

## About Us

Management Team for the National Sensitisation Campaign In April 2008, Cabinet agreed to the setting up of an Inter Ministerial Committee to monitor the implementation of the Campaign. The committee comprises the Minister of Education, Culture & Human Resources, the Minister of Labour, Industrial Relations & Employment and the Minister of Social Security, National Solidarity & Senior Citizens Welfare & Reform Institutions. The objectives of the Committee also include to

- recommend changes in the legislative framework;
- approve policies and programmes for the implementation of the 24/7 economic model;
- approve the communication campaign; and
- monitor programme implementation. As a follow up, the HRDC has set up a National Steering Committee whose role is to monitor the implementation of the campaign and which comprise different stakeholders. Additionally, nine Sub-Committees have also been constituted with the following Terms of Reference (TOR) to ensure that the Campaign is successful and achieves its aim: (i) identify the strategies and translate the actions into outcomes (ii) initiate and implement actions (iii) monitor progress on the basis of key performance indicators (iv) evaluate the outcomes and impact on the economy The list of Sub Committees is as follows:

- Media & Communication
- Security Issues
- Education & Training Sector
- Transport Industry
- Women Associations & Family Matters
- Employers/Industry Implications
- Social, Cultural and Moral Issues
- Employee/Workers Issues
- Legal implications and Legislation

The following consultants have already been appointed to ensure proper implementation of the National Sensitisation Campaign: Project Management: KPMG Mauritius Advertising and Communication Agency: MRoad Créations Ltée Event Management Agency: Maurice Conférences and Impact Production Ltd.