



Gramya Vikash Mancha (GVM)

Strategic Communication Plan

Member Orientation Handbook & 1-2 Hour Training Module

PART A: MEMBER ORIENTATION HANDBOOK

1. Purpose of This Handbook

This handbook is designed to help all members of Gramya Vikash Mancha (GVM)—staff, volunteers, coordinators, and leadership—understand **how and why we communicate**. It ensures that everyone represents GVM with the **same values, clarity, and responsibility**.

Communication is not the work of one person or one team. **Every member of GVM is a communicator.**

2. What Does “Communication” Mean at GVM?

At GVM, communication means: - Explaining **who we are** and **why we exist** - Sharing **what we do** and **how change happens** - Building **trust, participation, and ownership** - Ensuring dignity, honesty, and transparency

Communication is **not publicity**, exaggeration, or only social media.

3. Why Strategic Communication Is Important for GVM

- Our work is community-based → people must understand and trust us
 - Government and donors support organisations they **clearly understand**
 - Good work without communication remains **invisible or misunderstood**
 - Consistent communication strengthens **institutional identity**
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4. Vision of GVM (What Guides Our Communication)

“A peaceful, prosperous, egalitarian and exploitation-free society in every village.”

Our communication must: - Promote dignity and equality - Avoid portraying people as helpless - Reflect peace, inclusion, and justice

5. What Is a Strategic Communication Plan?

A Strategic Communication Plan is a **planned way of communicating** so that: - Messages are clear and consistent - Everyone speaks with the same understanding - Communication supports our long-term goals

It answers: 1. Why we communicate 2. What we communicate 3. To whom we communicate 4. How we communicate 5. Who is responsible

6. GVM's Communication Goal

Within five years: - At least **15% citizens of North East India** should - Know GVM - Trust GVM - Support and engage with GVM initiatives - Recognise and adopt GVM values and approaches

7. Core Communication Beliefs of GVM

All members must remember: 1. **Truth builds trust** – never exaggerate impact 2. **Stories matter** – real experiences connect people 3. **Relevance creates engagement** – local context is key 4. **Consistency builds credibility** – one organisation, one voice

8. Who Are We Communicating With?

Primary Audience - Village communities, women, youth, SHGs - Preferred mode: face-to-face, Assamese, simple language

Secondary Audience - Government departments, donors, CSR, partners - Preferred mode: structured, evidence-based, professional

Tertiary Audience - Media, general public, volunteers, academics - Preferred mode: stories, visuals, impact-focused

9. Key Messages Every Member Should Convey

- Development must be **community-led**
- GVM works for **inclusive and sustainable rural development**
- Women and youth are **agents of change**
- Transparency, participation, and dignity guide our work

Members should understand the **idea**, not memorise sentences.

10. Communication Channels Used by GVM

Community Level (Highest Priority) - Village meetings, Gram Sabha, awareness programmes - Exposure visits, folk media, wall writings

Institutional Level - Official meetings, reports, presentations, documentation

Digital Support - WhatsApp, Facebook, short videos, email updates

11. Content We Share

- Programme updates
 - Beneficiary stories (with dignity and consent)
 - Case studies and learning
 - Photos and short videos from the field
 - Successes and challenges
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12. Language and Ethics Guidelines

- Use Assamese for community communication
 - Use simple English for external communication
 - Take consent before photos/videos
 - Do not show people as helpless
 - Be accurate and transparent
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13. Roles and Responsibilities

- **Programme Staff:** share field stories, photos, experiences
- **Communication Focal Person:** coordinate content and messaging
- **Leadership:** guide strategy and represent GVM
- **Volunteers:** support events and responsible sharing

Communication is a **shared responsibility**.

14. How We Know Communication Is Working

- Community participation
 - Feedback from people
 - Government engagement
 - Media coverage
 - Donor interest and partnerships
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15. Key Message for All Members

Every conversation, meeting, photo, report, and post **represents GVM**.

PART B: 1-2 HOUR TRAINING MODULE

Training Title

“Understanding and Practicing Strategic Communication at GVM”

Training Duration Options

- **1 Hour (Orientation)**
 - **2 Hours (Interactive Training)**
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Training Objectives

By the end of the session, participants will: - Understand GVM's communication strategy - Know their role as communicators - Practice value-based communication - Avoid common communication mistakes

Session Structure (2-Hour Version)

Session 1: Introduction to Communication (20 minutes)

- What is communication?
- Why communication matters for GVM
- Difference between publicity and strategic communication

Method: Facilitator talk + open discussion

Session 2: GVM Communication Vision & Values (20 minutes)

- Vision and beliefs
- Dignity and ethics in communication
- Real-life examples

Method: Group discussion + examples

Session 3: Audiences & Messages (25 minutes)

- Who are our audiences?
- What messages suit which audience?
- Language and tone

Method: Group exercise (match message to audience)

Session 4: Channels & Content (25 minutes)

- Community vs digital communication

- What content to share
- What not to share

Method: Case study discussion

Session 5: Roles, Responsibility & Practice (20 minutes)

- Everyone as a communicator
 - Do's and Don'ts
 - Short role-play or scenario discussion
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Session 6: Reflection & Way Forward (10 minutes)

- Key learnings
 - Personal commitment
 - Questions & closing
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Materials Required

- Flip chart / whiteboard
 - Printed handbook
 - Markers
 - Sample photos or stories
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Expected Outcomes of Training

- Common understanding of communication strategy
 - More confident and responsible members
 - Consistent representation of GVM
 - Stronger internal unity
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