



Commonwealth Human Rights Initiative

Developing a Basic Plan for Raising Public Awareness on RTI and the RTI Act 2005

Points to Consider

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Session Objectives

- ◆ To assist the Uttaranchal Government in developing a broad plan for raising public awareness on the right to information and the RTIA 2005 in the State of Uttaranchal.



Key Questions to Consider

- ◆ What are the “public awareness” obligations of the Uttaranchal Government under the RTIA 2005?
- ◆ Why Public Awareness?
- ◆ What are key components of any basic plan for raising public awareness?



Obligations of the Uttarakhand Government under RTIA 2005

Under s. 26 of the Right to Information Act 2005 all State Governments where finances and other resources permit are under obligation to:

- ✓ s. 26 (1) (a); Develop and organise educational programmes for the public, in particular disadvantaged communities on exercising the right to information.
- ✓ s. 26 (1) (b); Encourage Public Authorities to develop, organise and undertake themselves such public education programmes.
- ✓ s. 26 (1) (c) Promote timely and effective dissemination of accurate information by public authorities about their activities; and,



Obligations of the Uttaranchal Government under RTIA 2005

- ✓ S. 26 (1) (d); Train Central Public Information Officers or State Public Information Officers as case maybe, of public authorities and produce relevant training materials for use by public authorities.
- ✓ s.26 (2); Compile within 18 months of the Act being enacted, in the official language a Users Guide on the Act.
- ✓ s. 26 (3); The Users Guide is to be updated and published on a regular basis and shall include details of - objectives of the Act, postal address, phone, fax, email etc of every Public Authority, how an information request should be made – manner and form of the request, duties of all Public Authorities under the Act etc.

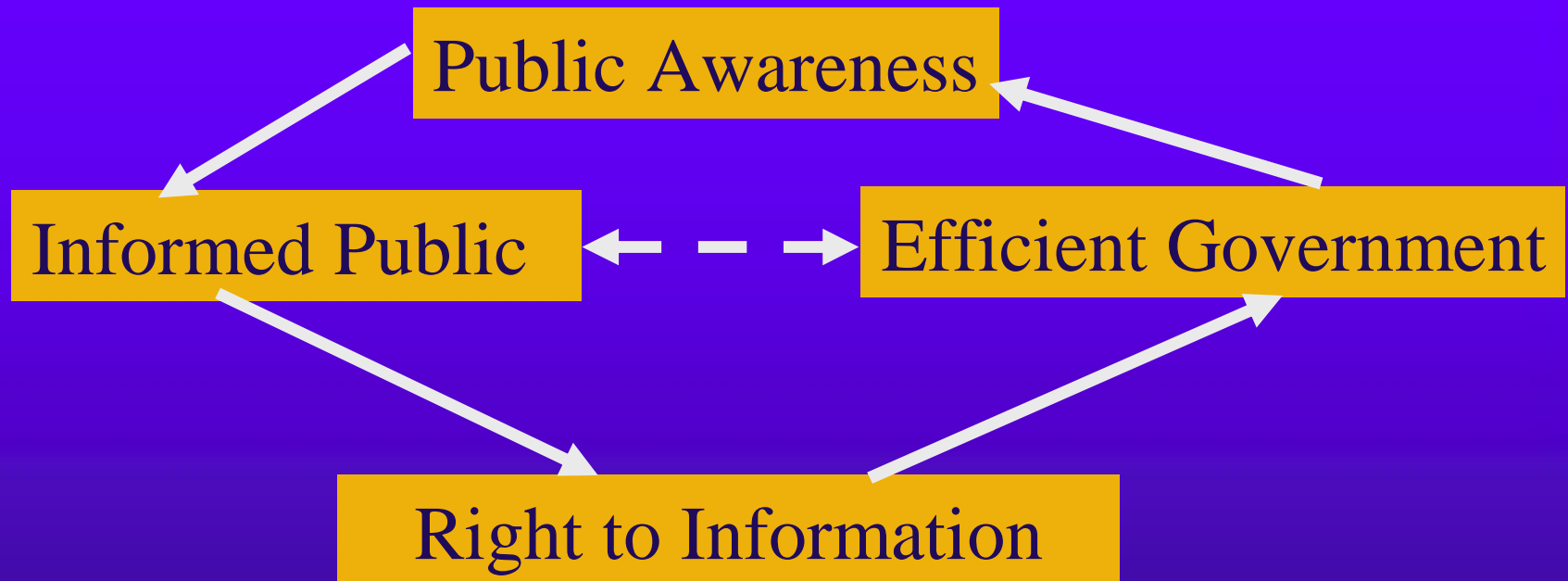


Why Public Awareness?

- ◆ Right to Information is a Peoples Right.
- ◆ People have to use the Act for it to be effective.
- ◆ By creating an informed public, the Government will ensure that the Act is used actively and effectively.



What is the Benefit to Government?





Developing A Plan

- ◆ Identifying Partners
- ◆ Targeting the Audience
- ◆ Promotion and Dissemination
- ◆ Developing Public Education Materials



Identifying Partners

◆ *Government*

- Information & Publicity Directorate : to take a lead on disseminating information on RTI to all Departments.
- Panchayat Raj Department : provide good inroad into the villages.
- State Consumer Forum : Educating consumers on the benefits of using RTI re entitlements.
- Co-operative Societies Department
- Tourism Department : Utilise its extensive publicity network to spread the message of RTI.
- Transport Department
 - Garhwal Motor Owners Union
 - Kumaon Motor Owners Union
- State Election Commission



Identifying Partners

◆ *Central and State Governments*

- Central Department of Personnel and Training
- YASHADA

◆ *Civil Society Organisations*

- **National:** CHRI, NCPRI, VANI, PRIA
- **State:** Himalayan Action Research Centre (HARC), Rural Litigation & Entitlement Centre.

◆ *Media*

- **State**
- **National**

◆ *Universities*



Targeting the Audience

- ◆ Government : At all levels
- ◆ Urban : Cities – Municipal Councils, Housing Societies, Cooperative Societies etc
- ◆ Rural : Villages –Panchayati Raj Institutions: village pradhans, elders etc,
- ◆ Youth : Cities & Villages via government and local schools (pathshalas, madrasas), Universities, Training Institutes
- ◆ Media : Print and Television
- ◆ Civil Society : Ngos, volunteer groups, health workers, social workers, self-help groups working at all levels



Promotion and Dissemination

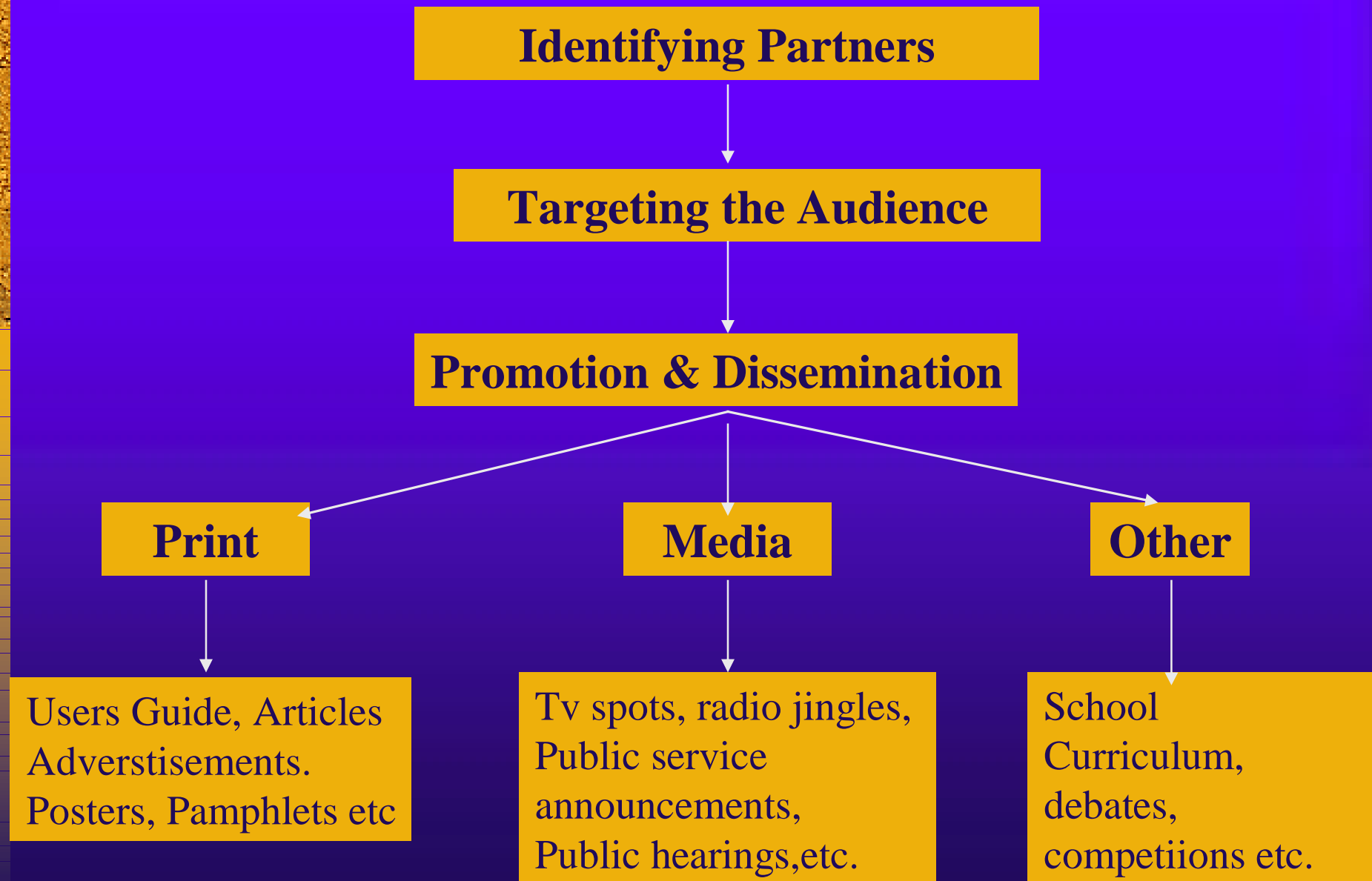
- ◆ **Newspapers**
- ◆ **Posters, pamphlets, fliers, banners etc**
- ◆ **Television & Radio**
- ◆ **Internet**
- ◆ **Other Channels**
 - Gram Sabha meetings, local councils etc.
 - Senior and Secondary High Schools, Universities
 - Post Offices, STD/ISD Phone Booths, Internet Cafes, Bus/Taxi Stands, Railway Station, Tourist Information Kiosks, Government Rest houses, Banks, PDS shops, Cinema halls
 - Street plays, festivals, ‘nukad-natak’,
 - Garhwal Motor Owners Union, Kumaon Motor Owners Union (posters, fliers on the backs of buses)



Public Education Materials

- ◆ Print (Newspapers, Journals):
 - Weekly press releases updating on progress.
 - Brochures & Users Guides
 - Posters, banners, stickers, fliers
- ◆ Media (TV, Radio, Cinema):
 - Radio Jingles,
 - TV spots, short films
 - public service announcements at Train, Bus stations, cinemas
- ◆ RTI in school and university curriculum.

Public Awareness Plan





Thank You

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