village related information:** Information pertaining to various achievements of the village including display of new and unique farm / non-farm products of the village, various indigenous tools, implements, and innovations made, historical information of the village such as village history, prominent people, past developmental projects, key USPs, etc. Communities can also make three-dimensional clay models of their villages on which they can visually showcase various activities and interventions, facts and figures, and other information, which can be updated from time to time.

**Development related information:** Information related to government schemes and services including process for application, eligibility, requirements, support available, contact information, etc., important news and events, contact details of relevant authorities and thematic experts that communities can reach in case support is required best practices related to various sectors such as agriculture, health, rural development, education, water management, governance, gender, community institutions, natural resource management, climate change adaptation and mitigation, opportunities for entrepreneurship and personal development, support and business networks available and any other information relevant to the promotion of development of each village and community.

**Project related information:** Some of the villages may also be implementing EAPs (IFAD, World Bank, JICA etc.). These projects can use the VIC for displaying various project information that pertains to each village to keep the village informed on the various project activities being undertaken in their village, the progress, physical and financial status, future activities, roles and responsibilities of the village, grievance redressal etc. Apart from activity-based information, the project can put up IEC explaining the project, key concepts of the various components, activity flowcharts, definitions, village resource maps & satellite imagery, contact details of key project personnel in their area, and notices and messages. This would enable the community to be aware of the scope of the project, resources available, the progress made and future plans.



### FIRST VISIT OF GOVERNMENT OFFICIAL TO MUKHAIALONG VILLAGE, EAST JAINTIA HILLS DISTRICT

On November 8th, 2022, the first visit by a government official was made to Mukhaialong village in the East Jaintia Hills District, facilitated by the team in Khliehriat and KM. During the visit, the ATMA official provided information about ATMA, its programs and initiatives, and other related matters. The community also had the opportunity to interact with the official, while the headman, Shri. Hundred Phawa, expressed his support for the VIC model. He noted that the model facilitated clear communication between community members and government officials, allowing for an exchange of knowledge and the sharing of challenges and potential solutions. Going forward, the district team plans to facilitate monthly visits to the village by officials from other government departments. Since that time, KM has facilitated the visits of departments to 9 total villages.

### PROJECT VILLAGES THAT HAVE ESTABLISHED VICs



#### Village Name

Cham Cham  
Mukhaialong  
Tuber Kmaishnong  
Jalyiah  
Sohkymphor  
Wapung Skur

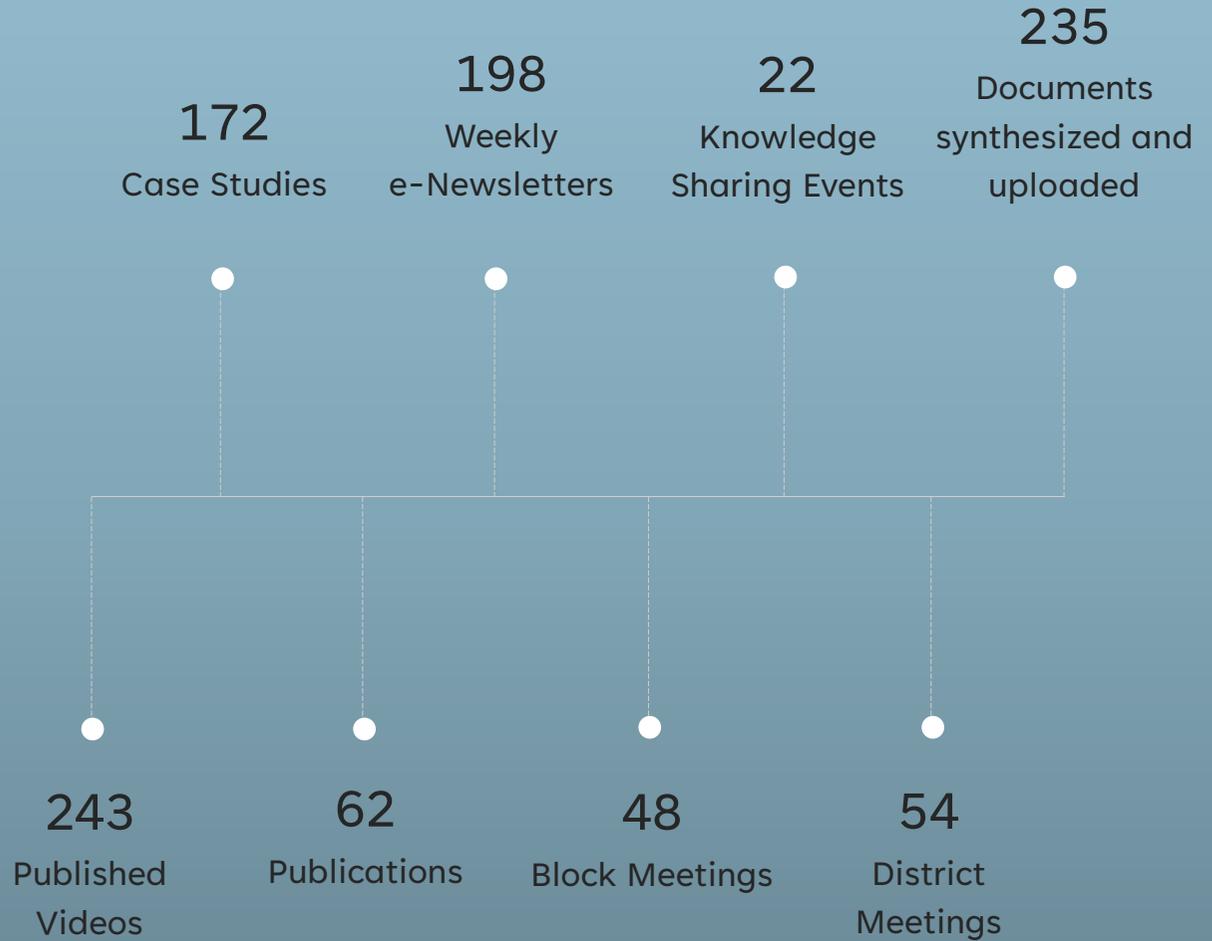
#### Village Name

Pamtbuh  
Khonglah  
Lamin  
Namdong B  
Phlongingkhaw  
Nonglatem



# 06

## Significant Achievements





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