

## **Launching a campaign to enhance own source revenue (OSR) in Gram Panchayats**

Launching a campaign to enhance own source revenue (OSR) in Gram Panchayats should be integrated with strengthening Panchayati Raj Institutions (PRIs) for local governance, development, and citizen engagement. The campaign should highlight the partnership between PRIs and citizens in driving local development. The approach to the campaign is given hereunder:

1. Overarching Approach:
  - The campaign should not solely focus on OSR but emphasize the broader role of PRIs in local governance, development, and citizen participation.
  - It should communicate how the partnership between citizens and PRIs works for the overall development of the community.
  - Campaign should be at national, state and local level with appropriate responsibilities and strategies. Campaign strategies should be developed after consultation with stakeholders starting from elected representatives and officials concerned.
2. Timing and Levels of the Campaign:
  - Intensive campaigns can be conducted on occasions like Gandhi Jayanti and National Panchayati Raj Day.
  - A comprehensive and extensive campaign should be carried out at three levels: National, State, and Panchayat.
3. National Level Campaign:
  - Highlight the importance of working with PRIs for effective local governance and development.
  - Design a carefully crafted positive communication strategy, featuring appeals from eminent personalities.
4. State Level Campaign:
  - State initiatives to strengthen Panchayati Raj.
  - Focus on the functions and resources of Panchayats, and share good practices through short video clips.
  - Showcase what Gram Panchayats have delivered and how citizens can support them (e.g., participating in Gram Sabhas, contributing labor (shramdaan) for development projects).
  - Emphasize the development of Panchayats and encourage those who can pay more.
  - Highlight the rights (legal and social) and duties of citizens concerning Panchayats.
  - Involve elected representatives and conduct stakeholder consultations to understand their perspectives and motivate them to collect OSR.
5. Gram Panchayat Level Campaign:
  - Before campaign, there should be a consultative workshop with the stakeholders.
  - Initiate the campaign with a special Gram Sabha focusing on planning and development.
  - Gram sabha should give suggestions regarding revenue generation.
  - Educate citizens on the link between local development and resources, and how they can contribute.

- Involve stakeholders like farmers, small business people, people's groups, cooperatives, teachers, students from Unnat Bharat Abhiyan institutions, NSS and Self-Help Groups (SHGs).
  - Form squads to visit households and explain the importance of paying taxes.
  - Develop a Panchayat Development Status with the motto "By You for You."
6. Addressing Challenges:
- In Naxal-affected areas explore alternative awareness strategies (hoardings, videos, students rally, audio campaign, gram sabha, digital campaigns).
  - In poverty-stricken areas, emphasize the benefits of contributing to local development and explore provisions for subsidies or exemptions.
  - In areas with low literacy, utilize visual aids, local influencers, and community-based awareness programs.

The campaign should be a holistic effort to strengthen Panchayati Raj Institutions, promote local governance, foster citizen engagement, and enhance own source revenue for sustainable local development. Campaign should focus on expectations at the National and State level. At local level it should focus on the promises of local government.

### **Phased Implementation Phase 1: Planning and Preparation**

- Conduct situation analysis of current OSR status and gaps
- Identify and engage key stakeholders like elected representatives, officials, citizens, businesses, civil society
- Define clear, measurable OSR enhancement objectives and targets

### **Phase 2: Campaign Development**

- Develop strong campaign messaging, branding (e.g., "Gram Vikas Shakti"), and visual identity
- Create educational materials explaining OSR importance, how to contribute, fund utilization
- Develop training resources for PRI functionaries on revenue collection best practices

### **Phase 3: Outreach and Engagement**

- Training and capacity building for PRI functionaries
- Community meetings, Gram Sabhas for public engagement
- Multi-channel communication strategy leveraging traditional, digital, and printed media

### **Phase 4: Implementation and Monitoring**

- Introduce incentives for timely tax payment (discounts, recognition)
- Ensure transparency through financial updates, grievance redressal
- Set up monitoring framework, use data analytics for course correction

### **Phase 5: Sustaining Momentum**

- Continuous community engagement through newsletters, meetings
- Ongoing capacity building for new PRI members

- Policy advocacy with state governments for supportive policies

## **Campaign Strategy for Attracting Citizen Attention to OSR**

1. Develop a Compelling Narrative:
  - Frame the campaign around the concept of "Citizen Ownership" and "Community Pride."
  - Emphasize how increased OSR directly translates into tangible improvements in local infrastructure, services, and quality of life.
  - Use real-life examples and success stories to illustrate the impact of OSR on community development.
2. Leverage Local Influencers and Community Leaders:
  - Identify and engage with respected local influencers, such as religious leaders, prominent citizens, and community elders.
  - Involve them in the campaign as ambassadors and spokespersons, as their endorsement can carry significant weight.
3. Organize Interactive Community Events:
  - Conduct street plays, cultural programs, and interactive sessions that educate and entertain simultaneously.
4. Collaborate with Local Businesses and Institutions:
  - Partner with local businesses, shops, and industries to promote the campaign through their networks and customer bases.
  - Collaborate with schools, colleges, and other educational institutions to involve students and youth in the campaign activities.
5. Leverage Digital Media:
  - Use mobile apps, social media platforms, and digital tools to facilitate participation and track progress.
6. Promote Transparency and Accountability:
  - Establish a mechanism for transparent utilization of collected OSR funds, such as regular financial updates and progress reports.
  - Encourage citizen participation in decision-making processes related to fund allocation and project prioritization.
7. Offer Incentives and Recognition:
  - Introduce incentives for prompt tax payment, such as discounts, prizes, or public recognition.
  - Recognize and celebrate individuals, households, and communities that actively contribute to the campaign's success.

## **Group Members**

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