CARIM INDIA – DEVELOPING A KNOWLEDGE BASE FOR POLICYMAKING ON INDIA-EU MIGRATION

Co-financed by the European Union

Awareness and Information Dissemination: Lessons from a Publicity Campaign in the Punjab

Paramjit Sahai

CARIM-India Research Report 2012/27
Awareness and Information Dissemination: Lessons from a Publicity Campaign in the Punjab

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CARIM-India – Developing a knowledge base for policymaking on India-EU migration

This project is co-financed by the European Union and carried out by the EUI in partnership with the Indian Council of Overseas Employment, (ICOE), the Indian Institute of Management Bangalore Association, (IIMB), and Maastricht University (Faculty of Law).

The proposed action is aimed at consolidating a constructive dialogue between the EU and India on migration covering all migration-related aspects. The objectives of the proposed action are aimed at:

- Assembling high-level Indian-EU expertise in major disciplines that deal with migration (demography, economics, law, sociology and politics) with a view to building up migration studies in India. This is an inherently international exercise in which experts will use standardised concepts and instruments that allow for aggregation and comparison. These experts will belong to all major disciplines that deal with migration, ranging from demography to law and from economics to sociology and political science.

- Providing the Government of India as well as the European Union, its Member States, the academia and civil society, with:
  1. Reliable, updated and comparative information on migration
  2. In-depth analyses on India-EU highly-skilled and circular migration, but also on low-skilled and irregular migration.

- Making research serve action by connecting experts with both policy-makers and the wider public through respectively policy-oriented research, training courses, and outreach programmes.

These three objectives will be pursued with a view to developing a knowledge base addressed to policy-makers and migration stakeholders in both the EU and India.

Results of the above activities are made available for public consultation through the website of the project: http://www.india-eu-migration.eu/

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Project Brief
“Developing a Knowledge Base for Policymaking on India-EU Migration”

Indian migration to Europe is a composite movement of skilled, regular workers as also of low-skilled and irregular workers. Its fast-growing population and huge pool of skills holds great potential for matching critical European Union (EU) labour market needs. However, there exist some knowledge gaps in understanding the characteristics and factors affecting Indian migration to the EU. The project, “Developing a Knowledge Base for Policy Making on India EU Migration”, co-financed by the European Commission (EC) aims at consolidating a constructive dialogue between India and the EU on migration-related issues.

The project seeks to:

- Marshal high-level India-EU expertise in major disciplines relating to international migration (demography, economics, law, sociology and politics) to develop a strong body of research work on migration studies in India.

- Provide the Government of India as well as the European Union, its Member States, academia and civil society, with
  - Reliable, updated and comparative information on migration
  - In depth analysis of the types, patterns, characteristics and processes of migration taking place between India and the EU
  - Enable informed and evidence based interventions by connecting experts with both policy-makers and the wider public through policy-oriented research, capacity building, and outreach programmes.

These three objectives will be pursued with a view to developing a knowledge base addressed to policy-makers and migration stakeholders in both the EU and India.

The project is being led by the European University Institute (EUI) in partnership with the Indian Council of Overseas Employment, (ICOE), the Indian Institute of Management Bangalore (IIMB) and Maastricht University (Faculty of Law).
I. Introduction

Even as the overwhelming majority of international migration is fully authorised, a considerable amount of attention is paid to irregular migrants, who form around 10-15% of the estimated 214 million international migrants worldwide. The data on irregular migrants is an estimate and there is “a lack of comparable data, both over time and between locations”. Attention to irregular migrants in the media is, however, justified, as it has both human and security implications that political leadership cannot afford to overlook, especially in a democratic polity.

Curbing irregular migration, therefore, assumes priority, both in the sending and the receiving countries. This is emerging as an important component of ‘migration management’, which results in the institution of laws and regulatory mechanism, punitive measures and awareness generation campaigns. Such steps can be taken by countries, in their individual capacity or through bilateral or multilateral arrangements.

The paper broadly sets out the background to the awareness generation campaign held in Jallandhar district in 2009, the processes involved and content of road shows, the target audience and stakeholders involved. In doing so, the paper is primarily an effort to document the awareness generation campaign in the Punjab for curbing irregular migration, highlight the challenges faced and conclude with lessons that can be drawn for possibly larger such campaigns in India against irregular migration.

India and Irregular Migration

There is no hard data available on irregular migrants from India. For Europe, the irregular migrants from India numbers around 1,00,000 at any given time. India perhaps has the smallest number of irregular migrants in the European Union amongst comparable countries of origin from Asia. The number is also small relative both to the stock of overseas Indians as well as to the flow of legal migrants from India to the EU. India is thus not a major contributor to irregular migrants abroad. What is however of concern in irregular migration from India, is the presence of certain high risk states, such as the Punjab and Andhra Pradesh. The rising human cost of irregular migration and the unfortunate international backlash to legal migration have necessitated concerted action from governments to curb irregular migration.

Illegal Migration, the Punjab and Developed Countries

Though the exact method employed to reach the conclusion is not clear, a UNODC Report in 2009 estimated that “every year around 20,000 youths from Punjab attempt irregular migration”. Every Punjabi is born with a desire to go abroad. The Doaba region in Punjab has the highest incidence of irregular migration. Jallandhar falls in this region and was thus the focus for awareness campaigns. Other emerging destinations in Punjab include Moga, Sangrur, and Faridkot. A large majority of the irregular migrants are from rural areas and most are males in the age group of 21-30 years. Some of the reasons for irregular migration include high unemployment rate and the perception that migration is the best alternative. Irregular migration is not a stigma amongst families. Among the destinations in Europe, the UK is the most favoured destination. Irregular migration has also taken place to other countries in Europe, such as Italy, Portugal, France, Spain, and Belgium. The modus operandi of the agents involved in irregular migration includes use of fake passports, forged visas and forged residence permits.

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2 Ibid.
3 Ibid.
4 Presentation made by Secretary, MOIA at Chandigarh, ‘Labour Mobility, Presenting Irregular Migration: Two sides of the same coin’- Dr. A. Didar Singh, 11 March 2010, Chandigarh.
5 UNODC Report, Smuggling of Migrants from India to Europe and in particular to UK: a Study of Punjab & Haryana, 2009.
6 Ibid., pp.43-44.
Because of their great desire to migrate, Punjabis become easy victims at the hands of unscrupulous agents in a phenomenon, which is termed ‘kabootarbazi’ (pigeon flying). It is, therefore, not surprising that many developed countries, in particular, Italy, UK and Canada have focused on Punjab for their campaigns against illegal migration. Such campaigns have been launched in Chandigarh from time to time during the years 2006-09. The UK High Commission had also held grassroots level campaigns in some villages in the Punjab. However, no awareness campaigns have been recently carried out by any of the respective diplomatic missions, for a number of years.

Apart from diplomatic missions, intergovernmental organizations such as the International Organization for Migration (IOM) have also played an important role in building awareness against the risks in irregular migration. IOM has helped in “information dissemination, targeting potential migrants who might be contemplating hazardous journeys and information campaigns aimed at host communities”.7 IOM has initiated a number of dissemination programmes in various regions, such as West Africa, the Caucasus and South Asia. It has also facilitated the setting up of Migrant Resource Centres in the sending countries, to act as twin channels of reliable information on migration and alert individuals to the risk of irregular migration.

IOM and India

India became a member of the IOM in 2008 and was rather a late entrant as a member of this intergovernmental organization. India signed MOU with IOM in July 20078 to implement a project, called ‘Regional Dialogue and Programmes on Facilitating Managed and Legal Migration between Asia and the European Union (EU)’. This project covered ten countries, including India, and was completed in December, 2008. It aimed at “facilitating legal migration, enhancing regional cooperation, reducing irregular migration and dissemination of employment opportunities to intending migrants”.9

MOIA and Awareness Campaign

The Government of India has zero tolerance of illegal migration. The Ministry of Indian Overseas Affairs (MOIA) is committed to preventing irregular migration, which is one of its four main goals.10 To combat irregular migration, GOI has undertaken several initiatives. For instance, MOIA11 launched a national Awareness-cum-Publicity Programme in 2007, which focused on three main issues: legal emigration process, NRI marriages and the plight of Overseas Indian housemaids.

The need for such a campaign was necessitated, given the rise in migratory flows from India and a consequential increase in the number of irregular migrants and cases of exploitation of women. The Awareness Campaign on Safe and Legal Migration was expected to fulfil a twofold objective, among the general public:12

1. To create wider awareness on the risks of illegal migration and advantages of legal migration;
2. To safeguard migrants against illegal practices by unauthorized intermediaries and fraudulent recruiting agents.

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7 Ibid.
9 Ibid.
10 MOIA Annual Report, 2009-10, p. 16.
11 The Ministry of Indian Overseas Affairs was established in 2004 and is dedicated as a “Services” Ministry to handle matters pertaining to the welfare of Indian migrants abroad. It has four functional services division: Emigration Services, Diaspora Services, Financial Services and Management Services.
12 MOIA Annual Report, 2008-09, p. 45.
The campaign was broadly run in the form of TV slots on national TV channels. Brochures were prepared in regional languages and English, conveying appropriate messages. The national level campaign however did not percolate to the grassroots.

MOIA has also reiterated its commitment to fight illegal migration at the 8th Asia-Europe Meeting (ASEM) Conference of Director Generals of Immigration of Asia and EU states, held in Goa on 1-2 December, 2009.13 An Overseas Workers’ Resource Centre (OWRC), a 24/7 Helpline at the national level was set up in New Delhi and inaugurated by the Indian Prime Minister in January 2008. Apart from that, Migration Resource Centres (MRCs) at the state level have been set up in Kochi (Kerala), Hyderabad (Andhra Pradesh) and Panchkula (Haryana). An MRC has also been recently set up in Chandigarh (Punjab) in January 2012.

Punjab is one of the leading emigrant states of India. A Non-Resident Indian (NRI) Affairs department looks after the work relating to emigration and diaspora-related matters. It is structurally organized as given herein in Figure I:

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**Figure I. Structure of NRI Establishment in Punjab**

**Minister of NRI Affairs**

- NRI Commissioner
- NRI Commissioner, Jallandhar Chandigarh Division

- NRI Sabha, Jallandhar (Association of NRIs)
- Deputy Commissioner, Jallandhar

- Senior Superintendent of Police (NRI Police Stations)
- District Development and Panchayat Officer (DDPO)
- Block Development and Panchayat Officer (BDPO)
- Village Development Officer or Gram Panchayat Secretary

**Partnering for a common cause: MOIA, IOM and CRRID**

It is against the above background that contacts were established between the officials of MOIA, representatives of IOM and the Centre for Research in Rural and Industrial Development (CRRID), with a view to exploring the possibility of CRRID undertaking awareness campaigns on safe and regular migration in the villages in the Punjab. In this exercise, the Government of Belgium also became a partner, as funding was organized by them. After detailed discussions, CRRID agreed to organize 25 street fairs (road shows) in 10 blocks and 15 villages in the Jallandhar district during February – May 2009, targeting 10,000 potential migrants. A Service Agreement was signed between

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IOM and CRRID on February 17, 2009, and CRRID, as the Service Provider, agreed to provide the following services:\footnote{The Service Agreement, IOM and CRRID, Feb. 17, 2009.}

1. Provide logistical assistance to IOM for the organization of an orientation seminar at the inception of the project.
2. Conceptualization and organization of 25 street fairs in different villages in Jalandhar District in close consultation with the IOM.
3. Ensure process documentation through photo coverage of the street fairs.
4. Organize one informative briefing session per block for the Heads of Gram Panchayats and other community leaders prior to the commencement of the street fairs in a specific block.
5. Translation and printing of the information brochures.
6. Distribution of approximately 10,500 information brochures and 500 posters through local NGOs and the Government of Punjab and during the film screening.

II. Conceptualisation of Road Shows and their Modalities

This part sets out the conceptualisation as well as modalities in holding the first set of road shows. A lot of preparatory work, spread over a period of six months had to be done, prior to the holding of road shows in June-July, 2009. This was a three stage operation, involving conceptualization, sensitization and holding of the street fairs in the field. Various stages of operation are described in the succeeding paragraphs.

Orientation Seminar

The first most important task was to hold an Orientation Seminar at CRRID, Chandigarh on February 28, 2009. This was to become the nerve centre and help in the conceptualization of the road shows, by pooling the knowledge and experiences of various stakeholders, both from India and abroad. The stakeholders, included the representatives of the Government of Belgium, the IOM and MOIA. At the state level, it included the representatives of the government, civilian and police officials at the policy level at the headquarters, officials at the district levels (District Development and Panchayat Officers, Block and Panchayat Officers) and representatives of the local bodies (Sarpanches and Panches, representing the Panchayati Raj Institutions). Other participants included the film director and the theatre team, who were selected to participate in the street fairs. It was a good mix of policy makers, artists and performers and the target group.

Punjab has a long tradition of village panchayats, going back to 1952 (the Gram Panchayat Act, 1952). It further reorganized its panchayati raj system in 1961 through the Zila Parishad Act, 1961. It follows a three tier system – Zila Parishads (District level), Panchayat Samitis (Block level) and Gram Panchayat (village level). A new Punjab Panchayati Raj Act 1994 was enacted after the passage of the 73rd Constitutional Amendment Act, 1992 which introduced grass root democracy in India. At present, Punjab has 22 Zila Parishads, 142 Panchayat Samitis and 12809 Gram Panchayats, having almost 80,000 elected members. The next elections to all the three tiers are due in the first half of 2013.

The Orientation Seminar provided an opportunity for a rich exchange of views among various participants. The IOM representative helped in clarifying the purpose and their expectations from the roads shows. The representatives from the Belgium Government shared their concerns over Belgium becoming a transit point for illegal migration to the United Kingdom, while they related the horror stories of the sufferings of intending migrants, some of whom even paid with their lives. The representatives from MOIA reiterated the commitment of the Government of India to fight irregular migration, while the representative from the State police authorities conveyed the practical
difficulties in curbing illegal migration and legal drawbacks and hurdles in penalizing persons involved in human smuggling.

While accepting the need for the steps that had to be taken to curb illegal migration, the representative of the State Government of Punjab, reminded all stakeholders of the important role played by the diaspora in the development of the State and the need to adopt a partnership approach to them. The CRRID representative provided an overall backdrop to the migration trends from Punjab and stressed that efforts to curb irregular migration need to be viewed in the wider context of the benefits that come from safe and legal migration. The formal presentations were followed by a rich exchange of views among various participants, who shared their concerns on illegal migration, based on their own personal experiences or that of their family and friends; thus imparting a realistic touch to the discussions. They agreed on the need for launching an information campaign for legal and safe migration and felt that the time was opportune for the same. Full cooperation was assured at all the levels. The decision to launch the programme in the Jallandhar District was endorsed, as this was the primary hub for migrants from the State of Punjab. It was agreed that out of the 25 road shows, to be held, one could be held in each of the ten Blocks, while the remaining 15 could be held in villages, some of which would be in the same block. In this way, it would be possible to spread the message across the whole Jallandhar district.

Content of the Road Shows

Along with the sensitization of the stakeholders, it was equally important to arrive at a decision on the content of a typical road show. The Orientation Seminar also helped in arriving at a framework for a road show, which *inter alia*, was to comprise the following:

1. Welcome song on the migration theme
2. Background on the awareness campaign by the CRRID Representative
3. Welcome remarks by the invited local dignitaries
4. Screening of a film and
5. Street plays by a local theatre group.

The stakeholders agreed to the screening of the film, ‘Mera Shinder Puttar’, (My Son, Shinder), directed by Mira Seth, which talked about the travails and tribulations of an illegal migrant and the resultant sufferings for the family left behind in India. Similarly, the performance of three short street plays by Bhai Gursharan Group— well renowned Punjabi Theatre Group— was also approved. These plays, which described three different situations – the Malta boat tragedy; migrants masquerading as religious workers; and the use of NRI marriages as channel for migration, were knit together with the common theme of exploitation of innocent migrants by travel agents. The theme song, ‘Legal Route for Migration’, written by Dr. Krishan Chand, urged the intending migrants to adopt legal channels for migration. It was decided to prepare three posters, depicting three different aspects of migration, with messages such as: ‘Happiness of Children is through legal means’; ‘Essential to follow legal channels, if you wish to go abroad’, and ‘Don’t go illegally and don’t destroy life’. Backdrops for the posters were carefully chosen, to convey the message. A decision was also taken to prepare a brochure on the ‘Realities of Migration and Risks of Illegal Migration’. All the printed material was made available in English and Punjabi (copies attached in Appendix).

III. Preparing Groundwork for Road Shows

Preparing the groundwork for the road shows was a challenging task, as it involved translating the concept into reality. This was an intensive exercise, spread over a period of three months. It involved taking on board the district official machinery, sensitizing the local leaders at the Gram Panchayats, selecting the right venue, ensuring the participation of the target audience and generating media interest
in the event, to ensure its multiplier effect. The whole exercise was a big challenge, needing committed persons, to spread the message. The budgetary constraints were felt. It was the social commitment and involvement of stakeholders at all levels that carried the awareness campaign through.

**Taking on Board District Administration**

The support of the district officials and their participation, wherever possible, was the key for the success of this exercise. Contacts were, therefore, established with all the officials, starting with the top district officials – Commissioner, Deputy Commissioner, Additional Commissioners of the Jallandhar District and other senior officials, who were personally apprised of the importance of the campaign. A coordination meeting was organized with all the Block Development Officers, with the help of the District Development and Panchayat Officer (DDPO). Suitable contacts were established with the District Public Relations Officer (DPRO) to facilitate interaction with the electronic and the print media, with a view to ensuring adequate coverage of the road shows. Contacts were established at the village level with the elected representatives (Sarpanch, Panches) and other local leaders, including the school teachers and doctors. Two to three meetings were held at the Panchayat level, prior to the holding of the shows, as their participation was extremely crucial.

**Parameters for Selecting the Villages**

Careful attention was paid for the selection of the villages for the road shows. This was done after fully taking into account the views and suggestions of the District Development and Panchayat Officer (DDPO) and the concerned Block Development and Panchayat Officers (BDPOs). In selecting the villages, parameters such as, size and population; level of migration; its socio-economic and cultural composition and centrality of its geographical location, were taken into consideration.

**Selection of Site and Time for the Show**

After careful consideration, it was decided to avoid holding road shows in religious places, even though these would have been convenient grounds for logistical reasons. A central place in the village, an open compound or a community or school hall was selected, as was available for those days. For the village road shows, evening timings were selected; while for holding road shows at the block level, the afternoon time was considered more suitable, as participation by a number of village functionaries was considered important.

**Target Audience**

Road shows were held, keeping in view the target audience. At the blocks levels, the target audience was the opinion makers, who could become future carriers of the message. These included the Sapanches/Panches, Block Samiti Members, Panchayat Secretaries, School teachers and Anganwadi workers. In fact, some of these leaders, like the Block Samiti Chairpersons, were roped in to address the audience. On the other hand, the target audience in the villages was the likely migrants and their families and here the approach was to directly convey the message to the future migrants. A cluster of neighborhood villages was also targeted, as it involved more than one village. Apart from villagers, NGOs, social activists and school teachers were also targeted. Therefore, a mix of direct approach and indirect approach was adopted, as best suited for the different audiences.

**Holding of Shows**

The holding of one show was an activity that involved work, spread over a period of three days. The campaign team would reach the venue three days in advance and would announce the holding of the event through direct contacts with the local leaders and other important individuals, as well as indirectly through public announcements and sticking of posters at the prominent places. Publicity literature, in the form of brochures was distributed prior to and during the road shows. A road show
was to last two hours and would invariably follow the sequence of a welcome song, address by the coordinator and chief coordinator, invited dignitary, screening of the documentary film and performances of plays. Pamphlets and brochures were distributed to the audience and sufficient time was kept for interaction, both formally during the show, as well as informally after the show.

IV. First Set of Road Shows (June-July, 2009)

Twenty five road Shows were held in the Jallandhar District from 22 June – 24 July 2009. Out of these, 10 road shows were at the Block level, while 15 shows were organised in the villages. The road shows were officially launched by former Ambassador Mr. Paramjit Sahai, the Chief Coordinator for the Project on Awareness Campaign. Official representatives from the Jallandhar District as well as representatives from the Panchayati Raj Institutions were present. Apart from Mr. Sahai, other local dignitaries, who addressed the gathering, included the Sub- Divisional Magistrate, the District Development and Panchayat Officer (DDPO) and the Block Development and Panchayat Officer (BDPO). The function was attended by around 300 participants, with a good gender mix and persons from different vocations. The function lasted for two hours.

The 25 road shows were held over a period of five weeks, with five shows held every week. This was helpful in maintaining the momentum and generating the interest, as the message spread by word of mouth. The road shows were interspersed at the village and Block levels. Over 5000 participants attended these shows; the largest number was around 700 persons at Seechewal on 14 July, 2009 and the lowest at Malsian, which was around 75 persons. On an average, 200 persons attended each show. The star attraction at Seechewal was Sant Balbir Singh Seechewal (Sarpanch), who is a world renowned environmentalist. At all these shows, a representative from the District, invariably the Block Development and Panchayat Officer (BDPO) was present. Another constant companion, at practically all the shows, was Mr. Gurmeet Singh Dhugga, District Public Relations Officer (DPRO), Jallandhar. Mr. S.R. Ladhar, Divisional Commissioner along with Mr. Paramjit Sahai attended the road show at Adampur on July 17, 2009, which was in the nature of closing of the campaign. Mr. Ladhar’s presence helped in sending a message of seriousness to the audience on the part of the district administration.

Another important feature of the road shows was an open invitation to the representatives of the Ministry of Overseas Indian Affairs (MOIA), International Organization for Migration (IOM) and the Government of Belgium to witness the shows at a place and timing of their choosing. Two representatives from the Government of Belgium – Isabelle Vervlesem and Katty Verzelen – spent about a week at Jallandhar and attended a number of shows during the period 29 June to 7 July, 2009. On the other hand, the representatives from MOIA and IOM – Amit Bhardwaj and Nitin Kumar – attended the shows on 25-26 June, 2009. Their presence provided an opportunity for on the spot evaluation of the programme and helped in making the necessary course correction, after receiving their useful inputs.

V. Second Set of Road Shows, December 2010 – February 2011

As a follow up to the first set of road shows, IOM entered into another Service Agreement with CRRID on September 17, 2010. The Service Agreement was more or less along the pattern of the earlier agreement in 2009. The programme commenced with an Orientation Seminar on September 14, 2010, which was followed by preparatory work in the field during September – November, 2010. It was decided to continue holding the road shows in the Jallandhar District. The number of road shows was increased from 25 to 30. We were mandated to cover a larger outreach programme, such as distribution of 15000 information brochures. It was also decided to prepare bill boards which could be placed at strategic locations in the villages, where these shows were held. It was decided that 10 road shows should be held in the same villages, while 20 new villages could be selected. Ten of the previous villages were selected so as to provide continuity as well as get an indication of the
qualitative change, if any, that had taken place in these villages. There was, however, a slight change in the target audience. While the villagers remained the primary focus, it was decided to target the youth in the educational institutions – higher secondary schools or technical institutions – as they were the primary source for future migrants.

The initial focus was to target government higher secondary schools. This objective, however, could not be achieved, as the Punjab Government did not favour the idea of exposing school children to such social messages. Instead the awareness campaign was redirected towards private educational institutions. These institutions responded positively, as many institutes had started awareness programmes on other social issues, such as drug addiction. The change in the target institutions, turned out to be better, as we received immense support from a larger number of participants at most of the programmes. The campaign managed to reach directly over 10,000 participants, a large number of whom fell in the category of potential migrants. On our side, it involved additional work, as each institute had to be dealt with individually. This additional labour was however worth it when measured in terms of its success in reaching out to the target audience.

It was decided to follow the 2009 pattern for holding the road shows. However, certain changes were made in terms of the target audience, and the publicity material. Some of these were as follows:

1. While entire village population was targeted, a special focus was to be placed on the youth.
2. Information brochure on Belgium was modified, as it now contained additional information on legal channels of migration. This was done to send a balanced message on the available channels for migration, while decrying the illegal channels.
3. Another song on migration was added.
4. One more poster was prepared, which supplemented the three other posters.
5. A calendar, with the logos of IOM, MOIA and the Belgian Government, was printed and distributed to participants. This memento was to serve as a reminder of the message on safe and legal migration.
6. Bill boards were prepared and placed at vantage points in the villages.

Out of the 30 road shows organized at educational institutes, 10 were at the block level, while 20 were at the village level. Some of the road shows focused on women’s institutes. The shows were held during the day, as this timing was more convenient for the institutes. This, however, presented some difficulty in screening the films in some places, where the functions were not organized in the halls or covered places. At these shows, we also managed to get some NRIs, who could relate their personal experiences and were thus able to make out a convincing case for legal migration as they could relate to the young audience.

This time the campaign was launched on 3 December, 2010 at Kahlwan village and was inaugurated by former Ambassador Mr. Paramjit Sahai, the Chief Coordinator. Mr. S.R. Ladhar, the Divisional Commissioner, however, could not participate at the inauguration, owing to last minute change in his programme. The district administration was represented by the District Development and Panchayat Officer (DDPO) and District Public Relations Officer (DPRO), Block Development and Panchayat Officer (BDPO) and other senior officials. In terms of audience, the number was rather small, around 125 persons, as suddenly a local holiday was declared on that day. These are the practical hurdles, which one has to encounter. The initial poor start in terms of numbers, gradually picked up steam, as the message on the utility of this campaign spread. The campaign reached out to over 10,000 persons through 30 road shows. At three venues, we had an audience of between 800-1000 persons each. The largest response was at Bilga, followed by Sang Dhesian and Dhandowal. The audience at these institutes was an enthusiastic one, be it community leaders, faculty members or students. We managed to convert this awareness campaign into a public-private partnership, by successfully involving the private academic institutes with official representatives of the District.
VI. Media and Road Shows

Media plays an important role in generating awareness, as it performs its role through dissemination of information. The media also acts as a force multiplier, as the message reaches a larger audience, beyond the immediate target audience. We targeted the television, radio and the print media. A four step approach was adopted in involving the media into the awareness campaign. To start with, personal contacts were established with Gurmeet Singh Dhugga, District Public Relations Officer (DPRO), as he was the central link in connecting to the local media. He agreed to give his whole hearted support to us and became our partner in this campaign. Secondly, personal contacts were also established with a number of leading journalists in the state and the district, especially those who were involved with the migration-related issues. Such contacts were established, both with the English and the regional dailies, as the latter were more suited to reach the target audience. Thirdly, a pre-launch media event was arranged with the help of DPRO, to sensitize the media about the campaign. Fourthly, the media was involved at all the shows.

Connectivity with the media paid dividends, as the campaign received extensive coverage and thus managed to reach a larger audience. Typical headlines were: ‘Youth to get tips on immigration’; ‘Awareness drive to curb illegal migration’; ‘Legal route to far away lands’, ‘Thirty programmes would be to promote legal and safe migration: ‘Sahai’; ‘An Awareness Campaign would be Launched to Generate Awareness on Safe Migration’; ‘CRRID to Launch Awareness Campaign on Safe Migration at Kahlwan’; ‘To go to Foreign Countries, Legal Channels should be adopted’; ‘The Youth should Look for Employment Opportunities in India: Gill’; ‘Migration: Belgium Shows Legal Way In’. A background briefing by the representatives of the Belgium Government was also arranged to focus on the legal migration as well. The media, therefore, played an important role in sending across the message to a larger audience. Table I shows a sample of the local media coverage of the awareness campaign.
Table I. Sample of Coverage of Awareness Campaigns in local media

<table>
<thead>
<tr>
<th>Date of Issue</th>
<th>Name of Paper</th>
<th>Language</th>
<th>Heading</th>
</tr>
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<tbody>
<tr>
<td>June 21, 2009</td>
<td>Amar Ujala</td>
<td>Hindi</td>
<td>People would be made aware of pitfalls of illegal migration</td>
</tr>
<tr>
<td>June 21, 2009</td>
<td>Jagran</td>
<td>Hindi</td>
<td>Awareness campaign from June 22</td>
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<td>June 21, 2009</td>
<td>Punjabi Tribune</td>
<td>Punjabi</td>
<td>Awareness campaign on migration begins in Doaba</td>
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<td>June 22, 2009</td>
<td>Tribune</td>
<td>English</td>
<td>Road Shows to deter illegal migration</td>
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<td>June 22, 2009</td>
<td>Hindustan Times</td>
<td>English</td>
<td>Road Shows on Legal Migration – CRRID begins month long exercise in Jallandhar City</td>
</tr>
<tr>
<td>June 24, 2009</td>
<td>Ajit</td>
<td>Punjabi</td>
<td>Realities of Migration and Risks of Irregular migration – Seminar at Nakodar</td>
</tr>
<tr>
<td>June 28, 2009</td>
<td>Nawan Zamana</td>
<td>Punjabi</td>
<td>Illegal migration always results in problems</td>
</tr>
<tr>
<td>July 7, 2009</td>
<td>Rojana Ajit</td>
<td>Punjabi</td>
<td>Plays arranged in BDPOs office (Shahkot)</td>
</tr>
<tr>
<td>Dec. 1, 2010</td>
<td>Hindustan Times</td>
<td>English</td>
<td>Youths to take tips on migration</td>
</tr>
<tr>
<td>Dec. 1, 2010</td>
<td>Nawan Zamana</td>
<td>Punjabi</td>
<td>CRRID will spread awareness about safe migration</td>
</tr>
<tr>
<td>Dec. 1, 2010</td>
<td>Jagwani</td>
<td>Punjabi</td>
<td>Public awareness movement for safe migration will be organized</td>
</tr>
<tr>
<td>Dec. 1, 2010</td>
<td>Dainik Bhaskar</td>
<td>Hindi</td>
<td>Thirty Programmes to be held to generate awareness on safe and legal migration: Sahai</td>
</tr>
<tr>
<td>Dec. 1, 2010</td>
<td>Uttam Hindu</td>
<td>Hindi</td>
<td>30 Programmes on Safe and Legal Migration would start</td>
</tr>
<tr>
<td>Dec. 1, 2010</td>
<td>Hindustan Times</td>
<td>English</td>
<td>Legal route to faraway lands</td>
</tr>
<tr>
<td>Dec. 1, 2010</td>
<td>Tribune</td>
<td>English</td>
<td>Awareness drive to control illegal migration</td>
</tr>
<tr>
<td>Dec. 4, 2010</td>
<td>Ajit</td>
<td>Punjabi</td>
<td>Awareness Campaign on for safe and legal migration</td>
</tr>
<tr>
<td>Dec. 4, 2010</td>
<td>Punjabi Tribune</td>
<td>Punjabi</td>
<td>CRRID organized Seminar regarding safe migration in Kahlwan</td>
</tr>
<tr>
<td>Dec. 6, 2010</td>
<td>Nawan Zamana</td>
<td>Punjabi</td>
<td>Awareness camp regarding safe migration started from Kahlwan village</td>
</tr>
</tbody>
</table>

VII. Public Perceptions

Along with the campaign, it was decided to hold an opinion survey among the participants during December 2010 – February 2011, with a view to gauging the level of their awareness on migration-related issues and their comments on the utility of the programme. Around 1210 respondents answered the questions, which was a fairly large number for the survey. The respondents were from 15 educational institutions, where the awareness campaign was held. Some of the relevant findings were as follows:
1. Though a majority of the respondents (58.4 per cent) positively responded to questions related to their awareness on migration-related issues, a substantial number (41.6 per cent), were unreach ed.

2. Only 21.4 per cent had established direct contact with the foreign diplomatic missions, while 79.6 per cent were averse to making such contacts. Thus a large number of persons fell in the vulnerable category.

3. 43.1 per cent respondents were enticed by the advertisements from the recruiting/travel agents.

4. A high percentage of 89.4 per cent of respondents showed awareness on the pitfalls of illegal migration. This was a reflection on the success of the first set of road shows.

5. 95.9 per cent of the respondents endorsed the awareness programme. This was a high percentage, even though some of it would have been out of politeness.

6. Regarding the medium for the programme, there was a mixed set of suggestions – seminars (25.4 per cent); media (15.9 per cent), announcements and advertisements (13.6 per cent) and theatre (11.2 per cent).

7. Most respondents (92.4 per cent) suggested the continuation of the awareness campaign.

8. A large percentage of the respondents (86.9 per cent) were for the continuation of the programme in the Jallandhar district. However, 13.1 per cent suggested the need to focusing on other districts.

VIII. Concluding Observations and the Way Ahead

A new beginning was made through the organization of the road shows in June-July 2009, reaching out to the grassroots. This was the first systematic attempt in the dominant migrant zone in Punjab, which was getting the dubious distinction as a major source of illegal migration. The road shows were well received in the villages, both by the district functionaries, elected village representatives, common villagers and the youth. The response at the shows was a measure of the success. This was also the assessment of IOM and the Government of Belgium, which wanted us to continue the road shows in 2010 also. MOIA, IOM and Punjab Government would like to hold these shows in the future also, depending upon the availability of financial resources.

The most important lesson that we learnt from holding the shows was the recognition that there was a need for generating awareness at the grassroot level. We, however, have to accept that changing mindset is a slow affair and it is not a one-time exercise. There is, therefore, a need for continuation of such shows, on a regular basis. The migration belt is expanding in Punjab, we would, therefore, have to go beyond the Jallandhar District and bring other districts under the ambit of awareness campaigns. We should, therefore, move to some other districts, such as Hoshiarpur, Nawa Shahar and Moga. Furthermore, total involvement of the official machinery at the district level as well as elected political representatives (Panchayati Raj Institutions – Local Self Government) is absolutely essential for the success of the programme. We however have to keep in mind that this is a slow process and therefore, it would be necessary to take punitive action against those persons, who are involved in human smuggling. Therefore, there is simultaneously a need for the passage of a law against human smuggling in Punjab.

A good question to ask while preparing an awareness campaign is whether some level of standardization in the use of the media and the material for the road shows is advisable. This could well be required for potential road shows in the future, drawing upon our experience in 2009. We had developed a set of posters and brochures, which adequately served the purpose. While such material would be useful, but the same would have to be updated and new publicity material added to cater to the changing requirements and the need of the venues, where such shows are held. We made a few changes in 2010, as described earlier in the body of the Report.
Regarding the content and the format of the programme, we should continue with the same. We should, however, consider shortening the programme from two to one hour. This could be done, by removing the documentary film, as this did not impact the participants much. The heart of the programme was the ‘Street Plays’, which captivated the attention of the audience, as it provided live visual imagery of the problems and risks of irregular migration. To this, we could also consider adding some other light humoured items, like skits. While we should continue with road shows, we should make these more interactive. We could consider introducing essay competition, quiz, especially for the youth in the educational institutions, as this would also help in generating fresh ideas. This could be done after holding the shows and this would help in gauging whether the message had been imbibed by the audience or not. A suggested Module for future road shows is given below in Table II:

Table II. Suggested Module for Future Campaigns (Road Shows) on Irregular Migration

<table>
<thead>
<tr>
<th>Step I:</th>
<th>Spelling out by the sponsor (Belgium Government, IOM) – the issues, the concerns and the objectives.</th>
</tr>
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<tbody>
<tr>
<td>Step II:</td>
<td>Understanding the issues by the Service Provider (CRRID) through interaction with the sponsor and other stakeholders (MOIA, IOM etc.).</td>
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<tr>
<td>Step III:</td>
<td>Preparation of a Concept Note by the Service Provider in consultation with the sponsor. This should spell out the target areas, likely venues, target audiences and the main components of the awareness campaign – publicity material (information brochures, posters), media vehicle (play, film, song, skits).</td>
</tr>
<tr>
<td>Step IV:</td>
<td>Holding of an Orientation Seminar by the service provider with the sponsor and other stakeholders (IOM, MOIA, State and District officials, Local Bodies and NGOs). This is to act as a nerve centre and decide on the action plan and the strategy for the holding of road shows.</td>
</tr>
<tr>
<td>Step V:</td>
<td>Content of the road shows: This is the most important aspect and has to be well thought out, depending upon local preference and requirements. We have to avoid a fit-all scenario. It has to have four broad components – the message and its content; the publicity material for distribution; media vehicle (songs, drama, film, skits) and ensuring VIP presence (local dignitary).</td>
</tr>
<tr>
<td>Step VI:</td>
<td>Partnering with District Officials: Prior to the holding of the road shows, it is important to take on board important functionaries at the State, District, Block and Village levels, who are involved at the policy and implementation levels. To establish a focal point at the District level, to act as a principal coordinator.</td>
</tr>
<tr>
<td>Step VII:</td>
<td>Preparatory Field Visits: To establish contacts with the Deputy Commissioner, District Development Officers and Sarpanches and other village and local bodies. To plan for the selection of the suitable location of venues and local partners.</td>
</tr>
<tr>
<td>Step VIII:</td>
<td>Curtain Raiser with the Media: Connectivity with the Media is essential for a multiplier effect. Therefore, holding of a media event, prior to the commencement of the road shows, provides a good opportunity, in generating interest in the target audience as well as sending a message to people at large. Regular liaison with media to ensure their presentation at road shows. It is essential to establish a good working relationship with the District Public Relations Officer (DPRO).</td>
</tr>
<tr>
<td>Step IX:</td>
<td>Announcing the data for the road shows: To give advance publicity through proper placement of bill boards and posters at vantage points; through public announcement and door to door contact with important persons.</td>
</tr>
<tr>
<td>Step X:</td>
<td>Holding of road shows: Preferably for 60 minutes, Welcome song with a message (5 minutes); Message (5-10 minutes); Message from a migrant-returnee or undocumented migrant (5-10 minutes); keynote address (15 minutes); screening of film or performance of skits (10 minutes) and play (20 minutes).</td>
</tr>
</tbody>
</table>
Our primary target audience was the common villager. This should remain so for the future shows. To this, we had added the youth in the educational institutes and this went down well, as they fall in the category of future migrants. We, therefore, need to continue to focus on these target groups. In addition, to these, we need to focus on another vulnerable group i.e. unemployed youth, as they are the principle target for illegal migration. We should consider organizing small interactive sessions, for a group of 20 persons or so.

It is very difficult to gauge the impact of an awareness campaign after holding shows, as the same is visible only in the long run. The sponsors of the shows, the Belgian Government, was however satisfied, as they noticed a certain fall in the number of illegal migrants. This was also confirmed in the opinion survey carried out by CRRID at the time of road shows. This is a sort of an affirmation of the need for the continuation of such road shows. While we continue following the same format, we may consider involving some people who have returned/failed in efforts at irregular migrants, in the hope that their message would provide greater connectivity and be more convincing for the target audience. We also need to widen the focus of the message and make it more balanced, by generating awareness on channels for legal migration, while describing pitfalls of illegal migration. An overall approach, in the form of a public-private partnership, would have to be evolved, which would include all the stakeholders. The success would depend in our developing such a participatory model. Overall, it was a good experience and CRRID would be happy to continue getting involved in similar programmes, in the future.
APPENDIX

Realities of Migration and Risks of Irregular Migration
पत्रिका द वार्तिय समाचार

(इंग्लिश वार्ता ‘वेबसी’)

पत्रिका में हमें किन्हीं नई तथ्य बतायी गई, भारतीय माध्यमिक शिक्षा।
सिंगली एक काम बीच, नेटः मेहनत लगी,
ना माह कलें डूबी जा, विभद्द बड़ा आशा रही।
सिंगली हूँ लड़ा मेहनत द नाउएड बैठिए।

पत्रिका दे... कोड़े दे औरणा, भुलवन बमेंट लैँ,
भविष्यवाण निपटनी हूँ, बषीरा घराऊंड रह।
ते नींव की तर की, बाज़े कटी बलव वधापुर बैठिए।

पत्रिका दे...
भूली महत्ता दे वांड़ हूँ, भरपूरी सत्यंत्र,
इंदौं तिथियाँ ता बैं, भर बड़ते।
बिने अधूरे में भात सात बैठिए।

पत्रिका दे...

मवराजी तीरवो बचाव ली, डूबी नाट ले,
भारतवर्दण हर्ष चूँक, डूबी मुख माथ लड़,
से निपटनी हूँ भवज़े दे बमेंट बैठिए।

पत्रिका दे...
लूट पंड़े दे गैरसेंट, देवें ओंन सत्यंत्र,
बेक वें कुण्डतूँ, भूगीरों मलदितूँ।
‘वेबसी’ से है लाम ममतापुर बैठिए।
पत्रिका में हमें किन्हीं नई तथ्य बतायी गई,
भारत वार्तिय माध्यमिक बैठिए।
भल्ला लड़ी मनला

मर. दिबसन थर ढेंकी, बंजार, चंद्रकांत

मिर्जाई बघुमूली दे भिथानी, ता गराणधि बौखरी
बैलवड़पली ता दिहेम दिव नाटनि बौखरी

परिला मुमी नाट हा, दिहेम ठान लही
विकें गरही धुन, ठंगी उठां नाट लही
तिंबी तिंबी गाँल, भल च रमानि बौखरी
मिदिगी बघुमूली दे .............................

केलीतें भेंतां दी परिला, दिन किमा गण लही
दिव दिव वाव दिव, बांटल च लगा लही
पूंढ भतुयल दें ता, कौंसे रिसकरसरदी बौखरी
मिदिगी बघुमूली दे .............................

सा मबरे ते विगरे देम, परिला मुमी नाट लही
फ्रेंगें च भल्ला बगूरूल, ठंगी उठां भरिकांट लही
पेंडेशन घेंठेंट दे उमने, ता ला आश्ट्रि बौखरी
मिदिगी बघुमूली दे .............................

ने बेमता उगाड़ी दे, दिचेम साठ दी
मिदिगी दे लौही, बंटट बमाद दी
बघुमूली दे ला, दिचें दुलखियती बौखरी
मिदिगी बघुमूली दे .............................
Message for Migration
(Dr. Krishan Chand `Qaumi’, CRRID, Chandigarh)

Life is very valuable and dear, do not lose it children
Do not migrate illegally, to foreign lands
First whenever you make up your mind, to go aboard
Then fully understand, how you plan to fulfil your dream,
Keep all the small items in your mind, children
Life is very valuable and……………
First of all make a list, of all the requisite documents
Put all of them one by one, in the folder
Children, do not hesitate to seek clarifications on answer queries
Life is very valuable and……………
You must first understand, which country you could go
Fully understand, the immigration laws of that country
Do not be lured, by the promises of cheating agents, children
Life is very valuable and……………
If you have a desire, to go aboard
For a holiday or to make a living
Do not let the laws fade away from your memory
Life is very valuable and……………
In what professions, manpower is required in that country
What are the occupations, where there is shortage of skilled manpower
Procure first of all work permit, visa and air ticket, children
Life is very valuable and……………
Illegal migration, is beset with huge danger, brother
Life is lost, if there is not full awareness
Keep the Indian emigration laws in your mind, children
Life is very valuable and……………
If you take my advice, complete your studies first
Then think of migration, this would lead to prosperity in life
Don’t forget the message, of Qaumi, children
Life is very valuable and……………
Life is very valuable and dear, do not lose it children
Do not migrate illegally, to foreign lands
If you plan to go abroad illegally, then you must think thousand times before leaving. Happiness of children is assumed through legal migration. So, is the success of the State of Punjab.
If you wish to fulfill desire to go abroad it is essential to follow the legal way
Do not attempt to go illegally, do not destroy life
Awareness and Information Dissemination: Lessons from a Publicity Campaign in the Punjab

Youth to get tips on immigration

CRRID DRIVE To make rural youth aware of legal immigration

HT Correspondent

JALANDHAR: The Centre for Research in Rural and Industrial Development (CRRID) will launch an awareness drive to teach rural people about legal immigration. Towards this end, it will hold 20 road shows in the district over a period of two months.

The road shows, which will begin on December 3 and conclude on January 27, are because of the combined efforts of the International Organisation for Migration (IOM) and the Ministry of Overseas Indian Affairs, along with the active participation of CRRID.

Talking to the Hindustan Times, Krishan Chand, associate research coordinator, CRRID, said, “Punjab is the first state to have been chosen for the purpose as the number of illegal immigration cases is more from the region. The initiative will help us achieve our target.”

He said the CRRID authorities had witnessed numerous cases where innocent people were duped by fake travel agents.

“It has been seen that the youth of Punjab often go to the extent of selling their ancestral property, putting their families in great economic difficulty. And in most of the cases, the first payment paid to the intermediaries prior to departure is usually the minimum amount the illegal immigrants lose in the process,” he added.

CRRID principal Paramjit Singh Sahai said that in order to achieve the target, CRRID would use mass media, like theatre, documentaries, ad films, lectures, posters, pamphlets and literature.

“We will also include rural folks by getting their views through a questionnaire. Besides, the documentaries based on illegal immigrants would help in bringing the plight of Indians residing abroad,” he added.

He said the series of road shows would begin on December 3 at Mandiabur, Patiala, Bahadurpur, Patiala, Lambra, Jandu Singh, Manli, Patial, Sonechowal, Nawangind, Donawali, Bir Pindh, Madho, Bidas, Kot Badal Khan, Pannu, lakhana, Rajori, Mathura Khan, Dyalpur, Sahib Nagar, Talwandi Bowian, Baddala and Sangadhon village.

PRECAUTIONS

- Trust only genuine agents
- Never make cash payment in advance
- Avoid anonymous or free service websites operated by fake travel agents
- Do not hand over your documents to others
- Have a valid passport and visa
- Consult experts about immigration legislation
- Find out the probable peril of migrating illegally
- Address your enquiries to the Overseas Workers Migrant Resource Centre
वरिष्ठ कलेक्टर मुद्रामूल घषणे समाप्त

मेंट सर क गिरीश चन्द्र देशमुख निवेदित मेंट सर क गिरीश चन्द्र देशमुख निवेदित मेंट सर क गिरीश चन्द्र देशमुख निवेदित मेंट सर क गिरीश चन्द्र देशमुख निवेदित मेंट सर क गिरीश चन्द्र देशमुक्त सर क गिरीश चन्द्र देशमुख निवेदित मेंट सर क गिरीश चन्द्र देशमुख निवेदित मेंट सर क गिरीश चन्द्र देशमुख निवेदित मेंट सर क गिरीश चन्द्र देशमुख निवेदित मेंट सर क गिरीश चन्द्र देशमुख निवेदित मेंट सर क गिरीश चन्द्र देशमुख निवेदित मेंट सर क गिरीश चन्द्र देशमुख निवेदित मेंट सर क गिरीश चन्द्र देशमुख निवेदित मेंट सर क गिरीश चन्द्र देशमुख निवेदित मेंट सर क गिरीश चन्द्र देशमुख निवेदित मेंट सर क गिरीश चन्द्र देशमुख निवेदित मेंट सर क गिरीश चन्द्र देशमुख निवेदित मेंट सर क गिरीश चन्द्र देशमुख निवेदित मेंट सर क गिरीश चन्द्र देशमुख निवेदित मेंट सर क गिरीश चन्द्र देशमुख निवेदित मेंट सर क गिरीश चन्द्र देशमुख निवेदित मेंट सर क गिरीश चन्द्र देशमुख निवेदित मेंट सर क गिरीश चन्द्र देशमुख निवेदित मेंट सर क गिरीश चन्द्र देशमुख निवेदित मेंट सर क गिरीश चन्द्र देशमुख निवेदित मेंट सर क गिरीश चन्द्र देशमुख निवेदित मेंट सर क गिरीश चन्द्र देशमुख निवेदित मेंट सर क गिरीश चन्द्र देशमुख निवेदित मेंट सर क गिरीश चन्द्र देशमुख निवेदित मेंट सर क गिरीश चन्द्र देशमुख निवेदित मेंट सर क गिरीश चन्द्र देशमुख निवेदित मेंट सर क गिरीश चन्द्र देशमुख निवेदित मेंट सर क गिरीश चन्द्र देशमुख निवेदित मेंट सर क गिरीश चन्द्र देशमुख निवेदित मेंट सर क गिरीश चन्द्र देशमुख निवेदित मेंट सर क गिरीश चन्द्र देशमुख निवेदित
Awareness and Information Dissemination: Lessons from a Publicity Campaign in the Punjab

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