

**Awareness Strategies**  
**for**  
**The National Legal Aid Services Organization**  
**under**  
**Consulting Services 'Support to the Improvisation of Government**  
**Legal Aid Services' Project**

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## Introduction:

In a democratic country, it is an immitigable prerequisite that all citizens get economic and social justice in one way or another. Therefore, as long as the poor exists in the society, a legal aid will be necessary to uphold human rights and equality for one and all. Realizing the importance of a legal aid in a given social atmosphere, the developing and developed countries have adopted the legal aid program. In these developing and developed countries legal aid has been identified as an effective instrument for erasing the socio-economic disparities in their societies. It is for this reason that the benefit of a legal aid has been extended to the deserving members of the society not as a charity but as their civil right with the Constitutional backing and support. Legal aid is an instrument to achieve a visible protection in the law as it is well established and embedded in the Article 27 and 31 in the Constitution of Bangladesh.

Legal aid is essentially a mechanism that enables the poor and the vulnerable sectors of the society to be able to enforce their legal rights in order to access a fair and equitable justice in the society. Nowadays, a legal aid can be justifiably said as a crying need to ensure social and legal justice in Bangladesh. Due to their financial crisis or lack of legal knowledge they are often precluded to access justice. In recognizing the legal aid as a right, the government has enacted some laws. However, unfortunately those laws are full of weaknesses, loopholes, and procedural complexities which have to be judiciously addressed in the proper legal perspectives. As a matter of fact, legally speaking, much has been said and done, but ironically not much has been practiced. Due to these ever-unsettling defects, the ultimate objectives of those laws have sometimes failed to ensure enjoyment of the legal aid services among the vulnerable sectors of the society.

The state legal aid programme is administered within the legal framework of the Legal Aid Services Act, 2000 (LASA). In terms of LASA, National Legal Aid Services Organization (NLASO) has been established by the government. NLASO is a statutory body working under Ministry of Law, Justice & Parliamentary Affairs to adopt policies and

principles for making legal services available under the Act. NLASO is also responsible for implementing government legal aid across the country. Management authority of NLASO is vested in a National Board of Management chaired by the Minister- Ministry of Law, Justice & Parliamentary Affairs.

NLASO provides the following legal services to the poor and disadvantaged throughout the country:

- **Legal advice**
- **Free *vokalatnama***
- **Advocate to help in a legal proceeding**
- **Fees for lawyers**
- **Fees for the mediator or arbitrator**
- **Certified copies of order, judgment, etc. free of cost**
- **Cost of DNA test**
- **Cost of paper advertisement in CR case**
- **Any other assistance along with expenses for a case**

Any poor<sup>1</sup> person is entitled to get free legal aid service. Besides, any individual receiving old age allowance, distressed mother holding a VGD card, women and children victims of trafficking and acid throwing, insolvent widow, abandoned or distressed woman, disabled person, poor detainee can avail the free legal services.

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<sup>1</sup> As per Legal Aid Services Policy, 2014, under section 02.

## Background:

In Bangladesh a significant number of people are still depriving of their constitutional right of access to justice and fair judicial processes caused by poverty, ignorance, illiteracy, oppression and exploitation. Nevertheless, there exists a government operated Legal Aid scheme was originally established in 1994 but the result is not satisfactory as expected. However, the government scheme was revived in 1997 through constitute of central and district committees with specific mandates and responsibilities.

To reduce the depriving of Legal Aid Services of the poor service seekers; the government has established a permanent legal aid office in every district to ensure access to justice for the poor and disadvantaged. Judicial officers from assistant/senior assistant judge tier are designated as district legal aid officer. The posts of office assistant and MLSS have also been created. Along with the litigation, district legal aid officers are providing legal advice and counseling services to the poor.

The legal needs of poor women are an important focus of the government legal aid programme. The Legal Aid Policies 2014 make special reference to distressed mothers, women and children trafficking victims, women and children acid victims, insolvent widows and abandoned wives. Access to justice for poor women is also a priority of the government has started in Steps towards Change, the revised Poverty Reduction Strategy.

To identify the awareness strategy to aware to the remote and underserved grass-root people; there were a survey and research has been done in 64 district sadar upazila level very recently.

In that survey-research the respondents were District Legal Aid personnel, General People, Justice Seekers as well as Victims. Not only these the District Judges, Head of District Legal Aid Offices, Panel lawyers and Legal Aid Services Providing NGO's also interviewed to pick up the specific awareness strategy to reach out to the grass-root level general people. That's mean the Justice Seekers, General respondents, Legal Aid Service Providers and Panel Lawyers expressed their valuable opinion towards Awareness strategy which help to design the strategy.

According to the responses of the mentioned respondents; the awareness strategy has been developed where all of the potential and possible strategy has been picked up as short term and long term strategy.

## Why Legal Aid Awareness strategies:

Since Legal Aid Services has been started; the Nation Legal Aid Services Organization (NLASO) has been providing the services for the poor and disabled people of the society. To find out the real scenario of the common people about NALSO and its services; there were a survey-research has been conducted in 64 district sadar Upazila. The targeted respondents were General People, Justice Seekers, Service providers and the Panel lawyers and Judges of the each respective district.

The research found that a great number of the respondents are not aware about the services of District Legal Aid Offices (DLAO) which is significantly come out. Even very few of the total respondents know about the short code 16430 of NALSO and 28<sup>th</sup> April is the National Legal Aid Day.

Whatever services NALSO is providing and ready to provide; if the targeted population don't know anything about it how it will become successful or effective to the really justice seekers. That's why the awareness strategy has been developed to reach out to the really justice deserving community with the information of Legal Aid and the modality of it and how it is helpful for the poor, disadvantages and disabled.

This awareness strategies will provide multiple corridors to the National Legal Aid Services Organizations (NLASO) and District Legal Aid Offices (DLAO) to come out total population of the country where everybody will know the services and the benefits of NLASO as well.

If the awareness strategies will not be implemented; a great number of populations will be deprived from it and its services, specially the peoples those are depriving from different angles and can't initiate to hire a lawyer for his justice will remain in dark. So, to ensure the eventual justice for all the awareness strategies will the milestone in the Legal Aid history.

Mass People should know which services are providing from the District Legal Aid Offices (DLAO) and who are the eligible to avail the services with free of cost. By initiating this awareness strategies; those people will know that very clearly and will get confident to come to the DLAO's and face the panel Judges.

In the survey-report found that 76% of the service Seekers don't know anything about National Legal Aid Day, out of total general respondents there are 59% mentioned that

they don't know about their Legal right and 71% mentioned that they don't have any idea about Government Legal Aid Services, 94% of the General respondents don't know the NLASO short code number which is 16430 and 78% of them don't have any knowledge on Free Legal Aid Support. Among the total General Respondents don't have any knowledge on Government Legal Aid Services.

In due course from the total General respondents 86% didn't notice any promotional activities taken by NLASO like-Billboards, Posters, Leaflets containing Legal Aid Services information. Which is very much to make them educate with the information of Legal Aid and its services for the disadvantage's population.

So, to come out from the box and make aware to the total population eventually and educate them on about the National Legal Aid Services Organizations, its services and modality of the services for poor and disadvantages; the awareness activity is must.

This awareness strategies will bring the poor and disabled but justice seekers in front of the light. Not only this the all level of people also will be aware eventually and they can transfer the same information to his neighbors and relatives whenever it is needed.

Beside these, among 49.6% of the Service Providers respondents expressed that it is very much important to initiate to increase awareness campaign across the country.

Moreover this awareness strategies will bring the right information of NLASO to the all level of people across the country and everybody will have clear understanding about the services.

### Objectives of the Awareness Strategies:

Develop an awareness Strategies to make the common people aware of Legal Aid As well as Legal Rights conferred by various statues and execute the same, putting into operations.

- Develop an awareness strategy focusing the poor and disadvantaged specially the grass-root people, print and disseminate the same among the stakeholders.

- Implement the awareness strategies as well as organize seminar, workshop and advertisement at both national and local level through print and electronic media.

## Legal Aid Awareness Strategies

Legal awareness, also known as legal realization, is the empowerment of individuals regarding issues involving the law. Legal awareness helps to promote consciousness of legal culture, participation in the formation of laws and the rule of law. To do this effectively and reach out to the grass-root people and poor disadvantages; there are two sub-head has been defined depends on the awareness strategies length. The two sub-head are as followed.

### **A. Short Term Strategy &**

### **B. Long Term Strategy**

#### A. Short Term Strategy:

The proposed short term strategies has been introduced here those will be initiated and implemented up to ten months and the duration of the short term Awareness strategies is mentioned from March, 2017 to December, 2017. Here all of the short term strategies have been introduces as following.

##### I. Television Commercial (TVC)

Television Commercial is another way to make aware to the mass people because mass people have a great intensity to enjoy television program specially news during their leisure time. So NLASO itself can develop a professional TVC to broadcast in the leading different Television channel including BTV and local cable operators. The broadcasting high time is every pick hour and before the news. As NLASO is a government Organization they can have a privilege to broadcast free of cost to aware to the mass people. The frequency can be as follows-

Sports	TV	Programs	Frequency of airing in 6 Months		
			2017	2017	Total
			Mar-Jun	Jul-Oct	
1 TV Spots, each 10 second and telecast equally as per schedule with channels	GTV	9 Pm News, 1 time just middle news	24	24	48
	Channel 24	1 time just middle news	23	24	47
	Bangla Vision	1 time just middle news	23	24	47
	Desh TV	1 time just middle news	23	24	47
	My TV	1 time just middle news	23	24	47
	SA TV	1 time just middle news	24	24	48
<b>Total</b>			<b>140</b>	<b>144</b>	<b>284</b>

## II. SMS (Text & Voice)

Now a days the mobile phone penetration become more and all level of people are using mobile phone by their own interest. So it will be another easiest way to aware the mass people on by sending text and voice SMS about Legal Aid Services. There are two types of SMS can be sent like-

- Text SMS &
- Voice SMS

For sending Text SMS the NLASO Have to **prepare your database then set up a distribution list and latest prepare the message**. NALSO will send Standard Bulk SMS to the target recipients where the 'standard' bulk SMS mail out allows to send a single message to a distribution list of up to 1 million mobile numbers. The Text & Voice SMS sending gateway modality as follows-

SMS	Division	2017		SMS	Division	2017	
		Mar-Jul	Aug-Dec			Mar-Jul	Aug-Dec
Text	Dhaka	Jan-Mar		Voice	Dhaka		Apr-Jun
	Chittagong	Jan-Mar			Chittagong		Apr-Jun

	Sylhet		Apr-Jun		Sylhet	Jan-Mar	
	Barisal		Apr-Jun		Barisal	Jan-Mar	
	Khulna	Jan-Mar			Khulna		Apr-Jun
	Rajshani	Jan-Mar			Rajshani		Apr-Jun
	Mymensingh		Apr-Jun		Mymensingh	Jan-Mar	
	Rangpur		Apr-Jun		Rangpur	Jan-Mar	

### III. Mic Announcement

The **District Legal Aid Service Offices (DLAO)** can initiate to announce through Mic especially in the Upazila jurisdictions targeting to reach to the people about Legal Aid Services. To do this types of awareness activity mic and an announcer is needed. Only one day there will be announcing specially after 3.00 PM up to upazila level. By which every level of people will be informed on about the Legal Aid Services. Though Mic announcement is a noisy media but sometimes it's become effective to the remote level and reach out to them easily. Actually NLASO can use all possible media to have attention to the all level of people and not to un-touch any one.

### IV. Leaflets & Posters

If any material can attract the general people effectively why not NLASO will take initiative that way to aware the mass people. Leaflets and Posters are also effective way to reach the NLASO Services information to the target people. Leaflet a medium to distribute during different awareness program which will be an embedded tools.

Posters pasting on walls of different prominent road turning places. The poster should not have much information but less with two or three colors. The poster might have animator theme or pictorial to make easy the messages.

### V. Community Gathering by Street Drama

Street Drama is the way to reach out to the remote and underserved people very effectively. The community people are very much fond of to enjoy the cultural program and if it will be live then they will get much enthusiasm to entertain themselves. So the community gathering by Street Drama will help to the NLASO very easy way where the performers will sing Jari, Sari and Vatiali song with the information of Legal Aid services. Just the lyrics will be oriented of NLASO as well as District Legal Aid Services. Script of

the content will also oriented the Government Legal Aid services where a justice seekers history and the DLAO services will come out through the script dialogues.

This types of Community gathers will be held Local School field, near the village market or any other open places where people usually gather for spend their leisure time.

This types of Street Drama will be held one time in a place and there will be two program in an upazila.

#### **VI. Community Gathering by Showing Audio Visual**

Developing an audio visual through a professional system, the **NLASO itself or hiring a consulting firm** will organize and implement in different remotest part of the country. Usually there will be also a community gathering in the same way of Street Drama but the Audio Visual will not held where the street drama held. Its mean that similarly two program will not be held in same area. The program organizer will decide the program depending the available artist, area context and feasibility or the implementers can select some areas as random.

#### **VII. News Paper Advertisement**

Newspapers have become an essential part of modern life. The modern man starts his day by reading over the news with a cup of tea. Equally unimaginable is a morning without the daily newspaper for some people. It is because newspapers are seen everywhere in the world. The NLASO will publish the awareness advertisement in the National Daily Newspapers to make aware to the common people and Justice Service Seekers; which will be an effective short term awareness strategy.

Newspaper advertisement is always highly informative, able to attract the reader, due to lucrative design-it's easily noticeable and definitely it's longer lasting.

As mass people daily read the newspaper and if the advertisement can be published in that media; the targeted geographical people will be informed directly. The **NLASO itself own or hiring a consulting firm** will design a lucrative and eye-catching newspaper ad with graphical images and little texts to use in daily newspaper. By which the graphical or pictorial will bear the importance of services of Legal Aid provided by District Legal Aid Offices (DLAO).

At the same time, it will also carry the contexts & theme of NLASO. Local and regional people also fond of to read Local Newspaper and considering that we will use those local newspaper also.

The same advertisement will be published in the all local newspaper. It should be targeted to advertise two time in six month and the frequency will be one time each month that's mean six time in six months.

Here is the Newspaper Advertisement frequency level as follows-

Newspaper Category	Frequency of Advertisement in Six months	
	Month 1-3	Month 4-6
National Newspaper	One time in four Bangla Daily and one English Daily	Two time in four Bangla Daily and one English Daily
Local Newspaper	Three times in all local Daily	Three Times in all Local Daily

#### VIII. Announcement in Mosque, Temple and Church:

Most of the muslim man community attend in the mosque at least on time in a week for Jumma Prayer; if the Imam will announce the Legal Aid Services which is Free of cost for the poor and disabled people as subsidy of Government and the advantages by availing the Government Legal Aid services Provided by Local as well as District Legal Aid Offices (DLAO). This way will give an effective penetration among the mass people very easily. Similarly the same announcement could be happened in the Temple and Church.

The announcement could be done in the mosque each of Friday during Jumma prayer but repetition will not consider that's mean one mosque announcement will not repeat. Parallel modality will be followed for Temple & Church as well.

NLASO will develop a letter mentioning all of the issue of its services and the provision for the poor, disabled and destitute woman which will be able to attract the general people by perfect wording and messages.

Following is the announcement in Mosque, Temple & Church plan-

Particulars	Division	2017		Particulars	Division	2017	
		Mar-Jul	Aug-Dec			Mar-Jul	Aug-Dec
Mosque, Temple & Church	Dhaka	Mar-Jun		Mosque, Temple & Church	Dhaka		
	Chittagong	Mar-Jun			Chittagong		

	Sylhet		Jul-Oct		Sylhet	Mar-Jun	
	Barisal		Jul-Oct		Barisal		
	Khulna	Mar-Jun			Khulna		
	Rajshani	Mar-Jun			Rajshani		
	Mymensingh		Jul-Oct		Mymensingh		Jul-Oct
	Rangpur		Jul-Oct		Rangpur		

## Short term Strategies

Particulars	In Year 2017									
	March	April	May	June	July	August	September	October	November	December
Leaflets & Posters										
Television Commercial										
SMS (Text & Voice)										
Mic Announcement										
Street Drama										
Audio Visual Show										
Newspaper Advertisement										
Announcement in Mosque, Temple & Church										

## B. Long Term Strategy

Considering the long term effects of the Legal Aid awareness to the poor-disadvantages community up to Grass-root level and all level of population across the country; there are some long term awareness strategies have been mentioned here. The long term awareness strategies are for the period of 2018-2021 effectively stated as following.

### I. Educational Institute Campaign

NLASO and its services have to reach to the all level of peoples eventually specially to the remote and underserved people of the different pocket of the country; that's why NLASO have to think to introduce some long term strategy to aware.

Campaign in the different types of Educational Institute would be a perfect way to select where High School (Government, Private and MPO etc.), Colleges etc. It's one of the easiest way to disseminate the NLASO information & its Services to through the students.

NLASO itself own or by hiring an implementing firm will design an implementing system where two personnel will visit a school or a college with prior appointment from that school or college. The Permission will be taken from school or college through District Legal Aid Offices (DLAO) and NLASO Head Quarter which will provide extra power to the system.

o.8% of the total respondents of service providers mentioned that organize in educational institute is important to aware mass people easily.

#### **The campaign Modality:**

**School Level:** The respective personnel will have a 20 minutes class session in Class Nine & Ten because the students of Nine & Ten are comparatively easy understandable and easy to transfer the information of the NLASO. During the session the Leaflets also will distributed to among the student and the teachers.

Through the campaign ; all of the student will know the NALSO services and the short code services and they will asked to disseminate the same information to their parents as well as guardians.

The Leaflets also will be distributed among all level of students which will be class six to class eight and also to the school managing committee.

Campaign implementation Plan as follows:

Particulars	Division	2017	2018			Particulars	Division	2017	2018		
		Aug-Dec	Jan-Apr	May-Aug	Sept-Dec			Aug-Dec	Jan-Apr	May-Aug	Sept-Dec
School	Dhaka					College	Dhaka				
	Chittagong						Chittagong				
	Sylhet						Sylhet				
	Barisal						Barisal				
	Khulna						Khulna				
	Rajshani						Rajshani				
	Mymensingh						Mymensingh				
	Rangpur						Rangpur				

**College level:** The modality of the campaign in the college level will be little different than school. There will an informational booth in the college premises where a representative will disseminate the information according to the queries from the students and distribute the leaflets. At the same time two representative will conduct predetermined session in different classes where all of the NALSO related information will be introduced among the student.

Over and done with the campaign ; all of the student will know the NALSO services and the short code services and they will be asked to disseminate the same information to their close relatives and parents as well as guardians.

By this way all of the college teachers will know the same and as they are honorable and influential social being to transfer the information to his jurisdictions.

#### ii. Roadshow during the Legal Aid Observation Day

As NALSO is observing the Legal Aid Day on time in a year; during the celebration the NALSO could take initiative as Road Show with colorful decoration and the show will go through the community. The Show will have Mic announcement with little music to attract the people. During the roadshow the Leaflets will be distributed among the community and there will be some banner and festoon with posters and other important

messages. By this way the Mass people will be aware about the District Legal Aid Services and nobody will be deprived from justice.

**iii. Regular Seminars, Workshop with Civil Society**

Regular meeting, Seminar and Workshop with Civil Society will provide an extra power to ensure the awareness of NLASO and its services to the mass people across the country. During this types of Seminars and Workshop NLASO will discuss with them the services which are currently providing and what types of people of Justice seekers will get the services. The Seminars and Workshop with civil society will be held up to upazila level beside district level. Each and every three month the civil society Seminars & Workshop will be held according to the guideline prepared by NLASO centrally.

NLASO with the contribution of district level Legal Aid Offices will develop a guideline for effective Seminars & Workshop focusing the awareness of the general people through the civil society.

*Seminars & Workshop Plan as Follows-*

<b>Civil Society Seminars &amp; Workshop</b>			
<b>Year</b>	<b>Month</b>	<b>District</b>	<b>Upazila</b>
2017	Sept-Dec		
2018	Jan-Apr		
	May-Aug		
	Sept-Dec		
2019	Jan-Apr		
	May-Aug		
	Sept-Dec		
2020	Jan-Apr		
	Jan-Apr		
	May-Aug		
	Sept-Dec		
2021	Jan-Apr		
	Jan-Apr		
	May-Aug		
	Sept-Dec		

During the civil Society Seminars & Workshop the leaflets and Different types of IEC materials will be distributed among the participants of the Seminars & Workshop. In the Seminars & Workshop all level of civil society people, Upazila Chairman, union chairman, union member, headmaster of the High school, College teacher and principal will be

present. This will be responsibility of District Legal Aid Offices (DLAO) to ensure the participants in the Seminars & Workshop.

The district level Seminars & Workshop will be held first week of after every three month and the last week of the respective month will be held the upazila level Seminars & Workshop.

Venue: Upazila level venue will be the upazila Parishod conference room and district level Seminars & Workshop in zila Parishod conference room.

#### **iv. Distribution IEC Materials**

IEC materials is an effective tool to bring the NALSO services to the target recipients very easily. Though IEC materials distribution is a regular work of District Legal Aid Offices but it should have prolonged program to distribute. Especially during of the Roadshow, Audio Visual Show, Educational Institute Campaign and regular Seminars & Workshops with Civil Society; the IEC material will be distributed as embedded services. As IEC materials will be distributed with most of the short term and long term awareness campaign; its will be treated as Long term awareness strategy.

<b>Particulars</b>	<b>Roadshow</b>	<b>Street Drama</b>	<b>Audio Visual Show</b>	<b>School Campaign</b>	<b>College Campaign</b>	<b>Meeting with Civil Society</b>
	<b>Year 2017-21</b>					
<b>IEC Materials</b>	<b>Yes</b>	<b>Yes</b>	<b>Yes</b>	<b>Yes</b>	<b>Yes</b>	<b>Yes</b>

The IEC materials which NALSO already producing and distributing through District Legal Offices will be produced distributed as bulk.

It must be ensured that each of the people like- general people, Students, Civil society people etc. will have a set IEC materials with leaflets.

#### **v. Billboards**

To aware general people and specially the poor and disabled; NALSO will initiate to establish billboard with the information of NALSO and the services of District Legal Aid Offices distinctly. The billboard size will be regular and shape will be rectangular. There will be pictorial or animation presentation in the billboard to make easy understandable to the passerby and justice seekers with all level of peoples.

**Establishing Places:** The establishing place is an important part of billboard promotion and awareness campaign. The NLASO will establish billboards inform of each district judge court and definitely very prominent and easy noticeable places.

*Following is the Billboards establishment Plan-*

Particulars	Division	2017	2018		
		Aug-Dec	Jan-Apr	May-Aug	Sept-Dec
Billboards	Dhaka	30%	30%	30%	10%
	Chittagong	30%	30%	30%	10%
	Sylhet	30%	30%	30%	10%
	Barisal	30%	30%	30%	10%
	Khulna	30%	30%	30%	10%
	Rajshani	30%	30%	30%	10%
	Mymensingh	30%	30%	30%	10%
	Rangpur	30%	30%	30%	10%

Not only that in front of each Upazial porishad there will be a billboard to establish. NLASO itself or hiring a media house; will design the billboard and the effective content to aware to the general people eventually.

Initially all of the District level billboards will be established gradually then the upazial level.

#### **vi. Community Radio**

Community Radio became popular to the community people as it is telecasting different types of program on the contexts of the respective local community and livelihood. Especially the community radio use local language as their program language and contents which really attract to the local community people to enjoy the program. So the **NLASO** will use the community radio as publicity media as awareness program to easily reach out to the mass people and attract them while they are listening Community Radio.

*Following is the Community Radio Campaign plan-*

Particulars	Division	2017	2018, 2019, 20120 & 2021		
		Aug-Dec	Jan-Apr	May-Aug	Sept-Dec
School	Dhaka				
	Chittagong				
	Sylhet				
	Barisal				
	Khulna				
	Rajshani				
	Mymensingh				
	Rangpur				

The modality of the advertisement will be as Community Radio announcement. The Radio Joke (RJ) will announce repeatedly each after two hours and just after or just before any show.

#### vii. Local Cable TV campaign & scroll

It is found that the local and remote people are very much love to enjoy Local Cable Television channel as their entertainment during free time. Usually they spend their free as well as tea time with deep gossiping in the tea stall enjoying different programs in local cable TV. At that time if any advertisement is going on they try to understand the ins and outs of that and concentrate heavily.

Now a days it's very much easy way to reach out even to the remote and underserved people through cable network. The **NLASO itself or hiring a media firm** will use and take the opportunity with Pop-Up scroll and L-Shape Pop-Up during pick hour; especially we are targeting to have the advertisement in different time slot, like as-3.00 PM – 9.00 PM and 7.00 AM – 10.00 AM as well as because the remote people entertain themselves with cable network particularly those time slot as well as their leisure time.

Following is the Local Cable TV Campaign plan-

Particulars	Division	2017	2018, 2019, 2020 & 2021		
		Aug-Dec	Jan-Apr	May-Aug	Sept-Dec
Local Cable TV Campaign	Dhaka				
	Chittagong				
	Sylhet				
	Barisal				
	Khulna				
	Rajshani				
	Mymensingh				
	Rangpur				

The creative team of the NLASO itself or hiring a media firm will develop the scroll news and pop-up advertisement and share with the project respective personnel of NLASO Office and then they will go for airing.

The NLASO itself or hiring a media firm will design the advertisement with appropriate content, then edit and upgrade it if needed then finally the awareness through Local Cable TV will for Airing.

### viii.Social Media Campaign

Facebook grew from an environment focused primarily on publishing photos, sharing events and making friends, to become a powerful platform for virtual awareness for individuals and organizations. This is an easy way to aware to the Facebook users on the Nation Legal Aid Services Organization (NLASO) and its services vastly. The Facebook users can access Government paid Legal Aid Services for the poor and disables and they can leverage their specific knowhow to create and public awareness among his jurisdiction.

As Facebook is most popular social media to all sort of age group especially to young people; it could be right option ad e-learning platform on the services of District Legal Aid Offices (DLAO). The NLASO will open a Facebook page where all types of e-awareness tools and material with motivational tools will be uploaded periodically. To spread out the Facebook e-awareness system the NLASO do regular digital promotion to attract the target age group as well as all types of Facebook users. The Facebook page admin will regular upload and publish different e-learning and e-awareness articles.

Following is the Social Media Campaign plan-

Particulars	Division	2017	2018, 2019, 2020 & 2021		
		Aug-Dec	Jan-Apr	May-Aug	Sept-Dec
Social Media (Facebook) Campaign	Dhaka				
	Chittagong				
	Sylhet				
	Barisal				
	Khulna				
	Rajshani				
	Mymensingh				
	Rangpur				

All sort of articles will be publicly open. The admin as well as respective personnel will response to all of the follower's queries and asking's in real time.

Now a days a huge number of Facebook users in Bangladesh and we are targeting those people whose are using Facebook regularly. The modality of the Facebook campaign will the Facebook Free advertising as like as Pop-Up type. This types of advertising will start from October 2017 and will continue up to December 2018.

Not only that; through the Facebook page; the NLASO will provide an option to register themselves named **Register yourself**.

#### Ix.TV Talk Show

Now a days TV Talk Show become popular to the educated as well as aware people those are interested to learn and get information. If it will related to Legal Aid Services which will attract them very effectively. Not only that the all level of community people watch & enjoy TV talk show to educate themselves.

As a long term awareness strategies the NALSO could initiate to organize Television talk show in different leading TV channels to reach out to the mass community especially those people as pond of for receiving information related to Legal Aid.

The TV Talk Show will be broadcasted specially during pick hour which could be within 8.30 pm to 10.00 PM because during this time maximum people enjoy by watching

television. The NLASO itself or hiring a consulting firm to arrange the resources persons and other related logistics.

Modality of Talk Show: Though it depends on the available budget, need and planning of NLASO; the TV Talk Show will be maximum 30 minutes long excluding commercial breaks. There could be two commercial breaks with 3 minutes long of each; a moderator and at least two resource persons will be there those are related to Legal Aid Services.

The resource persons could be the high officials of NLASO, Panel Lawyers, Public University Professors of Law Department, NGO high officials working with Legal Aid, Journalists those are working with Legal Aid Services., Legal Aid Justice Seekers, high officials of Law enforcement agencies and Local Government Authority.

**Program Schedule - TV Talk-Show:**

Sports	TV	Programs	Frequency of airing in 5 years				
			2017	2018	2019	2020	2021
1 Airing Talk- Show each 30 minutes according to requirements of NLASO	Different leading TV Channel including BTV	Peak Hour					
	Different leading TV Channel including BTV	Peak Hour					
	Different leading TV Channel including BTV	Peak Hour					
	Different leading TV Channel including BTV	Peak Hour					
	Different leading TV Channel including BTV	Peak Hour					
	Different leading TV Channel including BTV	Peak Hour					

X. Campaigns on 28<sup>th</sup> April:

Targeting the National Legal Aid Service Day; the NALSO could take some initiatives to educate the general peoples those don't know the services and its modality of services. During that day a Newspaper supplements could be published with the messages of Prime Minister, Minister of Law, Head of NALSO and relevant other important personnel's.

In this day there will be a stall in front of the each District Legal aid Offices (DLAO's) where couple of representatives will serves and disseminate the information to the interested learners. The representatives will distribute the IEC Materials like-Leaflets, Pamphlets, Posters and others printed materials.

## Long Term Strategies

Particulars	2017	2018			2019			2020			2021		
	Aug-Dec	Jan-Apr	May-Aug	Sept-Dec	Jan-Apr	May-Aug	Sept-Dec	Jan-Apr	May-Aug	Sept-Dec	Jan-Apr	May-Aug	Sept-Dec
Educational Institute Campaign													
Roadshow													
Meeting with Civil Society													
Distribution of IEC Materials													
Billboards													
Community Radio													
Cable TV Campaign													
Social Media Campaign													
TV Talk Show													

## Conclusion:

The complete Legal Aid Awareness Strategy plan developed on the basis of the respondents of the different categories from the 65 district Sadar Upazial across the country. The respondents were General Respondents, Service Seekers and Legal Aid Service Providers. Each of the categories respondents emphasize on the vast awareness to reach the information the grass-root people, poor-disadvantages peoples and the mass people throughout the country. The Legal Aid Awareness strategy plan will help directly to the NLASO to spread out and promote its services. That's why there are two types of awareness Strategies developed for making it effective and distinctive.

The anticipated short term strategies have been introduced in the Short term strategies segment those will be initiated and implemented up to ten months and the duration of the short term Awareness strategies is mentioned from March, 2017 to December, 2017. The short term strategies are – Leaflets & Posters, Television Commercial (TVC), SMS (Text & Voice), Mic Announcement, Street Drama, Audio Visual Show, Newspaper Advertisement and Announcement in Mosque, Temple & Church respectively.

Bearing in mind the long term effects of the Legal Aid awareness to the poor-disadvantages community up to Grass-root level and all level of population across the country; there are some long term awareness strategies have been mentioned here in the segment of Long Term Strategies. The long term awareness strategies are for the period of 2018-2021 effectively. The long Term Legal Aid Awareness Strategies are- Campaign in Educational Institutes, Roadshow, and Seminar & Workshop with Civil Society, Distribution of IEC Materials, Establish Billboards, Community Radio, Cable TV Campaign, & Social Media Campaign.

The Survey-Research Study gave the existing knowledge level of the common people, Justice Seekers and Legal Aid Service Providers which is really significant to consider and responsibility also goes to NALSO to educate and disseminate the services eventually. The awareness level are also significant to improve as the general people don't know the NLASO and District Legal Aid Service provision. The respondents are not aware about National Legal Aid Day and the Short Code (16430) to help & guide the poor and disadvantages as well as disabled community through mobile phone with free of cost.

The Legal Aid Services of Bangladesh is still increasing which is the matter of significant satisfactions as well. The Government has been successfully improving the Legal Aid Services to ensure the Legal Rights of its citizen. There is enough scope to improve this sector in near future and aware all level of population by disseminating the services and the provision for the poor and disadvantages even up to grass-root level. So there is no alternative of Awareness initiative to achieve the goal of NLASO effectively.