



STATE RURAL EMPLOYMENT SOCIETY (SRES), MEGHALAYA

Registered under Meghalaya Societies Registration Act, XII of 1983. NO. SR/SRES-10/11 OF 2011
A Nodal Agency for Implementation of MGNREGA, PMAY-G, RGSA, SBM-G, PMAAGY, PMAGY & Others
Community & Rural Development Department, Government of Meghalaya

PRESS RELEASE

State-Level Preparations Underway for Expansive IEC Campaign ' Jan Bhagidaari - Sabse Door, Sabse Pehle' under DA-JGUA

Today, the State Rural Employment Society (SRES), the State Nodal Implementing Agency for the Dharti Aaba Janjatiya Gram Utkarsh Abhiyan (DA-JUGA), has launched the IEC Campaign 'Jan Bhagidaari - Sabse Door, Sabse Pehle' to create awareness on welfare schemes for Tribals and conduct of Beneficiary Saturation Camps from 18th May, 2026 to 25th May, 2026 in all Villages covered under DAJGUA in Meghalaya.

Last year, successful IEC campaign has been conducted across the State. Now, as a follow up to these campaigns, all Districts covered under DAJGUA will revive the IEC Campaign and ensure that Beneficiary Saturation Camps are held across the State. The campaign '**Jan Bhagidaari - Sabse Door, Sabse Pehle**' will focus on field contact, service saturation, health outreach and livelihood visibility. This campaign will provide an apt opportunity to have feedback from beneficiaries on the Abhiyans and sharing of success stories and learnings. All possible benefits from schemes of the Central and State Government will be extended to the Tribal population during this period.

In celebration of DA-JUA's ongoing impact, a focused and extensive Information, Education, and Communication (IEC) campaign starts from 18th May, 2026 to 25th May, 2026 in all 1,437 designated villages across Meghalaya. This timely campaign will provide critical services and disseminate information about various government schemes directly to the grassroots, ensuring that the benefits of the initiative reach every corner of the state.

Key components of the IEC campaign include:

- * Organized Camps at both the village and cluster levels to facilitate the on-ground delivery of essential entitlements.
- * Awareness Programs: Dedicated sessions to educate local communities on government schemes and benefits, ensuring that tribal populations are well-informed.
- * Multi-Departmental Coordination: Active collaboration across Line Departments to ensure streamlined service delivery and effective communication.

This underscored the commitment of governmental stakeholders to this cause, deliberating on strategies to maximize outreach, encourage active participation of community members, and ensure the success of the IEC campaign. All stakeholders were urged to actively support the initiative, thus contributing to the robust implementation of all welfare schemes and paving the way for sustainable development in tribal areas.

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