

Revised Information, Education and Communication (IEC) Plan for Crop Residue Management Scheme 2026-27

Introduction

Punjab has witnessed a substantial decline in crop residue burning incidents over the last few years due to sustained efforts under the Crop Residue Management (CRM) Scheme, large-scale deployment of CRM machinery and coordinated field-level interventions. However, the challenge of localized stubble burning continues in certain areas due to operational constraints, behavioural patterns, and issues related to timely management of paddy straw.

For the Kharif season 2026, the Information, Education and Communication (IEC) strategy has been designed to strengthen farmer outreach through a combination of field demonstrations, mass media campaigns, community participation and digital communication. The strategy focuses on improving awareness regarding sustainable straw management practices, facilitating access to CRM solutions and promoting greater participation of Panchayats, educational institutions, farmer groups and local stakeholders in reducing stubble burning incidents across the State.

2.0 Objectives of the Plan

The plan has been prepared with the following objectives, in accordance with the Operational Guidelines of the CRM Scheme:

- To create large-scale awareness amongst farmers regarding the environmental, agronomic and health impacts of crop residue burning.
- To promote adoption of in-situ and ex-situ crop residue management technologies through demonstrations, farmer interaction and field-level extension activities.
- To facilitate effective utilization of CRM machinery, Custom Hiring Centres (CHCs) and straw management infrastructure during the paddy harvesting season.
- To strengthen communication outreach through digital media, social media platforms, WhatsApp groups and localized publicity campaigns.
- To encourage participation of Panchayats, FPOs, PACS, educational institutions and local communities for achieving reduction in stubble burning incidents.

3.0 IEC Strategy 2026

The IEC strategy for Kharif 2026 shall focus on creating sustained behavioural change amongst farmers through practical, farmer-oriented and community-based communication approaches. The campaign shall move beyond conventional awareness activities and emphasize positive social messaging, peer learning, field demonstrations and dissemination of local success stories to encourage adoption of sustainable crop residue management practices.

Special emphasis shall be placed on communicating the economic and agronomic benefits of CRM technologies, including improvement in soil health, timely sowing of wheat and efficient utilization of available CRM machinery and Custom Hiring Centres (CHCs). The communication

material and outreach activities shall be designed in simple and locally relevant language to ensure greater acceptability amongst farmers.

The IEC interventions shall also adopt a district-specific approach, with higher intensity activities being undertaken in districts reporting relatively higher fire incidence. The campaign shall be implemented through convergence of various departments and institutions including the Department of Agriculture & Farmers Welfare, Department of Information & Public Relations, Punjab Agricultural University, Krishi Vigyan Kendras (KVKs), Panchayati Raj Institutions, educational institutions and local community organizations.

In addition, greater emphasis shall be placed on real-time and digital communication through WhatsApp groups, social media platforms and timely advisories during the harvesting period for dissemination of information regarding CRM practices, machine availability and field-level activities.

Awareness and outreach material for stakeholders, community institutions and campaign participants may also be developed and distributed during trainings, conferences, awareness camps and mobilization activities for sustained recall and behavioural reinforcement.

4.0 Components of IEC Action Plan

The proposed IEC campaign for Kharif 2026 shall include a combination of mass media outreach, field-level extension activities, digital communication and community mobilization initiatives. The major components of the campaign are as follows:

Mass Media Activities	Field Extension Activities	Community & Digital Outreach
Print Media Campaign	CRM Demonstrations	Social media & WhatsApp Campaign
Television Campaign	Village Level Camps	Digital Content Creation
Radio & FM Campaign	Block Level Camps	School & College Mobilization
Outdoor Publicity	Publicity Vans	Sarpanch Meetings & Public Pledges
Hoardings & Wall Paintings	ASHA Worker Mobilization	Religious & Community Outreach
	Nukkad Nataks	CRM Champions & Reward Activities
	Monitoring & Evaluation	

5.0 Institutional Responsibilities

The IEC campaign shall be implemented through coordinated efforts of the Department of Information & Public Relations (DIPR), Department of Agriculture & Farmers Welfare and Punjab Agricultural University (PAU)/KVKs.

The Department of Information & Public Relations (DIPR), Punjab shall continue to undertake state-level mass media and publicity activities including print media advertisements, television and radio campaigns, outdoor publicity and dissemination of success stories and awareness messages through various communication channels. The allocation under DIPR shall remain unchanged during FY 2026-27.

The Department of Agriculture & Farmers Welfare shall be responsible for implementation of district-level IEC activities including demonstrations, awareness camps, publicity vans, social media and WhatsApp outreach, content creation, Panchayat mobilization and monitoring of campaign activities.

Punjab Agricultural University (PAU) and Krishi Vigyan Kendras (KVKs) shall provide technical support for the campaign through farmer training, expert lectures, demonstration support, technical advisories, capacity building activities and dissemination of scientifically validated information regarding crop residue management practices.

Agency/Department	Major Responsibilities
Department of Information & Public Relations (DIPR), Punjab	Print media advertisements, television and radio campaigns, outdoor publicity, dissemination of awareness messages, publicity through mass media and promotion of farmer success stories.
Department of Agriculture & Farmers Welfare, Punjab	District-level extension activities, demonstrations, village and block-level camps, publicity vans, social media and WhatsApp outreach, Panchayat mobilization, content creation, monitoring and reporting, coordination of IEC activities, management of digital and social media outreach, stakeholder communication support, establishment of a Project Management Unit (PMU)/Help Desk for campaign coordination and implementation support, and new initiatives under CRM
Punjab Agricultural University (PAU) / KVKs	Technical support, farmer training, expert lectures, demonstration support, technical advisories, communication and capacity building activities.

It is proposed that a dedicated Project Management Unit (PMU)/Help Desk may be established under the CRM Scheme to support coordination, monitoring and execution of IEC activities across the State. The PMU shall facilitate convergence amongst various implementing agencies, coordinate digital and social media campaigns, support documentation and reporting of field activities and help project a unified communication strategy for all CRM related interventions being undertaken in Punjab.

6.0 Summary of Funds

Department	Activity	Tentative Fund Allocation (in lakhs)
Punjab Agricultural University (PAU), Ludhiana	Training	324.00
	Involvement of NSS	10.00
	Total (A)	334.00
Department of Information and Public Relations (DIPR), Punjab.	Print Media	600.00
	Television	
	Radio	
	Outdoor Media	
	Total (B)	600.00
Department of Agriculture and Farmers' Welfare (DoA&FW), Punjab	District Level Extension Activities	498
	SMS Campaign	50.000
	Social Media Campaign	30.000
	Content Creation	30.000
	Recognition for Panchayats, FPOs and PACS	50.000
	FoM demonstrations	60.070
	Bio -Decomposer	600.000
	Trainings, stakeholder conferences, awareness material and outreach support	45.000
	For the Activities thorough PMU	200.00
	For New Initiatives or any other activities	133.93
	Total (C)	1697.00
Grand Total (A+B+C)		2631.00
Total Funds Approved under AAP for Component 4		3506
Publicity, awareness camps etc. (For Wheat Season)		875

The details are as per Annexure- I.

District	Numbe r of Blocks	Area under Paddy (thousan d Hac)	Numbe r of Demos	Fund Requiremen t @ Rs 6000 per demo	Wall Painting s	Fund @ Rs 800 per painting	Mobilizat ion of School Students though Essay/ painting/ Debate Competiti on	Fund Requireme nt @ Rs 15000 per activities	Publicity Vans	Fund @ Rs 110000 for 40 days	Villag e Level Camp s	Funds @ Rs 3000 per village level camp	Block Level Camp s	Funds @ Rs 15000 per block level camp	Mobilizati on in villages through ASHA Workers	Financia l @ Rs. 6000 per camp	For Literatur e Print	Play (Nukka d Natak)	Funds @ Rs 3000 per Play (Nukka d Natak)	Sarpanc h Meeting s + Pledges	Funds @ Rs 3000 per meetin g	Progressive farmers identificatio n (No.) @ 10 per block	Token to farmer s @ Rs.500 per farmer	Total Funds (Rs in Lakhs)
Amritsar	10	180.61	120	720000	150	120000	20	300000	3	330000	270	810000	20	300000	10	60000	160000	30	90000	10	30000	100	50000	29.7
Barnala	3	102.67	58	348000	100	80000	6	90000	1	110000	129	387000	6	90000	3	18000	168000	9	27000	3	9000	30	15000	13.42
Bathinda	8	207.85	124	744000	150	120000	16	240000	3	330000	279	837000	16	240000	8	48000	198000	24	72000	8	24000	80	40000	28.93
Fardikot	2	108.47	56	336000	100	80000	4	60000	1	110000	126	378000	4	60000	2	12000	162000	6	18000	2	6000	20	10000	12.32
Fatehgarh Sahib	5	86.7	58	348000	100	80000	10	150000	2	220000	131	393000	10	150000	5	30000	130000	15	45000	5	15000	50	25000	15.86
Fazilka	5	146.28	85	510000	150	120000	10	150000	2	220000	191	573000	10	150000	5	30000	130000	15	45000	5	15000	50	25000	19.68
Ferozepur	6	185.15	106	636000	150	120000	12	180000	2	220000	238	714000	12	180000	6	36000	186000	18	54000	6	18000	60	30000	23.74
Gurdaspur	11	153.19	112	672000	100	80000	22	330000	3	330000	251	753000	22	330000	11	66000	166000	33	99000	11	33000	110	55000	29.14
Hoshiarpur	10	74.72	73	438000	100	80000	20	300000	3	330000	164	492000	20	300000	10	60000	160000	30	90000	10	30000	100	50000	23.3
Jalandhar	11	150.65	110	660000	150	120000	22	330000	3	330000	249	747000	22	330000	11	66000	166000	33	99000	11	33000	110	55000	29.36
Kapurthala	5	111.74	69	414000	100	80000	10	150000	2	220000	156	468000	10	150000	5	30000	130000	15	45000	5	15000	50	25000	17.27
Ludhiana	11	256.61	157	942000	150	120000	22	330000	3	330000	354	1062000	22	330000	11	66000	216000	33	99000	11	33000	110	55000	35.83
Mansa	5	144.52	84	504000	100	80000	10	150000	2	220000	189	567000	10	150000	5	30000	180000	15	45000	5	15000	50	25000	19.66
Moga	5	176.25	98	588000	150	120000	10	150000	2	220000	221	663000	10	150000	5	30000	180000	15	45000	5	15000	50	25000	21.86
Mukatsar	4	192.86	102	612000	150	120000	8	120000	2	220000	228	684000	8	120000	4	24000	174000	12	36000	4	12000	40	20000	21.42
Pathankot	6	24.54	35	210000	100	80000	12	180000	2	220000	78	234000	12	180000	6	36000	136000	18	54000	6	18000	60	30000	13.78
Patiala	8	226.75	132	792000	150	120000	16	240000	3	330000	298	894000	16	240000	8	48000	198000	24	72000	8	24000	80	40000	29.98
Ropar	5	44.09	39	234000	100	80000	10	150000	2	220000	89	267000	10	150000	5	30000	130000	15	45000	5	15000	50	25000	13.46
Sangrur	10	229.63	142	852000	150	120000	20	300000	3	330000	318	954000	20	300000	10	60000	228000	30	90000	10	30000	100	50000	33.14
SAS Nagar	3	48.88	34	204000	100	80000	6	90000	1	110000	76	228000	6	90000	3	18000	118000	9	27000	3	9000	30	15000	9.89
SBS Nagar	5	68.37	50	300000	100	80000	10	150000	2	220000	113	339000	10	150000	5	30000	130000	15	45000	5	15000	50	25000	14.84
Tarntaran	10	175.25	117	702000	150	120000	20	300000	3	330000	264	792000	20	300000	10	60000	210000	30	90000	10	30000	100	50000	29.84
Malerkotla	3	62.057	39	234000	100	80000	6	90000	3	330000	88	264000	6	90000	3	18000		9	27000	3	9000	30	15000	11.57
Total	151	3157.837	2000	12000000	2850	2280000	302	4530000	53	5830000	4500	13500000	302	4530000	151	906000	3656000	453	1359000	151	453000	1510	755000	497.99