

Social Media Strategy For Panchayats



PRASUN DE
DIRECTOR , PANCHAYAT

Evolution – MPK to BB



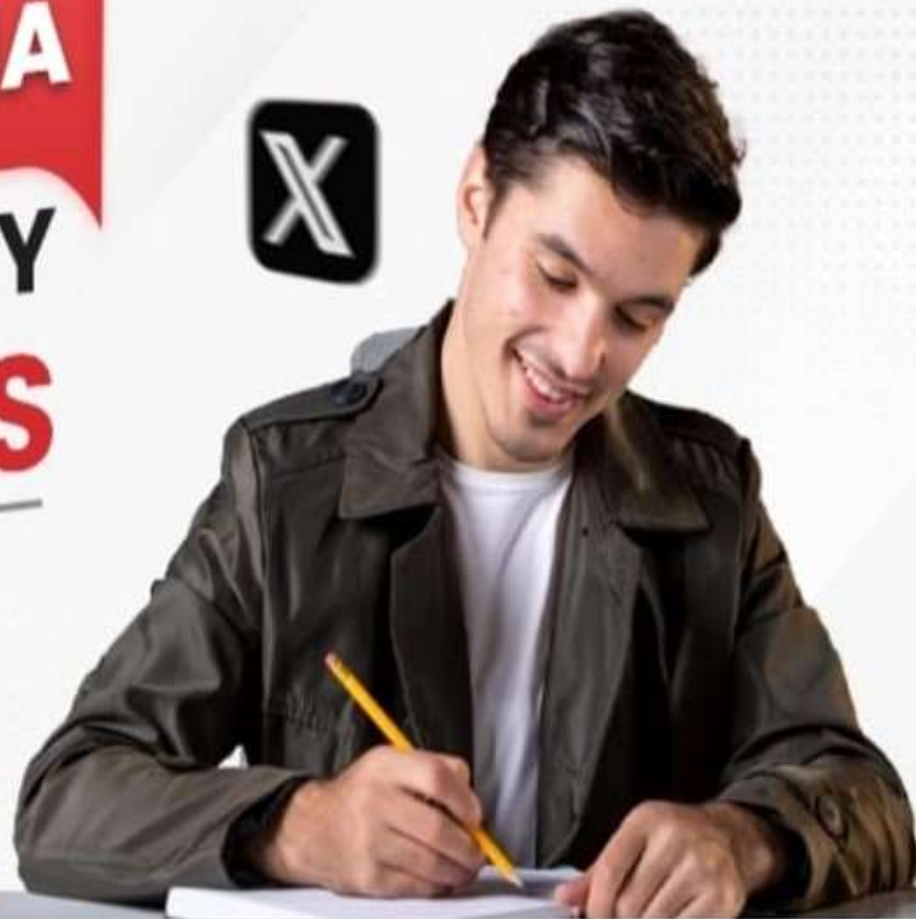
SOCIAL METAMORPHOSIS



Social Media – Any Other Significance ?



SOCIAL MEDIA
VOCABULARY
IELTS



Basic Word	Specific Vocabulary	Meaning and Example
Advertise	Targeted marketing	The brand has gained popularity through its targeted marketing efforts.
Argument	Cancel culture	The offensive remarks made by the management attracted a cancel culture towards the company.
Bad	Troll	The comment section of a famous actor's Instagram page is full of trolls
Comment	Hashtag	Children today use hashtags in their day-to-day conversations.
Friend	Influencer	The beauty influencer consciously chose not to promote fad beauty trends on her platform.
Group	Online Community	Maya joined an online yoga community to support plus-size women.
Information	Fake News	Users must be very critical of the information they consume online to avoid fake news.

Like	Engagement	Interactive polls helped increase the company's engagement on social media.
News	Citizen Journalism	By accepting citizen journalism, the newspaper expanded its reach.
Popular	Go Viral	A group of friends pranked different people to go viral on a video streaming platform within days.
Say	Meme	Watching cat memes on Instagram is my go-to pastime activity.
Share	Curate	Anita consciously tries to curate her Instagram feed to showcase her love for wildlife photography.
Talk	Livestream	Livestreaming her gaming sessions gave Juhi a sense of community.

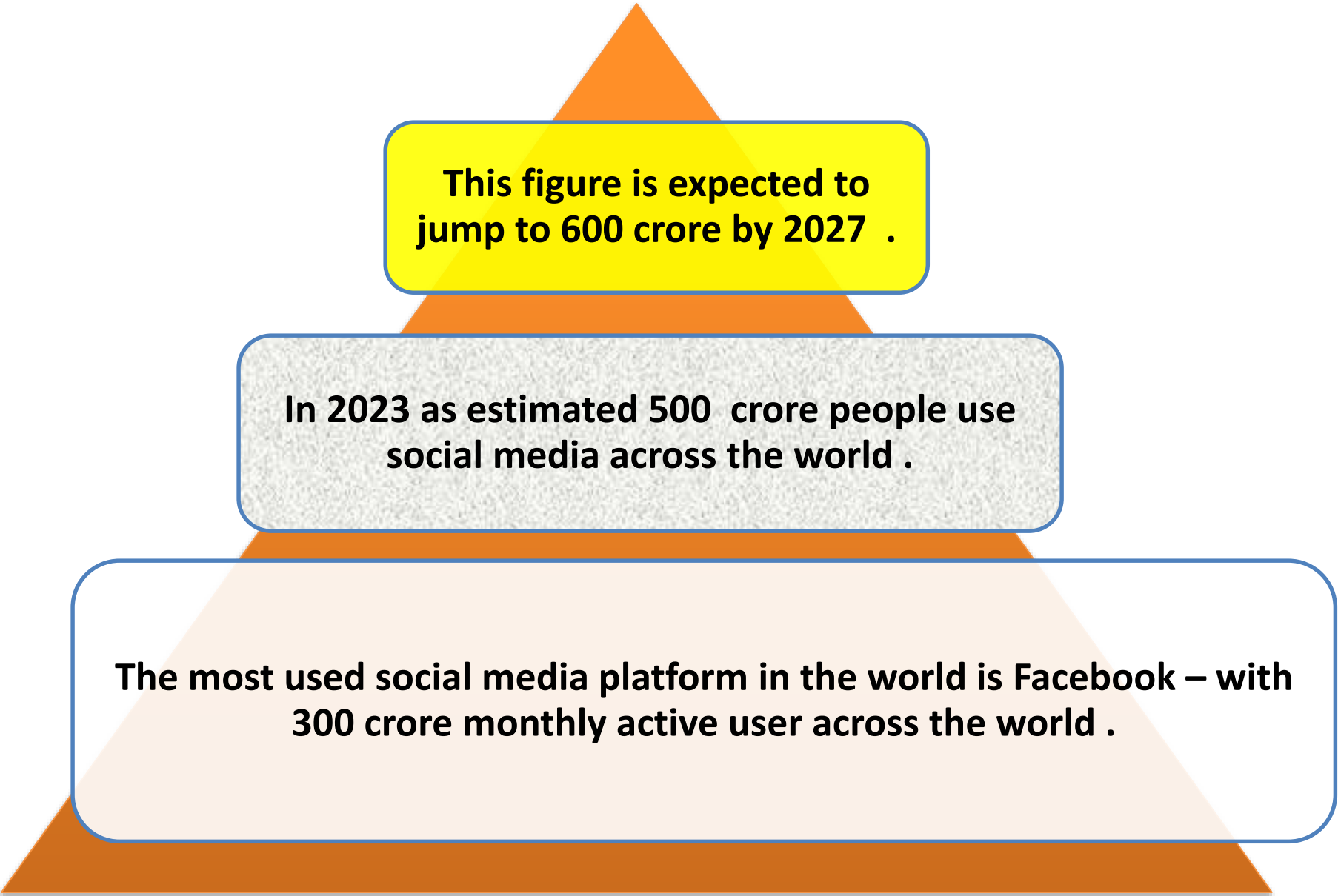
Social Media

Chat

Share



Some Interesting Statistics



This figure is expected to jump to 600 crore by 2027 .

In 2023 as estimated 500 crore people use social media across the world .

The most used social media platform in the world is Facebook – with 300 crore monthly active user across the world .

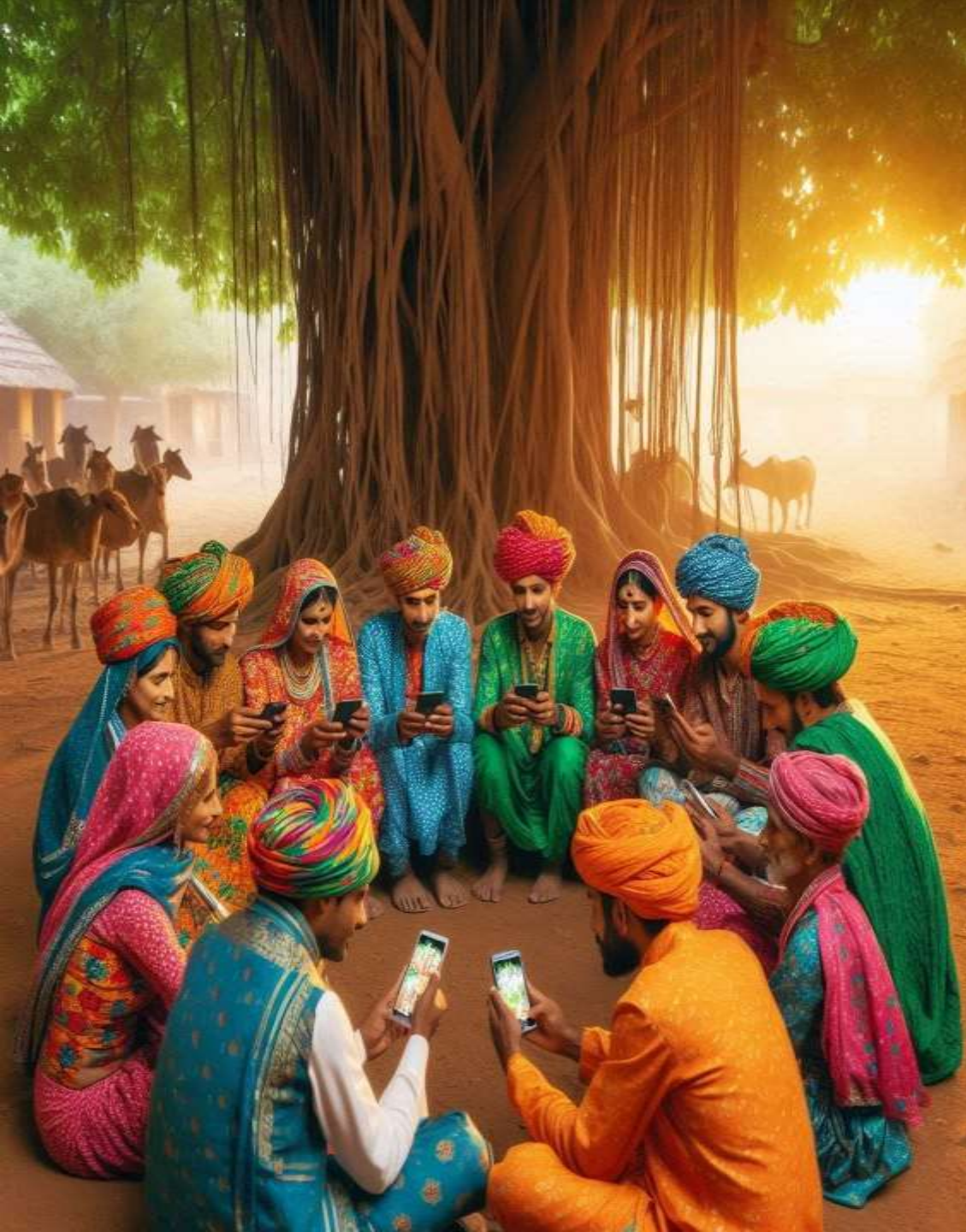
Statistics for thought

1. India has the largest number of Facebook users of 44,80,00,000 making it highest in the world and it means one in every five Indian is there in Facebook .

2. In general 67.5% of all internet users in India in January , 2023 , regardless of age used at least one social media platform

Why should Panchayat be there actively in Social Media ?

- 1. More than half of the world now uses social media (62.6%)**
- 2. About 507 crore people around the world now use social Media , about 26 crore new users have come online within last year .**
- 3. The average daily time spent using social media is 2h 20m**



**Still Why
should
Panchayat be
there actively
in Social
Media ?**

Will the SM be the one criteria for assessment of your performance ?



Priyanka Tiwari 

@Sarpanch_Rajpur

Pradhan / Sarpanch | Member of U.P. Panchayati
Raj State Committee | Former Media Person |
Views are Personal | Jagran all India edition [bit.ly/
3zD80z4](https://bit.ly/3zD80z4)

 Hathras, India  bit.ly/3OEIOWh

 Joined February 2013

5,282 Following **9,268** Followers



priyanka tiwari sarpanch



priyanka tiwari sarpanch



All

Images

News

Short videos

Videos

Within 1.6 km

Open now

Top rated

Whee

Results for **Krishna Nagar, Agartala**



Use precise location



Priyanka Tiwari, the **sarpanch of Rajpur Gram Panchayat in Uttar Pradesh**, implemented a plastic ban, greywater recycling, a crematorium and a library - all in a year. 31 May 2022



ministryofpanchayatiraj • [Follow](#)



5 likes

ministryofpanchayatiraj On 4th day of #NPAW2023, Ms. Priyanka Tiwari, Sarpanch, Rajpur Gram Panchayat, Hathras District, Uttar Pradesh,...

more

20 April 2023



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Bhaleswar sarpanch vows to plant 50 trees for each girl born in panchayat

Prajanna.Das
@timesgroup.com

TIMES OF INDIA



... further than Class 10 or work after that. To address these issues, we thought of this plan where we will plant 50 saplings when a girl is born. That way, as the child grows up and is nurtured, the trees grow up with them. This will not only help in afforestation, but will also spread



Following

Sarpanch_Bhaleswar

@Srpnch_Bhaleswr

AWARDS- | CHANGE MAKER OF THE YEAR |
LOK PRIYA JAN PRATINIDHI | SWAYAMSIDHHA
SAMMAN | Ac managed by (SAROJ
DEVI) Sarpanch Bhaleswar GP Nuapada
District, Odisha

Social worker ନୁଆପଡା ଜିଲ୍ଲା (ଓଡ଼ିଶା)

facebook.com/tarachand.agra...

Joined April 2022

3,447 Following **2,297** Followers



Followed by RK Vij and Srinivas BV



Sarpanch_Bhaleswar  @S... · 17 Sep ⋮

"Honored to attend the flag-off ceremony of the Vande Bharat Train alongside Hon'ble MP of Kalahandi, Mrs. Malvika Devi Ji. A proud moment for us all as we witness this milestone in boosting connectivity and progress in our region. Also grateful to host her at my home for tea [Show more](#)



Narendra Modi and 9 others





Pinned



Sarpanch_Bhaleswar ... · 21 Aug 23

[#MustWatch](#)

My Panchayat work shown on 3 days National workshop in [#Srinagar](#) laid emphasis on implementing [#rural](#) schemes in a transparent manner by Govt of India . [@mopr_goi](#)
[@PRDeptOdisha](#) [@PradeepJenaIAS](#)
[@DM_Nuapada](#) [@NAdministration](#)
[@SPNUAPADA](#) [@SecyChief](#)
[@PanchayatN](#)

In [Show more](#)



47

74

351

39.4K





Sarpanch_Bhaleswar  @S... · 17 Aug ⋮

Distribution of Social security pension at my GP ..

@SSEPD2 @IPR_Odisha @mopr_goi
@NAdministration @PanchayatN
@NityanandaBJP @RabiNaikBJP
@PravatiPOdisha @KVSinghDeo1
@malvikadevibjp



Mohan Charan Majhi and 9 others



Are our Panchayats there in Social Media ?

- 1. Yes we are there but our presence is very insignificant .**
- 2. We rarely be there actively .**
- 3. We are not taking this platform seriously .**
- 4. We are not properly connected with people .**
- 5. The Government Machinery does not find us as important entity in the Social Media .**
- 6. We do not have strategy for our presence in Social Media .**
- 7. We do not find the content what to share and how to share for our penetration in the society .**

Which Platforms should be targeted for our presence ?

1. Facebook
2. Youtube
3. X – Twitter

NB : It is not like that one Panchayat should have presence in only one platform ; presence should be ensured in all the above platforms . After making its presence it should be ensured that the Panchayat is active in all those platforms .

Why should GP/VC be there in Social Media ?

To Ensure...

1. **Enhancement of Connection with people**
2. **Communication with people**
3. **Proper sharing of Information**
4. **Pronouncement of achievements**
5. **People friendly role**
6. **Strengthening of Governance**
7. **Enhancement of community welfare**
8. **Attainment of sustainable development**
9. **Strengthening of feedback mechanism**
10. **Participation of youth in the process of development**

20 point Strategy for Social Media

- 1. All the Panchayats should open their account in Facebook , X-Twitter , Youtube if not already opened .**
- 2. If opened special drive has to be taken to increase the friends / viewers / subscribers / followers so that the figure touches at least 500-1000 within NEXT 45 DAYS .**
- 3. The Social media platforms of all the important Personalities and the Offices should be followed / friend request should be sent (Prime Minister of India , Chief Minister of India , Ministry of Panchayatiraj –GOI , Directorate of Panchayat , PRTI – A D Nagar , PRTI – Ambasa , PRTI – Kumarghat , PRTI – Gomati) .**

20 point Strategy for Social Media

- 4. All the above social media accounts should be checked on daily basis and all posts of all those accounts should be Shared . (If there remains any political post , it is not required to share)**
- 5. As a preliminary task all the videos as available in the website of the Directorate of the Panchayat should be downloaded and shared in the respective Facebook profile of the Panchayat and also in the Youtube Channel of the panchayat with simple heading .**

20 point Strategy for Social Media

6. The youtube channel of the Panchayat should be updated **atleast twice a month** . The video should not be of more than three minutes . It can be arranged with the mobile also . The content of the video should be of any developmental issue of any scheme as going on in the Panchayat of any Department . It is not mandatory to edit the video with professionals . Simple video will serve the purpose . Any interview of any beneficiary may also be considered . The same Youtube video should be shared in the Facebook and X-Twitter .

20 point Strategy for Social Media

7. The Facebook page / profile should be updated at **least twice a week** with specific content . The post should have content in writing , not maximum 120 words with relevant photographs (**minimum one , maximum four**) . So there should be minimum eight posts a month for each Panchayat and in addition to this for any special purposes relevant posts should be made . **BUT UNDER ANY CIRCUMSTANCES REGULAR EIGHT POSTS SHOULD BE THERE .**

20 point Strategy for Social Media

8. The weekly two posts , i.e monthly eight posts will be of following types (giving example of twelve different topics) :
 - a. First Post : On rural housing
 - b. Second Post : On MGNREGS / SBM
 - c. Third Post : Why I am satisfied with my Panchayat
 - d. Fourth Post : From the desk of Panchayat
 - e. Fifth Post : The activities of ASHA didi
 - f. Sixth Post : The activities of AWC
 - g. Seventh Post : Development work of XVFC or PDF
 - h. Eighth Post : Beneficiary from Fishery Department / ARDD / Other Department
 - i. Ninth Post : Development of DW facility
 - j. Tenth Post : Problem solved through Amar Sarkar
 - k. Eleventh Post : Success of TRLM
 - l. Twelfth Post : Office work / activities / inspection of panchayat / Ration Shop / Health related issue etc .

20 point Strategy for Social Media

- 9. Now whatever is posted in the Facebook same should also be posted in the X-Twitter with minimum words but with all photographs .**
- 10. Special post in the Facebook should be made during visit of any higher authority from Block , District and State . Same should also be reflected in the X-Twitter .**
- 11. On various important days special post should be made available in the Facebook and Twitter and those important days are specified . Along with those posts if possible videos may be uploaded . Special photograph in relation to the concerned day may be developed and shared .**

20 point Strategy for Social Media

12. The important days are as follows , on which special post has to be made in the Facebook and X-Twitter :

Sl No	Month	Day / Duration	Importance
1	January	10-16	Road Safety Week
2		12	National Youth Day
3		23	Birthday of Netaji
4		25	National Voters Day
5		26	Republic Day
6	February	28	Science Day

Sl No	Month	Day / Duration	Importance
7	March	8	International Women Day
8		15	Consumers Day
9		16	Immunization Day
10		22	World Water Day
11		24	World TB Day
12	April	7	World Health Day
13		14	Ambedkar Jayanti
14		22	Earth Day
15		23	World Book Day
16		24	National PR Day

Sl No	Month	Day / Duration	Importance
17	May	22	International Day for Biodiversity
18		28	Birthday of Vinayak Damodar Savarkar
19		31	World No tobacco Day
20	June	05	World Environment Day
21		21	World Yoga Day
22		26	International day against drug abuse and illicit trafficking
23	July	1	National Doctors Day
24		6	Birthday of Shyamaprasad Mukherjee
25		11	World Population Day
26		26	Kargil Vijay Diwas

Sl No	Month	Day / Duration	Importance
27	August	15	Independence Day
28		29	National Sports Day
29		23Aug – 6 th Sept	National Fortnight on eye donation
30	September	5	Teachers Day
31		15	Engineers Day
32		21	World Peace Day
33	October	1	National Voluntary Blood Donation Day
34		2	Gandhi Jayanti
35		13	International Day for Natural Disaster Reduction (IDNDR)
36		16	World Food Day
37		31	National Unity Day

Sl No	Month	Day / Duration	Importance
38	November	14	Childrens Day
39		26	Constitution Day
40	December	1	Worlds AIDS Day
41		3	International Day of persons with disabilities
42		14	National Conservation Day
43		23	National Farmers Day

20 point Strategy for Social Media

- 13. On some other important days which attract Bengali calendar like Birthday of Rabindranath Tagore , any other day of religious importance special posts in both Facebook and X-Twitter has to be ensured .**
- 14. There should be one special post on second day of second week of every month with hashtag , #Whentheyspeak --- It is mandatory for all the Panchayats to follow the same without any deviation . This post will depict the views of villagers on developmental activities of the Panchayat (Preferably with a small video of one minute or relevant photographs) .**

20 point Strategy for Social Media

- 15. After each meeting of the Panchayat one special post has to be made in both the Facebook and X-Twitter giving basic information of the concerned meeting .**
- 16. Before organizing Gram Sabha / Special Gram Sabha advance invitation has to be made through posts in both Facebook and X-Twitter at least for seven days continuously .**
- 17. While making posts in the Facebook and X-Twitter , the posts should be tagged with important institutions like the Directorate of Panchayat , all PRTIs , important personalities etc .**

20 point Strategy for Social Media

18. Special drive has to be made to increase the number of friends , followers , subscribers . Objective should be made to cover all the concerned villagers who are active in social media .
19. The written content should always be crispy , to the point and free from unnecessary information .
20. Special care has to be taken for security of the password and content should not be in the line to create any controversy and against the policy and decision of the Government ; no content should be shared which is having no importance for education and development aspect .

Special Facebook Post on Sthapana Diwas

- **What is Sthapana Diwas ?**
- **Do we know which is the Sthapana Diwas of your VC ?**
- **What are the activities to be arranged on Sthapana Diwas ?**
- **It attracts special Social Media Post .**

How to write good content ?

1. The content should not be lengthy .
2. The content can be written in any official language like –Bengali , English etc
3. The word limit should be 120 .
4. The content should be appealing
5. The **5W1H** concept should be followed while writing

Common errors on writing a post ?

- 1. Sometimes we don't find words what to write though we know the matter .**
- 2. Sometimes we just can not express our idea in a organized manner .**
- 3. We write something but some important information remain missing .**
- 4. We try to write in English but it is not mandatory , we may express our views in Bengali too .**
- 5. We rarely share the story of villagers .**
- 6. We usually don't tag the friends .**
- 7. We are not consistent on our posts**



ড্রাগন ফ্রুট খেলাম

আমি কী
খেলাম ?

কে খেল ?

কখন
খেলাম ?

কোথায়
খেলাম ?

কেন
খেলাম ?

কিভাবে
খেলাম ?

অমল অনেকাধন ধরেং
বলছিল তার বাগানে যেতে ।
আজ বিকেলে , ছুটির দিনে
অমলের বাগানে টু মারা হল
। উদ্যমী যুবক অমল
সরকারী সহায়তায় ড্রাগন
ফ্রুটের বাগান করেছে ।
গাছে ভালই ফল এসেছে ।
নিজেই গাছ থেকে পেড়ে
একটা ড্রাগন ফ্রুট দিল ।
বাগানে একটি ছোট্ট ঘর
করেছে অমল । সেখানে
বসে দুজনে মিলে খেলাম
ড্রাগন ফ্রুট । যথেষ্ট ভাল
স্বাদ । আপনারাও অমলের
কাছ থেকে ড্রাগন ফ্রুট
কিনতে পারেন । বাজার
থেকে অনেক কম দামে
বিক্রি করেছে । অমলের



আমি কী
খেলাম ?

কে খেল ?

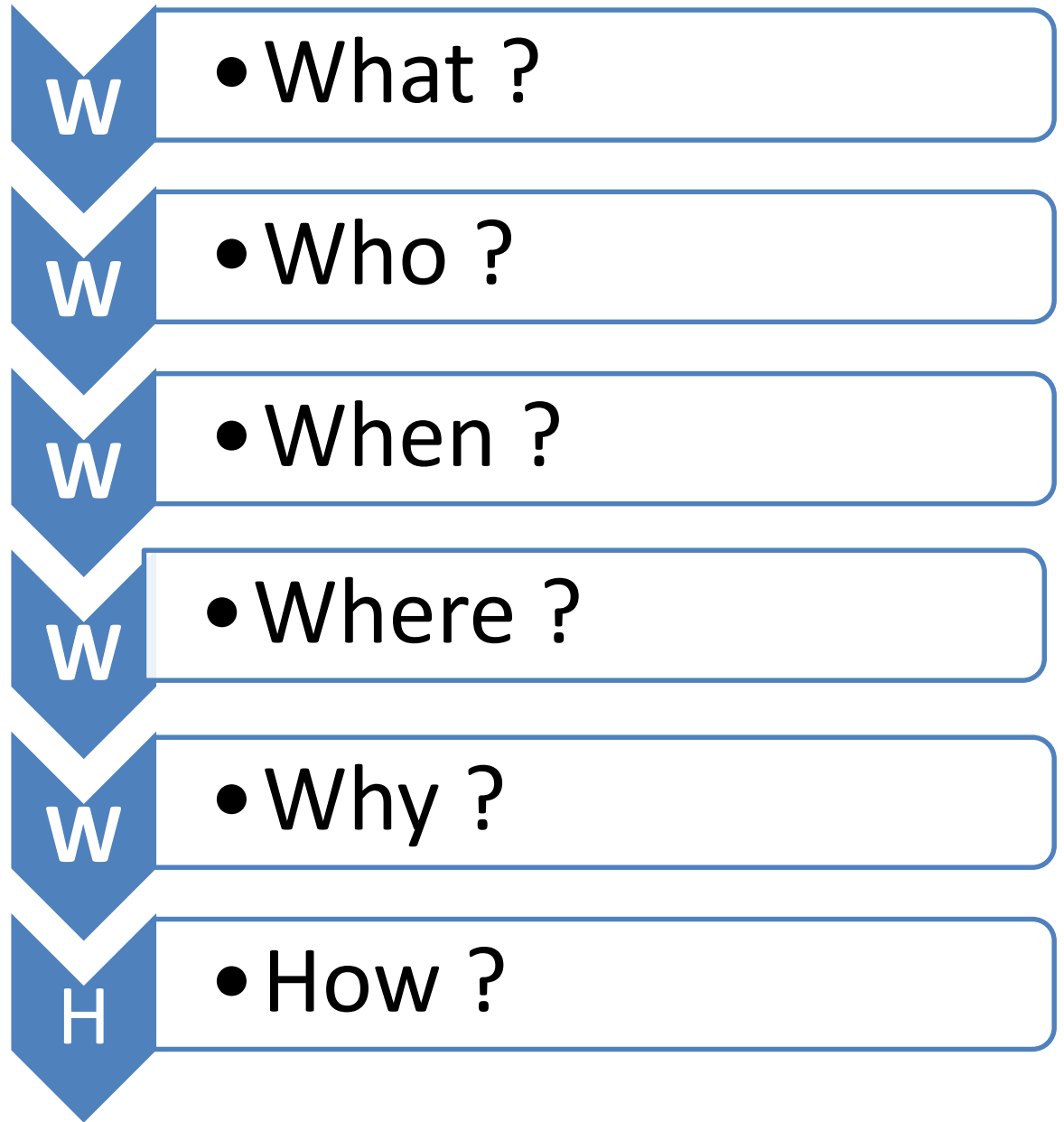
কখন খেলাম
?

কোথায়
খেলাম ?

কেন খেলাম ?

কিভাবে
খেলাম ?

5W1H ?



Celebration of Independence Day

W

• What ?

W

• Who ?

W

• When ?

W

• Where ?

W

• Why ?

H

• How ?

আজ সকাল সাত ঘটিকায় রাধিকাপুর গ্রাম পঞ্চায়েত কার্যালয় প্রাঙ্গনে সাতাত্তর তম স্বাধীনতা দিবস পালনের অঙ্গ হিসাবে পঞ্চায়েতের মাননীয় প্রধান শ্রী সুবল দাস মহাশয় যথাযোগ্য মর্যাদার সাথে জাতীয় পতাকা উত্তোলন করেন এবং স্বাধীনতা দিবস অনুষ্ঠান প্রতি বছরের ন্যায় যথাবিহিত সন্মানের সাথে পালিত হয় । (Add additional information)

Panchyat Inspection By BDO

W

• What ?

W

• Who ?

W

• When ?

W

• Where ?

W

• Why ?

H

• How ?

আজ ময়নামা ভিলেজ কমিটি উচ্চপদস্থ আধিকারিক দ্বারা পরিদর্শিত হল। মনু ব্লকের মাননীয় বিডিও মহোদয় ভিলেজ কমিটি পরিদর্শনে আসেন। সকাল এগারটা থেকে পরিদর্শন শুরু হয়। ভিলেজ কমিটি অফিস সহ বিভিন্ন কাজের এলাকা তিনি পরিদর্শন করেন। সরকারের বিভিন্ন প্রকল্প সঠিক ভাবে বাস্তবায়িত হচ্ছে কিনা তা নিরূপণ করার লক্ষ্যে এই পরিদর্শন সম্পন্ন হয়েছে। তিনি বিভিন্ন কাজের গুণমান যেমন পর্যবেক্ষণ করেন তেমনি অনেক সুবিধাভোগীদের সাথেও আলোচনা করেন।

**Some Facebook Posts – What do it
reflect ??**



Khasiamangal Gram Panchayat

...

1 Oct 2023 · 🌐

Mass Cleanliness Drive(Ek Tarikh Ek Ghanta Ek Saath) at Khasiamangal GP under Teliamura RD Block



👍 4

2 shares

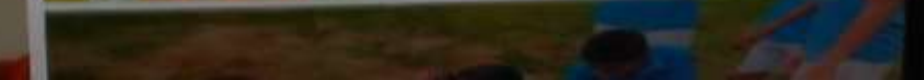
What is / are the problems of this post ?



Khasiamangal Gram Panchayat

12 Aug 2023 · 🌐

"Mera Mati Mera Desh" কর্মসূচির অঙ্গ হিসাবে আজ ১২/০৮/২০২৩ ইং খাসিয়ামঙ্গল গ্রাম পঞ্চায়েতের পক্ষ থেকে অবসর প্রাপ্ত সৈনিক এবং শহীদ পরিবারের সদস্যকে সম্বর্ধনা এবং বিদ্যালয়ের শিক্ষক - শিক্ষিকা ও ছাত্রছাত্রীদের শপথ গ্রহন সহ বৃক্ষরোপণ করা হয়।



What is / are the problems of this post ?



Jagannathbari Gram Panchayat

2 Oct 2023 · 🌐



গান্ধী জয়ন্তী উদযাপন উপলক্ষ্যে বিশেষ গ্রাম সভা
Jagannath Bari GP, Teliamura RD Block



Ranatosh Kumar Deb and 5 others

What is / are the problems of this post ?



Jagannathbari Gram Panchayat



1 Oct 2023 · 🌐

**Mass Cleaning Drive at Rail Chowmuni,
Trishabari, Teliamura
Organised by Jagannath Bari Gram Panchayat**



👍 Ranatosh Kumar Deb and 13 others

1 comment

What is / are the problems of this post ?



Maiganga Gram Panchayat

24 Jan · 🌐



মাইগঙ্গা গ্রাম পঞ্চায়েত বাল সভা অনুষ্ঠিত হয়েছে এর কিছু ছবি শেয়ার করার হল।



What is / are the problems of this post ?



Maiganga Gram Panchayat

23 Jan · 🌐



128th Day Birthday Anniversary Celebration
Netaji Subhas Chandra Bose. **Maiganga Gram
Panchayat** under Teliamura R.D.Block, Khowai
Tripura.



What is / are the problems of this post ?



Maiganga Gram Panchayat



5 Jul · 🌐

Today 05-07-2024

Maiganga Gram Panchayat office



What is / are the problems of this post ?



Laxmipur VC is with Debjyoti Malakar and 99 others.



9h · 🌐

সবার সম্মতিক্রমে অতিরিক্ত গরমের কারণে ওয়ার্ড সভা-১, বাড়িতেই করতে হলো। ধন্যবাদ বাড়ির মালিককে। সবার সঙ্গে কথা বলে ভালো লাগলো। থিম ভিত্তিক Action Plan তৈরিতে সবার আগ্রহ ভিলেজ কমিটির পরবর্তী কাজকে সহজ করেছে।
আগামী 2025-26 অর্থবছরে ৩ টি থিম তথা 1. Clean and Green Panchayat
2. Self-sufficient Infrastructure &
3. Women Friendly Panchayat.
তবে প্রতিটি ওয়ার্ড থেকে যেই থিম গুলি সবচেয়ে বেশি সিলেক্ট করবে সেইগুলো নিয়েই অ্যাকশন প্ল্যান হবে।



What is / are the problems of this post ?



Ramchandranagar Vill... is feeling happy with Laxmipur VC and 4 others at Mandai Rd Block.

1d · Jirania, India · 🌐

বর্তমান সময় এ বেশির ভাগ মানুষ ছোট থেকে বড় মোবাইল এ ব্যস্ত থাকে, আমাদের সময় এ অনেকটা সময় খেলাধুলায় কাটিয়েছি, খেলাধুলা করলে স্বাস্থ্য ভালো থাকে, রামচন্দ্র নগর ভিলেজের একটি সংস্থাকে আমরা পঞ্চায়েত তহবিল এর স্পোর্টস এন্ড কালচারাল হইতে 20-09-2024 তারিখ একটি কেরামবোর্ড এবং পাঁচটি ফুটবল তুলে দেই, যাতে করে এলাকার ছেলেমেয়েরা খেলাধুলা করতে পারে, গত শনিবার থেকে এখন প্রতিদিন চনতাইবাড়ি মাঠে খেলা চলছে, [#followerseveryone](#) [@highlight](#) [#follower](#)



What is / are the problems of this post ?

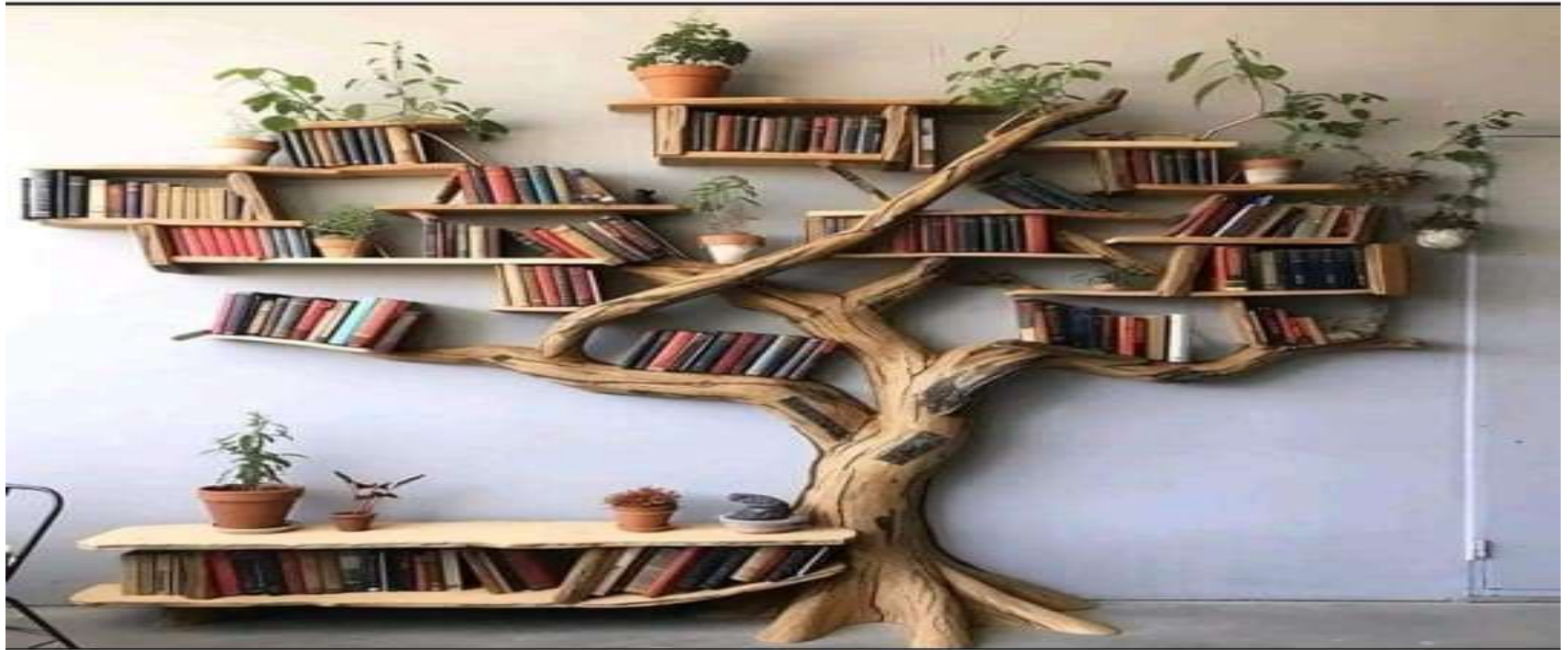


Laxmipur VC is with Debjyoti Malakar and 97 others.

8 Sep · 🌐



গ্রামবাসীদের কাছে অনুরোধ আপনার শিশুর মানসিক এবং সামাজিক উন্নতির জন্যে ওর হাতে বই তুলে দিন। উপযুক্ত বই সঠিক সমাজ গঠনে সহায়ক। অর্থ এবং ভালো পোশাক উন্নত মানসিকতার পরিচয় বহন করে না।



You, Subhayan Chakraborty and others

1 share

What is / are the problems of this post ?



Purbabajarjala Gp

3d · 🧑🏻‍🤝‍🧑🏻



শিশু বান্ধব গ্রাম পঞ্চায়েত গড়ার ক্ষেত্রে আমরা পূর্ব
বড়জলা গ্রাম পঞ্চায়েত এর নিজস্ব আয় থেকে গ্রাম
পঞ্চায়েত এ শিশুদের মনোরঞ্জনের জন্য শিশু উদ্যান
গড়ে তোলা হয়েছে



Debjani Basu Debroy and 21 others

6 comments

What is / are the problems of this post ?

Some interesting facts

- 1. Throughout the world 77% businesses use social media to reach customers .**
- 2. It is found 90% users follow at least one brand on social media .**
- 3. About 76% social media users have purchased something they saw on social media .**
- 4. Among 76% about 11% are buying immediately , 44% are going for online purchase later and 21% opting to buy in store .**

Are these facts helpful for us ? If Yes , How ?

Another interesting fact

The most engaging type of content on Social Media is short form of videos --- typically less than a minute in length capturing the attention of 66% of customers .

How does this fact helpful for us ?

One TASK !!!

Let us make a reel

A group of seven diverse people are sitting on the floor in front of a chalkboard. The chalkboard is covered in white chalk drawings and text related to social media. At the top, the words "Social Media" are written in a large, cursive font. Below this, there are various icons and words: "Chat" with speech bubbles, a padlock, a clock, a star, a smartphone with a Wi-Fi symbol, a location pin, a play button, and the word "Share". The people are looking at each other and some are holding laptops or tablets, suggesting a collaborative activity.

Duration : 15 Minutes

Let us THINK

Thoda Hatke !!

Accept --



We are not regular in social media and moreover we don't get satisfactory number of reactions / Likes



We rarely tag friends / people – rarely share important posts



If we do not take the Social Media seriously the performance of the Panchayat and my credibility will be under scanner



We need to be serious to prove that my Panchayat is active in the Social Media so that My Panchayat can be a front runner in coming days

Resolution --



The social media pages should be kept out of static inertia



Will get engaged with friends , will tag more villagers , special drive will be taken to make friends with important personalities , youth of the area



Shall follow the guideline of keeping my Panchayat active in Social Media



Advance step / planning should be made to identify the posts .

Special Initiative

01



Make a visit of a family who are blessed with a baby and give small gift of a tree , take photographs and make a sweet post -- tag the members of that family . It will be a News item in the News Paper .

Special Initiative

02



Make a visit of a family where new marriage was held ; give one small gift , take photographs , make a post , tag the family members . It will be a news item too .

Special Initiative

03



Make a visit of a family which is having senior citizen ; collect the information of birth day -- celebrate with a cake ; make a post .

Special Initiative

04



**Make a visit of a family – celebrate the marriage anniversary of the senior citizen of the family .
Make a post .**

Special Initiative

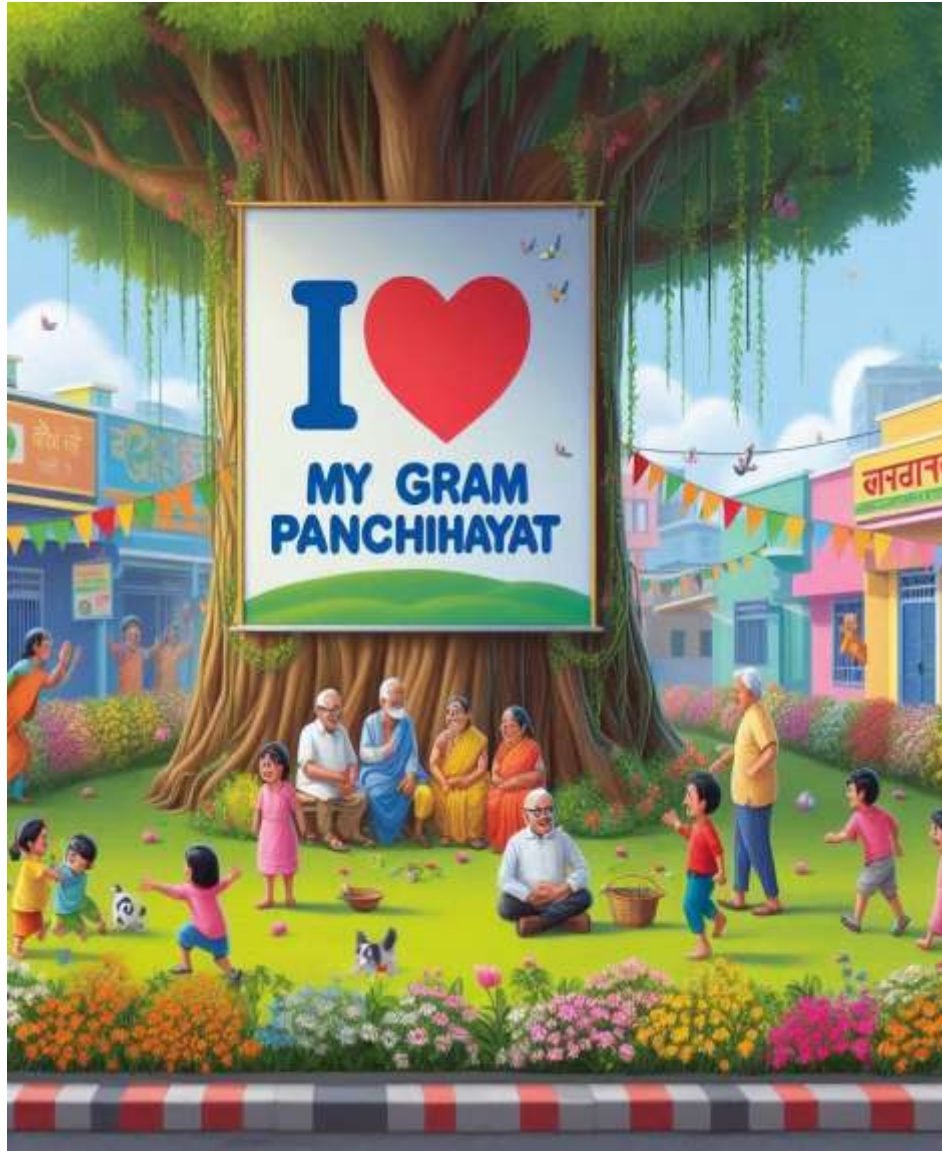
05



Before Madhyamik / HS exam visit the houses of all candidates ; boost up their moral , express good wishes , give small gifts like pen , fruits , sweet etc ; take all the photographs --- it will be a nice post .

Special Initiative

06



Make a hoarding like , ' I love MyGP/VC' ; arrange a campaign putting a signboard to take a selfie and share it with the Panchayat and in every month the best photograph will be awarded .

Special Initiative

07



Create a campaign for Best Toilet in the VC --- Tag all the villagers as far as possible and make this campaign successful , giving three months time . It will definitely create some impact . Similarly other campaign cum competition like best garden in the house , best PMGAY house can be initiated .

Special Initiative

08



Meet any senior citizen / Govt employee / Educated youth / Retired personality of the VC and request them to give their views for development of the VC – make a video of 1-2 minutes , share it tag him / her .

Special Initiative

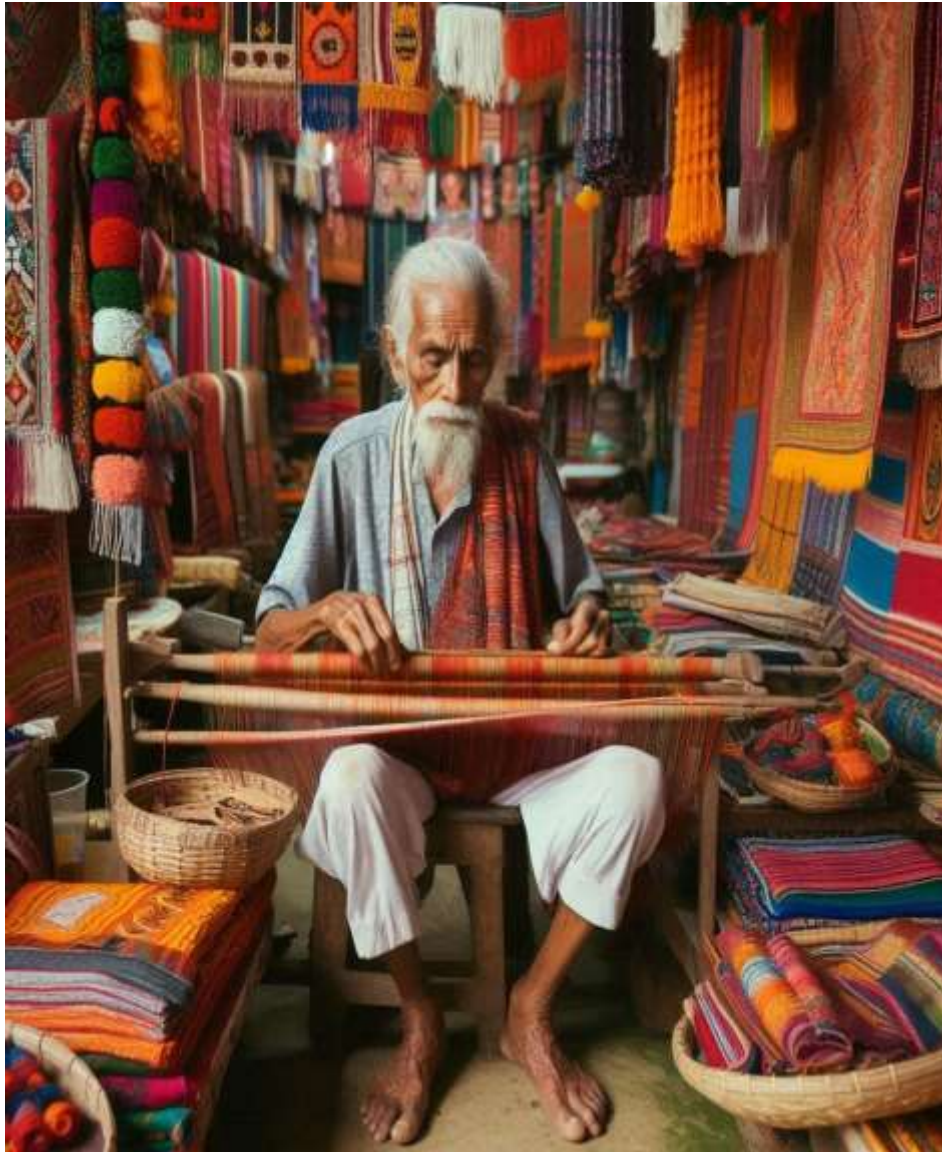
09



Contact with one prominent vlogger of the Block area or outside ; invite him / her ; request him to make a video of your Panchayat and let it be posted from his / her page and also share it from the Facebook page of the Panchayat , tag him / her ; it will definitely create some impact .

Special Initiative

10



Create posts showcasing local artisans , small business – highlight their contributions and achievements .

Special Initiative

11



Share posts on local festivals , Melas , cultural events and traditional practices , including photos and videos .

Special Initiative

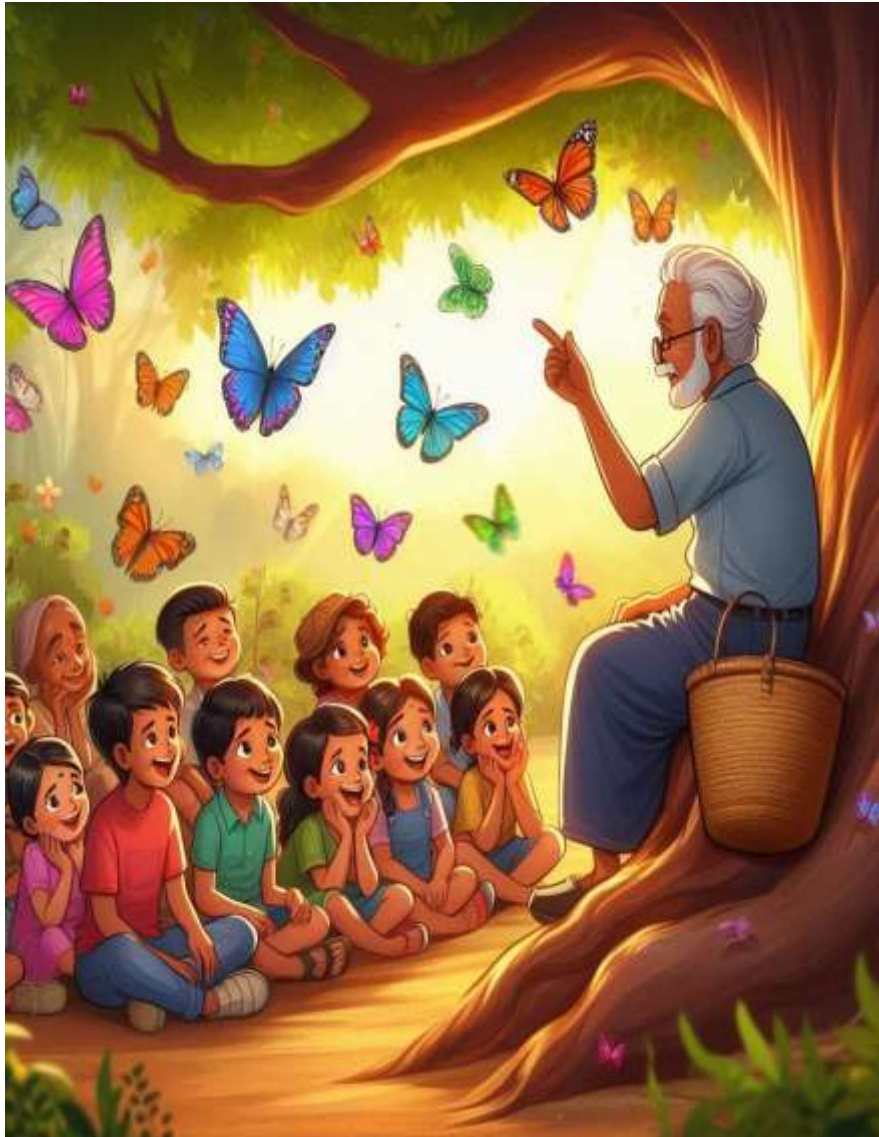
12



Post informative content about health , education , agriculture and other allied topics – provide valuable information to the community .

Special Initiative

13



At the end of each month create a recap post highlighting the major activities , achievements and events that took place within the Panchayat .

Special Initiative

14



Use Facebook live to cover important events , meetings etc in real time , allowing the community to participate virtually .

Special Initiative

15



Make a post about successful students in their exams or in any other sector .

Let Us Do One
Activity ...

Follow the Instruction and Do It !!

Let us develop a text – post for FB

Task

Celebration of Children Day

Organizing Bal Sabha

TRLM product

Birthday of one Senior Citizen

Born of a baby and visit of Panchayat functionaries

What are the works to be taken up under XVFC

Importance of Amar Sarkar

Let us develop a text – post for FB

Task

Peace meeting

Glimpses of market day

World Environment Day

Functionality of FP Shop

Budhu Laxmi Debbarma , our health warrior

Functionality of AWC

Engagement of one PTPO of LI Scheme

Your choice

Let us develop a text – post for FB

Task

Our BDO

Our BAC chairman and his views for development

Five Objective of development

Drinking water situation and future plan

Success Story of a road

What shall we do from PDF during this year ?

Why will u participate in Gram Sabha ?

Important statistics of our VC

The Three Types of Employees

1

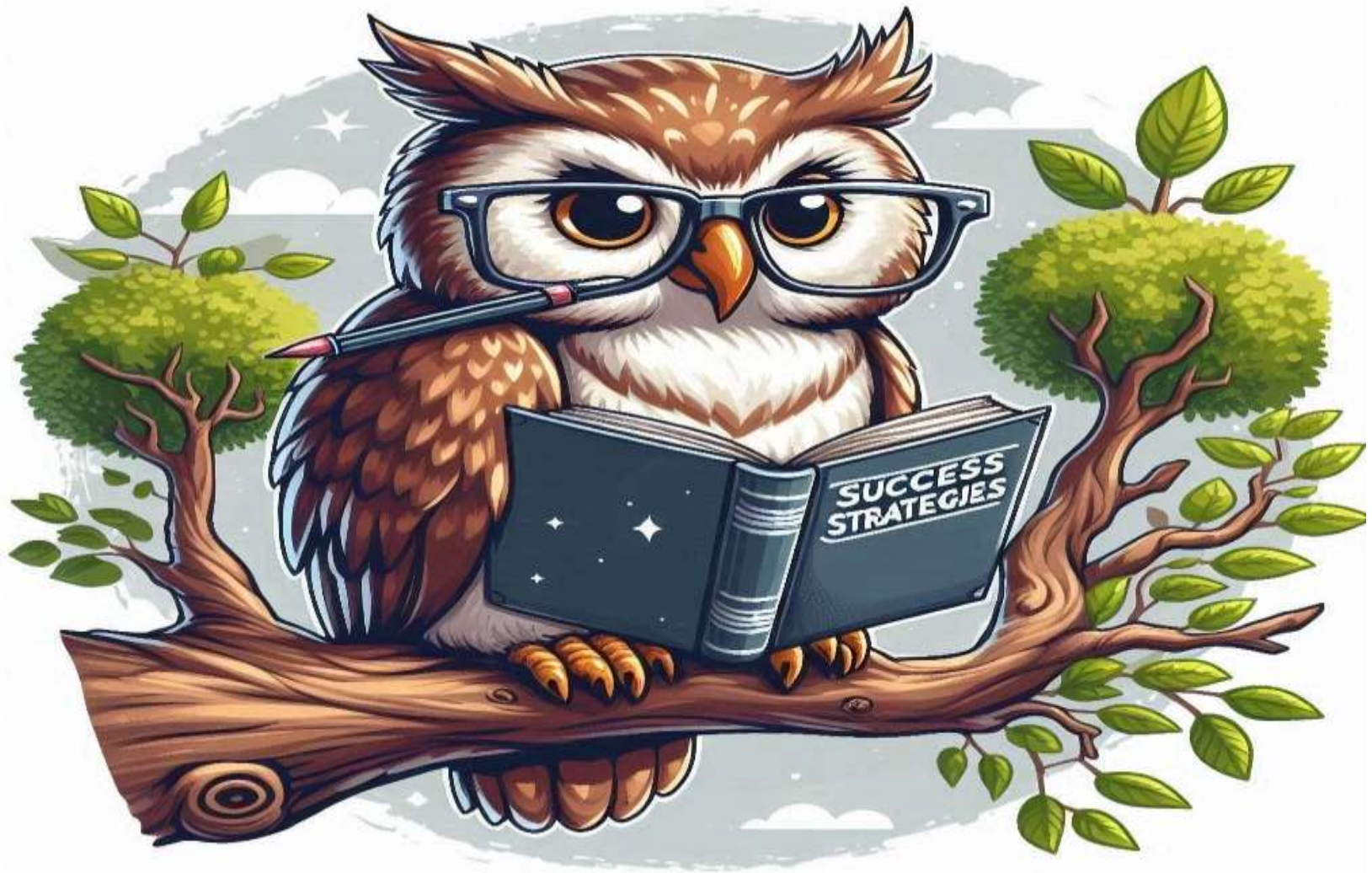
ENGAGED , employees work with passion feel a profound connection to their organization . They drive innovation and move the organization forward

2

NOT-ENGAGED , employees are essentially ‘checked out ‘ . They are sleepwalking through their workday , putting time –but not energy or passion --- into their work

3

ACTIVELY DISENGAGED , employees are not just unhappy at work ; they are busy acting out their unhappiness . Everyday these employees undermine what their engaged coworkers accomplish .



‘A goal without a plan is just a wish’ – Antonie de Saint .

