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# SYLLABI-BOOK MAPPING TABLE

## Communication for Development

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Syllabi	Mapping in Book
<b>Unit I:</b> Meaning, concept and process of development communication, development communication and society, measures of development communication, characteristics of developing countries, development communication experience	<b>Unit 1:</b> Development Communication (Pages 3-33)
<b>Unit II:</b> Theories and paradigms of development communication, development communication dichotomies, problems of development communication, participatory development communication process with special reference to India	<b>Unit 2:</b> Theories of Development Communication (Pages 35-54)
<b>Unit III:</b> Role of mass media organizations in development communication, newspaper, radio, TV, traditional media, PIB, DAVP, Song and Drama Division etc., strategies of development communication, role of NGOs in development	<b>Unit 3:</b> Media Organizations and Development Communication (Pages 55-95)
<b>Unit IV:</b> Development support communication in Agriculture, Health and Family Welfare, Education and Literacy, Environment, Women Empowerment, Poverty and Employment	<b>Unit 4:</b> Areas of Development Communication (Pages 97-133)
<b>Unit V:</b> Case studies on: a. Development Communication experience b. Role of NGOs in development c. Application of development support communication in Agriculture/Health and Family Welfare/Literacy	<b>Unit 5:</b> Case Studies on Development Communication (Pages 135-168)

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# INTRODUCTION

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The term **Development Communication**, refers to the practice of systematically applying various processes, strategies and principles of communication so as to bring about positive social change. Even though the practice of development communication originated in the early 20th century, its use as a tool of mass social change began soon after World War II. Thus, it can be said that the problems that rose after the immediate aftermath of the War led to the widespread application of the concept. Some of the earliest contributors to its development as an academic discipline were Daniel Lerner, Wilbur Schramm and Everett Rogers.

As new methods and approaches are developed everyday to meet the requirements of the problems at hand, the field of development communication continues to evolve and grow. Some approaches in the 'tool kit' of the field include: information dissemination and education, behaviour change, social marketing, social mobilization, media advocacy, communication for social change and participatory development communication.

The book, *Communication for Development*, aims at assisting the reader to develop a thorough understanding of the concepts and theories underlying Development Communication. To accomplish this purpose, the recent thinking in this field has been presented in a lucid, simple, unambiguous and precise manner.

The book follows a self-instructional mode wherein each unit begins with an Introduction followed by an outline of the Unit Objectives. The detailed content of each unit is then presented in a simple and structured format. Check Your Progress questions are provided at regular intervals to test the student's understanding of the subject. A set of Questions and Exercises as well as Key Terms are also provided at the end of each unit.

## NOTES





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# UNIT 1 DEVELOPMENT COMMUNICATION

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## NOTES

### Structure

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## 1.0 INTRODUCTION

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In a way, communication itself has been the root of all developments in human society. Development Communication is a new area of study that explores the role of communication in the development of societies. In the initial stages, there was a lot of confusion over the terms 'development of communication' and 'development communication'. The development of communication systems and technologies is necessary in rapidly growing mass societies. It was also the need of many countries after the end of World War II, when they became independent and required to develop their own communication networks. However, the emphasis on development later gave rise to theories of mass communication and various practices such as agriculture extension work, which made it necessary to study communication for development as a separate discipline within media studies.

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## 1.1 UNIT OBJECTIVES

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### NOTES

After going through this unit, you will be able to:

- Understand the basic concepts of development communication
- Trace the history of development communication
- Analyse the different ways adopted by various agencies to measure development
- Explain the relationship between development and society
- List the characteristics of various developing countries
- Highlight the experiences of development in various countries

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## 1.2 DEVELOPMENT COMMUNICATION: AN OVERVIEW

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The World Bank in its documents defines development communication as ‘the integration of strategic communication in development projects’. It adds that ‘the strategic communication is a powerful tool that can improve the chances of success of development projects. It strives for behaviour change not just information dissemination, education, or awareness-raising’. However the term development communication was first coined in 1972 by Nora C. Quebral, a pioneer in the discipline of Development Communication in Asia. She, in fact, is often referred to as the ‘mother of Development Communication’ who has given birth to an academic discipline that has gained such significance in present times.

### 1.2.1 Meaning and Definition

Nora Quebral in her paper ‘Development Communication in a Borderless World’ presented at the national conference on the undergraduate development communication curriculum in the University of the Philippines defines development communication as:

The art and science of human communication linked to a society’s planned transformation from a state of poverty to one of dynamic socio-economic growth that makes for greater equity and the larger unfolding of individual potential.

This definition was given by her in 1979 for the first time and has been revised several times before taking this shape in 2001 and by now has become the most acceptable definition.

Development communication has two primary roles. First is its transforming role, as it seeks social change in the direction of the higher quality of life. The higher quality of life can be achieved in various ways. It could be achieved by

adopting all the required vaccines for the infants of each family of the society. Some countries might adopt techniques of producing enough food for the citizen. Some countries might systematically and scientifically break all the myths surrounding various religious and social customs. And communication could be a marvellous instrument to achieve these objectives. Second, it has a socializing role, by seeking to maintain some of the established values of the society.

Development communication is a tool, and not a product. Development communication is goal-oriented. The ultimate goal of development communication is a higher quality of life for the people of a society.

### **1.2.2 History of Development Communication**

The relationship between development and communications was studied by several scholars before Nora finally pinned down the concept. The stress on development in post War world could also be seen as a strategy of the Cold War between the capitalist economies and the socialist system which was threatening them. It is interesting to relate the Truman doctrine as pronounced by the US President Harry S. Truman with the story of development as a theme of Cold War.

The Truman Doctrine was the first in a series of containment moves by the US, followed by economic restoration of Western Europe through the Marshall Plan and military containment by the creation of NATO in 1949. Truman insisted that if Greece and Turkey did not receive the aid that they needed, they would inevitably fall to Communism with consequences throughout the region.

In an important speech before the US Congress on 12 March 1947, President Truman underlined the need of development of nations in his very famous speech which was later renamed as 'Truman Doctrine'. He said:

One of the primary objectives of the foreign policy of the United States is the creation of conditions in which we and other nations will be able to work out a way of life free from coercion. This was a fundamental issue in the war with Germany and Japan. Our victory was won over countries which sought to impose their will, and their way of life, upon other nations.

To ensure the peaceful development of nations, free from coercion, the United States has taken a leading part in establishing the United Nations. The United Nations is designed to make possible lasting freedom and independence for all its members. We shall not realize our objectives, however, unless we are willing to help free peoples to maintain their free institutions and their national integrity against aggressive movements that seek to impose upon them totalitarian regimes. This is no more than a frank recognition that totalitarian regimes imposed on free peoples, by direct or indirect aggression, undermine the foundations of international peace and hence the security of the United States.

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The economic strategies were outlined in the Marshall Plan only after this speech of President Truman, which gave rise to different approaches to the development communication. Later, the term 'Bretton Woods School of Development Communication' was frequently used to refer to them.

The Bretton Woods system refers to the international monetary regime that prevailed from the end of World War II until the early 1970s. Around 730 delegates from all the 44 Allied nations gathered in Bretton Woods of New Hampshire in the US for a conference that created the International Monetary Fund (IMF) and the World Bank. The Bretton Woods system was history's first example of a fully negotiated monetary order intended to govern currency relations among sovereign states. In principle, the regime was designed to combine various binding legal obligations with multilateral decision-making conducted through an international organization, the IMF, endowed with limited supranational authority. In practice, the initial scheme as well as its subsequent development and ultimate demise, were directly dependent on the preferences and policies of its most powerful member, the US.

Many communication experts later propounded their theories of development communication to help the newly emerging economic doctrines. We shall discuss some leading theorists under this school in the subsequent paragraphs.

### 1.2.3 Major Theoreticians

There have been numerous sociologists, psychologists and scholars of communication studies who have contributed to the areas of development communication. However, the initial contribution of Daniel Lerner, Wilbur Schramm and Everett Rogers formed the foundation of this discipline.

#### Daniel Lerner

Daniel Lerner is one of the leading scholars who served in the American military before taking up an academic career. He has been a pioneer of the development communication research in post War US and also contributed significantly in propaganda research. Scholars of development communication all over the world are familiar with Daniel Lerner as the author and chief proponent of the dominant paradigm of development communication. But a few may be aware that his work was not only influenced by the Cold War propaganda objectives of the US, it was in essence a manifestation of the anti-Soviet foreign policy strategy.

*Daniel Lerner in his illustrious career as communication researcher has many works to his credit including The Passing of Traditional Society: Modernizing the Middle East (1964), Communication Research: A Half-century Appraisal (edited with Wilbur Lang Schramm and Lyle M. Nelson) (1977), Communication and Change in the Developing Countries (With Wilbur Schramm) (1967), Propaganda in War and Crisis: Materials for American Policy (1951).*

## Wilbur Schramm

Wilbur Lang Schramm (1907–1987) was born in Marietta, Ohio. He did his post graduation in American civilization from Harvard University and completed his Doctorate in English from the University of Iowa. After his studies he was involved in conducting workshops in creative writing. He joined the office of war information to investigate the nature of propaganda during the World War II where he learnt to use behaviourist methodologies.

In later years, he founded the Institute of Communication Research at the University of Illinois and started a programme on communication at Stanford University. The publication of his book, *Mass Media and National Development*, published in conjunction with the UNESCO in 1964 brought him to the centre stage of communication studies in general and development communication in particular.

He did significant research in the area of communication theory and research and has also contributed to the growth of development communication. His work has been published in the form of books such as *Mass Communications* (1960), *The Science of Human Communication* (1963), *Mass Media and National Development* (1964) and *The Beginnings of Communication Study in America: A Personal Memoir* (1997).

## Everett Rogers

Everett M. Rogers (6 March 1931 – 21 October, 2004) was a communication scholar, sociologist, writer and teacher. He is best known for originating the *diffusion of innovations* theory and for introducing the term *early adopter*. Due to his pioneering influence in the field, Rogers has often been termed the ‘father of development communication’.

His father loved electromechanical farm innovations, but was highly resistant to biological–chemical innovations, so he resisted adopting the new hybrid seed corn, even though it yielded 25 per cent more crop and was resistant to drought. During the Iowa drought of 1936, while the hybrid seed corn stood tall on the neighbour’s farm, however, the crop on the Rogers’ farm wilted. Rogers’ father was finally convinced.

His research and work became widely accepted in communications and technology adoption studies, and also found its way into a variety of other social science studies. Geoffrey Moore’s *Crossing the Chasm* drew from Rogers in explaining how and why technology companies succeed. Rogers was also able to relate his communications research to practical health problems, including hygiene, family planning, cancer prevention and drunk driving.

He did significant research in the area of development that has been published in the form of books such as *Communication and Development: Critical Perspectives* (1976), *Diffusion of Innovations* (1983), *Communication Technology: The New Media in Society* (1986) and *A History of Communication Study: A Biographical Approach* (1994).

## NOTES

NOTES

**CHECK YOUR PROGRESS**

1. How did Nora Quebral define development communication?
2. What are the two primary roles of development communication?
3. Who is referred to as the 'father of development communication'?

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### **1.3 DEVELOPMENT AND SOCIETY**

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Economic growth is essential for human development, but to exploit fully the opportunities for improved well-being that growth offers, it needs to be properly managed. Some developing countries have been very successful in managing their growth to improve the human condition, others less so. There is no automatic link between economic growth and human progress. One of the most pertinent policy issues concerns the exact process through which growth translates, or fails to translate, into human development under different development conditions.

However, the relationship between development and society is established in a significant manner by mass communication and mass media to the extent that some people say that mass media has the power of creating a myth of development in a society. P. Sainath in his book *Everybody Loves a Good Drought has very nicely described this aspect when he writes:*

Development is the strategy of evasion. When you can't give people land reform, give them hybrid cows. When you can't send children to school, try non-formal education. When you can't provide basic health to people, talk of health insurance. Can't give them jobs? Not to worry, just redefine the words "employment opportunities". Don't want to do away with using children as a form of slave labor? Never mind. Talk of "improving the conditions of child labor!" It sounds good. You can even make money out of it.<sup>1</sup>

The debate about this issue is unending. Hence, we will look into the works of various scholars who have devoted themselves to the cause of development communication.

#### **1.3.1 Information and Development**

Wilbur Schramm, one of the initiators of development communication, in a long essay on the role of information in national development raises the basic issue of development and the show how dissemination of information is necessary in society progressing on the path of development. He has given lots of statistics of yesteryears

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<sup>1</sup> Palgunmi Sainath, *Everybody Loves a Good Drought; Stories from India's Poorest Districts*, (Penguin Books, 1996), p.421.

to discuss the state of affairs of various countries. He says that “the essence of economic development is a rapid increase in the economic productivity of the society”.<sup>2</sup> Taking productivity as key of the development he explains how the industrial sector is the most productive in modern societies. He also discusses the concept of economic growth on which many economists put undue emphasis. However, describing the task of development economist, he says

Therefore, the attention of development economists has been on the problem of how to husband resources so as to invest in this most productive part of the society. Capital must be invested to generate more capital. Unless some very rich natural resources can be drawn upon, or an extraordinary amount of help can be secured from richer countries, investment capital can hardly be accumulated without saving. Thus, the basic dynamics of economic development is: save and invest in productivity.<sup>3</sup>

Wilbur Schramm also acknowledges the difficulties of developing country in terms of capital for investment and the labour force that is by and large involved in agriculture. It is difficult to break this barrier unless these countries invest money in modernizing the agricultural practices to begin with. Schramm says:

Developing countries cannot afford to put all its investment income into industry, however, no matter how productive it is. The goal of the planning is a balanced and related growth in all the sectors of society. Thus for example, agriculture (the primary sector) must be modernised so that fewer cultivators can grow more food and some of the agricultural population can be released to work in industry (the secondary sector).<sup>4</sup>

In his essay Schramm further discusses the need to mobilize the human resources, educate and train them for the future task. In this context, he makes the reference of Philip Coombs who while stressing the need of education calls in ‘an important investment industry’. When it comes to persuasion and skill imparting, the role of mass media cannot be ignored. Schramm says:

...this is the point where modern communication becomes so important to economic development. For the task of the mass media of information and the “new media” of education is to speed and ease the long, slow social transformation required for economic development, and, in particular, to speed and smooth the task of mobilising human resources behind the national effort.<sup>5</sup>

Thus, Wilbur Schramm has very accurately defined the relationship of mass media and development. He also discusses the role of information and the significance of free flow of information which is very much required to remove the

<sup>2</sup> Wilbur Schramm (1964) *Mass Media and National Development*, p.21.

<sup>3</sup> Wilbur Schramm (1964) *Mass Media and National Development*, p.21.

<sup>4</sup> Ibid, p. 22-23.

<sup>5</sup> Ibid, p. 27.

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possibility of manipulating masses and to emancipate or liberate the masses not by development but by the very process of development itself.

In the context of developing nation, information and communication is seen as having two main functions, i.e. watchman function and policy function. The first one means that the need for communicating in a much wider landscape becomes necessary for the stakeholders in development. They start communicating much more than they used to before the talk of development began. The second one deals with the task of dissemination of the plans and procedure and publicising the new goals, new attitudes, new customs and new responsibility. It is done with the help of information as well as persuasion.

### 1.3.2 Innovation for Change

Everett Rogers is another important scholar who has studied the relationship between society, development and communication. Defining social change he says:

Social change is the process by which alteration occurs in the structure and function of a social system. National revolution, invention of a new manufacturing technique, founding of a village improvement council, adoption of birth control methods by a family- all are examples of social change. Alteration in both the structure and function of a social system occurs as a result of such actions.<sup>6</sup>

Discussing about the grand theorists of social change Rogers says that they 'disagree on the merits of direct change. August Comte, for example advocated directed social change in contrast to Herbert Spencer (noted for his 'social Darwinism'), who argued for complete laissez faire and an evolutionary survival of the fittest. In the present era most national governments show clear preference for the Comtean approach. These governments want higher levels of living for their people, a goal that can be gained effectively only through massive programmes of directed change.'<sup>7</sup>

After having discussed the social change he talks about development which is a type of social change in which new ideas are introduced into a social system for obtaining higher per capita income and higher levels of living with the help of improved social organization and modern methods and techniques of production. In this sense development can be described as modernization of social systems.

It is at this stage that he along with F.F. Shoemaker brings in their approach of diffusion of innovations. Introducing their theory of diffusion, they say that:

Perhaps all analyses of social change must ultimately center primary attention upon communication processes. In fact, all explanations of human behavior directly stem from an examination of how individuals acquire and modify ideas through communication with others. The

<sup>6</sup> Rogers, Everett M. and Shoemaker F.F. *Diffusion of Innovation*, p. 7.

<sup>7</sup> Ibid, p. 9.



learning process, the diffusion process, the change process and so on all basically involves the communication of new ideas.<sup>8</sup>

They define diffusion which they find as a special type of communication as 'the process by which innovations spread to the members of social system.' Innovation, on the other hand, is defined as 'an idea, practice, or object perceived as new by individual'. They also further explain the relationship between diffusion and social structure which they find complexly interrelated.<sup>9</sup>

In the later part of the book, Rogers and Shoemaker have discussed the traditions of various research studies on diffusion encompassing disciplines such as anthropology, sociology, education, communication and marketing. They have also discussed at length the concepts of selective exposure and selective perception; the relationship of knowledge and need; the significance and role of opinion leaders and the models of mass communication flow of information. In the subsequent editions of their book, they have added many more concepts like the participatory approach of diffusion of innovation.

Everett Rogers in later years has contributed significantly to development communication along with Arvind Singhal and have conducted research on different issues in the special context of India. Entertainment education, a communication strategy for social change (1999), India's communication revolution: from bullock carts to cyber marts (2001) and combating AIDS: communication strategies in action are his significant contribution in the area of development communication.

## NOTES

### CHECK YOUR PROGRESS

4. Define social change.
5. Who proposed the Theory of Diffusion?

## 1.4 MEASURES OF DEVELOPMENT

Development is measured with statistical indexes such as income per capita (per person) (GDP), life expectancy, the rate of literacy, and so on.

The term 'developing country' is used to describe a nation with a low level of material well-being. Since no single definition of the term 'developed country' is recognized internationally, the levels of development may vary widely within so-called developing countries. Some scholars and experts in the field of development say that the developing countries are those that have not achieved a significant degree of industrialization in relation to their populations and have a medium-to-

<sup>8</sup> Ibid, p. 11.

<sup>9</sup> Ibid, p. 18-19.

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low standard of living. There is a correlation between low income and high growth of population. It is for this reason that the UN has developed the Human Development Index (HDI), a compound indicator of the above statistics, to gauge the level of human development for countries where data is available.

Human development is a process of enlarging people's choices. In principle, these choices can be infinite and change over time. But at all levels of development, the three essential ones are for people to lead a long and healthy life, to acquire knowledge and to have access to resources needed for a decent standard of living. If these essential choices are not available, many other opportunities remain inaccessible. But human development does not end there. Additional choices, highly valued by many people, range from political, economic and social freedom to opportunities for being creative and productive, and enjoying personal self-respect and guaranteed human rights.

According to various development experts, human development deals with the formation of human capabilities such as improved health, knowledge and skills as well as with the use of their acquired capabilities for leisure, productive purposes or being active in cultural, social and political affairs by the people. If the scales of human development do not finely balance the two sides, considerable human frustration may result.

Accordingly, this concept of human development considers that income is clearly only one option that people would like to have, albeit an important one. But it is not the sum total of their lives. Development must, therefore, be more than just the expansion of income and wealth. Its focus must be people.

### 1.4.1 Measures of Economic Development

Economic development is measured in terms of certain indicators that were decided by the World Bank and the International Monetary Fund. They have now become standards over the last eighty decades. However, the World Bank modifies these indicators from time to time depending upon the need of the analysis required.

**Population** is based on the de facto definition, which takes into account all residents, regardless of their legal status or citizenship, except for refugees not permanently settled in the country of asylum, who are generally considered part of the population of the country of origin.

**Average annual population growth rate** is the exponential rate of change for the period.

**Population density** is mid-year population divided by land area. Land area is a country's total area excluding areas under inland bodies of water and coastal waterways. Density is calculated using the most recently available data on land area.

**Population age composition, ages 0–14** refers to the percentage of the total population whose age is between 0–14.

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**Gross national income (GNI)** is the broadest measure of national income, measures total value added from domestic and foreign sources claimed by residents. GNI comprises gross domestic product (GDP) plus net receipts of primary income from foreign sources. Data is converted from national currency to current US dollars using the World Bank Atlas method. This involves using a three-year average of exchange rates to smooth the effects of transitory exchange rate fluctuations.

**GNI per capita** is GNI divided by mid-year population. It is converted into current US dollars by the Atlas method. The World Bank uses GNI per capita in US dollars to classify economies for analytical purposes and to determine borrowing eligibility.

**PPP Gross national income**, which is GNI converted into international dollars using purchasing power parity (PPP) conversion factors, is included because nominal exchange rates do not always reflect international differences in relative prices. At the PPP rate, one international dollar has the same purchasing power over domestic GNI that the US dollar has over US GNI. PPP rates allow a standard comparison of real price levels between countries, just as conventional price indexes allow comparison of real values over time. The PPP conversion factors used here are derived from price surveys covering 118 countries conducted by the International Comparison Program. For OECD (Organisation for Economic Co-operation and Development) countries, data come from the most recent round of surveys, completed in 1999; the rest is either from the 1996 survey, or data from the 1993 or earlier round and extrapolated to the 1996 benchmark. Estimates for countries not included in the surveys are derived from statistical models using available data.

**PPP GNI per capita** is PPP GNI divided by mid-year population.

**Gross domestic product (GDP) per capita growth** is based on GDP measured in constant prices. Growth in GDP is considered a broad measure of the growth of an economy. GDP in constant prices can be estimated by measuring the total quantity of goods and services produced in a period, valuing them at an agreed set of base year prices, and subtracting the cost of intermediate inputs, also in constant prices.

**Life expectancy at birth** is the number of years a newborn infant would live if patterns of mortality prevailing at its birth were to stay the same throughout its life. Data is presented for males and females separately.

**Adult literacy rate** is the percentage of persons aged 15 and above who can, with understanding, read and write a short, simple statement about their everyday life. In practice, literacy is difficult to measure. To estimate literacy using such a definition requires census or survey measurements under controlled conditions. Many countries estimate the number of literate people from self-reported data. Some use educational attainment data as a proxy but apply different lengths of school attendance or level of completion. Because definition and methodologies of data collection differ across countries, data need to be used with caution.

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**Carbon dioxide emissions (CO<sub>2</sub>)** measure those emissions from the burning of fossil fuels and the manufacture of cement. These include carbon dioxide produced during consumption of solid, liquid, and gas fuels and from gas flaring. Carbon dioxide per capita is CO<sub>2</sub> divided by the mid-year population. The Carbon Dioxide Information Analysis Center (CDIAC), sponsored by the US Department of Energy, calculates annual anthropogenic emissions of CO<sub>2</sub>. These calculations are derived from data on fossil fuel consumption, based on the World Energy Data Set maintained by the UNSD, and from data on world cement manufacturing, based on the Cement Manufacturing Data Set maintained by the US Bureau of Mines. Each year the CDIAC recalculates the entire time series from 1950 to the present, incorporating its most recent findings and the latest corrections to its database. Estimates exclude fuels supplied to ships and aircraft engaged in international transportation because of the difficulty of apportioning these fuels among the countries benefiting from that transport.

### *Poverty*

The World Bank produced its first global poverty estimates for developing countries for World Development Report 1990 using household survey data for twenty-two countries (Ravallion, Datt, and van de Walle 1991). Incorporating survey data collected during the last fifteen years, the database has expanded considerably and now includes 440 surveys representing almost 100 developing countries. Some 1.1 million randomly sampled households were interviewed in these surveys, representing 93 per cent of the population of developing countries. The surveys asked detailed questions on sources of income and how it was spent and on other household characteristics such as the number of people sharing that income. Most interviews were conducted by staff of government statistics offices. Along with improvements in data coverage and quality, the underlying methodology has also improved, resulting in better and more comprehensive estimates.

### *Data availability*

Since 1979, there has been a considerable expansion in the number of countries that field such surveys, the frequency of the surveys, and the quality of their data. The number of data sets rose dramatically from a mere 13 between 1979 and 1981 to 100 between 1997 and 1999. The drop to 41 available surveys after 1999 reflects the lag between the time data is collected and the time it becomes available for analysis, not a reduction in data collection. Data coverage is improving in all regions, but Sub-Saharan Africa continues to lag, with only twenty-eight of forty-eight countries having at least one data set available. A complete overview of data availability by year and country can be obtained at <http://iresearch.worldbank.org/povcalnet/>.

### *Data quality*

The problems of estimating poverty and comparing poverty rates do not end with data availability. Several other issues, some related to data quality, also arise in

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measuring household living standards from survey data. One relates to the choice of income or consumption as a welfare indicator. Income is generally more difficult to measure accurately, and consumption comes closer to the notion of standard of living. Also, income can vary over time even if the standard of living does not. But consumption data is not always available. Another issue is that household surveys can differ widely, for example, in the number of consumer goods they identify. Even similar surveys may not be strictly comparable because of differences in timing or the quality and training of survey enumerators.

Comparisons of countries at different levels of development also pose a potential problem because of differences in the relative importance of consumption of non-market goods. The local market value of all consumption in kind (including own production, particularly important in underdeveloped rural economies) should be included in total consumption expenditure. Similarly, imputed profit from the production of non-market goods should be included in income. This is not always done, though such omissions were a far bigger problem in surveys before the 1980s. Most survey data now includes valuations for consumption or income from own production. Nonetheless, valuation methods vary. For example, some surveys use the price in the nearest market, while others use the average farm gate selling price. Whenever possible, the table uses consumption data for deciding who is poor and income surveys only when consumption data is unavailable. In recent editions, there has been a change in how income surveys are used. In the past, average household income was adjusted to accord with consumption and income data from national accounts. But in testing this approach using data for some twenty countries for which income and consumption expenditure data were both available from the same surveys, income was found to yield not only a higher mean than consumption, but also higher inequality. When poverty measures based on consumption and income were compared, these two effects roughly cancelled each other out: statistically, there was no significant difference. So, recent editions use income data to estimate poverty directly, without adjusting average income measures.

### *International poverty lines*

International comparisons of poverty estimates entail both conceptual and practical problems. Countries have different definitions of poverty, and consistent comparisons across countries can be difficult. Local poverty lines tend to have higher purchasing power in rich countries, where more generous standards are used, than in poor countries. Is it reasonable to treat two people with the same standard of living—in terms of their command over commodities—differently because one happens to live in a better-off country? Poverty measures based on an international poverty line attempt to hold the real value of the poverty line constant across countries, as is done when making comparisons over time. The commonly used \$1 a day standard, measured in 1985 international prices and adjusted to local currency using purchasing power parities (PPPs), was chosen for the World Bank's *World Development Report, 1990*:

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PPP exchange rates, such as those from the Penn World Tables or the World Bank, are used because they take into account the local prices of goods and services not traded internationally. But PPP rates were designed for comparing aggregates from national accounts, not for making international poverty comparisons. As a result, there is no certainty that an international poverty line measures the same degree of need or deprivation across countries.

Early editions of *World Development Indicators* used PPPs from the Penn World Tables. Recent editions use 1993 consumption PPP estimates produced by the World Bank. Recalculated in 1993 PPP terms, the original international poverty line of \$1 a day in 1985 PPP terms is now about \$1.08 a day. Any revisions in the PPP of a country to incorporate better price indexes can produce dramatically different poverty lines in local currency. Issues also arise when comparing poverty measures within countries. For example, the cost of living is typically higher in urban than in rural areas. One reason is that food staples tend to be more expensive in urban areas. So the urban monetary poverty line should be higher than the rural poverty line. But it is not always clear that the difference between urban and rural poverty lines found in practice reflects only differences in the cost of living. In some countries the urban poverty line in common use has a higher real value—meaning that it allows the purchase of more commodities for consumption—than does the rural poverty line. Sometimes, the difference has been so large as to imply that the incidence of poverty is greater in urban than in rural areas, even though the reverse is found when adjustments are made only for differences in the cost of living. As with international comparisons, when the real value of the poverty line varies it is not clear how meaningful such urban–rural comparisons are. By combining all this information, a team in the World Bank’s Development Research Group calculates the number of people living below various international poverty lines, as well as other poverty and inequality measures that are published in *World Development Indicators*. The database is updated annually as new survey data become available, and a major reassessment of progress against poverty is made about every three years.

**Rural poverty rate** is the percentage of the rural population living below the national rural poverty line.

**Urban poverty rate** is the percentage of the urban population living below the national urban poverty line.

**National poverty rate** is the percentage of the population living below the national poverty line. National estimates are based on population-weighted subgroup estimates from household surveys.

**Population below \$1 a day** and **population below \$2 a day** are the percentages of the population living on less than \$1.08 a day and \$2.15 a day at 1993 international prices. As a result of revisions in PPP exchange rates, poverty rates for individual countries cannot be compared with poverty rates reported in earlier editions.

**Poverty gap** is the mean shortfall from the poverty line (counting the non-poor as having zero shortfall), expressed as a percentage of the poverty line. This measure reflects the depth of poverty as well as its incidence.

Millennium Development Goals: eradicating poverty and improving lives

**Proportion of population below \$1 a day (PPPS)** is the percentage of the population living on less than \$1.08 a day at 1993 international prices. As a result of revisions in PPP exchange rates, poverty rates for individual countries cannot be compared with poverty rates reported in earlier editions.

**Prevalence of child malnutrition** is the percentage of children under the age of five whose weight for age is less than minus two standard deviations from the median for the international reference population ages 0–59 months. The reference population, adopted by the World Health Organization in 1983, is based on children from the US, who are assumed to be well nourished. Estimates of child malnutrition are from national survey data. The proportion of children who are underweight is the most common indicator of malnutrition. Being underweight, even mildly, increases the risk of death and inhibits cognitive development in children. Moreover, it perpetuates the problem from one generation to the next, as malnourished women are more likely to have low-birth-weight babies.

**Primary completion rate** is the percentage of students completing the last year of primary school. It is calculated by taking the total number of students in the last grade of primary school, minus the number of repeaters in that grade, divided by the total number of children of official graduation age. The primary completion rate reflects the primary cycle as defined by the International Standard Classification of Education (ISCED), ranging from three or four years of primary education (in a very small number of countries) to five or six years (in most countries) and seven (in a small number of countries). Because curricula and standards for school completion vary across countries, a high rate of primary completion does not necessarily mean high levels of student learning.

**Gender parity ratio in primary and secondary school** is the ratio of the female gross enrolment rate in primary and secondary school to the male gross enrolment rate. Eliminating gender disparities in education would help to increase the status and capabilities of women. This indicator is an imperfect measure of the relative accessibility of schooling for girls. With a target date of 2005, this is the first of the targets to fall due. School enrolment data is reported to the UNESCO Institute for Statistics by national education authorities. Primary education provides children with basic reading, writing and mathematics skills along with an elementary understanding of such subjects as history, geography, natural science, social science, art, and music. Secondary education completes the provision of basic education that began at the primary level, and aims at laying the foundations for lifelong learning and human development, by offering more subject or skill-oriented instruction using more specialized teachers.

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**Under-five mortality rate** is the probability that a newborn baby will die before reaching age five, if subject to current age specific mortality rates. The probability is expressed as a rate per 1,000. The main sources of mortality rate are vital registration systems and direct or indirect estimates based on sample surveys or censuses. To produce harmonized estimates of under-five mortality rates that make use of all available information in a transparent way, a methodology that fits a regression line to the relationship between mortality rates and their reference dates using weighted least squares was developed and adopted by both the UNICEF and the World Bank.

**Maternal mortality ratio** is the number of women who die from pregnancy-related causes during pregnancy and childbirth, per 100,000 live births. The values are modelled estimates based on an exercise carried out by the World Health Organization (WHO) and the UNICEF.

**Births attended by skilled health staff** are the percentage of deliveries attended by personnel trained to give the necessary supervision, care, and advice to women during pregnancy, labour, and the postpartum period, to conduct deliveries on their own, and to care for newborns. The share of births attended by skilled health staff is an indicator of a health system's ability to provide adequate care for pregnant women. Good antenatal and postnatal care improves maternal health and reduces maternal and infant mortality. But data may not reflect such improvements because health information systems are often weak, maternal deaths are under-reported, and rates of maternal mortality are difficult to measure.

**Prevalence of HIV** is the percentage of people aged 15–49 who are infected with HIV. Adult HIV prevalence rates reflect the rate of HIV infection in each country's population. Low national prevalence rates can be very misleading, however. They often disguise serious epidemics that are initially concentrated in certain localities or among specific population groups and threaten to spill over into the wider population. In many parts of the developing world, most new infections occur in young adults, with young women especially vulnerable. The estimates of HIV prevalence are based on extrapolations from data collected through surveys and from surveillance of small, non-representative groups.

### *Economic activity*

**Gross domestic product** is gross value added, at purchasers' prices, by all resident producers in the economy plus any taxes and minus any subsidies not included in the value of the products. It is calculated without deducting for depreciation of fabricated assets or for depletion or degradation of natural resources. Value added is the net output of an industry after adding up all outputs and subtracting intermediate inputs.

The industrial origin of value added is determined by the International Standard Industrial Classification (ISIC) revision 3. The World Bank conventionally uses the US dollar and applies the average official exchange rate reported by the



International Monetary Fund for the year shown. An alternative conversion factor is applied if the official exchange rate is judged to diverge by an exceptionally large margin from the rate effectively applied to transactions in foreign currencies and traded products.

**Gross domestic product average annual growth rate** is calculated from constant price GDP data in local currency. **Agricultural productivity** refers to the ratio of agricultural value added, measured in constant 1995 US dollars, to the number of workers in agriculture.

**Value added** is the net output of an industry after adding up all outputs and subtracting intermediate inputs. The industrial origin of value added is determined by the International Standard Industrial Classification (ISIC).

**Agriculture value added** corresponds to ISIC divisions 1–5 and includes forestry and fishing.

**Industry value added** comprises mining, manufacturing, construction, electricity, water, and gas.

**Services value added** corresponds to ISIC divisions 50–99.

**Household final consumption expenditure** is the market value of all goods and services, including durable products (such as cars, washing machines, and home computers), purchased by households. It excludes purchases of dwellings but includes imputed rent for owner-occupied dwellings. It also includes payments and fees to governments to obtain permits and licenses. Here, household consumption expenditure includes the expenditures of non-profit institutions serving households, even when reported separately by the country. In practice, household consumption expenditure may include any statistical discrepancy in the use of resources relative to the supply of resources.

**General government final consumption expenditure** includes all government current expenditures for purchases of goods and services (including compensation of employees). It also includes most expenditure on national defense and security, but excludes government military expenditures that are part of government capital formation.

**Gross capital formation** consists of outlays on additions to the fixed assets of the economy plus net changes in the level of inventories and valuables. Fixed assets include land improvements (fences, ditches, drains, and so on); plant, machinery, and equipment purchases; and the construction of buildings, roads, railways, and the like, including commercial and industrial buildings, offices, schools, hospitals and private dwellings. Inventories are stocks of goods held by firms to meet temporary or unexpected fluctuations in production or sales, and 'work in progress'. According to the 1993 SNA net acquisitions of valuables are also considered capital formation.

**External balance of goods and services** is exports of goods and services less imports of goods and services. Trade in goods and services comprise all

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transactions between residents of a country and the rest of the world involving a change in ownership of general merchandise, goods sent for processing and repairs, non-monetary gold, and services.

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The **GDP implicit deflator** reflects changes in prices for all final demand categories, such as government consumption, capital formation, and international trade, as well as the main component, private final consumption. It is derived as the ratio of current to constant price GDP. The GDP deflator may also be calculated explicitly as a Paasche price index in which the weights are the current period quantities of output.

National accounts indicators for most developing countries are collected from national statistical organizations and central banks by visiting and resident World Bank missions. Data for high-income economies come from the Organization for Economic Cooperation

### *Trade, aid, and finance*

**Merchandise exports** show the free on board (f.o.b.) value of goods provided to the rest of the world valued in US dollars.

**Merchandise imports** show the c.i.f. value of goods (the cost of the goods including insurance and freight) purchased from the rest of the world valued in US dollars. Data on merchandise trade come from the World Trade Organization (WTO) in its annual report.

**Manufactured exports** comprise the commodities in Standard Industrial Trade Classification (SITC) sections 5 (chemicals), 6 (basic manufactures), 7 (machinery and transport equipment), and 8 (miscellaneous manufactured goods), excluding division 68.

**High technology exports** are products with high R&D intensity. They include high-technology products such as in aerospace, computers, pharmaceuticals, scientific instruments, and electrical machinery.

**Current account balance** is the sum of net exports of goods and services, net income, and net current transfers.

**Foreign direct investment** is net inflows of investment to acquire a lasting management interest (10 per cent or more of voting stock) in an enterprise operating in an economy other than that of the investor. It is the sum of equity capital, re-investment of earnings, other long-term capital, and short-term capital, as shown in the balance of payments. Data on the current account balance, private capital flows, and foreign direct investment are drawn from the IMF's *Balance of Payments Statistics Yearbook and International Financial Statistics*.

**Official development assistance or official aid** from the high income members of the OECD are the main source of official external finance for developing countries, but official development assistance (ODA) is also disbursed by some important donor countries that are not members of OECD's Development

Assistance Committee (DAC). DAC has three criteria for ODA: it is undertaken by the official sector; it promotes economic development or welfare as a main objective; and it is provided on concessional terms, with a grant element of at least 25 per cent on loans.

Official development assistance comprises grants and loans, net of repayments that meet the DAC definition of ODA and are made to countries and territories in part I of the DAC list of aid recipients. Official aid comprises grants and ODA-like loans, net of repayments, to countries and territories in part II of the DAC list of aid recipients. Bilateral grants are transfers in money or in kind for which no repayment is required. Bilateral loans are loans extended by governments or official agencies that have a grant element of at least 25 per cent and for which repayment is required in convertible currencies or in kind.

**Total external debt** is debt owed to non-residents repayable in foreign currency, goods, or services. It is the sum of public, publicly guaranteed, and private non-guaranteed long-term debt, use of IMF credit, and short-term debt. Short-term debt includes all debts having an original maturity of one year or less and interest in arrears on long-term debt.

**Present value of debt** is the sum of short-term external debt plus the discounted sum of total debt service payments due on public, publicly guaranteed, and private non-guaranteed long-term external debt over the life of existing loans. The main sources of external debt information are reports to the World Bank through its Debtor Reporting System from member countries that have received World Bank loans. Additional information has been drawn from the files of the World Bank and the IMF. Summary tables of the external debt of developing countries are published annually in the World Bank's *Global Development Finance*.

**Domestic credit provided by banking sector** includes all credit to various sectors on a gross basis, with the exception of credit to the Central government, which is net. The banking sector includes monetary authorities, deposit money banks, and other banking institutions for which data is available (including institutions that do not accept transferable deposits but do incur such liabilities as time and savings deposits). Examples of other banking institutions include savings and mortgage loan institutions and building and loan associations. Data is from the IMF's *International Finance Statistics*.

**Net migration** is the net total number of migrants during the period, that is, the total number of immigrants, less the total number of emigrants, including both citizens and non-citizens.

(Reproduced from the World Development Report of 2008 published by World Bank)

### 1.4.2 Measures of Human Development

In any system for measuring and monitoring human development, the ideal would be to include many variables, to obtain as comprehensive a picture as possible.

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But the current lack of relevant comparable statistics precludes that. Nor is such comprehensiveness entirely desirable. Too many indicators could produce a perplexing picture—perhaps distracting policymakers from the main overall trends. The crucial issue therefore is of emphasis.

The Human Development Report for 1990 of UNDP suggests that the measurement of human development should for the time being focus on the three essential elements of human life, i.e. longevity, knowledge and decent living standards.

Longevity is the first component of human development. The life expectancy at birth is the indicator of longevity. The significance of life expectancy lies in the common belief that a long life is valuable in itself and that various indirect benefits such as adequate nutrition and good health are necessary for higher life expectancy. The second key component is knowledge. The literacy figures are only a crude reflection of access to education, particularly to the good quality education so necessary for productive life in modern society. But literacy is a person's first step in learning and knowledge-building. Hence, the literacy figures are essential in any measurement of human development. In many reports on development, one could find importance given to higher levels of education, but literacy deserves the clearest emphasis for basic human development.

The third component of human development is the need for a decent living which depends upon the command over the available resources. It is perhaps the most difficult to measure. It requires data on access to land, credit, income and other resources. But given the scarce data on many of these variables, we must make the best use of an income indicator. 'Per capita income' is the most readily available income indicator and it has wide national coverage. But the presence of non-tradable goods and services and the distortions from exchange rate anomalies, tariffs and taxes make per capita income data in nominal prices not very useful for international comparisons. The data can, however, be improved by using indicators such as purchasing power which provide better approximations of the relative power to buy commodities and to gain command over resources for a decent living standard.

A further consideration is that the indicator should reflect the diminishing returns to transforming income into human capabilities. In other words, people do not need excessive financial resources to ensure a decent living. This aspect was taken into account by using the logarithm of real GDP per capita for the income indicator.

All three measures of human development suffer from a common failing. They are averages that conceal wide disparities in the overall population. Different social groups have different life expectancies. There often are wide disparities in male and female literacy. And income is distributed unevenly.

There is a strong need for making distributional corrections in one form or another. These corrections are important as income can grow to enormous heights.

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The inequality of life expectancy and literacy is much more limited as a person can be literate only once, and human life is finite. It is difficult to find reliable and comparable estimates of inequality of income. It was accepted in the HDR 1990 that there are problems with data and its interpretation and many of those estimates are far from dependable. For example, the distributional data for life expectancy and literacy by income group are not being collected, and those available on rural-urban and male female disparities are still too scant for international comparisons.

It further states that the conceptual and methodological problems of quantifying and measuring human development become even more complex when the political freedom, personal security, interpersonal relations and the physical environment are added as indicators. These aspects largely escape measurement till now, but while analysing human development one must not ignore them. The interpretation of the data on quantifiable variables depends on also keeping in mind the more qualitative dimensions of human life. Special effort must go into developing a simple quantitative measure to capture the many aspects of human freedom.

### **Attainments and shortfalls**

Progress in human development has two perspectives. One is attainment: what has been achieved, with greater achievements meaning better progress. The second is the continuing shortfall from a desired value or target. The human development report of 1990 published by UNDP discusses at length the strength and weakness of defining human development.

In many ways, the two perspectives are equivalent—the greater the attainments, the smaller the shortfalls. But they also have some substantive differences. Disappointment and dismay at low performance often originate in the belief that things could be much better, an appraisal that makes the concept of a shortfall from some acceptable level quite central. Indeed, human deprivation and poverty inevitably invoke shortfalls from some designated value, representing adequacy, acceptability or achievability.

The difference between assessing attainments and shortfalls shows up more clearly in a numerical example. Performances often are compared in percentage changes: a 10-year rise in life expectancy from 60 years to 70 years is a 17 per cent increase, but a 10-year rise in life expectancy from 40 years to 50 years is a 25 per cent increase. The less the attainment already achieved, the higher the percentage value of the same absolute increase in life expectancy.

Raising a person's life expectancy from 40 years to 50 years would thus appear to be a larger achievement than going from 60 years to 70 years. In fact, raising life expectancy from the terribly low level of 40 years to 50 years is achievable through such relatively easy measures as epidemic control. But improving life expectancy from 60 years to 70 years may often be a much more difficult and more creditable accomplishment. The shortfall measure of human progress captures this better than the attainment measure does.

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Taking once again the example of life expectancy, if 80 years is the target for calculating shortfalls, a rise of life expectancy from 60 years to 70 years is a 50 per cent reduction in shortfall—halving it from 20 years to 10 years. That is seen as a bigger achievement than the 25 per cent reduction in shortfall (from 40 years to 30 years) when raising life expectancy from 40 years to 50 years.

The shortfall thus has two advantages over the attainment in assessing human progress. It brings out more clearly the difficulty of the tasks accomplished, and it emphasizes the magnitude of the tasks that still lie ahead.

### **The human development index**

People do not isolate the different aspects of their lives. Instead, they have an overall sense of well-being. There thus is merit in trying to construct a composite index of human development.

Past efforts to devise such an index have not come up with a fully satisfactory measure. They have focussed either on income or on social indicators, without bringing them together in a composite index. As human beings are both the means and the end of development, a composite index must capture both these aspects. The First Human Development Report carried forward the search for a more appropriate index by suggesting an index that captures the three essential components of human life—longevity, knowledge and basic income for a decent living standard. Longevity and knowledge refer to the formation of human capabilities, and income is a proxy measure for the choices people have in putting their capabilities to use.

The construction of the human development index (HDI) starts with a deprivation measure. For life expectancy, the target is 78 years, the highest average life expectancy attained by any country. The literacy target is 100 per cent. The income target is the logarithm of the average poverty line income of the richer countries, expressed in purchasing-power-adjusted international dollars.

### **Country ranking by HDI and GNP**

The human development index ranks countries very differently from the way GNP per capita ranks them. The reason is that GNP per capita is only one of life's many dimensions, while the human development index captures other dimensions as well.

Sri Lanka, Chile, Costa Rica, Jamaica, Tanzania and Thailand, among others, do far better on their human development ranking than on their income ranking, showing that they have directed their economic resources more towards some aspects of human progress. But Oman, Gabon, Saudi Arabia, Algeria, Mauritania, Senegal and Cameroon, among others, do considerably worse on their human development ranking than on their income ranking, showing that they have yet to translate their income into corresponding levels of human development.

The human development index captures a few of people's choices and leaves out many that people may value highly – economic, social and political freedom

and protection against violence, insecurity and discrimination, to name but a few. Hence, the human development index has its limitations. But the virtue of broader coverage must be weighed against the inconvenience of complicating the basic picture it allows policymakers to draw.

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### CHECK YOUR PROGRESS

6. What are some of the indicators used as standards for measuring economic development?
7. What is primary completion rate?
8. What are the limitations of the human development index?

## 1.5 CHARACTERISTICS OF DEVELOPING COUNTRIES

It is safe to say that all those countries that gained their independence around and after the World War II required a lot of financial aid to reconstruct the nations in such a way that the disparities of standards of living and the health of their economies would be less threatening to the world divided in two major camps of Cold War. These countries for a long time were clubbed as the third world which had some relatively wealthy nations and many weak and 'underdeveloped' nations.

The underdeveloped and developing countries were distinguished from the rest on the basis of certain characteristics though the hallmark of underdevelopment has always been poverty which leads to many difficulties along with the biggest of them all called hunger. We will discuss these characteristics at length here.

Poverty can be broadly defined as the state of existence where people are hardly able to fulfil their basic need for food, shelter, education, health care and clean drinking water. Though one can associate poverty with low level of living, but the matter of fact is that it is a stage lower than low level as the question before the poor is not that of levels of living but that of survival.

Developing nations are those with low, lower middle or upper middle incomes. Common characteristics of developing countries are low levels of living, characterized by low income, inequality, poor health and inadequate education.

Low levels of living are not only in relation to their counterparts in rich nations, but also in relation to the small elites within their own societies. These low levels of living are manifested quantitatively and qualitatively in the following forms, i.e. low incomes, inadequate housing, poor health, high infant mortality rate (IMR), limited education, low life and work expectancies, a low GDP (gross domestic product). It also means a general sense of malaise and hopelessness.

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Many people in developing nations fight a constant battle against malnutrition, disease and ill health. In least-developed countries life expectancy in 1998 averaged only 48 years, 68 years among developing countries and 75 in developed countries. In the 1990's in Asia and Africa, over 60 per cent of the population barely met the minimum caloric requirements needed to maintain adequate health. Malnutrition, waterborne disease, and aids also afflict these countries, while low literacy levels require significant school development.

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### 1.6 EXPERIENCES OF DEVELOPMENT COMMUNICATION

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The two decades after the World War II saw a great progress in developing countries. The World Bank report of 1978 while analysing the scenario of development finds that the income in virtually all of them rose faster than population, with a consequent rise in income per person. Economic growth has been accompanied by a rapid expansion of education systems, growing literacy, improvements in nutrition and health conditions, increasing technological sophistication, and structural changes, including a growing industrial base and greater urbanization. Progress on such a wide front and the steadily growing capacity of developing countries to manage their economies effectively are impressive achievements.

In that very first World Development Report it was observed that past experience has served to create a broad consensus about the goals for the future. The development effort should be directed toward the twin objectives of rapid growth and of reducing the numbers of people living in absolute poverty as rapidly as possible. Most developing countries have moved, or are moving, toward these objectives in designing their development strategies, and industrialized countries increasingly see them as the basis for defining their contribution.<sup>10</sup>

This is a rosy picture painted by the economist of the World Bank at that time, but in later years we found that the UNDP in its 1996 report painted an entirely different picture when it accepted that 1.6 billion people in 89 countries are worse off than they were 10 years ago. It was found that the per capita income gap between the industrialized and the developing world tripled between 1960 and 1993.

Rapid economic growth and constantly alleviating poverty are inextricably linked. Most of the absolute poor live in the poor countries of Asia and Africa, where economies have grown relatively slowly. In some of the more rapidly growing economies, the incomes of lower income groups have been raised substantially.

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<sup>10</sup> The World Development Report 1978 World Bank.



Special action programmes to improve the quality of life of the poor should be an integral part of a development strategy, but they need to be accompanied by growth in productivity and incomes to expand the resources available to raise living standards.

### 1.6.1 The Initial Years

The initial years of development efforts were not very encouraging in spite of them being a welcome move as the growth engine had just started its work. According to the World Development Report 1978 of the World Bank, the developing countries have grown impressively over the past twenty-five years: income per person has increased by almost 3 per cent a year, with the annual growth rate accelerating from about 2 per cent in the 1950s to 3.4 per cent in the 1960s.

The report says:

There have, of course, been marked differences in the performance of individual developing countries in this period. Growth rates have generally been lower in the Low income countries of Africa and Asia, where the majority of the world's poor live, in countries accounting for half the population of the developing world, income per person has risen by less than 2 percent a year.

It would be worth having a quick look at some of the tables drawn from that report to understand and compare it with the latest indicators of development. Table 1.1 shows the growth of GNP per person in developing countries.

*Table 1.1 Developing Countries: Growth of Gross National Product Per Person, 1950 – 75*

Average Annual Growth Rate [percent]	Number of Countries	Percentage of Population*
Less than 0	3	1
0-2	25	48
2-4	33	35
Above 4	11	15

\*Share of the total population in the 72 developing countries covered. These 72 countries accounted for 88 percent of the total population of developing countries in 1976.

Table 1.2 shows the growth of production during 1960 – 1975. It would be interesting to compare these figures with the present ones to find out how the shape of economies of various low income and middle-income countries has changed over the years.

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**Table 1.2** *Developing Countries: Growth of Production 1960 –75  
(Median Values at 1975 Prices)*

**NOTES**

	Average Annual Growth Rates (percent)			
	Gross Domestic Product			
	Agriculture	Industry	Services	
Low Income Countries	3.1	2.1	5.4	3.7
Middle Income Countries	6.0	3.5	7.9	6.7

It is also interesting to see the involvement of various countries in different sectors of production in 1960 and now. In Table 1.3 the share of agriculture, industry and service is given and it is shown very markedly that the share in agriculture has been reduced in favour of the industrialization in both types of countries.

**Table 1.3** *Developing Countries: Structure of Production, 1960 and 1975 (Median Values at Current Prices)*

	Distribution of Gross Domestic Product (percent)					
	Agriculture		Industry		Services	
	1960	1975	1960	1975	1960	1975
Low Income Countries	52	43	12	23	35	45
Middle Income Countries	26	15	23	38	46	47

Note: Sectoral shares do not add to 100 percent because median values have been derived separately for each sector.

Tables 1.4 and 1.5 are significant from the viewpoint of the new theories of human development. Statistics regarding the growth in education is given in Table 1.4, whereas Table 1.5 demonstrates the birth and death rates during the 1960s and 1970s. This is just like the tip of the iceberg as the development report has compiled a huge data with the help of various indexes which have then onwards been enlarged to understand the integrated human development.

**Table 1.4** *Developing Countries: Growth of Education, 1965 –75 (Median Values)*

	Percentage of Primary School Age Children Attending School		Percentage of Secondary School Age Children Attending School		Percentage of Adults Who Are Literate	
	1960	1975	1960	1975	1960	1974
	Low Income Countries	30	52	2	8	10
Middle Income Countries	79	97	12	35	61	63

Source: World Development Indicators, Table 18

**Table 1.5** *Developing Countries: Birth and Death Rates, 1960 and 1975 (Median Values)*

	Crude Birth Rate per Thousand Population		Crude Death Rate per Thousand Population	
	1960	1975	1960	1975
Low Income Countries	48	47	26	20
Middle Income Countries	45	40	17	12

Source: *World Development Indicators*, Table 15.

In the years to come, the development of underdeveloped as well as the developing countries will be planned and monitored to a larger extent by United Nations organizations in general and the World Bank and the International Monetary Fund in particular as they have been the major aid providing institutions. The World bank and the United Nations Development Programme (UNDP) bring out annual reports globally and country wise and have been doing so thematically which help to evaluate different sectors of development in order to improve the development efforts.

### 1.6.2 The Recent Experiences

There are infinite stories of development experiences in many underdeveloped and developing countries. Some of them are very reassuring, some are extremely pathetic and some are simply funny, humorous and entertaining. Many of these experiential stories often find place in the World Development Report and World Human Development Reports. One such story has been reported by Alfonso Gumucio Dagron in his paper 'Vertical Minds versus Horizontal Cultures: An Overview of Participatory Process and Experience'.

It happened in a very small village west of Koudougou, in Burkina Faso. The name of the village is not very relevant. Not even the name of the country. It could have been any other country in Africa. We were visiting a small radio station, one of the six "local radios" that President Thomas Shankara had set up when he was the Minister of Information during the early eighties. Outside the mud-brick small room that housed the station we found lying on the bare floor, under the rain, long rows of post office boxes, several hundreds. Our local contact saw a big question mark on our faces and immediately provided an explanation: "Oh, these are for the new post office building, which will be built here. It is a donation from Germany". Rust was already taking care of the donation. We inquired: "How long ago did you get them?" He replied: "Last year, But you know, the government has not yet started to build the post office, I am not sure they will ever do it".

Dagron further says that if they were there in the government, they would also not do it. He questions the mind that conceives a post office building with hundreds of luxurious PO boxes "Made in Germany" in a small village with no more than 300 families, mostly illiterate peasants. This is a glaring example of how

## NOTES

Report published by UNDP are not the same as human development has to be measured in terms of more indices than those required for measuring economic development.

- There are both good and bad experiences of development in both the developing as well as the underdeveloped countries.

## NOTES

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### 1.8 KEY TERMS

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- **Development:** A progression from a simpler or lower to a more advanced, mature, or complex form or stage
- **Literacy:** The condition or quality of being literate, especially the ability to read and write
- **Cold War:** A state of political tension and military rivalry between nations that stops short of full-scale war, especially that which existed between the United States and Soviet Union, following World War II
- **Gross Domestic Product (GDP):** The total value of all goods and services, produced domestically by a nation during a year
- **Gross National Product (GNP):** The total value of all final goods and services produced annually by a nation
- **Malnutrition:** Poor nutrition, because of an insufficient or poorly balanced diet or faulty digestion or utilization of foods
- **Life expectancy:** The statistically determined average number of years of life remaining after a specified age for a given group of individuals
- **Human development index (HDI):** A composite statistic used to rank countries by the level of human development
- **International Monetary Fund (IMF):** The inter governmental organization that oversees the global financial system by following the macroeconomic policies of its member countries

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### 1.9 ANSWERS TO 'CHECK YOUR PROGRESS'

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1. Nora Quebral, in her paper 'Development Communication in a Borderless World', defines development communication as: the art and science of human communication linked to a society's planned transformation from a state of poverty to one of dynamic socio-economic growth, that makes for greater equity and the larger unfolding of individual potentials.
2. Development communication has two primary roles. First is its transforming role, as it seeks social change towards higher quality of life. Second, it has a socializing role, by seeking to maintain some of the established values of the society.

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3. Due to his pioneering influence in the field, Everett M. Rogers has often been termed the 'father of development communication'.
4. Social change is the process by which alteration occurs in the structure and function of a social system.
5. The Theory of Diffusion was proposed by Everett M. Rogers and F.F. Shoemaker.
6. The economic development is measured in terms of certain indicators that were decided by the World Bank and International Monetary Fund. Some of these indicators are population, per capita income, literacy rate, life expectancy at birth, gender parity ratio in school and child malnutrition.
7. Primary completion rate is the percentage of students completing the last year of primary school. It is calculated by taking the total number of students in the last grade of primary school, minus the number of repeaters in that grade, divided by the total number of children of official graduation age.
8. The human development index captures a few of people's choices and leaves out many that people may value highly - economic, social and political freedom and protection against violence, insecurity and discrimination, to name but a few. Hence, the Human Development Index has its limitations.
9. Developing countries are those with low, lower middle or upper middle incomes. Common features of developing countries are low levels of living, characterized by low income, inequality, poor health and inadequate education.
10. In some of the more rapidly growing economies, the incomes of lower income groups have been raised substantially. Special action programmes to improve the quality of life of the poor should be an integral part of a development strategy, but they need to be accompanied by growth in productivity and incomes to expand the resources available to raise living standards.

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## 1.10 QUESTIONS AND EXERCISES

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### Short-Answer Questions

1. Why is it said that development communication is a tool and not a product?
2. Trace the history of development communication.
3. Who are the major theoreticians in the field of development communication? write a note on their contributions.
4. What is the role of information in the development of a nation?
5. Write a short note on social change.

### Long-Answer Questions

1. Analyse the different ways adopted by various agencies to measure development.
2. Explain the relationship between development and society.
3. List the characteristics of various developing countries.
4. Highlight the experiences of development in various countries.

### NOTES

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### 1.11 FURTHER READING

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# UNIT 2 THEORIES OF DEVELOPMENT COMMUNICATION

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## NOTES

### Structure

- 2.0 Introduction
- 2.1 Unit Objectives
- 2.2 Theories of Development Communication
  - 2.2.1 Emergence of Development Economies
  - 2.2.2 Modernization Theory
  - 2.2.3 Dependency Theory
- 2.3 Dichotomies of Development Communication
- 2.4 Problems of Development Communication
- 2.5 Participatory Development Communication
  - 2.5.1 Pedagogy of the Oppressed
- 2.6 Recent Trends in Development Communication
  - 2.6.1 Women in Development
  - 2.6.2 Gender Budgeting in India
- 2.7 Summary
- 2.8 Key Terms
- 2.9 Answers to 'Check Your Progress'
- 2.10 Questions and Exercises
- 2.11 Further Reading

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## 2.0 INTRODUCTION

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Development in societies does not happen as a natural process, a whole lot of effort is made to work out plans and strategies for the development. The plans of development are based on the theories of developments, which in turn are the products of the dominant ideology in the society. It also means that there are competing alternate theories of development. If we look at the Indian society after the Independence, we find that there were two diametrically opposite views about India's development within the ruling party itself. Many leaders like Nehru were in favour of a modern nation built with the help of the achievements of science and technology and there were people like Mahatma Gandhi who were opposed to industrialization and materialism. What Mahatma Gandhi said once, shows his dislike for the modernism and industrialization:

God forbid that India should ever take to industrialism after the manner of the West. The economic imperialism of a single tiny island kingdom is today keeping the world in chains. If an entire nation of 300 million took to similar economic exploitation, it would strip the world bare like a locusts.<sup>1</sup>

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<sup>1</sup> Gandhi, M.K. *Young India*, 20 December 1928.



## NOTES

Excerpts like the above are vividly illustrated in Gandhi's writings highlighting his thoughts on development, politics and governance. A practitioner of non-violence and truth, Gandhi lived modestly in a self-sufficient residential community, wore traditional Indian dress, woven with yarn he hand spun on a charkha. He ate simple vegetarian food and undertook long fasts as means of both self-purification and social protest.

Even the behaviourists of yester/years would accept that development is not a behavioural activity, but it is a rational theorization of the activities in different fields of human activity, which then transforms the realities in such a way that the human life becomes better than before. The jump from feudalism to capitalism cannot be seen as a product of social situations. There is a series of analysis and theorization that led to certain human activity which in its turn transformed the society. Similarly, the post World War realities gave birth to many theories of development and many of them were implemented and assessed and many new ones emerged afterwards, to replace them. We moved from the modernization model of development to diffusion model and have now reached a model of people's participation in development.

A complete historical account and a detailed discussion about the growth of various theories of development and development communication would be explored in this unit.

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### 2.1 UNIT OBJECTIVES

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After going through this unit, you will be able to:

- Analyse the various perspectives on development and their application subsequently in different societies
- Explain the principle theories of development communication and their origin
- Explain the participatory development communication theory
- Highlight the recent trends in development communication
- Critically analyse the various approaches to development communication

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### 2.2 THEORIES OF DEVELOPMENT COMMUNICATION

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The actual struggle for development started from the competing European states just before the World War I. The origin of Marxist theory itself lies in the material conditions of the European society in mid 19<sup>th</sup> century. The need to write a critic of Bourgeois capitalism by Karl Marx and Friedrich Engels was felt only after the emergence of capitalism. In fact, the story begins with the thought on economy expressed by Adam Smith in his famous book *An Inquiry into the Nature and Causes of the Wealth of Nations (1776)*, who is also considered as the father of modern economics and capitalism.

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While thinking about the social development, Marx considered that the socio-economic conflicts have historically manifested themselves as distinct stages of development in Western Europe. He, in fact gave several stages of social development such as Primitive Communism, Slave Society, Feudalism, Capitalism, Socialism and Communism. Marx believed that the capitalist bourgeois and their economists were promoting what he saw as the lie that 'The interests of the capitalist and those of the worker are... one and the same'; he believed that they did this by purporting the concept that 'the fastest possible growth of productive capital' was best not only for the wealthy capitalists, but also for the workers because it provided them with employment.

In the Indian context, there have been two dominant ideas about the economic and national development, i.e. the modernisation and industrialization thought largely represented by Pt. Jawaharlal Nehru and the indigenous thoughts broadly advocated by Mahatma Gandhi that stressed upon the need to concentrate on traditional small-scale industry and the notion of trusteeship for big business. The Charkha of Gandhi became a symbol of the small scale as against the mechanized mass production of cotton thread.

Gandhian economic philosophy is based on certain essential elements of his thought. These elements help us to make a vivid explanation of all the aspects of his economic thought. The essential elements of his philosophy are ethical pattern of economic life, simplicity, sanctity of labour, spirit of swadeshi, trusteeship and decentralization of power.

Gandhi elaborated his idea of economic freedom while criticizing industrialism and modernity as it was imported to India in the wake of the colonial rule. He attacked the very notions of modernity and progress and challenged the central claim that modern civilization was a leveller. In this context, he once said in a speech in 1944:

There are two schools of thought current in the world. One wants to divide the world into cities and the other into villages. The village civilization and the city civilization are totally different things. One depended on machinery and industrialization, the other rested on handicraft. We have given preference to the latter.

After all, this industrialization and large-scale production was only of comparatively recent growth. We do not know how far it has contributed to our development and happiness, but we know this much that it has brought in its wake recent world wars. This Second World War is not still over and even before it comes to an end we are hearing of a third world war. Our country was never so unhappy and miserable as it is at present. In the cities people may be getting big profits and good wages but all that has become possible by sucking the blood of the villages. It is the city man who is responsible for war all over the world, never the villager.

## NOTES

Gandhi's development philosophy revolves around man, his society and nature and their respective and simultaneous development. He had a philosophy of work, wealth and happiness in line with the religious and ethical philosophies of the East as well as the West. His philosophy was governed by two fundamental and interrelated principles: truth and non-violence (ahimsa).

Affluence as a goal of development was not in Gandhi's mind. He believed that there is sufficient to meet the needs of the people, but not their greed. He, therefore, refused to accept any move towards affluence as the goal of Indian Society. He believed that the type of development that had been achieved in Europe was the result of a systematic colonization and exploitation of both the people and nature. He, therefore, rejected not only supportive mechanism of development such as bureaucracy, technology and elitist education, but also the whole idea of development as conceived by the builders of the industrial society. His opposition to this approach should be understood in relation to his philosophy of development, which is closely linked with his life philosophy. As a great unifier not only of persons but of ideas - his social, economic and political ideas are all interrelated and interdependent.

He started looking for economic activities which could be introduced in the villages without external assistance and which would create additional employment and income. He stressed on schemes of short gestation period like minor irrigation, dairying and hand looms. He saw in the spinning wheel, 'Charkha', a tool of promise because of its simplicity, low cost, cultural acceptance, love for manual work, etc. He was fully convinced that unless hand-woven and hand-spun cloth 'Khadi' was preferred over mill cloth, it could never get a foothold in the villages. He preached strongly in favour of locally produced goods and services.

As compared to his ideas on economy, Nehru's socialist ideas stressed the need of modernization, industrialization and a planned mixed economy. The characteristic feature of the Nehruvian model of development is a highly interventionist state which is expected to radically transform the economy and the society bringing about faster economic growth, modernization and social justice. Nehru justified this when he said that this was the only strategy considered suitable for a poor country which had a feudalistic social structure with large disparity of income, wealth and privilege. He, in fact, wanted to squeeze in 200 years of western economic development into 25 years for India.

In the 1930s, Nehru doubted that socialism could be introduced in a country by the normal process of democracy. But by 1955, Nehru came to believe that the attainment of the socialist state could be possible by means of the democratic process and that was the only way to build it on a firm foundation.

Comparing the economic ideas of Gandhi and Nehru, Frank Moraes writes:

Less doctrinaire than the Gandhism which influenced their shape and direction, Nehru's beliefs were equally inflexible and purposeful. They would have bended but they would not break. Within their flexible

framework they attempted to accommodate and reconcile Gandhi's non-violence, his love for the small man and acceptance of the small machine, his simple democracy where the gulf between the rich and the poor would not be marked, his gospel of the charkha and village India with Nehru's own rational scientific outlook, his eagerness for technological and industrial advancement on the most modern lines and his dream of a world where the peasant, the technician, the worker, the industrialist, the scholar, scientist and intellectual would together share the fruits of their toil and thought. Nehru envisaged for India a type of economic life distinctive in itself, conditioned to its own ways of living, and identified neither with the *laissez faire* economics of the nineteenth century nor the patterned totalitarianism of Soviet Russia or Nazi Germany.<sup>2</sup>

## NOTES

During the years between his return from Europe and the outbreak of World War II, Nehru had the occasion to reflect deeply on these matters, particularly when he was in jail. He read Marx and followed closely the progress of the Soviet Five-Year plans. Nehru was able to persuade the Congress to set up a Planning Committee in 1938 after the Congress party controlled the governments in all but three of India's provinces. His proposal was accepted not only by the Congress and non-Congress provinces, but also by the princely States of Hyderabad, Mysore, Baroda, Travancore and Bhopal. It was also appreciated by industrialists as well as labour representatives and economists.

This was the beginning of the path of planned economy for India. The first plan laid emphasis on agricultural production and energy. The output of food grains in 1955 was 20 per cent higher than it was in 1951. Similarly, cotton production during 1954-1955 reached a level of 4.3 million bales, while the output of agricultural commodities, notably sugar cane and oil seeds, was also stepped up. In 1956, increased irrigation was expected to become available, and this would help not only to maintain, but also to expand rural production. Energy was another important aspect of improving the agricultural as well as industrial productivity. The Bhakra-Nangal project, which was expected to be completed in 1959, was launched for this purpose along with other mammoth multi-purpose projects. They included the Hirakud project, the Damodar Valley project and some other projects including the Tungabhadra project.

India's Prime Minister in a speech in Parliament in December 1952 stressed the need of small-scale industries that were in tune with the Gandhian Thought while he warned against undue complacency in this respect:

However rapid our industrialisation may be, it cannot possibly absorb more than a small part of the population of this country in the next ten, twenty or even thirty years. Hundreds of millions will remain who have to be employed chiefly in agriculture. These people must, in addition, be given employment in smaller industries like cottage

<sup>2</sup> Frank Moraes (1959) Jawaharlal Nehru; Jaico Publishing House, Mumbai (revised edition, 2007) p.463.

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industries and so on. Hence, the importance of village and cottage industries. I think the argument one often hears about big industry versus cottage and village industry is misconceived I have no doubt that we cannot raise the people's level of existence without the development of major industries in this country; in fact, I will go further and say that we cannot even remain a free country without them. Certain things, like adequate defence, are essential to freedom and these cannot be had unless we develop industry in a major way. But we must always remember that the development of heavy industry does not by itself solve the problem of the millions in this country. We have to develop the village and cottage industry in a big way, at the same time making sure that in trying to develop industry, big and small, we do not forget the human factor. We are not merely out to get more money and more production. We ultimately want better human beings. We want our people to have greater opportunities, not only from an economic or material point of view but at other levels also.

The other important aspect of Nehruvian economic planning was the government and private partnership in industry where the heavy industries were broadly seen as the responsibility of the state and the other industries were to be set up by private business houses.

### 2.2.1 Emergence of Development Economies

The industrialized nations, until the late 1940s and early 1950s, were involved in their own crisis and did not pay much attention to the problems facing developing countries. As just after the World War II, most of the economies of Western Europe were in bad shape, they paid attention to the problems of the Third World after having finished the rebuilding of much of Western Europe.

An amazing revival of industrial Europe became possible due to The Marshall Plan for economic reconstruction. The rapid re-industrialization of Europe influenced the policymakers in industrialized countries and they approached the economic problems of developing countries with the said mind set.

The result of such efforts was the emergence of a new discipline of economics that was known as the development economics. One of the main goals of development economics is the formulation of public policies designed to bring about rapid economic growth. Consequently, development economist had to compete with the existing theories. The main among them were the classical theory and the Marxist theory of economics.

Marxism tends to be applied universally. The class struggle is a by-product of capitalism to an orthodox Marxist. According to them, capitalism is bound to create a conflict between the working class and the owners of capital. This would happen anywhere in the world as such conflict will always reach the same result. According to the Marxist theory, the social inequities will reach an intolerable point and the working class will instigate a socialist revolution that will overthrow the capitalist regime.

Classical or neo-classical economics is concerned primarily with the efficient and cost-effective allocation of scarce resources and with the optimal growth of those resources over time. They hold that countries develop economically via the market. In a market economy, economic benefits flow to participants, be they individuals or countries, from self-interested and voluntary acts. This behaviour is efficient and produces the greatest overall economic growth. So, if we were to ask such an economist why developing countries (or any country, for that matter) are experiencing economic growth problems, she would try to find government-created barriers that restrict the free market. To stimulate growth, those inefficient barriers have to be removed.<sup>3</sup>

Another famous Nobel Laureate, economist and sociologist Karl Gunnar Myrdal in his work 'the Asian Drama' rejected both Marxism and neoclassical economics: the former because it believed that institutions (the super-structure) would be adaptable to the economic conditions (the base), the latter because it assumed institution already fully adapted. Being neither adapted nor automatically adaptable, they have to be designed and planned. The difficulty, which Myrdal clearly saw, is that any instrument, even if used with the intention to reform, within a given power structure, tends to serve the powerful and to re-establish the old equilibrium. Even well-intentioned allocations, rationing, licensing and controls often reinforce monopoly and big business.

The development economics is concerned with the appropriate allocation of resources that are so scarce. It is concerned with a particular kind of economic growth that could be sustained for a period in some way that it could increase the standard of living for the masses living in abject poverty in developing countries.

Development economics is defined by in the dictionary of Economics 'as a branch of economics which deals with economic aspects of the development process in low-income countries. Its focus is not only on methods of promoting economic growth and structural change but also on improving the potential for the mass of the population, for example, through health and education and workplace conditions, whether through public or private channels'.<sup>4</sup>

An early theory of development economics, the linear-stages-of-growth model was first formulated in the 1950s by W.W. Rostow. His theory in fact is a critique of Marxian economics as that was the main threat to capitalism.

International dependence theories gained prominence in the 1970s as a reaction to the failure of earlier theories to lead to widespread successes in international development. Unlike earlier theories, international dependence theories have their origins in developing countries and view obstacles to development as being primarily external in nature, rather than internal. These theories view developing countries as being economically and politically dependent on more

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<sup>3</sup> Ricardo Contreras (1999) *Competing Theories of Economic Development in Carrasco*, Enrique (Ed) International Finance and Development, UICIFD, University of Iowa, Iowa.

<sup>4</sup> Bell, Clive (1987). "Development economics," *The New Palgrave: A Dictionary of Economics*, v. 1, pp. 818, 825.

powerful, developed countries which have an interest in maintaining their dominant position.

### 2.2.2 Modernization Theory

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The concept of modernization theories has its beginning in the classical evolutionary explanation of social change. Emile Durkheim, Karl Marx and Max Weber tried to theorize the transformations initiated by the industrial revolution. Two characteristics of early modernization theories continue to influence current modernization discourse. One is the idea of *frequent social change* and the other is the idea of *development*. One of the theories which identifies both of these above mentioned characteristics is Walt Whitman Rostow's (1960) concept of economic growth. He outlines his concept in his book *The Stages of Economic Growth*. He argues that within a society sequential economic steps of modernization can be identified.

Rostow in his book talks about five stages of growth and says 'it is possible to identify all societies, in their economic dimensions, as lying within one of five categories: the traditional society, the preconditions for take-off, the take-off, the drive to maturity, and the age of high mass-consumption.'<sup>5</sup>

The emphasis of Rostow's economic analysis is on the critic of communist ideology and the Marxist economics. In his book he devotes a full chapter on 'Marxism, Communism and stages of growth'. However, he has some interesting predictions to make about India and China while discussing his concept of the stage of 'Take off' where he says:

to make this notion still narrower and more concrete, it is fairly safe to predict that, by 2000 or 2010 —which is not all that far away— India and China, with about two billion souls between them, will be, in our sense, mature powers. They may not be ready for the age of the mass automobile; and it is by no means assured that Communism will then dominate China, and democracy India. China and India face many difficult choices and vicissitudes in the years and decades ahead. But it is reasonably clear that compound interest has come to be built into those two massive societies; and three generations of an environment of growth should produce maturity—perhaps less than that, if China maintains forced draft and solves the food problem.<sup>6</sup>

The Modernization Theory in fact is considered as the vestige of colonial thought process. It has a western agenda of assumed liberation from the possible clutches of communism.

<sup>5</sup> W.W. Rostow, *The Stages of Economic Growth: A Non-Communist Manifesto* (Cambridge: Cambridge University Press, 1960), page 4.

<sup>6</sup> *Ibid*, page 127.

### 2.2.3 Dependency Theory

As a reaction to various conventional approaches regarding the economic development just after the World War II, there appeared the dependency theory that had two different ways to look at the problems of development. The first was influenced by Marxism whereas the other depended on the Structuralist school. Both these groups had no problems in seeing the inability of the periphery to develop an autonomous and dynamic process of technological innovation as the cause of the dependency relation between the centre and the periphery. The main contention between the two groups was regarding the possibility of economic development in the periphery. The economists with Marxist influence felt that the development in the periphery is impossible, whereas the structuralist economists found it feasible. This thought was fundamentally gaining grounds at the centre.

Based on this hard core idea of dependency, a similar theory came to light in the area of communication. Dependency-theory was introduced during the 1970s and has been further developed in the form of World System Theory. The development discourse during the 1980s was dominated by approaches of the 'middle range'. This approach emphasized processes of differentiations within the 'Third World' and they did not any more claim a comprehensive explanation of 'development' or, and especially, 'underdevelopment'. Instead, with the beginning of the globalization discourse, new approaches have come up to analyse issues relating to the ground-reality, such as the informal sector, vulnerability, human-environment-impact or sustainability. Topics like these illustrate the increase in volume and the nuances in development approaches. Additionally, this exemplifies the rise of social differentiation in development countries.

The media dependency theory was introduced by Sandra Ball-Rokeach and Melvin De Fleur when they wrote a paper entitled 'A Dependency Model of Mass Media Effects' in the journal *Communication Research*. The initial theory was based on the Use and Gratification theory which was synchronized with the agenda setting theory. It said that the media will become more important for people who will depend on it for the fulfilment of their needs. Consequently, when media becomes the sole source of information then it becomes easy for the media to set the agenda.

A very important part of the philosophy of the media system dependence theory comes from sociological thoughts. The works of Durkheim, Marx and Tones provide a framework across which this theory can be extended in spite of the fact that their thoughts developed much before the media in its present form came into existence. The frameworks created by the notion that the informal relationship between the people declines as a result of economic growth and movement towards an urban industrial society. Consequently, the media rises up to fill the gap created by weakening of informal relationship.

Ultimately, the consequence of media dependency is that of information access and the poor relation between those who provide access to information

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and those who seek it. This is the stage where the media dependency theory coincides with the dependency theory of economics. This power dynamics is also very significant as Todd Gitlin in his book *Media Unlimited* has suggested that globalization could be seen as a result of media dependency.

### CHECK YOUR PROGRESS

1. What were the essential elements of Gandhi's economic philosophy?
2. What is the principle on which development economics is based?
3. Which theory is considered as a vestige of colonial thought process?

## 2.3 DICHOTOMIES OF DEVELOPMENT COMMUNICATION

There can be no single theory of development in an uneven world where there are high income, middle level and low income societies, where there are countries with different types of political systems and where there is heterogeneity of socio-cultural norms. The efforts of development communication become even more difficult in such situations as the dichotomies of rich and poor, urban and rural, educated and illiterates and many others make the task of addressing this kind of heterogeneity through mass media many a times an irresolvable problem.

Various scholars have discussed the dichotomies of development communication in their works. Talking about the dichotomy, Frances Berrigan in her study of the role of community media in development 'does consider communications media of considerable value in development, they can never be effective alone, without practical changes in each particular country's social, political and organizational structure. The value of communications media is in support of a whole range of development initiatives. There is little media can do in isolation. But the part media can play in development is obvious. Developing communities are characterized by isolation from ideas and information as well as services.'<sup>7</sup>

The top-down approach to development has yet not found an alternate and effective replacement. Centralization is a trend in development programmes and in the communication strategies for them, which often ignores the socio-cultural parameters and leads to relapse of attitudes and behaviour. The sustainability suffers and the process of change too. Leslie B. Snyder in her paper on 'Development Communication Campaigns' touches on this aspect when she says:

Campaigns starting from a position of respect for local cultures and recognition of community values may have more lasting impacts.

<sup>7</sup> Berrigan, Frances J. (May 1979) *Community Communications: the role of community media in development*; UNESCO Press, Paris, p. 6.

Currently, many campaigns seek to supplant traditional and informal channels of communication with government agents and media. When campaigns hurt local cultures by devaluing traditional sources or cultural forms, they are ethically irresponsible.<sup>8</sup>

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In this context, one of the former presidents of the World Bank, James Wolfenshon, once said, 'We are starting to understand that development effectiveness depends, in part, on "solutions" that resonate with a community's sense of who it is' (World Bank, 1999).

Understanding these disparities is crucial to analysing and mapping out the changing processes and patterns in the communication of ideas. For one, it underscores the difficulty of, indeed the need to avoid, simple generalizations. The development and connections between the various modes of communication—oral, textual, visual, and performance—have manifested themselves in multiple ways. Similarly, diverse are the institutional forms, and their patterns of growth, through which ideas have been expressed, ranging from educational and religious institutions to civic and professional bodies and mass media outlets.

The communication of ideas is characterized by enormous changes over time and variations among societies. Societies world over have exhibited high levels of cultural diversity, uneven patterns of political and socioeconomic development, and different forms of engagement with other world regions. Particularly, the countries of Asia and Africa have hundreds of cultural groups and languages that have influenced each other in complex ways.

The quality and content of the mass media messages too left much to be desired. The urbanites and other elite sources controlled the modern media in most Third World nations and the quality and content of messages were not well suited for rural audiences. Also, very little time and space was accorded to developmental information in the mass media. Information relevant to development was given less preference than trivial and non-development-oriented subjects. The poor and disadvantaged sections in rural areas of the Third World were in reality far removed from any kind of information, education or entertainment.

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## 2.4 PROBLEMS OF DEVELOPMENT COMMUNICATION

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The problems of development communication, in fact, are often the products of the theorization of development itself. There has been the streak of the dominant paradigm of modernization that has been severely criticised by many scholars of

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<sup>8</sup> Snyder, Leslie B. (2003) *Development Communication Campaigns in International and Development Communication: A 21st-Century Perspective* (Ed. Bella Mody) p. 182.

economics and development communication in the last two decades. Srinivas Malkote has discussed the problem of westernized vision of development in the following words:

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As for the people and communities far removed from the center, developmentalism has eroded their control over their lifestyles and natural resources. The manila of economic development has reduced most of these people into objects to be “developed” for their own good by the all-knowing development technocrats. In the process, local narratives, cultural meanings, and social arrangements have been devalued. Thus, development has resulted in the colonization of indigenous views relating to a “good life,” sickness and death, the environment, and the cosmos. These views have been discarded without even a cursory inspection.<sup>9</sup>

Discussing the development scenario in India and referring to various reports of Fernandes and Thukral (1989), P. Sainath (1996) and Shiva (1992) he further goes on to say:

In the name of development and progress, the state has unleashed violence against its citizens, especially on those who are powerless. Mega development projects such as hydroelectric dams, nuclear power plants, highways, and mines have displaced local people from their land, their livelihoods, and their communities. Often they have not even been rehabilitated or compensated for their loss. Examples of such groups include the Penans of Borneo, the Gond tribes in Central India, the local people in the Chota nagpur region of India, the rubber tappers in the Amazon, and the residents of Bhopal in India who faced the devastating effects of the leak of noxious fumes from the nearby Union Carbide plant.<sup>10</sup>

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## 2.5 PARTICIPATORY DEVELOPMENT COMMUNICATION

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The Participatory Development Communication was not only an attempt to reduce people’s apathy to the process of development but it was also a strategy to involve people as partners in communication. It became even more necessary when the stress on economic development was done away with in favour of an overall human development. The eradication of small pox, malaria, tuberculosis and other deadly diseases was not possible without creating awareness among people.

Guy Bessette has defined the participatory development communication in the following words:

Participatory development communication is a planned activity, based on the one hand on participatory processes, and on the other hand on

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<sup>9</sup> Melkote, Srinivas R.& Steeves, H. Leslie (2001) Communication for Development in the Third World: Theory and Practice for Empowerment; Sage Publication (Pvt.) Ltd., New Delhi (p. 156).

<sup>10</sup> Ibid (p.156).

media and interpersonal communication, which facilitates a dialogue among different stakeholders, around a common development problem or goal, with the objective of developing and implementing a set of activities to contribute to its solution, or its realization, and which supports and accompanies this initiative.<sup>11</sup>

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Focusing the involvement of the community in development efforts, and greatly influenced by Freirean critical pedagogy and by the Los Baños School, the evolution of the Participatory Development Communication School involved collaboration between the First World and Third World development communication organizations.

### 2.5.1 Pedagogy of the Oppressed

Paulo Freire, in his book, has presented some aspects of the need to look at development and freedom that became one of the major points of departure in the participatory development communication.

He explained his pedagogy of the oppressed in the following words:

A pedagogy which must be forged with, not *for*, the oppressed (whether individuals or peoples) in the incessant struggle to regain their humanity. This pedagogy makes oppression and its causes objects of reflection by the oppressed, and from that reflection will come their necessary engagement in the struggle for their liberation. And in the struggle this pedagogy will be made and remade.<sup>12</sup>

Finally, true dialogue cannot exist unless the dialoguers engage in critical thinking—thinking which discerns an indivisible solidarity between the world and the people and admits of no dichotomy between them—thinking which perceives reality as process, as transformation, rather than as a static entity—thinking which does not separate itself from action, but constantly immerses itself in temporality without fear of the risks involved. Critical thinking contrasts with naïve thinking, which sees historical time as a weight, a stratification of the acquisitions and experiences of the past, from which the present should emerge normalized and 'well-behaved'. For the naïve thinker, the important thing is accommodation to this normalized today. For the critic, the important thing is the continuing transformation of reality, on behalf of the continuing humanization of men.<sup>13</sup>

The dominant elites, on the other hand, can—and do—think without the people—although they do not permit themselves the luxury of failing to think *about* the people in order to know them better and thus dominate them more efficiently.<sup>14</sup>

<sup>11</sup> Bessette, Guy (2004) *Involving the community: a guide to participatory development communication*; Southbound, Penang, Malaysia. p.9.

<sup>12</sup> Freire, Paulo (1970) *Pedagogy of the oppressed* page 48.

<sup>13</sup> *Ibid*, page 92.

<sup>14</sup> *Ibid*, p. 131.

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Quoting the famous statement of Lenin ‘Without a revolutionary theory there can be no revolutionary movement’, Friere says that a revolution is achieved with neither verbalism nor activism, but rather with praxis, that is, with *reflection* and *action* directed at the structures to be transformed. The revolutionary effort to transform these structures radically cannot designate its leaders as its *thinkers* and the oppressed as mere *doers*. In fact, here Friere is underlining the need of inclusion of people not only in the action but in the planning of the action too as he says:

‘If true commitment to the people, involving the transformation of the reality by which they are oppressed, requires a theory of transforming action, this theory cannot be left to assign the people a fundamental role in the transformation process. The leaders cannot treat the oppressed as mere activists to be denied the opportunity of reflection and allowed merely the illusion of acting, whereas in fact they would continue to be manipulated—and in this case by the presumed foes of manipulation.<sup>15</sup>

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## 2.6 RECENT TRENDS IN DEVELOPMENT COMMUNICATION

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The thinking on development has changed drastically in last seven to eight decades and we have moved away from the economists preaching the modernization model after the World War II to a more inclusive, more integrated and sustainable development models in last decade. A very comprehensive account of the development economics and development communication efforts has been given recently by Jan Servaes (2003) in his book *Approaches to Development: Studies on Communication for Development* published by Communication and Information Sector of UNESCO.

### 2.6.1 Women in Development

The concept of women in development (WID) is not of very recent origin but has gained currency in development and development communication literature only from the last decade. The Women in Development scholars have been reiterating an observation since the beginning in the 1970s that conditions of deprivation are unequal. It has still not made its way into many international and development communication texts. Women’s and girls’ circumstances are substantially worse than those of men and boys in nearly every area of human need, and human right. Although progress has been made in some places, and on some issues, great inequities do remain in most areas of basic need, however defined, as well as in political and organizational access.

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<sup>15</sup> Ibid, p.126.

Statistics shows that no society treats its women and girls as well as its men and boys. In developing countries, there are still nearly two-thirds more women than men among illiterate adults. Even at the primary school level, where progress has been made and the female enrolment averages 13 per cent lower than male enrolment (UNDP, 1997, p. 39). In both developing and industrialized countries female wages are lower than male wages and unemployment is higher among women than men. At the same time, women constitute the vast majority of the unpaid family workers.

Gathering and exposing these comparative statistics has been part of the work of WID scholars and activists. But statistics tell only part of the story, as statistical gender inequalities certainly predated colonial and postcolonial development. A major contribution of WID scholars is their critique of economic development assistance for ignoring gender roles and worsening existing gender inequalities, sometimes creating new inequalities.

H. Leslie Steeves while discussing the role and significance of women in development in her paper 'Gendered Agendas: Dialogue and Impasse in Creating Social Change' says that:

By the 1980s, as women continued to be neglected and many development projects continued to fail as well, it became obvious that the discourse of inclusion was not the most productive direction, that inclusion alone—to the extent it occurred at all— would not solve the problems. Women already are central to the most fundamental concerns of development, such as meeting basic needs, sustaining the environment, and contributing economically. Therefore, women's needs and societal improvement are closely entwined. Scholars and activists making this argument often cite statistics showing that gender inequality is strongly associated with human poverty, or the reverse, that societal progress is correlated with improvements in women's lives.<sup>16</sup>

The need of not only including women in the process of development and development planning was felt, but the women groups went ahead and advocated the concept of gender budgeting where the women would be at the core of thinking, planning and fund allocation process. The reason for such a move was evident as H. Leslie Steeves continues to say that:

The argument also can be made merely by reading each country's annual National Development Report. Areas prioritized are always ones where women have central roles, including agriculture, labour productivity, environment and sanitation, population, nutrition, health, and human rights. Women's key contributions in many of these areas have been highlighted in major global conferences this decade: the 1992 Environment and Development Conference in Rio; the 1993

<sup>16</sup> In Wilkins, Karin Gwinn (Ed.) (2000) *Redeveloping communication for social change: theory, practice, and power*; Rowman & Littlefield Publisher, Maryland, USA p.10.

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Human Rights conference in Vienna; the 1994 Population and Development Conference in Cairo; the 1995 World Summit on Social Development in Copenhagen; and of course, the 1995 Beijing conference. Therefore, as WID scholars suggest, women must be central in development planning.<sup>17</sup>

Gender mainstreaming was recognized as a global strategy for the promotion of gender equality in the Platform for Action from the Fourth World Conference on Women (Beijing, 1995). The notion of Gender budgeting was not new but after this conference its advocacy for development related budgeting intensified. Regina Frey in her paper on gender budgeting: 'An Effective Strategy to Achieve Gender Equality in SET' (2006) has defined Gender budgeting as '... means a gender-based assessment of budgets, incorporating a gender perspective at all levels of the budgetary process and restructuring revenues and expenditures in order to promote gender equality.'

There has been a lot of thinking about how to include gender budgeting in the mainstream process of governments' budget making process. Janet Gale Stotsky of International Monetary Fund in her working paper on Gender budgeting (2006) suggests:

A gender budgeting exercise could also be undertaken as an exercise outside of government and the analysis and recommendations simply presented to government, but this runs the risk that the exercise may not receive the support that is needed to put its recommendations into practice.<sup>18</sup>

### 2.6.2 Gender Budgeting in India

The achievement of human development is heavily dependent on the development and empowerment of the 496 million women and girls who, according to the 2001 census, account for 48 per cent of the total population of the country. These women and girls not only comprise a large part of the valuable human resources of the country; they are also individuals in their own right and their socio-economic development sets the foundation for sustainable growth of the economy and society as a whole. In addition, the Constitution of India has mandated equality for every citizen of the country as a fundamental right. It is therefore also felt that India should keep pace with the International standards and practices.

One of the tools that can be used to promote women's equality and empowerment is gender-responsive budgeting, or Gender Budgeting, as it is more commonly known in India. This is not the only tool that can and must be used if equality and empowerment are to be realized. Gender budgeting is, however, an essential tool because, unless sufficient money is allocated to implement all the other tools and strategies, they will not be effective.

<sup>17</sup> Ibid, p.10.

<sup>18</sup> Janet Gale Stotsky of International Monetary Fund in her working paper on Gender budgeting (2006) p. 15.

Gender budgeting is based on the modern idea that budgeting is not simply an accounting or bookkeeping exercise. Instead, budgeting is a key part of the planning and implementation process. Thus, budgets should follow policies rather than policies being determined by budgets. And among the policies that budgets should follow, is Government of India's commitment to promoting gender equality.<sup>19</sup>

Gender budgeting serves varied purposes. These include, among others:

- Identifying the felt needs of women and reprioritising and/or increasing expenditure to meet these needs;
- Supporting gender mainstreaming in macroeconomics;
- Strengthening civil society participation in economic policymaking;
- Enhancing the linkages between economic and social policy outcomes;
- Tracking public expenditure against gender and development policy commitments; and
- Contributing to the attainment of the Millennium Development Goals (MDGs).

Thus, it can be said that the most effective new trend after the participatory development communication is the theory of women in development with its emphasis on gender budgeting not only in the development projects, but also in the development support communication.

#### CHECK YOUR PROGRESS

4. What were the objectives of participatory development communication?
5. List the various purposes served by gender budgeting.

## 2.7 SUMMARY

- In the Indian context, there have been two dominant ideas about the economic and national development, i.e. modernization and industrialization.
- Gandhiji's development philosophy was governed by two fundamental and interrelated principles: truth and non-violence. Affluence, as a goal of development was not in Gandhi's mind. He believed that there is sufficient to meet the needs of the people, but not their greed.
- Nehru's socialist ideas stressed the need of modernization, industrialization and a planned mixed economy. The characteristic feature of the Nehruvian

<sup>19</sup> Gender Budgeting Hand Book for Government of India Ministries & Departments, Ministry of Women and Child Development, Government of India (2007) chap2, p 5.

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model of development is a highly interventionist state which is expected to radically transform the economy and the society, bringing about faster economic growth, modernization and social justice.

- The industrialized nations, until the late 1940s and early 1950s, were involved in their own crisis and did not pay much attention to the problems faced by developing countries.
- The problems of development communication are often the products of the theorization of development itself.
- Participatory development communication gained much importance when the stress on economic development was done away with, in favour of an overall human development.
- The theory of women in development emphasizes gender budgeting not only in development projects but also in the development support communication.

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## 2.8 KEY TERMS

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- **Laissez faire:** Policy of minimum governmental interference in the economic affairs of individuals and society
- **Development:** Refers to the progression from a simpler or lower to a more advanced, mature, or complex form or stage
- **Literacy:** The condition or quality of being literate, especially the ability to read and write
- **Malnutrition:** Poor nutrition, because of an insufficient or poorly balanced diet or faulty digestion or utilization of foods
- **Life expectancy:** The statistically determined average number of years of life remaining after a specified age for a given group of individuals
- **Gender budgeting:** A gender-based assessment of budgets, incorporating a gender perspective at all levels of the budgetary process and restructuring revenues and expenditures in order to promote gender equality

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## 2.9 ANSWERS TO 'CHECK YOUR PROGRESS'

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1. The essential elements of Gandhi's philosophy are ethical pattern of economic life, simplicity, sanctity of labour, spirit of swadeshi, trusteeship and decentralization of power.
2. The development economics is concerned with the appropriate allocation of resources that are so scarce. It is concerned with a particular kind of economic growth that could be sustained for a period, in some way that it could increase the standard of living for the masses living in abject poverty, in developing countries.

3. The Modernization Theory is considered as the vestige of colonial thought process.
4. The objective of participatory development communication was to reduce people's apathy to the process of development and also to involve people as partners in communication.
5. Gender budgeting serves varied purposes. These include, among others:
  - Identifying the felt needs of women and reprioritizing and/or increasing expenditure to meet these needs;
  - Supporting gender mainstreaming in macroeconomics;
  - Strengthening civil society participation in economic policymaking;
  - Enhancing the linkages between economic and social policy outcomes;
  - Tracking public expenditure against gender and development policy commitments; and
  - Contributing to the attainment of the Millennium Development Goals (MDGs).

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### 2.10 QUESTIONS AND EXERCISES

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#### Short-Answer Questions

1. What were the several stages of social development put forth by Karl Marx?
2. Write a short note on the two dominant ideas about the economic and national development in India.
3. What were Nehru's views on national development?
4. Write a short note on the Dependency Theory.
5. What are some of the problems of development communication?
6. Trace the role of women in development communication.

#### Long-Answer Questions

1. Analyse the various perspectives on development and their application in different societies.
2. Explain the principle theories of development communication and their origin.
3. Explain the participatory development communication theory.
4. Highlight the recent trends in development communication.

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### 2.11 FURTHER READING

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# UNIT 3 MEDIA ORGANIZATIONS AND DEVELOPMENT COMMUNICATION

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### Structure

- 3.0 Introduction
- 3.1 Unit Objectives
- 3.2 Organizations Supporting Development
  - 3.2.1 Organizations of United Nations
  - 3.2.2 Government Media Organizations
- 3.3 Print Media and Development Journalism
  - 3.3.1 Main Stream Journalism
  - 3.3.2 Alternative Journalism
- 3.4 Development Journalism: Radio, Television and Traditional Media
  - 3.4.1 Radio: At the Service of Development
  - 3.4.2 Television: Critical Stories
  - 3.4.3 Traditional Media: Development Friendly
- 3.5 Development Communication and Government Media Organizations
  - 3.5.1 Press Information Bureau
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  - 3.5.4 Song and Drama Division
  - 3.5.5 Films Division
- 3.6 Role of NGOs in Development Communication
  - 3.6.1 International Organizations
  - 3.6.2 National NGOs
- 3.7 Summary
- 3.8 Key Terms
- 3.9 Answers to 'Check Your Progress'
- 3.10 Questions and Exercises
- 3.11 Further Reading

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## 3.0 INTRODUCTION

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Development communication in any society is achieved by the efforts of different agencies. As development is a political agenda, the first and the most important of all these agencies is the government itself. Development was brought to the centre stage of world affairs after World War II by the United Nation's Organization; it has made different branches for pursuing different tasks. UNDP, out of all of them, is the key organization which is involved in helping various nations to pursue their developmental goals. WHO, UNESCO, UNICEF, ILO and many other organizations have their offices or representatives in different countries and they being the promoters of development all around the world are the other significant agents of such communication. Development goals cannot be achieved by the

government's efforts alone. Hence, there are many non-governmental organizations involved in pursuing different developmental activities and they are the next link in this chain.

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In this unit, an attempt has been made to give an overview of the organizations involved in communicating development and seek the support of people by communicating development.

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### 3.1 UNIT OBJECTIVES

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After going through this unit, you will be able to:

- Learn about various international organizations and governmental organizations
- Analyse the role of media organizations that facilitate the process of development
- Highlight the various IEC efforts of ministries involved in developmental activity
- Understand the role of mainstream media in disseminating the news of development
- Explain the role of non-governmental organization (NGO) in development activities

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### 3.2 ORGANIZATIONS SUPPORTING DEVELOPMENT

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Development, as we said earlier, is not just possible by the sole efforts of the governments of various developing countries. There are many international organizations, non-governmental organizations and philanthropic funds that are involved in various development activities. Governments too, have many organizations devoted to specific development activities besides the ministries that make policies and monitor such activities.

As some development goals cannot be achieved without the participation of people and in a country like India or China with large population, such goals cannot be achieved by government organizations alone, a large number of non-governmental organizations are working to fill the gaps. According to reports, there are around 3.3 million NGOs in India alone. Even in a country like Russia there are near about 277,000 NGOs that are currently working on various issues.

#### 3.2.1 Organizations of United Nations

As discussed in earlier units, the agenda of development has been one of the main agendas apart from that of peace for United Nations after the end of World War II. There are several organizations in UN that are committed to the goals of achieving

a state of development so that the hiatus between the developed and developing nations could be significantly reduced.

The first international organization in this direction was the World Bank that was primarily established to control the global monetary system.

### **The Food and Agriculture Organization (FAO)**

The Food and Agriculture Organization (FAO) of the UN leads the international efforts to defeat hunger. Serving both developed and developing countries, FAO acts as a neutral forum where all nations meet as equals to negotiate agreements and debate policy. FAO is also a source of knowledge and information. It helps developing countries and countries in transition modernize and improve agriculture, forestry and fisheries practices and ensure good nutrition for all. Since its founding in 1945, it has focused special attention on developing rural areas, home to 70 per cent of the world's poor and hungry people.

### **World Health Organization**

World Health Organization (WHO) is a global health organization. Its constitution came into force on 7 April 1948. This date is remembered and celebrated as the World Health Day all over the world. WHO is the coordinating and directing authority for health within the UN. It provides leadership on world health issues and formulates the health research agenda. It works in partnerships where joint action is required. To achieve this, WHO sets the norms and standards and promotes their implementation, articulates policy options based on evidences, provides technical support to countries and monitors health situations and assesses health trends.

World Health Organization works at various levels. Some of them are visible as sending response teams to contain outbreaks, helping people affected by disasters and organizing mass immunization campaigns to protect the world's children from deadly diseases. It also includes the monitoring of changing trends and making people aware of them. Diseases like cancer, diabetes and heart diseases are spreading violently in large numbers and at an earlier age throughout the globe. Amongst the invisible works of WHO are the setting the standards for medicines and protecting the safety of everyone's food and the quality of medicines and vaccines. WHO is greatly concerned about the disadvantaged and vulnerable groups living in remote rural areas. In order to help such people, it joins hands with governments, agencies, foundations, non-government organizations and representatives of the private sector.

The membership of WHO today includes 193 countries and two associate members. More than 8000 public health experts that include doctors, scientists, epidemiologists, administrators, managers and other professionals from all over the world work for WHO. As early as in 1948 the delegates of the first World Health Assembly decided that controlling the diseases like malaria, tuberculosis, venereal diseases, women's and children's health, nutrition and environmental

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sanitation should be the priority of the organization. Today, some new diseases like HIV/AIDS are added in its task.

The first disease that drew attention of WHO in 1950, was 'yaws'. This was a crippling and disfiguring disease that affected about 50 million people. The global yaws control programme lasted between 1952–1964 and the disease was eradicated by 95 per cent where penicillin was used. In 1974 a resolution was adopted to create the expanded programme on immunization to bring vaccines to children all over the world. In 1974 WHO started working to eliminate onchocerciasis from West Africa. Onchocerciasis is also known as river blindness. This control programme lasted for 30 years and some six lakhs cases of blindness have been prevented till date. One of the diseases that killed millions, the smallpox, was eradicated in the late 1970s. Throughout the world WHO coordinated smallpox eradication programme from 1967 – 1979. Global polio eradication initiative was launched in 1988 and this programme is being implemented with the help of governments, Rotary International, the US centres for disease control and UNICEF. To reduce tobacco-related diseases and deaths, The World Health Assembly adopted WHO's global public health treaty in 2003. The following year Global Strategy on diet, physical activity and health was adopted. The latest is a global control programme for HIV/AIDS. WHO has dedicated HIV/AIDS staff working in over eighty-five countries of the world.

WHO has recognized poverty as a major cause of diseases, poor health, hunger and the problems related to malnutrition most people face in every corner of the world. In 2000 at the United Nations Millennium Summit, 191 countries agreed upon the task of tackling poverty, hunger and ill health. They set a goal of improving people's lives by 2015. Some of the global goals are bringing down the death rate of children, improving maternal health and combating with diseases like malaria and HIV/AIDS. Most children die at the time of birth or before their birth because of non-availability of skilled and regular care. Young ones, as they are not healthy, become the victims of diarrhoea, measles, pneumonia and other deadly diseases. Many child deaths occur because they are underweight. Tuberculosis and malaria are also targeted to be eradicated by 2015. The worldwide tuberculosis epidemic causes nearly 9 million cases of disease and kills about 2 million people every year.

### **United Nations Development Programme (UNDP)**

United Nations Development Programme or UNDP is the UN's global development network. It is an organization that advocates for change and connects countries to knowledge, experience and resources to help people in building a better life. UNDP works in 166 countries on their own solutions to global and national development challenges.

UNDP is the organization that connects and coordinates global and national efforts to reach the Millennium Development Goals. It encourages the protection of human rights and the empowerment of women in all its activities.

The first report on human development came out in 1990 under the title 'Concept and Measurement of Human Development'. The report analysed the record of human development in the last thirty years and the experience of fourteen countries in managing economic growth and human development. It focused on the problems of human development in a rapidly growing urban setting. According to the findings of the report, the developing countries made a significant progress in the last three decades but 'rural areas in the developing countries have on the average half the access to health services and safe drinking water that urban areas have, and only a quarter of the access to sanitation services'. It pointed out at the condition of women where literacy rate were only two-thirds of those for men. It also stated that the levels of health, education and nutrition among the higher income group were far more than those of the poor in many countries. Thus, it was observed that the poor can get the benefits of social services if the problem of poverty is solved. It stated the need for social subsidies on food and health services for poorer income groups. Some of the findings of the HDR 1990 were,

'Life expectancy in the developing countries has risen on the average by nearly a third since 1960, from 46 years to 52 years....Developing countries reduced their infant (under age one) mortality rate from nearly 200 deaths per 1,000 births in 1960 to 79 in 1988 and their child (under five) mortality rate from 243 deaths per thousand to 121.'

'The literacy rate for men rose from 53% in 1970 to 71% in the first half of the 1980s. Although the female literacy rate was still only 50% in 1985...some of the most populous countries, such as India, Bangladesh, and Pakistan, have been extremely slow in reducing widespread illiteracy....The number of illiterate people in the developing world, just under 900 million in 1985, may well reach a billion by the end of the century. Three-quarters of them live in the five most populous Asian countries: India, China, Pakistan, Bangladesh and Indonesia.'

...According to the World Food Council, more than half a billion people were hungry in the mid 1980s. The World Bank, in a study of 87 developing countries with 2.1 billion people, put the number of undernourished people at 730 million in 1980....Two-thirds of those hungry in the developing countries live in Asia, and a quarter in Africa....A major challenge for the 1990s is thus to ensure that food production increases rapidly, particularly in Africa, and that food is well distributed—supplemented where necessary by targeted nutritional programmes for the poorest and most vulnerable groups.

The concern over AIDS was also expressed in the report though there were hardly any cases of it in India till 1990. The most affected developing countries as mentioned in the report were the countries of Central, Eastern and Southern Africa and a number of Caribbean countries like Bermuda, French Guyana, the Bahamas, Haiti and Trinidad and Tobago. But the alarming pace at which this disease was spreading, the concern over this issue was expressed as,

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As the epidemic intensifies, the already-limited social services and health insurance provided by governments or the private sector will be withdrawn because of high costs. Key sectors of the economy—including mining, transportation, defence and finance—may lose many of the trained workforce. Remittances from abroad, tourism and foreign investment could all be adversely affected. Infection rates in rural areas are increasing and will eventually reduce food and other agricultural production.

The main objective of the Human Development report 1990 was to think about development that is primarily and fundamentally about people. It began with the words 'People are the real wealth of a nation.' Since 1990 UNDP has been bringing out a comprehensive report on Human Development with changes occurring in Human Development Index. Another important aspect of these reports is that they focus on a particular aspect of development every year.

### **United Nations Children's Fund (UNICEF)**

The United Nations Children's Fund or UNICEF is a world organization that works for the rights of every child. It is a unique organization that believes that for human progress it is necessary to nurture and take proper care of the children right from a very young age. A huge number of children in the world face poverty, disease, violence, humiliation, abuses and discrimination which are obstacles in the path of their physical and mental growth. UNICEF's objective is to create an environment free from such obstacles thus advancing the cause of humanity. UNICEF acts for the immunization against diseases and also for the best possible nourishment for the deprived and poor children. HIV/AIDS is a killing disease that is rapidly spreading all over the world. The children whose parents or guardians are suffering from this disease, suffer from humiliation and neglect from the society. UNICEF work to prevent the spread of HIV/AIDS especially among the youth and it helps the people affected by HIV/AIDS to lead a normal life with dignity. The health and education of a girl child is also one of the central objectives of UNICEF. It provides life saving assistance to children who are affected by disasters. It protects their rights and is committed to take care of their health, nutrition, and education.

United Nations Children's Fund was created by United Nations General Assembly on December 1946 to provide emergency food and healthcare to children in countries that had been shattered by the World War II. It became a permanent part of the United Nations in 1953. UNICEF works in over 190 countries collaborating with the governments, non-government organizations and various specialist agencies. It raises funds from voluntary contributors, contributions from corporate sector, civil society organizations and also from individual donors. UNICEF is involved in research-based advocacy and most of its activities in various countries are conducted in collaboration with the governments. UNICEF believes that the children's needs are critical and central to development. Hence, it advocates the need of capacity building and leveraging resources to fulfil the best interest of children.

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In India, UNICEF is engaged in the development of children in the specific areas like education, health, nutrition, water and sanitation HIV/AIDS and child protection. Thousands of children are forced to work in factories, mills, and at many places. According to the 2001 census almost 12.6 million children were engaged in hazardous occupations. It is shocking to know that in the world, the largest number of child labourers, and that too under the age of 14, are in India. It is true that most of the children are involved in labour because of poverty but other factors like lack of quality education, absence of schools and the cost of education are equally responsible for this sad picture. Children are also dragged into trafficking, whether for the purpose of industrial or domestic labour or for commercial sexual exploitation.

Malnutrition is a big problem in India. One in every three malnourished children in the world lives in India. A study shows that around 46 per cent of children below the age of three are too small in size for their age, 47 per cent are underweight and around 16 per cent of them are wasted. The maximum percentage of malnutrition is in Madhya Pradesh, whereas Kerala has the lowest about 27 per cent. Malnutrition leads to diseases and early deaths. Besides, it hampers the cognitive, physical, social and emotional development in children. The lack of vitamins and minerals in the diets cause diseases like anaemia and blindness. The Government of India uses a community-based approach to address malnutrition and child development. It is committed to reduce malnutrition and low birth weight through national and state-level policies.

UNICEF is working with Government of India's National Rural Health Mission to support its programmes like Village Health and Nutrition Days or VHND and Janani Suraksha Yojana. Till 2008 the Infant Mortality Rate or IMR was 53 per thousand births. The condition of Bihar, Madhya Pradesh, Rajasthan, Andhra Pradesh, Orissa, Uttar Pradesh, Gujarat and Assam is even worst with 75 per cent of infant mortality. Also because of malnutrition about 22 per cent children under the age of five suffer from respiratory infections and about 13.8 per cent from diarrhoea.

### **The International Labour Organization**

The International Labour Organization (ILO) is devoted to promoting social justice and internationally recognized human and labour rights, pursuing its founding mission that labour peace is essential to prosperity.

The ILO was created in 1919, as part of the Treaty of Versailles that ended World War I, to reflect the belief that universal and lasting peace can be accomplished only if it is based on social justice. In 1946 the ILO became a specialized agency of the newly formed United Nations. And, in 1948, still during the period of Phelan's leadership, the International Labour Conference adopted Convention No. 87 on freedom of association and the right to organize.

Today, the ILO helps advance the creation of decent work and the economic and working conditions that give working people and business people a stake in

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lasting peace, prosperity and progress. Defining the goals of ILO its Director General says that 'The primary goal of the ILO today is to promote opportunities for women and men to obtain decent and productive work, in conditions of freedom, equity, security and human dignity.'

Its main aims are to promote rights at work, encourage decent employment opportunities, enhance social protection and strengthen dialogue on work-related issues. In its document ILO has describes its four strategic objectives:

- (i) Promote and realize standards and fundamental principles and rights at work
- (ii) Create greater opportunities for women and men to decent employment and income
- (iii) Enhance the coverage and effectiveness of social protection for all
- (iv) Strengthen tripartism and social dialogue

The International Labour Organization (ILO) is the only tripartite UN agency with government, employer and worker representatives. This tripartite structure makes the ILO a unique forum in which the governments and the social partners of the economy of its 183 member states can freely and openly debate and elaborate labour standards and policies.

### 3.2.2 Government Media Organizations

#### CAPART

The Council for Advancement of People's Action an Rural Technology (CAPART) emerged after the formal recognition of the role of voluntary organizations in the Seventh Plan in 1986 as a nodal agency for coordinating and catalysing the partnership between voluntary organizations and the government for sustainable development of rural areas. CAPART is an autonomous body that was formed by amalgamating the 'Council for Advancement of Rural Technology' (CART) and 'People's Action for Development India (PAD).

CAPART functions under the aegis of the Ministry of Rural Development, Government of India. It assists over 12,000 voluntary organizations across the country in the implementation of developmental projects. The objective of CAPART is to improve the quality of life in the rural areas where it focuses on the people below the poverty line, people belonging to the scheduled castes and tribes, bonded labour, and women and people with disabilities. Some of the goals of CAPART are to support voluntary organizations in the developmental work, to promote people's participation for rural development through capacity building, to build awareness on critical development issues, to create employment opportunities and economic self-reliance, conservation and regeneration of the environment and natural resources, to enable women, persons with disabilities to participate in the development, etc. In pursuit of these goals CAPART provides financial and resource support to voluntary organizations in implementing the development projects.

CAPART is empowering rural disadvantaged sections by introducing innovative ideas through its schemes for a sustainable growth and development. Under the Advancement of Rural Technology Scheme, CAPART has worked on several projects on generating energy from biomass by installing village gasifiers, preservation of fruits and vegetables using fuel efficient agro processing driers, low cost nursery techniques, food processing, bamboo cultivation, mushroom and organic farming, etc. CAPART has introduced its marketing division in 1989 with a view to provide opportunities, exposure and sustainable market linkages to rural producers. The main activities of this division are to organize Gram Shree Melas, exhibitions, seminars and workshops. Under its 'Young Professional Scheme', CAPART is making campus recruitments from institutions like TISS, IRMA, IIFM, DSSW etc. and deposes the recruits to work with voluntary organizations.

### **NABARD**

National Bank for Agriculture and Rural Development or NABARD is an apex institution that has the right to deal with all matters related to policy, planning and operations in the field of credit for agriculture and other related activities in rural areas. NABARD is committed to promote sustainable agriculture and rural development. NABARD provides credit to organizations working for the development of farming, infrastructure, production and housing in rural India. Its credit functions cover planning, dispensation and monitoring of the credit. NABARD helps cooperative banks and rural banks to prepare action plans for their areas.

For the effective implementation of the policies and projects designed for the rural development, NABARD coordinates the rural financing activities of all the institutions that are involved in development work at the field level and maintains liaison with Central government, state governments, Reserve Bank of India and other institutions concerned with policy formulation. It also prepares rural credit plans for all districts in the country. NABARD keeps a check and control over the finance distributed to any organization or institution engaged in the work of development by monitoring and evaluating of projects that it refines. It also promotes research in the area of rural banking, agriculture and rural development. Its role in training and institutional and capacity building is motivating as it encourages more and more institutions and organizations to engage themselves in rural development.

The activities covered under NABARD's financing services range from minor irrigation, animal husbandry, farm mechanization, forestry, fisheries, horticulture, plantation, land development and medicinal crops to several non-farm activities like rural industries, handicrafts, handlooms, rural housing, rural tourism and agro processing. NABARD has also created several innovations in the rural credit domains like formation and linkage of farmers clubs, rural infrastructure, selfhelp groups, watershed development fund, Kisan credit card, rural innovation fund, and cluster development programme fund.

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### National AIDS Control Organization (NACO)

National AIDS Control Organization or NACO is a division of the Ministry of Health and Family Welfare. It heads HIV/AIDS control programme through thirty-five HIV/AIDS prevention and control societies. When first AIDS cases were detected in India, the Ministry of Health and Family Welfare constituted the National AIDS Committee in 1986. With the spread of this deadly disease a nationwide programme and an organisation to steer the programme came into existence. India's first National AIDS Control Programme for 1992–99 was launched in 1992 and National AIDS Control Organization to implement the programme was constituted.

During 1992–1999 under the first National AIDS Control Programme of NACO, 685 blood banks were established, for the treatment of sexually transmitted diseases 504 STD clinics were created in district hospitals and medical colleges, NGOs were involved in the awareness programmes against HIV/AIDS and a HIV sentinel surveillance system was also initiated. During 1999-2006 under the second NACP of NACO a number of new initiatives were undertaken with a focus on behavior change. The expansion of the programme included interventions through NGOs with a focus on High Risk Groups (HRGs). This category included commercial sex workers, injecting drug users, gay people, and the bridge population like truckers and migrants. Under this programme, condoms were distributed to promote their use, voluntary counseling and testing facilities were established, education on sex was conceptualized in schools for the young generation, free antiretroviral therapy was initiated in selected hospitals, vaccines were developed and research on microbicides were started. Apart from this, some policy initiatives during this period included National AIDS Prevention and Control Policy, National Blood Policy, a strategy for greater involvement of people with HIV/AIDS and National Rural Health Mission.

NACO believes in building an environment where people are aware, motivated and equipped with the information and knowledge so that they can protect themselves from HIV/AIDS. NACO is consistently working to build the country where every person is safe from HIV/AIDS, every person living with HIV/AIDS is treated with dignity and is heard and benefitted with a proper medical care.

Phase –III of NACP (2007–2012) has an aim to halt and reverse the epidemic in India by 2012. Preventive efforts are placed on high priority. Access to safe blood through 1,103 blood banks has been ensured. Various campaigns on voluntary blood donation, condom promotion, etc. are being conducted on mass media and multimedia.

### **CHECK YOUR PROGRESS**

1. List some organizations of the UN that strive for development.
2. What are some of the 'invisible works' of WHO?
3. List the various strategic objectives of ILO.
4. What are some of the activities covered under NABARD's financing services?

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### **3.3 PRINT MEDIA AND DEVELOPMENT JOURNALISM**

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The growth of Indian Press took place during the freedom struggle. Hence, for long time it was considered as an institution with a mission. After Independence the national leadership had one very urgent task of nation building from the vestiges of the colonial rule. The press also enjoyed more freedom under the new constitution of the republic of India. In spite of the press moving away from the mission toward profession, there were no big differences with the government and it reported socio-economic developments in a big way.

It was only towards the end of Nehru era that the distance between the government, ruling party and the press were felt. Though the Indo-China war of 1962 had rejuvenated the feeling of nationalism, the after effects were not very healthy. After Nehruvian Era the press became more and more critical of the ruling party and the climax of this situation arrived in 1975 when Mrs. Gandhi clamped the state of emergency and a total censorship was exercised. This was the period which was quite detrimental to the development journalism as the anti congress politics and the disillusionment of the people gobbled up most of the space in newspapers.

However, the agenda of nation building re appeared in various forms from time to time in the society and has been given adequate coverage. The issue of deforestation and the people's movement (Chipko Andolan) and the controversy on big dam projects on Ganges and Narmada remained in the cover page of newspapers and magazine for a long time. Nowadays, corruption in various big business deals with the connivance of politicians has become the major headlines. One could attribute these stories as development news as the nexus of big business and big money in various key industries and sector takes place in the name of development.

A former editor of Indian Express B.G. Varghese and many other senior editors and journalists felt the absence of development news in newspapers and have raised concern several times in past. The emergence of television and the

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new media has also forced the newspapers to innovate and to remove the less interesting content from their pages. Somehow, it has been propagated that the people have lost their interests in development news, because of the fast changing atmosphere of growing consumerism. It is felt that there are so many other things to lure them. Entertainment has become the most favorite game of media and masses.

### **3.3.1 Main Stream Journalism**

Main stream journalism, of late, has become the slave of market and market driven economy. Apart from the dependence on advertising revenue for the financial stability, it has not only started giving sensational and entertaining news to penetrate in the competitive market, but has also started measuring news in terms of the money it could fetch from the source of news. The recent phenomenon of paid news or the trends of advertorial are instances of the slavery we talked about.

The development would become news, only if there are scandals or corruption to be reported. There is almost no scope of positive story on development. If there are any such instances, they are only exceptions.

However, the development news is trust upon main stream media as it relates to masses. The story of metro cannot be set aside because whether newspapers take note of it or not, the public at large is constantly seeing the progress in such projects. Hence, the media cannot be silent on such issues. Similarly the new innovations in the field of telecommunication, mobiles and information technology has such a big market in terms of consumers that stories relating to them cannot be easily ignored.

The policy issues are always in the centre of debate among various political parties, and thus have to be covered almost compulsorily. The various governments also ask newspapers to publish paid supplements on various development issues.

### **3.3.2 Alternative Journalism**

The social activists in almost all areas of social, cultural and political change have always been unhappy with the coverage and priority given to their issues in the main stream media. There has been a large presence of small magazines with limited circulations that have been raising particular social issues.

With the introduction of desk top publishing system in the print media, the cost of publications has come down and their management has almost become everyone's game. This has made the alternative media or the fifth estate very strong.

Advocacy journalism has thrived due to this new wave in print journalism and there are many NGOs that have their own targeted publications. Development activist are also using small magazines to reach their audiences apart from other activities that they do.

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### 3.4 DEVELOPMENT JOURNALISM: RADIO, TELEVISION AND TRADITIONAL MEDIA

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In a country like India, where the literacy rate was quite low till recently, radio has proved itself as the most effective of all mass media. It has also served the cause of nation building and development in a big way. During the wars with China and Pakistan, it has served very effectively by informing the nation and keeping the moral of citizens high.

#### 3.4.1 Radio: At the Service of Development

The All India Radio (AIR) came up as an instrument of establishing and maintaining the British hegemony, but after Independence the radio committed itself to the development programmes of the Government of India and became the most effective media of nation building. It took up the task of helping in the development of the economic scenario of the country. The Indian Constitution was adopted in 1950 and authorized a strong role for the Indian State in the economic development of the country. The use of broadcasting was further considered to be a development process that was naturally a consequence to this state-led developmental philosophy. Indian radio was specially designed to contribute to the process of social modernization, which was an important prerequisite of economic development. The dominant development philosophy of the time scrutinized the problems of development as the basic ones in the developing countries. These internal causes included traditional value systems; lack of entrepreneurial ability, lack of innovation and lack of a national consciousness and experts could suggest only communication solutions to bring upon. The main problem was that the old ideas were influencing the young minds thus hindering the process of social change and modernization. The role of broadcasting provided an inlet for the flow of modern ideas.

#### All India Radio

Keeping in mind the impact and strength of radio, the Government of India launched several projects in the field of education, health care, agriculture, etc. They were School broadcast (1937), Adult education and community development (1956), farm and home broadcast (1966), university broadcast (1965), etc.

Today, the radio has become interactive and has started live broadcast too where people can participate by sharing their views on topics that are discussed. Almost all services of AIR offer live participation of audiences. FM radio stations are much ahead in this regard. People can inform FM stations about various happenings and events they witness while the programme is on air like road accidents, traffic jams, sudden fall in temperature or rains in a particular area, storms, etc. Thus, people could associate themselves more with radio. They found themselves participating in the programme which was certainly exciting. This technique also increases the listenership which is good for radio channels for their survival by getting more sponsors.

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Some governments have provided aid or sponsored programmes on education, agriculture, health, women empowerment, etc. But this is not sufficient. More guidelines and more schemes and formats have to be checked out, to bring remote population close to each other to work for issues like hunger, poverty, unemployment, and so on. Masses should just not enjoy being on air and talking rubbish and irrelevant things; they must come forward with new innovations and constructive ideas to fight against these problems.

For the purpose of educating adults and developing the community, a project named 'Radio Forums Project' was started in 1956. This was an agriculture-based project that was commenced with the help of UNESCO in Maharashtra. 144 villages in the vicinity of Pune were benefitted from this project. Another successful project was started in 1966 for farmers. During the Green Revolution farmers adopted useful agriculture-related techniques that were broadcast on radio. This programme was aired under agriculture extension project of the Government of India. The broadcasts were planned to provide information on agriculture technology, fertilizer insecticides, seeds, agriculture machines, etc. Those days with the efforts of radio broadcast and farmers' inclination and interest in innovative practices, a new variety of rice was harvested in abundance. It was popularly named as 'Radio rice'. Even today, various stations of the All India Radio are regularly broadcasting programmes for farmers and their community with an aim to education, inform and to entertain them at the same time. Radio is providing significant information through popular programmes on various issues like environment protection, land and water conservation, role of panchayats, biotechnology for agriculture, among others.

Radio empowers rural and urban women with its specially-designed programmes targeted to educate them in the areas like health, family welfare, child care, food and nutrition and home management. It also educates them about their rights. Radio programmes on family welfare in various formats like discussions, drama, jingles and feature have made women aware of the benefits of a small family.

In 2003, AIR broadcast an innovative community-based radio programme titled 'Panchayat Vani'. This programme is aimed to spread awareness about the functioning of Panchayati Raj institutions in three districts of Bihar, namely Muzaffarpur, Madhubani and Khagaria. The programme was produced by CENCORD in collaboration with the Delhi-based Participatory Research in Asia. Panchayat Vani was initiated in early 2003 to inform local community about the need to strengthen the panchayati raj institutions. This programme has been replicated in many other parts too. The famous development journalist, editor and the member of the committee for the autonomy of All India Radio B.G. Varghese says 'Radio has a community building capacity if you can create interest in the context of what is being broadcast. People identify with the programme and the situation. They feel that they are sharing (their problems) with others.'

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Andaman and Nicobar Islands situated in the Bay of Bengal, is 1200 km. away from the main territory of India. Till mid 20th century, radio was a major source of information and communication. But, in the 21st century, which is known as the era of information technology, television, cable channels, videoconferencing and the Internet have made the communication quicker and cheaper and made the radio outdated. But, in Andaman and Nicobar Islands the radio has still a place of pride. Rural people depend upon the radio for national, international and regional news, weather condition, arrival and departure of ships, boats, etc. Farmers in these islands listen to radio regularly particularly more the programmes related to agriculture, animal husbandry and veterinary, fisheries, and fishing. Forty years back in 1963 an All India Radio station was established in these Islands. Since then it is providing its services continuously to the islanders. It broadcasts regularly two agricultural programmes daily in Hindi, 'Kishano Ke Liye' in the morning at 5.55 a.m. and another 'Krishi Jagat' at 6.15 p.m. Both the programmes are very popular among the farmers.

Radio has also some inherent limitations which need to be understood and addressed in order to provide effective programmes. Radio as such, is one-way, evanescent and its audience is passive. Moreover, even well-absorbed and well-rehearsed knowledge seldom in itself leads to long-term changes in practice. The transition from awareness to trials and eventual adoption of new practices depends on the existence and effectiveness of networks of extension service that are adequately linked to the broadcasts. Unfortunately, in many poor countries these extension services are rarely sufficient.

A further important aspect is the timing of the broadcast. Radio needs to be programmed and messages designed and disseminated at the appropriate time. Also the relevance of the topic for the current season on the agricultural calendar has to be taken into account and farm radios need to be ahead or within the farming activities calendar.

Agriculture project designers should consider rural radios in their projects and plan communicating to the stakeholders through this means from the beginning. Public emissions that are followed by the entire village on the public square could be followed by a local facilitator who is able to verify the perception of the rural actors on a number of issues providing feedback to the program planers and implementers.

In order to be successful, radio broadcasts needs to create a strong link between the farmers, radio broadcasters and the extension workers. Moreover, programmes should feature a certain entertainment value and should be scripted in a way that compels people to become customary listeners.

### **Community Radio**

The community radio has a lot of advantages to be the perfect mass communication tool for development communication. It is playing and can further play the significant

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role to develop the backward areas and bring them at the main stream of developmental process.

During the recent years, many community radio stations have been established by different NGOs. These stations are working excellently. They have been focusing on social, agricultural and livelihood related problems. They are also raising the voice against the corruption at village, block and district level. Jharkhand based Radio Manthan has played a very important and daring role in this regard. This radio is also facing threats from naxalites who are panicked due to their decreasing popularity. Radio Manthan has shown the democratic, peaceful and effective way to fight against the corruption. Educating people about their rights is also a vital issue taken in hand by many community radios.

Community radio is very effective in areas with tough geographical features especially in hill areas. It can be used to circulate useful information with a great ease. A number of community radio stations are working in Uttarakhand, a hilly state for example- Radio Pradeep, Mandakini ki Awaz. Hevalwani, Sristi, etc. They are working for the development of remote and backward hilly area.

The agriculture department of the Government of Bihar has the permission to establish a community radio station in Samastipur district dedicated to agriculture and related activities. This radio will educate the farmers about new techniques of agriculture, marketing options and other useful things. Depending on the success and popularity of this project, the department of agriculture plans to establish more such radio stations.

### 3.4.2 Television: Critical Stories

The significant contribution of television in the area of development has been the critical evaluation of various infrastructural projects. Television from its inception in India had been in the grip of the government till the winds of globalization liberated it in two ways. First, the government owned network was declared as an autonomous public service broadcast by an act of parliament and second, by the emergence of numerous private channels which are now estimated to be more than 350. Prasar Bharati in spite of becoming autonomous still works as an advocacy channel for the government launched developmental projects where as the private news channels have been doling out huge amount of criticism of various development projects. The stories about viability of big dam projects like Narmada Sagar Dam and Tihri Dam and the problems relating to rehabilitation of people displaced by these projects were amply discussed in private channels.

The private channels in spite of their criticism of government directed development projects cannot be blamed for derailing the development engine as they are adequately responding to the theory proposed by Rogers and Singhal by providing space to entertainment serials with social messages.

## **Prasar Bharati Television**

The project named Krishi Darshan was initiated on January 26, 1966 for communicating agricultural information to the farmers on experimental basis for the 80 selected villages of Union territory of Delhi through Community viewing of television and further discussions among themselves. Experiment was successful and that there was substantial gain in the information regarding agricultural practices.

Satellite Instructional Television Experiment (SITE) started in 1975. This project, one of the largest techno-social experiments in human communication, was commissioned for the villagers and their Primary School going children of selected 2330 villages in six states of India. It started for a period of one year in six states Rajasthan, Karnataka, Orissa, Bihar, Andhra Pradesh and Madhya Pradesh. The main objectives of this experiment were to study the process of existing rural communications, the role of television as new medium of education, and the process of change brought about by the community television in the rural structure with the following two types of telecast:

- (i) Developmental education programmes in the area of agriculture and allied subjects, health, family planning and social education, which were telecast in the evening for community viewing.
- (ii) The school programmes of 22 ½ minutes duration each in Hindi, Kannada, Oriya and Telugu were telecast on each school day for rural primary school children of 5-12 years age group to make the children realize the importance of science in their day to day life.

SITE experiment showed that the new technology made it possible to reach number of people in the remotest areas. The role of television was appreciated and it was accepted in rural primary schools as an educational force.

The target group for this post SITE project was the villagers of Rajasthan. This was a SITE continuity project and was initiated in March 1977 when a terrestrial transmitter was commissioned at Jaipur. The main objectives of SITE continuity project were to:

- Familiarize the rural masses with the improved and scientific know how about farming, the use of fertilizers and the maintenance of health and hygiene;
- Bring about national and emotional integration; and
- Make rural children aware of the importance of education and healthy environment.

Under the same SITE project Doordarshan had telecast programmes for women living in remote villages near Udaipur and Jaipur. The objective of these programmes was to bring awareness about various schemes and policies on women empowerment to our village women. They were told through these programmes the benefits of adopting new techniques and measures for family planning, having a small family, how small family can make them happy and successful in their lives

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besides the programmes on cooking, sewing and home management. Women were also told about the power of education and motivated to send their daughters to schools and even join adult education schools themselves to become more aware and empowered.

Doordarshan has been telecasting programmes on civic sense, youth, public awareness, science and technology, human rights and legal matters to make urban as well as rural population so that they lead a better life and start taking interest in developing the environment in which they live and ultimately be a help in the development of the nation. Through its current affairs programmes, documentaries and features Doordarshan created awareness about the development taking place in different parts of the country in various areas.

With the launching of India's first major soap opera named as 'Hum Log' Doordarshan brought about a phenomenal change in the society. This serialized programme of 156 episodes which run on the silver screen for 17 months, promoted issues such as family planning and education of girl child and explained the disastrous consequences of consuming alcohol. There were a series of such soaps in later years.

To work effectively and efficiently in the field of development through its programmes, Doordarshan has created two separate wings namely Development Communication Division and Narrowcasting. Development Communication Division was established in 2001 to cater to the communication needs of various ministries and departments and public sector undertakings of the government. This division concentrates on health, sanitation and other development issues. A programme named as 'Kalyani' produced by the Development Communication Division of Doordarshan has proved to be the longest health communication campaign of India since 2002. It created public awareness about diseases like cholera, malaria, tuberculosis, diarrhea, HIV/AIDS and iodine deficiency. It has also warned people against the harmful effects of smoking and tobacco chewing.

Some other programmes on development produced by the DCD of Doordarshan include 'Grameen Bharat' on rural development, 'Khelkhel me badalo duniya' on petroleum conservation, 'Jaljivan' on water conservation, 'Janjaatiya Darpan' on tribal affairs, 'Atmaja' on female infanticide, 'Aparajita' on girl child, and 'Jago Grahak Jago' on consumer's affairs.

Narrowcasting division of Doordarshan deals with agriculture and allied subjects. Narrowcasting was started by Doordarshan in 2000 to cater area specific information. The programmes are designed by the experts in various fields like agriculture, horticulture, veterinary sciences, fisheries highlighting new schemes, technology, success stories of farmers and market prices etc.

### **Private channels**

Amongst all private channels entertainment constitutes a major portion of the total programming. Even the news channels pay specific attention to the entertainment

content in most of their programmes. A new concept of infotainment has been evolved by them where the ratio of educative or informative content is very less in comparison with the entertainment content. However, some news channels show their responsibility towards the society by producing interactive talk shows like 'Hum Log', 'We the people', 'Muquabala', 'Agenda' etc where at times socially relevant issues related to the development process are discussed as how rural population can be benefitted from various development schemes, women's rights or abolition of child labour, etc. The programmes like open forums are also produced where government officials and representatives respond to audience queries on human rights, privatization etc. Open forums have been successful in familiarizing the audiences to the political system and in building a demand for political transparency and accountability. Some channels are also producing documentaries on socially relevant development issues like 'Ravish ki report' on NDTV.

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The entertainment channels are producing serials dealing with the adverse effects of child marriage and the need of education among girl child as in 'Balika Badhu'. Women oriented serials, like 'Na Ana Is Desh Lado', are conveying the need and importance of women in the family and society, their education and are condemning female infanticide. This new trend of 'edutainment' is capturing audiences and is in great demand for their subtle way of promoting the causes along with entertainment.

NDTV's effort towards saving the environment through a Greenathon Campaign in collaboration with Toyota is a unique example. Climate change is a global issue now that requires a joint and concentrated effort of all. After the success of NDTV Toyota environment campaign Greenathon, Green Awards have been announced to encourage people from all walks of life to join together and contribute in protecting the environment. Greenathon is an afforestation activity where people are encouraged to plant saplings. It is aimed to sustainable development by achieving synergy between environmental conservation and economic growth.

A recent trend of targeting the youth audiences through their favourite channels as MTV and channel V for making them aware of various development programmes and schemes is featuring VJs who are role models for young generation. In 1996, UNAIDS of India in collaboration with Channel V has initiated a campaign for HIV/AIDS awareness which includes training of VJs on issues relating to HIV/AIDS.

### **3.4.3 Traditional Media: Development Friendly**

The most effective form of communication is inter-personal communication where the communicator and the audience are in direct touch. This form of communication is most suitable and effective for development communication though it has its limitations in terms of a medium of mass communication. If we look back towards the initial days of mass communication research we find that the two-step and the

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multi-step models and the notion of opinion leaders were actually emphasizing the role of inter-personal communication and its significance in politically charged atmosphere of elections.

Even today, the usefulness of door-to-door campaigns and public meetings continues to be the most potent form of campaigning from India to America.

### **(i) Fairs and exhibitions**

When one wants to communicate messages and information regarding development and attitudinal and behavioral changes, it is almost necessary to go to the people. If the audience do not come to you can always go to them. It is this golden principle which is used by development communication when it uses the forms of fairs and exhibitions to impart crucial information that can change the behavior and attitudes in societies.

Fairs are traditional marketplace where people from far-flung places come to buy products of their needs, meet their near and dear ones and entertain themselves after long hard work in the fields and elsewhere to earn their livelihood. The time and places of these fairs coincide most of the time with the free time available to farmers and village community. There are no printed calendars, no boards or hoardings, but people for years together have been gathering in these fairs almost behaviorally.

The agricultural extension programmes have taken these fairs very seriously and have been putting up exhibitions on artificial insemination, seeds for better crops, fertilizers and insecticide to increase the agriculture productivity. The Directorate of field publicity has been organizing films and documentaries on various theme like national integration, family planning, breast feeding, general hygiene etc.

Exhibitions and thematic fairs or camps are also organized to inform and educate people on the issues relating to health and hygiene, agriculture animal husbandry, education, water and forest conservation. These fairs and exhibition need not coincide with the cultural, religious and commercial fairs, but they are planned in such a way that people take time out to visit these places.

### **(ii) Folk songs and folk dances**

Development messages are also communicated with the help of Folk songs and folk theatre like Ramlila, Nautanki, Bhavai, tamasha and Jatra, etc. In such cases, either the traditional forms and meters are used to create messages or the messages are used by recreating or improvising certain parts of folk forms. They are very effective as the people are well aware of these traditional forms and therefore there are maximum possibilities of message recall.

### **(iii) Puppets, street theatre and others**

Street theatre is a new form that has been recently used to communicate various development and political messages. Puppetry and other traditional form have been very successfully used for family planning and health care messages.

### CHECK YOUR PROGRESS

5. What was the objective of the Radio Forums Project, introduced in 1956?
6. What are some of the objectives of community radio?
7. List the objectives of the SITE continuity project.
8. What are fairs?

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## 3.5 DEVELOPMENT COMMUNICATION AND GOVERNMENT MEDIA ORGANIZATIONS

The Ministry of Information and Broadcasting was envisaged as the main instrument of propagation of information and messages of nation building so that people participate along with the government in this task of building the nation from the scratch in a way. The Ministry in course of time has set up various media units to facilitate the work. These organizations involved in the task of spreading the message of development would be discussed here.

### 3.5.1 Press Information Bureau

The Press Information Bureau (PIB) is the nodal agency of the Government of India to disseminate information to the print and electronic media on its various policies, and programmes. The organization is headed by the Principal Information Officer. There are eight regional offices and thirty-five branch offices for disseminating information. The Bureau at the headquarters has a team of officers attached to various Ministries and Departments for the purpose of assisting them in the management of the media and public relations. The PIB acts as an interface between the government and the media and the Information Officers serve as official spokesmen for the government.

The Press Information Bureau (PIB) is the nodal agency of the Government of India to disseminate information to the print and electronic media on government policies, programmes, initiatives and achievements. It functions as an interface between the government and the media and also serves to provide feedback to the government on people's reaction as reflected in the media.

PIB disseminates information through different modes of communication viz. press releases, press notes, feature articles, backgrounders, photographs, database available on Bureau's website. Information disseminated is released in English, Hindi and Urdu and subsequently translated in other Indian languages to reach out to about 8,400 newspapers and media organizations in different parts of country.

In addition PIB organizes Press Conferences, Press Briefing, Interviews of the Minister's /Secretary's and other senior officers for sensitizing media persons



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on important policy initiatives of the Government. The Bureau also conducts Press Tours to successful project sites to enable media to have firsthand account of developmental activities going on in the country.

PIB has eight Regional Offices headed by Additional Director Generals and 34 Branch Offices and Information Centers to cater to information needs of regional press and other media. In addition to release of publicity material issued from the Headquarters in local language, these Regional and Branch Offices of PIB issue original press releases, press notes, backgrounders etc. whenever an important event is organized by any of the Central Ministries or Public Sector Undertakings in a particular region. These Offices also take up the decisions of the Central Government which may be of special importance to a particular region for focused publicity through information dissemination on sustained basis.

Activities of PIB can be broadly classified in three Categories viz. Information, Education & Communication (PUBLICITY), Feedback, Accreditation & Special Services. Departmental Publicity Officers (DPOs) have been attached to various Ministries and Departments for disseminating information to the media through press releases, press notes, backgrounders etc. and also by arranging press conferences, press tours, media briefings etc., These Officers have been consistently providing the requisite service to their respective Ministries and have been also meeting the information needs of media in respect of those Ministries. DPOs also advise their respective Ministries on all matters pertaining to information needs of media and Ministries' publicity requirements.

Beside the routine publicity work, the Bureau makes some special endeavours towards publicity like Editors Conference on Social and Infrastructure Issues, Economic Editors' Conference (EEC) PICs and Press Tours.

Public Information Campaigns (PICs) are organized as information camps in collaboration with DAVP, DFP, S&DD etc. to provide information to common people on various schemes of the Central Govt. The strategy of a PIC is to combine information dissemination with the delivery of services at the doorsteps for the beneficiaries particularly in rural areas. It envisages direct contact with the 'Aam Aadmi' and seeks to empower citizen particularly from rural areas with knowledge of various welfare schemes of Central Govt. under the flagship programmes.

Bureau's officers attached to various Ministry/Departments also provide feedback to their respective Ministries and Departments. As part of the Special Services, the Feedback Cell in PIB prepares Daily Digests and Special Digests based on news stories and editorials from National as well as Regional dailies and periodicals for the use by Ministries. The Feature Unit of the Bureau issues backgrounders, updates, info-nuggets, features and graphics, which were also sent to the Regional/Branch offices for translation and circulation to the local media.

The PIB provides accreditation to media representatives including foreign media at the Headquarters. This facilitates them to access information from the Government sources. The number of media persons accredited is 1618

correspondents and 476 cameramen/photographers. Besides, 152 technicians and 84 editors and media critics have also been granted accreditation. The Bureau has adopted a fully online system of accreditation from the year 2009.

### 3.5.2 DAVP

The Directorate of Advertising and Visual Publicity (DAVP) is the nodal agency to undertake multi-media advertising and publicity for various ministries and departments of the Government of India. Some of the Autonomous Bodies also route their advertisements through DAVP. As a service agency, it endeavours to communicate at grass roots level on behalf of various Central Government Ministries.

Immediately after the outbreak of World War II, the erstwhile Government of India appointed a Chief Press Advisor. Besides other things, advertising was also the responsibility of the Chief Press Advisor. A post of Advertising Consultant was created in June 1941 under the Chief Press Advisor. This is where DAVP has its roots. On March 1, 1942, the Advertising Consultant Office became the Advertising Branch of the Department of Information & Broadcasting. Following the expansion in its scope, functions and activities, this Advertising unit was declared an Attached Office of the Ministry of Information & Broadcasting on October 1, 1955. The office also assumed the name of Directorate of Advertising & Visual Publicity (DAVP).

DAVP has been working as a catalyst of social change and economic growth over the years. It has been instrumental in creating awareness amongst masses on socio-economic themes, seeking their participation in developmental activities and for eradication of poverty and social evils.

- To perform the functions of a multi-media advertising agency for the Central Government.
- To act as service agency for Central Government ministries/departments to meet their publicity needs including production of media inputs as well as dissemination of messages/information.
- To help Central Government departments in formulating communication strategies/media plans and help implement them at the grass-root level by providing multi-media support.

There are many channels of communication used by DAVP for the publicity like advertisements (Release of press ads), exhibitions, outdoor publicity (display of hoardings, kiosks, bus panels, wall paintings, cinema slides, banners etc.), printed publicity (booklets, folders, posters, leaflets, calendars, diaries etc.), audio & visual publicity (spots/quickies, jingles, sponsored programmes, short films etc.) and mailing of publicity material (distribution of publicity material).

DAVP has a network of offices spread all over the country. DAVP has two Regional Offices at Bangalore and Guwahati to coordinate the Directorate's activities in the region. Besides it has two Regional Distribution Centres at Calcutta

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and Chennai look after distribution of publicity material in eastern and southern regions, respectively. It also has 35 Field Exhibition Units which include seven mobile exhibition vans, seven family welfare units and 21 general field exhibition units, Regional Exhibition Workshop at Chennai and Exhibition Kit Production Centre at Guwahati assist the Exhibition Division at headquarters in designing and fabricating exhibits.

Some of the important subjects publicised by DAVP include Health & Family Welfare, Drug Abuse & Prohibition, Women & Child Development, Upliftment of Girl Child, Education, Adult Education, Non-Conventional Energy Sources, Mahila Samridhi Yojana, National Integration & Communal Harmony. It has also prepared campaigns on Creating public opinion against dowry, female infanticide, child labour, beggary, Blood Donation, AIDS Awareness, Consumer Protection, Safe Drinking Water, Welfare of the Handicapped, Water-Borne Diseases along with many others like Handicrafts, Social Welfare Programmes, Agriculture, Food & Nutrition, TRYSEM, Integrated Rural development project (IRDP), DWCRA, Employment Assurance Scheme, Jawahar Rozgar Yojana and Panchayati Raj.

### 3.5.3 Directorate of Field publicity

The Directorate of Field Publicity is one of the Media Units of the Ministry of Information and Broadcasting. It is engaged in the task of publicizing various programmes and policies of the Government through its network of 207 Field Publicity Units under the control and supervision of 22 Regional Offices

The Directorate of Field Publicity (DFP) started functioning with 32 Field Publicity Units and 4 Regional Offices in 1953 as Five Year Plan Publicity Organization under the control of the Ministry of I&B. Renamed as Directorate of Field Publicity in 1959, with the passage of time many Field Publicity Units and Regional Offices have been opened. There are presently 22 Regional Offices and 246 Field Publicity Units which are doing extensive publicity coverage in rural areas. The reach of the Directorate is quite extensive and the effort is to reach even the remotest and most inaccessible villages by the Field Publicity Units.

The Field Publicity Units use a variety of publicity techniques such as film shows, song and drama, photo exhibitions, group discussions, seminars, symposia, rallies and various competitions like debates, drawing, rural sports etc. All these programmes are targeted specially for the welfare of the people and to educate the masses, particularly those living in the rural and tribal areas. The DFP is also mandated to promote the people's participation in the development activities, particularly at the grassroot level, and to provide a forum to the people to express their views and reactions on the various national programmes and project the feedback to the Government.

The emphasis is on intensive publicity in selected areas by rotation with special attention on remote, tribal and backward areas. Broadly, the aims and objectives of the Directorate are:

- To project the policies and programmes of the Government by bringing its men and material face to face with the people and to inform them about the plan and schemes formulated for their benefit.
- To educate the people about the fundamental national values of democracy, socialism and secularism and reinforce their faith in such values through constant personal contacts.
- To establish rapport with the people at the grassroots level for their active participation in the developmental activities as also to mobilize public opinion in favour of implementation of welfare and developmental programmes.
- To gather the people's reactions to the programmes and policies of the Government for appropriate and corrective action by the Government and their implementation down to the village level and duly project to the Government for appropriate and corrective action by the Government. The Directorate thus works as two way channel of communication between the Government and the people.

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The Directorate is in the process of restructuring and revamping to improve the efficiency by rationalization of manpower. The emphasis is also to target DFP's activities in the tribal, border and backward areas, which are uncovered by the reach of electronic media. Modernisation is an ongoing process in DFP. It started computerizing its offices and use of e-mail and networking is being done in the DFP (Headquarters) as well as its various Regional Offices and Field Publicity Units. In the Tenth Plan DFP envisages replacing its audio visual equipments with modern gadgets like DVD, Data Projectors and Wireless Public Address System. Computers are being procured for the computerization and office automation programmes. Old vehicles are also envisaged to be replaced.

The Directorate of Field Publicity is one of the Media Units of the Ministry of Information and Broadcasting. It is engaged in the task of publicizing various programmes and policies of the Government through its network of 207 Field Publicity Units under the control and supervision of 22 Regional Offices.

Field Publicity came into existence in 1953 with 32 Field Publicity Units under the control of four Regional Offices. The set-up was created under the integrated publicity programme named "Five Year Plan Publicity Organization". The Ministry directly exercised administrative control over the Units and Regional Offices. Later a full-fledged Directorate was constituted in 1959 to supervise and control the activities of the Regional Offices and the Field Publicity Units and it came to be called "Directorate of Field Publicity".

After the Sino-India war in 1962 and the Indo-Pak War in 1965, some radical changes in the approach and working of DFP became necessary in view of the urgent need for boosting the nation's morale and for mentally preparing the people to meet any external threat. Accordingly, 34 more new units were created in 1963 and another 33 in 1965 for publicity exclusively in the border areas.

Presently, out of the present strength of 207 Field Units, 72 are Border Units.

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### 3.5.4 Song and Drama Division

Song and Drama Division was set up in 1954 as a unit of All India Radio and was given the status of an independent media unit in 1960 as a Subordinate office of the Ministry of Information and Broadcasting. The Division has 12 Regional Centres at Bhopal, Chandigarh, Delhi, Guwahati, Lucknow, Chennai, Pune, Calcutta, Bangalore, Ranchi, Dehradun and Raipur. It has nine Sub-Centres located at Bhubneshwar, Hyderabad, Patna, Imphal, Jodhpur, Darbhanga, Nainital, Shimla and Srinagar (Jammu).

It was established for tapping the resourceful live media, particularly the traditional and the folk forms for plan publicity. It has the advantage of instant rapport with the people and the flexibility in its forms to incorporate new ideas effectively. It utilises a wide range of stage forms such as drama, folk and traditional plays, dance-drama, folk recitals and puppet shows besides the Sound and Light medium to focus the attention of the audience on important aspects of the country's life and development in different fields. On an average, the Division puts up about 36,000 programmes all over the country every year.

The main function of the Division is to create awareness and emotional receptivity among the general public regarding social, economic and democratic ideals which are conducive to the progress of the nation: creating among the people in border areas a sense of defence preparedness and cultural integrity with the rest of the country and keeping up the morale of the Army Jawans posted in isolated forward areas through live entertainment media which includes both urban theatre forms and folk forms covering all the regions of the country.

- Presenting special drama programmes with publicity contents through drama troupes maintained departmentally
- Organizing programmes stressing national solidarity, unity, emotional integration, anti-aggression and defence, publicity in areas adjoining international borders.
- Presenting entertainment programmes for members of Armed Forces
- Organizing drama festivals with the active cooperation of the State Govts.
- Organizing intensive publicity campaigns for family welfare
- Training of folk dancers and presentation of programmes in the annual Republic Day Folk Dance Festival
- Utilizing private troupes, artistes and other professional and amateur talent available in the country for presenting publicity programmes with a message through ballets, dramas, folk plays, poetic symposia, composite programmes, folk and mythological epics, folk recitals, puppet shows and other popular media in all regional languages.
- Acquiring scripts in different languages on contemporary themes for use by troupes and artistes performing in the field on behalf of the Division
- Presenting special sound and light features on various themes.

Border Publicity Scheme was inducted in Song and Drama Division in 1966 with the objective to boost up morale of the people along the sensitive international boundaries and keep them bound to the country's unity and integrity. The Border Publicity Centres are situated at Jodhpur, Jammu, Shimla, Nainital, Darbhanga, Imphal and Guwahati. In 1967 Armed Forces Entertainment Wing was set up with a view to entertain the Jawans posted in forward areas. Of the nine troupes one is located in Chennai and the rest at Delhi. A new medium, an amalgam of Sound, Light and Live action was adopted by Song and Drama Division in 1967 after seven years of successful trial. There are three Sound and Light units one each at Delhi, Bangalore and Allahabad. In 1981, the Division set up a tribal centre at Ranchi for participation of tribals in the programme activities for the welfare of the tribal people. The scheme covers Bihar, Jharkhand, Orissa, Madhya Pradesh and Chattisgarh.

The scheme of Border Publicity was started in 1966 utilising small performing parties of 10 artists each on an average composed of dancers, singers and musicians to project message on security, unity, national integration, defence publicity, patriotism etc. Besides, the Border Publicity Troupes present plays, operas, folk songs, dances and other similar items with special reference to the cultural heritage of the region where the centres are located. The troupes have participated in various fairs and festivals, local cultural institutions, intensive publicity drives organised by Gram Panchayats, Educational Institutions, Information Departments of the State Governments, Family Welfare Departments, Social Welfare, various Labour Organizations, Railways etc. The troupes have produced new items to cover subjects like Family Welfare, Prohibition, Untouchability, Village Uplift, National Integration, Communal Harmony, Social Reforms, Anti-Dowry, Upliftment of Women, Child care and Nutrition and have covered all types of audiences in rural and semi-urban areas. The troupes under this scheme are required to perform and have performed in the remote corners and on high altitude covering hilly and snowy regions of Jammu & Kashmir, Himachal Pradesh and Eastern Sectors in addition to desert region of Rajasthan located along International Borders. Such troupes are spread over seven training centres located at Darbhanga, Guwahati, Imphal, Jodhpur, Nainital, Simla and Srinagar for providing training and arrange performances in the areas falling under the territorial jurisdiction of their respective regional centres.

In spite of the development of non-personal modern media of mass communication like Radio, Television, Films and Press, the traditional media of live, face to face performance before audience, still hold an important place in the pattern of communication with the masses. The live performance has a quality warmth and personal touch which created a deep emotional impact. The reach of the media, however, is limited and the spread of communication is slow, as even after production a programme has to be enacted all over again and again from place to place. It does not have the advantage of mechanical multiplication for wider distribution and simultaneous exhibition of a single programme. But the live

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performances have popular appeal and are always in demand. In India, the wide variety of folk forms which have a traditional familiarity with the masses, makes the live performances an important vehicle of communication.

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### 3.5.5 Films Division

Films division is engaged in the production of documentaries and news magazines for publicity of Central Government programmes. The news magazines and documentaries are released to various theatres throughout the country for compulsory exhibition. The Films Division also caters to the needs of the Directorate of Field Publicity.

Over the last 50 years, Films Division has been motivating the broadest spectrum of the Indian public with a view to enlisting their active participation in nation building activities. The aims and objectives of the Division, focused on national perspectives, are to educate and motivate the people in the implementation of national programmes and to project the image of the land and the heritage of the country to Indian and foreign audiences. The Division also aims at fostering the growth of the documentary film movement, which is of immense significance to India in the field of national information, communication and integration.

The Division produces documentaries/news magazines from its headquarters at Mumbai, films on defence and family welfare from New Delhi and featurettes with a rural bias from the regional centres at Calcutta and Bangalore. The Division caters to over 12,600 cinema theatres all over the country and to the non-theatrical circuits like units of the Directorate of Field Publicity, mobile units of the State Governments, Doordarshan, field units of the Department of Family Welfare, educational institutions and voluntary organizations. The documentaries and newsreels of State Governments are also featured in the Division's release on the theatrical circuit. The Division sells prints, stock shots, video cassettes and distribution rights of documentaries and featurettes in India and abroad.

By organizing International Film Festivals for documentary, short and animation films at Mumbai, the Division has emerged as a powerful force behind the documentary film movement in the world.

The organization of the Division is broadly divided into four wings, viz. Production, Distribution, International Documentary and Short Film Festival.

The Films Division of India was established in 1948. For the past 50 years, the organization has maintained a record of Indian history on celluloid. Nothing less than a mega-film on the films itself, Films Division of India holds 8000 titles on Documentaries, Short Films and Animation Films in its archives. These films range from events of Socio-cultural importance to Political events.

It is the main film-medium organization of the Government of India and is well equipped with trained personnel, cameras, recording and editing facilities. This infrastructure is put to use to assist in-house as well as free-lance film makers and producers.

The Films Division of India has within its archives, a recorded legacy of our glorious past. With the infra-structure available, it is not merely a store-house of this legacy, but also an active participant in making it.

### **National Film Development Corporation of India**

National Film Development Corporation of India is the central agency established to encourage the good cinema movement in the country. The primary goal of the NFDC is to plan, promote and organize an integrated and efficient development of the Indian Film Industry and foster excellence in cinema. Over the years, NFDC has provided a wide range of services essential to the growth of Indian Cinema. The NFDC (and its predecessor the Film Finance Corporation) has so far funded / produced over 300 feature films. These films, in various Indian languages, have been widely acclaimed and have won many national and international awards. Some of the landmark films of NFDC includes, *GANDHI* (English) by Sir Richard Attenborough, *SALAAM BOMAY* (Hindi) by Mira Nair, *MIRCH MASALA* (Hindi) by Ketan Mehta, *JAANE BHI DO YAARON* (Hindi) by Kundan Shah, *THE MAKING OF THE MAHATMA* (English/Hindi) by Shyam Benegal, *RUDAALI* (Hindi) by Kalpana Lajmi, *GHARE BHAIRE* (Bengali) by Satyajit Ray.

NFDC encourages new talent and to promote the multi-lingual diversity of Indian Cinema, provides full finances to the first feature film of a Director to be made in any Indian language subject to budgetary cap under this scheme. Simultaneously, the Corporation also endeavours to co-produce small budget, good quality, commercially viable films with partners within India and Abroad on a public-private partnership basis.

NFDC also aims to promote the growth of Indian Cinema through other activities such as Script development, promotion of films made by independent filmmakers in markets abroad, and creation of platforms for greater interaction between Indian filmmakers and members of the film fraternity abroad through the Film Bazaar organized by NFDC alongside the International Film Festival of India in Goa since November, 2007.

NFDC participates regularly in major Film Markets across the world with a view to not only promoting its own films, but also facilitating the expansion of global markets for Indian Cinema as a whole. NFDC also offer subtitling facilities at discounted rates on films for which NFDC is the Marketing Agent. NFDC also provides pre-production and post-production technical infrastructure support to the film industry, keeping in pace with the latest technological developments.

NFDC has set up a Laser Subtitling Unit which undertakes subtitling of films in various Indian and Foreign languages. This Unit caters to positive and inter positive celluloid films with several Hindi Feature Films having been subtitled in various Indian languages. The recent incorporation of new software has enabled Laser Subtitling in Russian language as well. The Unit is also equipped with Video Subtitling facilities in multi-language formats for all formats of video as well as DVD/VCD Mastering facilities for all formats of Video.

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NFDC continues to organize festivals of its own and acquired films all over the country in collaboration with Film Societies, Universities, State Film Development Corporations, on a regular basis. The National Film Circle conducts screening of films in all the four metros with a view to spreading the culture of cinema.

NFDC has set-up a Trust in 1992 known as Cine Artistes Welfare Fund of India (CAWFI) which extends Financial Assistance to needy Cine Artiste of yesteryears. This is one of the biggest ever trust in the Indian Film Industry. The total amount of the Trust (including the Corpus of ₹ 4.89 Crores) stands at ₹.6.70 Crores. More than 969 cine artistes have availed pension and other benefits from the Trust and about 445 cine artistes are currently availing financial assistance from the trust. ₹ 42.36 lakhs have been disbursed as pension to cine artistes in Financial Year 2007-2008.

### **National Centre of Films for Children & Young People**

National Centre of Films for Children & Young People (NCYP), earlier known as Children's Film Society, India, was formed in 1955 with the aim of harnessing the medium of films to provide healthy entertainment to the children and young people, thereby providing an alternate to commercial cinema which is said to cause adverse impact on children.

The aim and hope has been to contribute to the process of better upbringing of young generations, utilising this highly effective medium – Cinema and TV.

The current activities include:

- (a) Production and procurement of films and T.V. serials and their dubbing in Indian languages.
- (b) Exhibition of these through Theatres, Schools and T.V.
- (c) Conduct of International Festival of Films for Children and Young People and participation in such festivals abroad.
- (d) Production of animation films.

Films produced by the Centre are entered in various National and International Film Festivals. The Centre also organises its own International Film Festival which is held every alternate year.

### **CHECK YOUR PROGRESS**

9. What is the role of PIB?
10. How does PIB disseminate information?
11. What are the various channels of communication employed by DVAP?

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## 3.6 ROLE OF NGOs IN DEVELOPMENT COMMUNICATION

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### 3.6.1 International Organizations

#### **Oxfam International**

Oxfam International is a confederation of fourteen like-minded organizations working to find lasting solutions to poverty and injustice. In 1942 a group of social activists, and academicians founded Oxford Committee in Oxford with an aim to relieve famine in Greece. The name 'Oxfam' is derived from the Oxford Committee for famine relief. Their mission was to persuade the British government to allow food relief for the starving citizens of Greece during the Second World War. Oxfam International was formed in 1995. It has over 3000 partners all over the world. The largest amongst them is Oxfam Great Britain.

OXFAM focuses on three main objectives. The first objective is the development work among the poor and the marginalized communities for lifting them out of poverty with the help of sustainable and long-term solutions. Second, the humanitarian work where OXFAM assists people affected by conflicts and disasters. Third, there are the advocacy and campaigns where it tries to affect policy decisions on the causes of conflicts.

The area of OXFAM's activity is very vast. It is working in 98 countries on trade justice, education, debt and aid, health and livelihood, gender equality, natural disasters, democracy, human rights and climate change. OXFAM in India is actively working to secure the right to a life with dignity for all. In its activities it is engaging people and policy makers in the development of the society. Under its cold wave response and advocacy initiative 2010-11, OXFAM with Vigyan Foundation is running night shelters for homeless and poor people in Lucknow. Its advocacy and networking with the government regarding the need of night shelters resulted in the establishment of 27 more shelters in Lucknow. A campaign named as 'Aroh' in Uttar Pradesh has not only changed the lives of women by ensuring their rights on ancestral and family property and land but also changed the mindset of common men and farmers. This campaign is for establishing women as farmers and assert their rights and demonstrate their economic leadership. OXFAM with its partners initiated campaign 'Swetcha' in Hyderabad on violence against women. It has also worked actively to support people during floods and other natural calamities. OXFAM responded to cyclone 'Aila' in West Bengal by reaching out to ten thousand affected families in 24 Paragana district and provided them with food, water, shelters etc. Some of the activities of OXFAM shows and proves its 'preparedness at all times' for the people who are in need.

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### **Heinrich Ball Foundation**

Based in Federal republic of Germany the Heinrich Ball Foundation is an independent organization that works in the areas as ecology and sustainability, self determination and justice and democracy and human rights. It is a part of the Green political movement that has developed as a response to the traditional politics of socialism, liberalism and conservatism. It supports the participation of civil society in politics, emphasizes on gender democracy and equal rights for men and women, and promotes non-violence

The Heinrich Böll Foundation's most important areas of activity are its projects in developmental co-operation and international policy. It currently supports about 130 projects in 60 countries on four continents. By way of its international collaboration with a large number of project partners, such as governmental institutions, public bodies and voluntary organizations, the Foundation provides intellectual and financial support for protection of the environment, art and culture, science and research, developmental cooperation and cross cultural understanding. To attain these objectives, the foundation cooperates with other societal initiatives, public bodies and voluntary organizations, and supports development cooperation on partnership and long term basis.

According to the foundation the mandate of its work in India includes the commitment to democratic processes and social innovation, ecological solutions and sustainable development; facilitating and contributing in the civil society engagement, participation, and intervention; providing a forum for open debate and promoting dialogue between politics, business, academia, and society; promoting respect for the rule of law and democratic participation; ensuring that the debates of opinion shapers, decision makers and the general populace reflect comprehensively different perspectives and new assessments of ground realities; and to place gender as a cross-cutting issue in all measures and programmes.

### **The Kaiser Family Foundation**

A leader in health policy and communications, the Kaiser Family Foundation is a non-profit, private operating foundation focusing on the major health care issues facing the US, as well as the role of US in global health policy. Unlike grant-making foundations, Kaiser develops and runs its own research and communications programs, sometimes in partnership with other non-profit research organizations or major media companies.

We serve as a non-partisan source of facts, information, and analysis for policymakers, the media, the health care community, and the public. Our product is information, always provided free of charge—from the most sophisticated policy research, to basic facts and numbers, to information young people can use to improve their health or elderly people can use to understand their Medicare benefits.

Their programmes address nine significant social justice issues. They are Democratic and Accountable Government, Economic Fairness, Educational

### **Ford Foundation**

The Ford Foundation was established on 15 January 1936 with initial money of \$25,000 from Edsel Ford. Edsel Ford was the son of Henry Ford who was the founder of the Ford Motor Company. Ford Foundation is an international organization that supports visionary leaders and other organizations in bringing change in the lives of people so that they have the opportunity to reach their full potential, contribute to the society and have their say in the decisions that affect them. The goals of the Ford Foundation since its inception are to strengthen democratic values, to reduce poverty and injustice, to promote international cooperation and finally to advance human achievement.

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In order to achieve its goals the Ford Foundation encourages initiatives by those who are living and working in an atmosphere where they face the problems. It promotes collaboration among the nonprofit, government and business sector and ensures participation by people belonging to diverse communities and all levels of society. As Ford Foundation is a nonprofit organization, its financial resources are limited and modest with a view to the societal needs, that is why the organization focuses only on key problems and programme strategies are worked out accordingly.

The Ford Foundation works in three programme areas committed to the mission and values of the foundation. Each programme encompasses three key issue areas. The programme on 'Economic opportunity and assets' is aimed to reduce poverty and establish economic security by ensuring jobs and services, expanding livelihood opportunities for poor households, connecting people to opportunity and expanding community rights over natural resources. The programme on 'Democracy, rights and justice' is aimed to strengthen democracy and advance human rights for all by increasing civic and political participation, promoting electoral reform and democratic participation, advancing social and economic rights, racial justice and minority rights, and protecting women's rights. The programme on 'Education, creativity and free expression' is aimed to promote more equitable education and greater voice and expression by advancing higher education access, media rights and access, transforming secondary education and supporting diverse art spaces.

### **3.6.2 National NGOs**

#### **Jagori**

Jagori was established in 1984 in Delhi with an objective to spread feminist consciousness for creating a just society. At the time of its formation, Jagori described itself as 'Women's Resource and Training Centre'. Jagori researched on the cases of women oppression as a part of its initial project and had made

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attempts to find the ways of fighting it. Over the years, jagori became a part of various campaigns and movements. Jagori is actively raising various issues concerning women and their lives. Some of them are the issues of single woman, sexuality, mental health of women, safe travel for women and violence against women. Through various campaigns and women's movements Jagori is trying to build a world for women where there is no violence and oppression and they are treated equally at par with men.

Jagori has a resource centre having a vast collection of books, research studies, journals, magazines, documentaries and films, photographs, pamphlets, articles and clippings related to women's issues. Jagori distributes such material to grassroot activists for further action. It makes use of the traditional and folk media to reach as many women as they can and make them aware of their rights. For a successful and impactful communication and implementation of their programmes, Jagori provides training to the grassroot level activists, women's organizations, NGOs and college students on the topics as gender concepts, feminists ideologies, health, population policies, etc.

Some other issues for which Jagori is consistently campaigning are communalism, reproductive health rights, peace, food security, freedom of expression, rights of girl child, widows and dalits.

### **Salaam Baalak Trust**

It is very unfortunate that even after so many years of independence and India claiming itself to be a democratic country, thousands of children are compelled to live on the streets as they have no other place to go. With an objective to help such children in leading a better life, a trust named as Salaam Baalak Trust came into existence in 1989 in Mumbai. Over the years the trust has helped many children come off the streets and breathe into a safe and nurturing environment.

The trust focuses on the entire area of child development from physical to medical needs. It encompasses the educational, cognitive, social, creative and vocational needs of the street children as well. It involves the cooperation and support of various agencies and organizations to promote it's the rights of children. The trust was accredited to National Institute of Open Schooling in 2000 to provide its children education that is need-based and demand-driven. SBT has developed innovative syllabi for primary level education for their children with the help of NIOS. The trust also encourages its children to go for formal education in private and government schools. So far, the trust has been able to send approximately 3500 children in various mainstream schools.

As the trust believes in an all round growth and development of children, it organizes a three days theatre and dance festival every year with its own children as participants. The trust runs several care shelters for children in various cities. These shelter homes are Arushi in Gurgaon, Haryana, Asara, Apna ghar, drop-in Shelter, Rose, and Armaan in Delhi. Children in these shelters are provided with a

sense of home that helps in building confidence, values of independence and decision making.

Street children do not have the opportunity of a proper health and medical care. Their unhygienic living conditions and poor nutrition make them vulnerable to diseases like TB, diarrhea, HIV/AIDS and other infections. They are also exposed to drugs, tobacco and other addictive substances like opium, spirits, alcohols and even heroin and marijuana. The trust organizes regular health camps and camps for drugs de-addiction and HIV/AIDS. It also makes arrangements for vaccinations against Hepatitis, Tetanus, Typhoid, Cholera and Meningitis.

## **SEWA**

A trade union of self-employed women SEWA came into existence in 1971 in Ahmedabad, Gujarat. The president of the oldest and largest union of textile workers, Arvind Buch and Ela Bhatt, the leader of the women's cooperative wing and a lawyer by training were the force behind this association. In 1975 SEWA was placed within the women's movement and in 1977 the General Secretary of SEWA Ela Bhatt was awarded Ramon Magsaysay Award for the achievements SEWA made during these years in uniting women force for their rights at their work place.

SEWA believes that if women are to achieve self-reliance and their goals of full employment, they should be supported with several services like savings and credit, health care, child care, insurance, legal aid, capacity building and communication. SEWA has helped women workers in taking initiatives to organize these services by themselves. They have their own SEWA bank that has achieved financial viability for many years now. The association helps women workers through its various sister organizations like SEWA Academy, SEWA Insurance, SEWA Gram Mahila Haat, Gujarat Mahila Housing SEWA Trust, Video SEWA, SEWA Sanskarkendra, SEWA Kalakruti, etc. Through these sister organizations SEWA attempts to make other women workers more independent, more aware and more self-reliance. For instance, the objectives of Video SEWA are to spread information about women workers, to raise awareness among them about the social and economic issues that affect poor and working women and to reach the decision makers or policy makers. This organization uses video as a tool for training new skills and new ideas. Another sister organization Shri Mahila SEWA Anasooya Trust brings out a fortnightly newsletter and SEWA Bharat, which is a federation of member organizations, facilitates the formation of new member organization across the country and promotes their growth and development. SEWA Bharat highlights women workers issues in the informal sector. Another SEWA initiative Hansiba, empowers women through traditional embroidery skills. With the support of about 20 sister organizations SEWA is continuously empowering women workers across the country.

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### **Charkha**

Charkha is a non-profit organization with a vision to contribute towards building a harmonious society empowered by knowledge. It was founded by a social activist, Sanjoy Ghose, in 1994. Its main objective is the social and economic inclusion of marginalized communities. Very often rural marginalized communities are not heard and the information that can be useful in their social and economic upliftment does not reach to them. Charkha is aimed to empower these communities by building their capacity to step ahead and speak up at local, state and national level. Charkha is also committed to access available resources and information to obtain their rights.

Charkha works among the disadvantaged, marginalized communities in remote areas and areas of conflict in rural India. It links together socially committed individuals and institutions in a media-based communication and information network which brings together rural writers, local NGOs, government officials, social activists, media persons and socially motivated youth. Such a network highlights development concerns of the particular community and enables access to information about government schemes and policies to optimize the benefits to the disadvantaged communities. Local groups are taught the skills to obtain the information and the ways to disseminate that information. They create wall magazines and produce radio programmes. The articles written by them are sent for publishing in newspapers and web portals.

Charkha is working on development in areas of conflict by highlighting the voices of the conflict-affected communities across different states in India as Bihar, Chhatisgarh and Kashmir valley. Initiatives in the distant areas programme seeks to integrate remote communities into the national mainstream. The projects under this programme are aimed at reducing the sense of isolation and social exclusion felt by these communities. Current projects of Charkha include initiatives along the LoC in Kashmir, Leh in Ladakh and the Andaman & Nicobar Islands.

Charkha is also working on capacity building by conducting communication skill building sessions with rural groups selected from the villages in the region comprising social activists, women's groups panchayat members, media persons and students. They are taught to understand the nuances of good writing and also of the factors that cause social exclusion of certain communities. Over the years Charkha has conducted such communication skill building sessions in Jammu & Kashmir, Rajasthan, Uttarakhand, Bihar, Jharkhand, Madhya Pradesh and Chhatisgarh where communities were introduced to cartoon making, radio programme production, computer learning besides writing skills.

Charkha has helped devastated people in Kashmir after the massive earthquake in 2005 through its Kashmir Earthquake relief project.

### **Smile Foundation**

Smile Foundation was founded by a group of corporate professionals in 2002. The foundation is targeted at providing education and health facilities to

underprivileged children. Smile Foundation promotes universal education among underprivileged children and attempts to bring them closer to mainstream in a sustained manner. The Foundation believes that education is essential in the growth of such children. It can facilitate them to emerge as productive assets and set the foundation of nation building.

Smile Foundation works in the areas like education, healthcare, livelihood, girl child and women empowerment. In its programme 'Mission Education', which is a national level programme focusing on basic education for under privileged children; The Foundation identifies genuine grass root initiatives and extends financial support, technical expertise and capacity building of these initiatives. The Foundation seeks the help of various partner organizations in the implementation of the projects. Some of the ongoing projects under Mission Education Programme are as, 'Empowering underprivileged through education' with 'Lepakshi Educational Society' of Andhra Pradesh, 'Bringing smiles to little ones' with CHORD, Hyderabad, 'Education of socially marginalized children' with 'Sabuj Sangha', of West Bengal, 'Universal Education with special emphasis on healthcare services' with 'Om Foundation' of Uttar Pradesh, etc.

Smile Foundation has initiated a unique mobile hospital service that provides primary health care to children and women in urban slums and remote rural areas under the name 'Smile on Wheels'. The Smile on Wheels programme at present has 10 mobile hospitals that are operational in 126 slums and villages in 9 states of the country and since its inception in 2006 the programme has benefitted over 2,50,000 people.

The foundation runs two programmes on women empowerment and girl child. 'Parivartan' is a programme on health and hygiene of women and adolescent girls that is being implemented in 4 districts of Rajasthan. Another one titled as 'Swabhiman' is committed to make women understand their inner strength and importance in the society. 'Swabhiman' aims to bring pride and dignity for our women.

### CHECK YOUR PROGRESS

12. Name any two international NGOs which offer their services in India.
13. What are the objectives of Salaam Baalak Trust?

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### 3.7 SUMMARY

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- Services of different agencies play an important role in the achievement of development communication. Since development is a political agenda, the most important agency bringing about development is the government.

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- There are many international and non-governmental organizations and philanthropic funds that are involved in various development activities.
- The international organizations of the United Nations are dedicated to the aim of achieving the millennium development goals, all across the world.
- The Food and Agriculture Organization (FAO) of the UN leads international efforts to defeat hunger. Serving both, developed and developing countries, FAO acts as a neutral forum where all nations meet as equals to negotiate agreements and debate policies.
- WHO is the coordinating and directing authority for health within the UN. It provides leadership on world health issues and formulates the health research agenda.
- The United Nations Children's Fund or UNICEF is a world organization that works for the rights of every child.
- NABARD is a national government organization that is committed to promote sustainable agriculture and rural development.
- Various forms of media such as the radio, television and the newsprint have a major role in development communication.

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### 3.8 KEY TERMS

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- **Case study:** A careful study of some social unit (as a corporation or division within a corporation) that attempts to determine what factors led to its success or failure
- **Literacy:** The ability to read and write
- **Civil society:** The totality of voluntary civic and social organizations and institutions that form the basis of a functioning society
- **NGOs:** Non-governmental organizations which help in the growth and welfare of the society

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### 3.9 ANSWERS TO 'CHECK YOUR PROGRESS'

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1. Following are the various international organizations of UN that strive for development:
  - (i) The Food and Agriculture Organization (FAO)
  - (ii) World Health Organization (WHO)
  - (iii) United Nations Development Programme (UNDP)
  - (iv) United Nations Children's Fund (UNICEF)
2. Amongst the invisible works of WHO are the setting standards for medicines and protecting the safety of everyone's food and the quality of medicines and vaccines.

3. In its document ILO has describes its four strategic objectives:
  - (i) Promote and realize standards and fundamental principles and rights at work
  - (ii) Create greater opportunities for women and men to decent employment and income
  - (iii) Enhance the coverage and effectiveness of social protection for all
  - (iv) Strengthen tripartism and social dialogue
4. The activities covered under NABARD's financing services range from minor irrigation, animal husbandry, farm mechanization, forestry, fisheries, horticulture, plantation, land development and medicinal crops to several non-farm activities like rural industries, handicrafts, handlooms, rural housing, rural tourism and agro processing.
5. For the purpose of educating adults and developing the community, a project named 'Radio Forums Project' was started in 1956. This was an agriculture-based project that was commenced with the help of UNESCO in Maharashtra. 144 villages in the vicinity of Pune were benefitted from this project.
6. Community radio focuses on social, agricultural and livelihood-related problems. It also raises its voice against the corruption at village, block and district levels.
7. The main objectives of SITE continuity project were to:
  - Familiarize the rural masses with the improved and scientific know how about farming, the use of fertilizers and the maintenance of health and hygiene;
  - Bring about national and emotional integration; and
  - Make rural children aware of the importance of education and healthy environment.
8. Fairs are traditional marketplace where people from far-flung places come to buy products of their needs, meet their near and dear ones and entertain themselves after long hard work in the fields and elsewhere to earn their livelihood.
9. The Press Information Bureau (PIB) is the nodal agency of the Government of India to disseminate information to the print and electronic media on government policies, programmes, initiatives and achievements. It functions as an interface between the government and the media and also serves to provide feedback to the government on people's reaction, as reflected in the media.
10. PIB disseminates information through different modes of communication, viz., press releases, press notes, feature articles, backgrounders, photographs, database available on Bureau's website. Information disseminated is released in English, Hindi and Urdu and subsequently

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translated in other Indian languages to reach out to about 8,400 newspapers and media organizations in different parts of country.

11. There are many channels of communication used by DAVP for publicity, like, advertisements (Release of press ads), exhibitions, outdoor publicity (display of hoardings, kiosks, bus panels, wall paintings, cinema slides, banners, etc.), printed publicity (booklets, folders, posters, leaflets, calendars, diaries, etc.), audio and visual publicity (spots/quickies, jingles, sponsored programmes, short films, etc.) and mailing of publicity material (distribution of publicity material).
12. Oxfam International and Heinrich Böll Foundation are two international NGOs which offer their services in India
13. The Salaam Baalak trust focuses on the entire area of child development from physical to medical needs. It encompasses the educational, cognitive, social, creative and vocational needs of the street children as well.

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### 3.10 QUESTIONS AND EXERCISES

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#### Short-Answer Questions

1. Write a short note on FAO.
2. What are the functions of CAPART?
3. What is the role of journalism in a country's development?
4. List the objectives of DVAP.
5. Write a short note on the various international NGOs striving for development.

#### Long-Answer Questions

1. Analyse the role of media organizations that facilitate the process of development.
2. Highlight the various IEC efforts of ministries involved in developmental activity.
3. Explain with examples, the role of mainstream media in disseminating the news of development.
4. Explain the role of non-governmental organizations (NGO) in development activities.

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### 3.11 FURTHER READING

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# UNIT 4 AREAS OF DEVELOPMENT COMMUNICATION

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### Structure

- 4.0 Introduction
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- 4.5 Development in Education and Literacy
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  - 4.5.2 Literacy Mission
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  - 4.7.1 Development and Socially Deprived Classes
  - 4.7.2 Development and Minorities
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- 4.8 Summary
- 4.9 Key Terms
- 4.10 Answers to 'Check Your Progress'
- 4.11 Questions and Exercises
- 4.12 Further Reading

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## 4.0 INTRODUCTION

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The human societies world over are under tremendous pressure to provide good living conditions to millions of people on one hand and are facing acute economic crisis on the other. In order to remove various inequalities from the globe, the UN has declared certain millennium development goals and the signatory to this

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document or several other documents have pledged to achieve the targets defined in the documents or resolutions.

In the context of India, the government has taken several steps including changes in the structure of governance itself by introducing new ministries to prioritize certain objectives; it has also made a high power steering committee of its various ministries to achieve these goals by planning, executing and monitoring various projects independently or in collaboration with other ministries.

In this unit, various projects and activities executed by different international organizations and the ministries of the Government of India will be discussed in order to acquaint the students not only with the areas of development and development communication, but also to give them an overall picture of such activities and projects.

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### 4.1 UNIT OBJECTIVES

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After going through this unit, you will be able to:

- Know about the various areas of human development that have come to the fore in recent years
- Learn about the issues of development in each of these areas
- Analyse the role of media in informing and seeking support for development in these areas
- Highlight the present status of various projects run by the government for achieving the goals of human development in our country

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### 4.2 AREAS OF DEVELOPMENT AND COMMUNICATION

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Development in today's world has become a complex process and the term development has also acquired a particular meaning. When the various bodies of United Nations discuss development they are not referring to a single area of development like economy, agriculture or health, but they mean an integrated socio-economic development where the sustainability is achieved by arriving at a uniform development in diverse areas of social activity.

The people in different countries are at the centre of all development activities. Hence health, food security, education, shelter or collectively this would be survival of human beings. It becomes the main theme of development. However, as the various activities of the societies are regulated by the economical life, the development of markets, infrastructure, industrial and commercial activities also become part of the concerns of development. In the past two centuries, the desire of human societies to improve their material life has led to unimaginable loss of the

environment and we are today facing the threat of climate change and global warming. This is affecting the productivity in industrial as well as agriculture sectors.

### **4.2.1 Agriculture**

According to FAO reports the level of investment of most developing countries in their own agricultural sectors is considered inadequate. In the eighth and ninth decade of last century the developing countries in fiscal crises undertook structural adjustments, leading to public spending cuts and a breakdown in public sector services for agriculture under the pressure from Bretton Woods Institutions. In 2004, agriculture-based economies applied only 4 percent of their public spending to the sector. Far less than the 10 percent Asia spent during its growth spurt of the 1980s.

The importance of agriculture in the socio-economic fabric of India can be realized from the fact that the livelihood of majority of the country's population depends on agriculture. The agriculture sector contributes only about 18 per cent of the total Gross Domestic Product (GDP), with more than 60 per cent population dependence, resulting in low per capita income in the farm sector. Indian government realised the role of agriculture in the overall development of the Indian economy and initiated lots of measures to enhance the productivity in agriculture. The present government's agricultural and rural development strategy is not just a response to the looming crisis in agriculture but also governed by agriculture's pivotal role in the overall growth strategy.

Various organizations like Agricultural Research Institute, Council for Agriculture research, Forest Research Institute and many other institutes dealing with animal husbandry, pest control, seed research, fisheries, etc. are engaged in the efforts of increasing agricultural productivity which is so very essential for the food security of the country.

### **4.2.2 Health and Family Welfare**

Recognizing the value of health in the process of economic and social development and improving the quality of life of our citizens, the Government of India has resolved to launch the National Rural Health Mission to carry out necessary architectural correction in the basic health care delivery system. The Mission adopts a synergistic approach by relating health to determinants of good health: segments of nutrition, sanitation, hygiene and safe drinking water. It also seeks the mainstreaming of the Indian systems of medicine to facilitate health care. The Plan of Action includes increasing public expenditure on health, reducing regional imbalance in health infrastructure, pooling resources, integration of organizational structures, optimization of health manpower, decentralization and district management of health programmes, community participation and ownership of assets, induction of management and financial personnel into district health system, and make the community health centers operational as functional hospitals meeting Indian Public Health Standards in each Block of the Country.

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The vector borne diseases, tuberculosis and leprosy control programmes are some of the existing programmes of the Health and Family Welfare Ministry. To control other communicable and non-communicable diseases, the Ministry of Health and family Welfare is implementing National Health Programmes throughout the country. It is also having programmes for blindness, AIDS, cancer, mental disorder, etc. It provides continuous support to the institutions and organizations that are engaged in medical education and health care in tackling with the emerging diseases.

The major areas of focus now are continued high morbidity due to communicable diseases, rising disease burden due to non-communicable diseases and nutritional problems. High unwanted fertility and contraception are other areas of main focus.

In the Indian context, the Ministry of Health in collaboration with World Health Organisation (WHO) has been making plans executing them and later evaluating them to improve upon them. It has fought successfully against small pox, tuberculosis, helped and promoted various immunization programmes against many type of viruses, controlled the occurrence of malaria to a large extent. Its fight against cancer is continuing so is the fight against HIV/AIDS.

### 4.2.3 Education and Literacy

Literacy, skill imparting and education again are very significant indices of development. It is for this reason that the member countries agreed to work out various schemes of educational and human resource development in their country by giving the mandate of making policy at world level to UNESCO and UNICEF. UNICEF deals with the problems of education of children where as UNESCO has a charter of promoting education, science and culture.

In India, the government has taken various steps to improve the condition of education at various levels from primary education to higher education; from education in disciplines of Humanities to technical education. It is also constantly reviewing its policy for development of Human resource. The first national education policy was framed in 1968 and it was the revised in 1986. The policy of 1988 was subsequently revised in 1992. The ministry of education has started many projects such as the national literacy mission, universal education, education for all and the adult education to name the important ones.

One of the most significant of these schemes and projects is that of Literacy for which a National Mission was started in 1988 and has recorded great success. Another important project is for the Education for All movement that took off at the World Conference on Education for All in 1990. Since then, governments, non-governmental organizations, civil society, bilateral and multilateral donor agencies and the media have taken up the cause of providing basic education for all children, youth and adults. Sarva Shiksha Abhiyan (SSA), launched in 2001 is the most recent initiatives of the Government of India, which presents its guidelines,

planning methodology, data on elementary education created under District Information System for Education (DISE), list of districts covered, addresses of state implementation societies and outcome of the research studies conducted on school attendance, teachers absenteeism, out-of-school children, mid-day meal and many other aspects of elementary education in India.

Universal primary education has been placed as the 2<sup>nd</sup> millennium goal by United Nations in its 8 goals that are to be achieved by 2015.

#### **4.2.4 Women and Child Development**

Four of the eight millennium development goals are about improving the condition of Women and children. To remember them here once again, let us take the look at these four goals.

- (i) Achieve universal primary education
- (ii) Promote gender equality and empower women
- (iii) Reduce child mortality
- (iv) Improve maternal health

There are many agencies of UN working for providing better life for women and children. Their better life depends on better health and education. As far as women are concerned, they are the worst sufferers of inequality from the point of view of discrimination in jobs, lower salaries or wages as compared with men. Hence the empowerment of women is the most significant aspect of their development.

The mother and child health is another important sector for development and Indian government is working in this area with the help of Anganwadi programme. The primary education for every child is also very important and the second step in this area is to provide the primary education to every child in his/her mother tongue which in India is a very complicated task with more than 1650 mother tongues existing in our country.

#### **4.2.5 Poverty and Employment**

Poverty is, in a way, the most significant element that has started the whole process of development. With growing population and the success of government's effort in creating a skilled and educated work force, the unemployment over the years has reached such a state it has also lowered our position on human development index in spite of the progress in various other aspects.

The problem of poverty has always been at the fore front of all development planning and even after almost 80 years of global effort we have not been able to eliminate poverty from the map of the world. Poverty is the most significant index of inequality in the society. Keeping the persistent presence of poverty and hunger the 2010 MDG summit made it's the top most goal and has expected to overcome this hindrance in providing an overall good life to everyone.

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India is a plural society in its true sense because it has different religions and numerous languages forming minority groups, it has several socially deprived people. There are Scheduled tribes that live in almost under development, there are scheduled castes that have been oppressed for centuries and there are as in any other society the various disabled people. Any comprehensive development cannot ignore these groups and therefore government of India has also taken steps to include them in the core thinking of development planning.

The most pressing problem all over the world today is that of growing unemployment. India is the worst sufferer in this regard due to a huge population, specially of the youth in an economy suffering from reduced level of productivity and a huge portion of our work force being in villages where the agricultural productivity itself has been facing natural and human made situations like drought, floods, climate change as well as the policies that have hampered the employment perspective in rural India.

The government of India along with many organizations of United Nations have been constantly making policy and plans to give relief to people by introducing scheme such as Mahatma Gandhi National Rural employment Scheme popularly known as MANREGA.

### CHECK YOUR PROGRESS

1. List some organizations that are aimed at improving agricultural productivity.
2. What are the determinants of good health?
3. List some important steps directed at women's empowerment.

## 4.3 DEVELOPMENT SUPPORT COMMUNICATION IN AGRICULTURE

India has been basically an agrarian economy. Agriculture is the largest enterprise in India, hence it is the lifeline of our economy. At the time of independence we had a food production of 50 million tonnes which has increased to over 200 million tonnes. During 2008-09 the agricultural sector contributed to approximately 15.7 per cent of India's GDP.

### 4.3.1 Background

India is a major producer of rice and wheat and cereals like jawar and bajra. India is a large producer of commercial crops as well. India is the largest producer of tea with 27 per cent of world production. Indian coffee is highly valued all over the world which is mainly produced in Karnataka and Kerala. Kerala is a major

producer of rubber. Other major allied sectors are horticulture, livestock farming, animal husbandry and fisheries where India has shown progress in past.

The total geographical area of India is 328.7 million hectares, of which 140.3 million hectares is the net sown area, while 193.7 million hectares is the gross cropped area. The gross and net irrigated area is 85.8 million hectares and 60.9 million hectares respectively, with a cropping intensity of 138 %. With the planned development by the construction of roads, flyovers and more seriously residential complexes and shopping malls on agricultural land decreasing the area for cropping and leaving the farmers with practically no work.

The output in agriculture largely depends on weather conditions. Weather vagaries cause setbacks in production and it becomes necessary to import the required amount of food grains as in 2006. Subsidized food grains were made available to people below poverty line so that they could survive. In 2009-10 the agriculture and allied sector GDP had shown a decline of 0.2 % as against the previous year's growth rate of 1.6%. This was caused by the overall deficit of 23 % in rainfall during the south west monsoon that largely affected the production especially that of paddy suffering the most adverse effect. The annual report of 2009-10 of the Ministry of agriculture presents the statistics of various crops during this period as,

“Production of food grains during 2009-10 is estimated at 216.85 million tonnes (MT) as per 2<sup>nd</sup> Advance Estimates compared to 234.47 MT achieved during 2008-09. Production of rice is estimated at 87.56 MT which is 11.62 MT lower as compared to 99.18 M.T. during the previous year. Production of wheat is estimated at 80.28 M.T. which is 0.4 MT less as compared to 80.68 MT in 2008-09. Production of coarse cereals during 2009-10 is estimated at 34.27 MT compared to the previous year's production of 40.03 MT during 2008-09.”

With a good rainfall the condition may improve but it is very unfortunate that our farmers are severely affected by such adverse conditions and not only because of the rainfall alone. They are victimised by the middlemen, they do not get their required and appropriate returns of their toil. In order to survive and run their families they borrow money from the landlords or loan agencies which when they are not able to repay, they opt for a drastic step of committing suicides. This is certainly a grave and serious situation which is to be dealt carefully along with the problems related to food, financial and economic crisis.

#### **4.3.2 Present Status**

The Green Revolution of 1960s helped India to achieve food self-sufficiency but not food security. Keeping in view this aspect the Ministry of Agriculture has formulated several policies and taken some innovative initiations to strengthen the agricultural sector. It has set up various departments like, Department of Agricultural Research and Education (DARE), Department of Agriculture and Cooperation and Department of Animal Husbandry and Dairying. The ministry also has two

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autonomous bodies that look after the areas like agricultural management and marketing. These autonomous bodies are National Institute of Agricultural Extension Management (MANAGE) and National Institute of Agricultural Marketing (NIAM). There is a National Commission on Farmers, Indian Council of Agricultural Research besides several central institutes on fisheries, freshwater aquaculture, pest management, cotton research, crop research, jute and allied fibres, etc. Several boards are also run by the ministry namely, Central Insecticides Board and Registration Committee, Coconut Development Board, National Dairy Development Board, National Horticulture Board and National Oilseeds and Vegetable Oils Development.

Indian Agricultural Research Institute (IARI) is the country's first national institute for agricultural research, education and extension. It was established in 1905 in Bihar. It was shifted to New Delhi after the massive earthquake in 1936. The role of this institute in the Green Revolution is of much importance. Besides research, the institute is engaged in applied and commodity research that has been instrumental in the development of several high yielding crops. The institute aims to explore new frontiers of science and knowledge and develop human resources to provide leadership to the country in technology development and policy guidance.

Established in 1929, The Indian Council of Agricultural Research (ICAR) is an autonomous organization under the Department of Agricultural Research and Education (DARE). This is the largest national agricultural systems in India having 97 ICAR institutes and 47 agricultural universities. ICAR is the apex body aimed to coordinate, guide and manage research in agriculture and allied fields as, horticulture, fisheries and animal sciences. ICAR is also known for playing an important role in the Green Revolution. Through its initiatives in the field of technology development and research, ICAR has enabled the country to increase the production of food grains, horticulture crops, fish, milk and eggs remarkably since 1950s. It also promotes excellence in higher education in agriculture.

The Department of agriculture and Cooperation is implementing a number of flagship programmes to strengthen the economy and the condition of farmers as well. National Food Security Mission helps in encouraging the use of new farm practices that include restoring the soil, pest management, farm machinery, etc. In 2007-08 system of Rice Intensification for rice and hybrid rice was promoted under this programme which resulted in high yields. Under the same programme 56.14 lakh hectare of area was treated with soil ameliorants i.e. micro nutrients, gypsum and lime and also capacity building of farmers was encouraged through arranging 27,834 farmer's field schools at the farm level.

Rashtriya Krishi Vikas Yojana (RKVY) is the biggest scheme that aims at providing flexibility to state governments, and also at incentivising them to spend more on agriculture on the basis of the agriculture plans prepared with the participation of the local people.

Launched in 2005-06 for the holistic development of horticulture sector, the National Horticulture Mission covers a wide range of crops like, fruits,

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vegetables, spices, flowers, medicinal and aromatic plants, mushrooms and plantation crops like coconut, cashew and cocoa. Under this scheme 201 new nurseries were set up during 2009-10. During the same period an area of about 2.96 lakh hectare was brought under new gardens of various horticulture crops. The scheme also looks after the setting up of pack houses, cold storages, controlled atmosphere storages, mobile processing units and rural markets.

Micro-irrigation Scheme is aimed at increasing the area under efficient methods of irrigation, i.e. drip and sprinkler for the use of surface and groundwater resources. Since its inception an area of 17.46 lakh hectares has been covered under this scheme.

Support to State Extension Programmes for Extension Reforms is a centrally sponsored scheme that was launched in 2005. The objective of this scheme is to organise training programmes, kisan melas and other farmer oriented activities. Under this scheme over 43,662 commodity based farmer interest groups and over 10,753 farm schools in the fields of outstanding farmers have been set up since its inception. The scheme has promoted the setting up of community radio stations. Under this scheme various innovative activities are taken up like organising Farmer Development Workshops and Exhibitions.

National Food Security Mission is a centrally sponsored scheme that was launched in 2007-08. 312 districts of the 17 important wheat, rice and pulses growing states were identified for this scheme. The objective of the scheme was to increase the production of rice by 10 million tonnes, of wheat by 8 million tonnes and of pulses by 2 million tonnes by the end of eleventh five year plan. The districts having lower productivity than the state average but having the potential for the production of these three crops are also identified under this scheme. The scheme aims at increasing the production of wheat, rice and pulses through area expansion and productivity enhancement. It also aims at restoring soil fertility, creating employment opportunities and restoring the confidence of farmers. The scheme ensures the use of latest technology in agriculture by introducing the methods and equipments like, system of rice intensification, zero tillage, moisture saving devices, seed drills, power weeders, conoweeders, etc. Capacity building of farmers through farmer's field schools, publicity in print and electronic media and exposure visits, preparation of handbooks, and standard reporting are some more activities that are undertaken under this scheme.

National project on organic farming (NPOF) is a scheme that was initiated in 2004 for the production, promotion, certification and market development of organic farming in India.

The Ministry of Agriculture formulates implements and promotes various other schemes on crop insurance, infrastructure, pest control, monitoring, evaluation, kisan call centers, marketing research and information network, natural resource management, etc through its various departments and autonomous bodies.

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### 4.3.3 Role of Media

The use of the information technology is the latest in disseminating information in the area of agriculture. Some agricultural universities and agriculture extension centres are using information technology in their extension programmes. Setting up of computer booths in Kolhapur is a unique example. The computer booths are serving as information centers for the farmers in their villages. A variety of information on crops cultivation, land development pesticides, disease control details, etc is being collected by the farmers from these booths. At present there are 46 computer booths in Kolhapur.

Gujarat Agricultural University has prepared a plan named as 'GAU Satellite Krushi Goshti' which is the first in all state agricultural universities. The GAU satellite Krushi Goshti helps farmers to get on the spot solutions to their questions as it provides facility for two-way conversation. The National Institute of Agricultural Extension Management (MANAGE), Hyderabad has taken up a number of 'cyber extension' initiatives across the country.

The department of Agriculture & cooperation is implementing a scheme named as 'Mass Media Support to Agriculture Extension'. The scheme is utilizing the infrastructure of All India Radio and Doordarshan to broadcast programmes on agriculture five times a week. The duration of each programme is 30 minutes and they are broadcast from 96 FM stations of All India Radio, 18 regional kendras of Doordarshan and on DD national. 'Kisan Vani' is broadcast and relayed from AIR 96 FM Stations to inform local farmers the weather reports, market rates, latest information related to agriculture and day-to-day activities in their areas. AIR is also continuing the broadcast of its Farm and Home programmes for rural audience that were started more than 50 years ago. The information on a variety of subjects like sustainable agriculture, land and water conservation, environment protection, disaster management, role of panchayats in rural development, crop insurance and pest management, etc is provided on AIR regional and national services. Regional centres of AIR broadcast such programmes in local dialects and regional languages for their rural listeners. These programmes are produced in various formats like, features, talks, discussions, serials, spots, etc. Government schemes for rural and urban population are also broadcast in the form of public service announcements on radio and television as well.

Doordarshan has been a regular broadcaster of a very popular programme amongst farmers and villagers named as 'Krishi Darshan' since its inception. This programme is still on air but now it is no more a home production. At present it is being produced by the private producers under the guidance of experts on agriculture.

Like other agricultural departments and units of ministry of agriculture, Indian Council of Agricultural Research is into publishing and producing audio-visual programmes on agriculture for the farmers. It publishes journals, newsletters and books on agriculture related information and technology. Some of its journals are

The Indian Journal of Agricultural Sciences, The Indian Journal of Animal Sciences, Indian Farming and Indian Horticulture. Indian Fisheries- A Success Story, Combating FMD, Drivers of Change, Mango production and post harvest management, and National Agricultural Science Museum are some of the films produced by ICAR.

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### CHECK YOUR PROGRESS

4. What is ICAR?
5. Name one major scheme of the government for the development of agriculture?

## 4.4 DEVELOPMENT: HEALTH AND FAMILY WELFARE

The most important indicator of any society among many other is the health of the people. It is seen that the infant mortality, short life span and diseases are the first sign of backwardness of societies. The rich and the developed societies, on the contrary, have hygienic environment, better mother and child care, a considerably long life span.

The Government of India has a full-fledged Ministry of Health and Family Welfare that is designated the task of taking care of the health of the people of India and for that it formulates from time to time health policy for the nation. Its Department of health governs

### 4.4.1 Background

Much of the population of India living in villages or even in cities is still ignorant about their health and hygiene concerning issues. After so many years of independence, we still lack in providing medical facilities to our rural population. The main concerns are the health of women and children. There are instances of women dying during their pregnancies and at the time of delivery. Infant mortality rate is still increasing because of the lack of proper care of the women in their homes. They are malnourished as they are poor hence are easy victims of deadly diseases like anemia. National Family health Survey carried out in 2005-2006 shows that 79.1% of children between the ages of 6-35 months are anemic and 56.1% of the married woman between the age of 15-49 years are anemic as well. In rural areas there are hardly any facilities of institutionalized delivery despite efforts made by government. That shows we still have to go far to protect our own people from diseases and malnourishment.



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According to National Family Health Survey –II around 2,468 persons per 100,000 persons were reported to be suffering from asthma. 544 persons per 100,000 populations were suffering from tuberculosis. Jaundice cases were reported to be 1361 persons per 100,000 populations. 3,697 persons per 100,000 populations were the victims of malaria. People of rural area suffer twice than that of urban population because of unhealthy living conditions, lack of nutritious diet, poor sanitation, and unsafe drinking water. For many people access to medical facilities is difficult as public health systems, inspite of all efforts made by the government, are insufficient and the private health sector is too expensive that is beyond the reach of most of the people in rural as well as in urban areas.

On 15 August 1947 Pandit Jawaharlal Nehru expressed his concerns in a memorable speech that says, "Long ago we made a tryst with destiny, and now the time comes when we shall redeem our pledge... The achievement we celebrate today is but a step, an opening of opportunity, to the great triumphs and achievements that awaits us... the ending of poverty and ignorance and disease and inequality of opportunity".

### 4.4.2 International Initiatives

Since the early 1990s the World Bank has been lending monetary aid for health and nutrition in India. The areas where national programme on health are being supported are National Vector Borne Disease Control and Polio Eradication Support Project, Reproductive and Child Health Project, National HIV/AIDS Control Project, National Tuberculosis Control Project, Integrated Child Development Services Reform Projects and National Disease Surveillance Project. The World Bank provides loans to the health sector on concessional terms. The period for repayment is 35 years with a 10-year grace period.

The World Health Organisation is providing technical assistance and collaborates with the government of India in the areas like policy development, capacity building and advocacy. It provides technical assistance through various core programme clusters related to health and nutrition.

WHO describes its core programme clusters in India as follows:

- Communicable diseases and surveillance including Leprosy, Malaria, Filariasis, Tuberculosis, HIV/AIDS and International Health Regulations.
- Evidence and Information for policy including national health accounts, Policies, Medical Ethics, Information System, Burden of Diseases, Essential Drugs and Medicines, World Health Survey, Health Finance, Trade Agreements and Reform Issues.
- Family and Community Health including reproductive health and research, child and adolescent health, gender and women health, immunization and vaccine development including hepatitis B, nursing and midwifery, nutrition and development and AYUSH (Ayurveda, Yoga and Naturopathy, Unani, Siddha and Homeopathy).

- Social Change and Non-Communicable Diseases including Cardiovascular Diseases; Mental Health and Substance Abuse; Disability, Injury Prevention and Rehabilitation; Tobacco Control; Health Care for the Elderly; Prevention of Deafness; Prevention of Blindness; Health Promotion; Oral Health; Cancer; Non-Communicable Disease Risk Factors Surveillance and other Non-Communicable Diseases.
- Sustainable Development and Healthy Environment including Chemical Safety; Emergency & Humanitarian Action; Food Safety; Health & Environment; Healthy Cities; Environmental Epidemiology and Water Sanitation.

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Some projects are taken up by the WHO with a special consideration. Some of these are as, National Polio Surveillance Programme, Revised National Tuberculosis Control Programme, Commission on Macroeconomics and health, Leprosy Elimination Tobacco Free Initiative, HIV/AIDS Control Programme, etc. WHO has also worked with the government on health issues especially in the aftermath of tsunami and Japanese Encephalitis. It is also working to prepare the country to fight with the Avian Influenza.

### 4.4.3 Indian Realities and Efforts

There are several missions and campaigns launched by the government to create a healthy India. Here some of the major projects are discussed.

#### National Rural Health Mission

The National Rural Health Mission was launched on 12 April 2005 with a concern to provide accessible, affordable and accountable quality health services to the poor living in the rural areas. The aim of the mission was to establish a fully functional decentralized health delivery system with inter sectoral convergence at all levels. Factors causing poor health like impure water, poor sanitation, lack of education, malnutrition, social and gender inequality were considered for an immediate action. Its purpose is to focus on the functional health system in districts as well. NRHM aims to bring down the infant mortality rate. Hundreds of infants die at the time of their birth due to insufficient medical facilities and prenatal care. It was found in its report that infant mortality rate has come down to 53 or by 4 points in 2008 as compared to a point a year in the period during 2003-2006. The report further expect that if neonatal mortality is properly and effectively addressed through the stay after delivery in hospitals it is possible to achieve the reduction of 4-5 points a year to reach 30 by 2012. The report also mentions the poor performance of the state of health facilities in various states. There is need to focus on the adequate infrastructure, equipments and supply of the necessary facilities. A FOCUS survey carried out by Jean Dreze et al in 2004 in Tamilnadu, Himachal Pradesh, Maharashtra, Rajasthan, Chhattisgarh and Uttar Pradesh shows that 32% children had fever, 21% had diarrhea, 17% had persistent cough, 11% had extreme weakness, 5% had skin rashes and 2% had eye infections. It is a big challenge for

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NRHM to bring about major changes in the so found unsatisfactory state of public health in India. It has come up with several schemes like 'Janani Suraksha Yojana' for institutional deliveries, built partnership with non-governmental organisations to strengthen public health delivery and to provide trained and equipped health functionaries. At present, around 30,000 MBBS graduates come out of our colleges every year but it is so unfortunate that for almost entire rural population, the system never has more than 26000 doctors.

NRHM is working in the area of ensuring quality service delivery, utilizing scarce resources efficiently and ensuring service guarantees to local people. It is working actively in partnership with states. Within a few years after its inception some gains have been made under its several policies and programmes like Rogi Kalyan Samitis, ASHAs, village health and sanitation committees, AYUSH and Janani Suraksha Yojana. Under Janani Suraksha Yojana over 3.19 crore women are covered so far. Over 12000 health facilities have co-located AYUSH services where there are 7993 AYUSH doctors and 3232 AYUSH Paramedics are added to the system. AYUSH stands for Ayurveda, Yoga & naturopathy, Unani, Siddha and homeopathy. Over 1031 mobile medical units are functioning to provide diagnostic and out patient cases in villages. A good number of specialists, MBBS doctors, staff nurses and paramedics are added to the system. Nearly 77% of the villages have their own village health and sanitation committees.

### **The National Urban Health Mission**

The last census (2001) shows that 28.6 crore people live in urban areas of which 4.26 crore people live in slums spread over 640 towns and cities. This urban population living in slums comes from rural areas for finding some work in cities every year. This increases the growth of cities and towns in the context of population. The urban poor suffer from poor health status. As per NFHS-III (2005-06) data under 5 Mortality Rate among the urban poor at 72.7 is much higher than the urban average of 51.9. Their poor living conditions make them suffer from the diseases like Asthma, Tuberculosis and Vector Borne diseases. The urban health infrastructure which is already inadequate even for the urban people, is practically restricted to the poor rural people living in urban areas mainly because of their social exclusion, lack of information and unfamiliar environment of cities. Poor economic conditions do not allow them to opt for private treatment in expensive clinics and hospitals. Thus, their health remains ignored. Many components of NRHM do cover urban areas but the health infrastructure on the whole of urban area is not a part of its norms which restricts NRHM to facilitate health services to the poor urban people. The fact is that the cities and towns are swelling each day with more and more rural poor people who are securing their survival in urban areas. As per the United Nations projections, if urbanization continues at this rate, then 46% of the total population will be residing in urban areas by 2030.

In view of these, facts the ministry has recently proposed to launch a National Urban Health Mission (NUHM) for the health concerns of urban poor. NRHM and NUHM will be two major sub missions of a larger National Health Mission. The NUHM would focus on urban poor living in the slum areas, other vulnerable population like homeless, rag-pickers, construction workers, street children, sex workers, etc.

HIV/AIDS is the most fatal disease spreading at a very fast pace all over India. Till date it has affected about 3.5 million Indians. To prevent the progression of the disease and to provide care and support to those affected by it, the National AIDS Control Organisation was established by the ministry. NACO has launched the National AIDS Control Programme with specific objectives of reducing the spread of HIV infection and strengthening the capacity of Indians to respond to HIV/AIDS on a long term basis. National AIDS Control Programme has involved NGOs for the implementation of its various schemes like Targeted Intervention Programme, School AIDS Education, Community Care and Support and finally the National AIDS Helpline and Tele-counseling. Targeted Interventions are carried out through behavior change communication, condom promotion and creating awareness about AIDS. Community Care and Support Centres are the alternative low cost models of care and treatment established to meet specific needs of people suffering from AIDS. These centres provide psycho-social support, train members of the family to look after the patient besides providing the treatment facilities. They also provide referral services and have linkages with other welfare organizations. They even sometimes take care of the last rites of the people who die of AIDS. Under the School Education Programme extracurricular activities are organized involving teachers and students of ninth, tenth and eleventh classes. Tele-counseling Programme is implemented with the help of trained NGOs. They provide confidential and effective counseling to those who do not wish to discuss their problems otherwise with friends, doctors or family members.

### **National Leprosy Eradication Programme**

India has a large number of leprosy patients. The most challenging states are Bihar, Uttar Pradesh, West Bengal, Madhya Pradesh and Orissa. National Leprosy Control Programme was started in 1955. In 1983, it was redesignated as National Leprosy Eradication programme with an aim to eliminate leprosy by the end of the century. With the effective use of Multi Drug Therapy leprosy has been eradicated from the nine states of the country as , Meghalaya, Nagaland, Haryana, Himachal Pradesh, Mizoram,, Sikkim, Tripura, Punjab and Jammu and Kashmir. Assam, Gujarat, Kerala, Manipur, Arunachal Pradesh, Rajasthan and Lakshdweep are very close to elimination of the disease. The programme picked up pace in 1993-94 with the sanction of World Bank assistance that made it possible to bring the whole country under Multi Drug Therapy treatment for leprosy.

Government is running several health programme for the entire country, They are for preventing and controlling diseases and ailments like filarial, leprosy,

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tuberculosis, blindness, iodine deficiency disorders, mental health, AIDS, cancer, deafness and diabetes. Besides this, the programmes on prevention and control of non communicable diseases, immunization programme, tobacco control programme and programme to control vector borne diseases are also functioning.

Launched in 2008 Rashtriya Swasthya Bima Yojana (RBSY) is a social insurance scheme that is aimed to provide financial assistance to the people having a status of below poverty line. The financial protection under this scheme is provided against expenses related to hospitalization. Over 13 million BPL families have been enrolled in RBSY as per the records till March 2010.

### 4.4.4 Role of Media

NACO is spreading general awareness through posters, newsletters, workshops and seminars, Behaviour Change Campaigns and campaigns on blood donation and condoms amongst many other initiatives. NACO has depended heavily on celebrity endorsement for its campaigns, where celebrities like Shabana Azmi, Sachin Tendulkar, Virendra Sehwaag, Rahul Dravid, Raveena Tandon, Priyanka Chopra and many others have actively participated in the campaigns.

A new television serial, Nivedita, in Telugu language, tries to educate viewers about HIV/AIDS. This 26- episode television serial is broadcast by Doordarshan Kendra Hyderabad to advocate for human rights, gender equality and to reduce the stigma associated with HIV/AIDS. The government has initiated a campaign called 'Condom Bindas Bol' (Condom- Just Say It) which involves advertising, public events and celebrity endorsement. India's largest national campaign about HIV/AIDS is called 'Red Ribbon Express'. It was flagged off on the World's AIDS Day 2007 in the form of a seven-coach train. Red Ribbon Express completed its journey in 2008. It travelled to 180 stations in 24 states and reached to around 6.2 million people making them aware about this deadly disease.

Amitabh Bachchan has in his own turn promoted the 'Pulse Polio Campaign' called 'Ek Boond Zindagi Ki'. The Pulse Polio Campaign was very successfully executed by utilizing different types of media ranging from inter-personal communication to mass media. The ministry organizes Immunization Camps, door-to-door campaign and is also using posters, hoardings, advertisements in print, radio and television. The success of this campaign can be measured by the fact that polio is nearly eradicated from India. According to a UNESCO Report 33 out of 35 states have become polio free and only 32 cases were reported in 2010.

The ministry of health and family welfare has set up a separate organization on tuberculosis control which looks after the control and campaigns. It has published several posters, booklets, charts and flash cards for public distribution. They are used as sensitilisation tools about TB with people of all age groups, children in particular. It has also produced audio material and several films and documentaries like 'TB free India', 'Let us know about TB (in Hindi 'Chalo TB ke bare me jaan le')', 'Shanta: Model Community Mobiliser', 'World TB Day' etc for the purpose of spreading awareness about TB and training the personnel working in this area.

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As part of the new strategy to utilise the services of eminent film-makers, the Ministry assigned Shri Amol Palekar, Shri Shyam Benegal and Ms. Kalpana Lajmi for feature films on Reproductive Health issues. A documentary feature 'Kal Ka Admi' also directed by Shri Amol Palekar, feature films, 'Daman' by Ms. Kalpana Lazmi, and 'Bitiya' by Shri Ashok Chakradhar, are under production. A professional agency has been assigned the job of conducting interactive panel discussions on crucial RCH issues. Telecasting of this programme will start soon.

A folk-music based radio programme, 'Lok Jhankar', produced through a professional agency, is broadcast twice a week from 22 Stations of Vividh Bharati to enlighten audiences in the Hindi speaking areas on RCH and Family Welfare issues.

Hoardings are being installed through a professional agency at prominent places in six big cities of Northern India with messages on RCH and Family Welfare issues.

To make local-specific IEC activities more effective, Zila Saksharta Samities (District Literacy Committee, in-charge of the literacy campaign programme) are being involved in chalking out local-specific IEC campaign on vital RCH issues for every district. In this way, Family Welfare is being integrated with education at the district level and below.

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## 4.5 DEVELOPMENT IN EDUCATION AND LITERACY

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As has been discussed earlier, literacy and education have been considered as important indices of human development. Emphasising on the need of literacy as a tool of development, the noted economist and Noble Laureate Amartya Sen in a speech in the Commonwealth education conference, Edinburgh (2003) said:

...when people are illiterate, their ability to understand and invoke their legal rights can be very limited, and educational neglect can also lead to other kinds of deprivation. Indeed, this tends to be a persistent problem for people at the bottom of the ladder, whose rights are often effectively alienated because of their inability to read and see what they are entitled to demand and how. The educational gap clearly has a class connection.

It also has a gender connection since it can be a very important issue for women's security. Women are often deprived of their due, thanks to illiteracy. Not being able to read or write is a significant barrier for underprivileged women, since this can lead to their failure to make use even of the rather limited rights they may legally have (say, to own land, or other property, or to appeal against unfair judgment and unjust treatment). There are often legal rights in rulebooks that are not used because the aggrieved parties cannot read those rulebooks. Gaps in schooling

can, thus, directly lead to insecurity by distancing the deprived from the ways and means of fighting against that deprivation.

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... Illiteracy can also muffle the political opportunities of the underdog, by reducing their ability to participate in political arena and to express their demands effectively. This can contribute directly to their insecurity, since the absence of voice in politics can entail a severe reduction of influence and the likelihood of just treatment of those who are kept on the wrong side of the gap.<sup>1</sup>

He in the same speech has discussed the importance of primary education by saying:

... widening the coverage and effectiveness of basic education can have a powerfully preventive role in reducing human insecurity of nearly every kind. It is useful to consider briefly the different ways in which removing discrepancies and neglects in education can contribute to reducing human insecurity across the world.

The most basic issue relates to the elementary fact that illiteracy and innumeracy are forms of insecurity in themselves. Not to be able to read or write or count or communicate is a tremendous deprivation. The extreme case of insecurity is the certainty of deprivation, and the absence of any chance of avoiding that fate. The first and most immediate contribution of successful school education is a direct reduction of this basic deprivation - this extreme insecurity - which continues to ruin the lives of a large part of the global population, not least in the Commonwealth.<sup>2</sup>

### 4.5.1 Background

According to the 2001 census, the total literacy rate in India is 65.38%. The female literacy rate is only 54.16%. The gap between rural and urban literacy rate is also very significant in India. This is evident from the fact that only 59.4% of rural population is literate as against 80.3% of urban population according to the 2001 census.

Some statistics as about education in India is collected by UNICEF is given for understanding the achievements of Indian government and the goals before it.

Youth (15-24 years) literacy rate, 2004-2008*, male	88
Youth (15-24 years) literacy rate, 2004-2008*, female	74
Number per 100 population, 2008, phones	29
Number per 100 population, 2008, Internet users	4
Primary school enrolment ratio 2005-2009*, gross, male	115
Primary school enrolment ratio 2005-2009*, gross, female	111

<sup>1</sup> The Guardian, Tuesday October 28, 2003.

<sup>2</sup> Ibid.

Primary school enrolment ratio 2005-2009*, net, male	91
Primary school enrolment ratio 2005-2009*, net, female	88
Primary school attendance ratio 2005-2009*, net, male	85
Primary school attendance ratio 2005-2009*, net, female	81
Survival rate to last primary grade (%) 2005-2009*, admin data	66
Survival rate to last primary grade (%) 2005-2009*, survey data	95
Secondary school enrolment ratio 2005-2009*, gross, male	61
Secondary school enrolment ratio 2005-2009*, gross, female	52
Secondary school attendance ratio 2005-2009*, net, male	59
Secondary school attendance ratio 2005-2009*, net, female	49

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The government of India with the help of UN organizations like UNICEF, UNESCO and many other including the NGOs is committed to have a planned development not only in the area of literacy and education but the overall Human Resource development.

### 4.5.2 Literacy Mission

Since independence India has made a significant progress in the area of literacy. The literacy rate at the end of British rule in 1947 was a mere 12%, it rose to 52.21% in the census 1991 and in the last census in 2001 it has been recorded as 64.84%. Towards the end of British Rule in India the literacy rate was just 12%. Certainly, there has been a big improvement in the literacy rate till the last census recorded, but India still has the largest illiterate population as compared to any other nation. A lot has to be done to overcome this sluggish improvement in the area of literacy. Government of India set up National Literacy Mission on 5<sup>th</sup> May, 1988 with an objective to eradicate illiteracy from all over the country. It was not an easy task as India is a vast country. Social and economic hurdles in India were the biggest problem in the way of literacy. First voluntary campaign was started in Kerala. After its success in 1990, the National Literacy Mission had accepted the literacy campaigns as the dominant strategy for eradicating illiteracy from the entire country. Under Total literacy campaigns, 597 districts have already been covered out of 600 districts in the country. The number of continuing education districts is 328. Total Literacy Campaigns have been successful in carrying out activities towards integration, promotion of women's equality, conservation of the environment and the preservation of family customs and traditions.

Total Literacy Campaigns and Post Literacy Campaigns are now operating under one literacy project as per the Government's decision. This approach would enable the illiteracy problem to be tackled in a holistic manner. Total Literacy Campaigns are for the benefit of illiterate persons and Post Literacy campaigns are for those who have crossed the basic learning phase. NLM aims to make people literate in the age group of 15-35. By literacy NLM means making people



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aware of the issues concerning them like poverty, social backwardness, development and also show the path to bring about change in their lives besides learning how to read and write.

Under the scheme of 'Jan Shikshan Sansthan', non-formal education has been imparted to the persons who had migrated from rural to urban areas and to those who are living in urban and industrial areas. Now these institutes are also functioning as district level repositories of technical and vocational skills in rural as well as in urban areas. Under the scheme 'Support to NGOs', the National Literacy Mission is providing financial assistance to various NGOs to run post literacy and continuing education programmes.

The NLM is also focusing on monitoring and systematic evaluation of its adult education programmes. The goal set by the NLM by 2007 was to achieve at least 75 % of functional literacy which got a raise in 11<sup>th</sup> plan i.e. 85% literacy rate. Other goals of 11<sup>th</sup> plan are reduction in gender gap in literacy to 10%, reduction of regional, social and gender disparities, use of ICT for literacy and new models of continuing education.

Female literacy rate in 1951 was 8.86% that has rose to 54.16% according to the last census held in 2001. There are many factors that are responsible for such a poor rate of female literacy. They are socially discriminated and economically exploited, girls are forced to do domestic chores, girls are not allowed to go to the schools and they are not treated at par with the male members. Despite all possible efforts to eliminate the gender disparity, it still persists in rural areas and among the disadvantaged communities. With this concern National Literacy Mission was launched in 1988 to eradicate adult illiteracy specially focusing on imparting functional literacy to women. The emphasis was on making efforts to create an environment where women are empowered to change their lives, to spread the message that education of women is a must for their upliftment as well as for the welfare of the family and inculcate self-confidence in women. The Literacy campaigns have created awareness in women folk and motivated those to educate their children for their better future, their status within their families have improved and gradually they are learning to understand that their children, including girls, should go to schools. Not only this, participation of women in Literacy campaigns has opened new opportunities for them to involve themselves in some enterprise. The Dumka campaign in Bihar has helped women to change their lives. They have formed a group called 'Joga Behna' to fight against social evils. They have also set up a 'Didi Bank' for promoting the habit of saving. Literacy campaigns are also focusing on health and hygiene issues, the problems of early marriage and on having small families.

### 4.5.3 Education for All

India is a country which has a large number of people who are deprived, poor, home-less and due to this fact they have never gone to any school and do not want

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to send their children to schools. Their children are either working to earn some money and thus help the family or they are involved in domestic chores specially girls who look after their siblings instead of going to schools. The schools for primary education have been provided by the state governments but most of the schools in villages and small districts lack either teachers or students. Moreover, the level or standard of the education is not the same in every school. With this concern, the Government of India has launched a flagship programme called 'Sarva Shiksha Abhiyan' for achievement of universalization of elementary education to all children of 6-14 years age group. Education is a fundamental right for each citizen of India, hence this mission aimed to impart education to children in every corner of the country by 2010. The programme aimed to open schools in the areas where schools are not there. The programme also intended to provide teachers, teaching material and other infrastructural facilities to the existing schools. The training of teachers is an integral part of this programme. Sarva Shiksha Abhiyan or SSA has a special focus on girl's education and children with special needs. Children do also get computer education as it is the need of the time. To increase the attendance and to attract parents and children towards schooling, mid day meals are provided. 'Anganvaadis' have been assigned the task to take care of food supplied to the children.

In our country, especially in rural areas, girl child is being neglected and ignored in the families. They are not even provided with proper nutritious food. They are not treated with equality among the other male members of the family. Discrimination, neglect and lack of nutrition in their diet hampers in their physical and mental growth. In fact, if a girl child is educated and healthy, we can expect a better future generation. Sarva Shiksha Abhiyan is aiming to bridge this gap by promoting the education of girl child. It also aims to bridge social, religion and gender gaps by promoting active participation of the community in its programmes and management of schools.

A child learns from his environment. The way he talks, behaves and understand the world depends on the atmosphere in which he has been brought up. It is said that our brain is more than half developed by the age of five years. With a view to this fact Sarva Shiksha Abhiyan helps in the efforts made by the Ministry of Women and Child Development in the early childhood care of children. Ministry of Women and Child Development provides pre-learning facilities to children in ICDS centers or special pre-school centres in non ICDS areas.

Despite all these efforts, many anomalies are found in carrying out various schemes of the programme. At many places it was found that teachers do not come to school for teaching, those who come do not teach, children are not getting the prescribed food or the quality of the food is not up to the mark or less in quantity, the facilities for running a school are not there even when they are funded sufficiently, and so on. The need for intense monitoring and involvement of educationalists, NGOs and various competent institutes in monitoring and implementing the programme was stressed and various monitoring units at district

and state level were formed. Community thus was involved in the monitoring process. Cooperation between teachers and parents as well as accountability and transparency to the community is monitored from time to time.

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**Sarva Shiksha Abhiyan (SSA)** is Government of India's flagship programme for achievement of Universalization of Elementary Education (UEE) in a time bound manner, as mandated by 86th amendment to the Constitution of India making free and compulsory Education to the Children of 6-14 years age group, a Fundamental Right. SSA is being implemented in partnership with State Governments to cover the entire country and address the needs of 192 million children in 1.1 million habitations. The programme seeks to open new schools in those habitations which do not have schooling facilities and strengthen existing school infrastructure through provision of additional class rooms, toilets, drinking water, maintenance grant and school improvement grants. Existing schools with inadequate teacher strength are provided with additional teachers, while the capacity of existing teachers is being strengthened by extensive training, grants for developing teaching-learning materials and strengthening of the academic support structure at a cluster, block and district level. SSA seeks to provide quality elementary education including life skills. SSA has a special focus on girl's education and children with special needs. SSA also seeks to provide computer education to bridge the digital divide.

### 4.5.4 Media's Role in Education

Print media journalism after independence has always paid enough attention to the news about education. It publishes stories critical of the status and policies of primary, secondary and higher education. Central and state governments have been spending money on advertisements to make people aware of the various campaigns, projects and schemes launched by them. Many newspapers and magazines have been publishing various supplements on youth and education where enough coverage is given to issues relating to this sector.

Governments have also launched various interpersonal campaigns like 'Vigyan Jatha', exhibitions and educational fairs to create awareness about literacy and education. Radio and Television have been extensively used not only as tools of distant education, but for promoting various core issues like literacy and primary education for all by way of publicity campaigns, discussions and chat shows. There are separate channels in Radio and television devoted to open learning like Gyan Vani and Gyan Darshan managed by Indira Gandhi Open University. Doordarshan has also shown a serial on the significance of literacy. Its social advertising campaign on literacy had been a success a few years ago.

The presence of internet as new media has allowed the government and non-government agencies to disseminate plethora of information on these issues. The website of Ministry of Human Resource and Development itself has huge amount of useful information. There are other portals like India Education and

web sites of National Open School, NCERT, CBSE, UGC, AICTE, various university and school that are being accessed to get information regarding governments projects and schemes.

### **CHECK YOUR PROGRESS**

6. What are some of the objectives of NHRM?
7. What role do the print media play in promoting education?

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## **4.6 WOMEN AND CHILD DEVELOPMENT**

‘I am Chitra, no goddess to be worshipped nor yet the object of common pity to be brushed aside like a moth with indifference. If you design to keep me by your side in the path of danger and daring, if you allow me to share the great duties of your life, then you will know my true self.’

In these words Rabindranath Tagore’s Chitra expresses her innermost feelings and urges of an emancipated womanhood.

Women are strong as far as their will power is concerned, they are concerned about the well beings of others as they are sensitive by nature. Given a chance they can prove their potential almost in every field of life. After getting acquainted with their potential during the period of freedom struggle, Pandit Jawaharlal Nehru while addressing them stressed the need of their ‘second struggle’ for their emancipation after the ‘first struggle’ for independence.

But even after more than 60 years of independence the condition of women in India is shockingly poor in rural as well as in urban sector. It is also true that a major portion of urban women are educated, employed and economically independent. But many of them face violence, discrimination, inequality and undergo oppression at their homes and work places as well. Those belonging to rural areas are illiterate because of the social bindings and lack of proper education system and are not treated equally with men. The subjugation, oppression and discrimination are faced by them quietly. The fact is that in general women of India are malnourished, deprived and ill-treated. They are trafficked and face atrocities throughout their lives.

Once speaking on women’s status Dr. Ram Manohar Lohia said that they fall into the category of weaker and backward section of our society. They are weak because they are economically, socially and politically deprived. A Report of the National Committee on the Status of Women in India states the condition and position of Indian women as follows:

“Our review indicates that society has failed to frame new norms and institutions to enable women to fulfill the multiple roles expected of them in India

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today. The majority do not enjoy the rights and the opportunities guaranteed by the Constitution. Increasing dowry and other phenomena which lower woman's status further indicates a regression from the norms developed during the freedom movement. The content analysis of periodicals in regional languages revealed that concern for women and their problems had suffered a decline in the past two decades. The new social laws have remained unknown to the large mass of women. "(1974)

Lack of education is a barrier in the development of women that compels them to remain deprived of their economic, social and political identity.

### 4.6.1 Women Empowerment

As per the 2001 Census women constitutes 48% of the country's total population. Women's upliftment and development for a developed, healthy and prosperous India cannot be ignored. Our Constitution has accorded equality to women and also has empowered the State to adopt measures for their socio-economic development so that they have an equal political right and participation in decision making. Articles 14, 15 (1), 15 (3), 16, 39 (a), 39 (d), 42, and 51 (A) (e) of our Constitution are committed to help out women from their present vulnerable position in the society.

Drawing the strength from the constitutional commitments, The planning Commission of India constituted a working group on "Empowerment of Women" for the 11<sup>th</sup> five year plan in 2006. The working group decided to set-up four sub groups as, Engendering Policies and Strategies, Violence against Women, Schemes of Empowerment, Advocacy, Awareness Generation and Support Services for Women and Women's Component Plan and Gender Building. Ministry of Women and Child Development has taken appropriate steps and initiatives for implementing the schemes worked out with a view to 11<sup>th</sup> five year plan and is keen to bring about gender equality, empowerment, development and protection of women.

There are several laws that protect women in and from various odd situations. The Indecent Representation of Women (Prohibition) Act, 1986, The Dowry Prohibition Act, 1961, The Protection of Women from Domestic Violence Act, 2005, Bill for Protection of Women from Sexual Harassment at workplace, and Prevention of Trafficking of Women and Children for Commercial Sexual exploitation.

The ministry of Women and Child development is running several schemes for the development and empowerment of Women in India. At present there are two schemes for adolescent girls namely Kishori Shakti Yojana (KSY) and Nutrition Programme for Adolescent Girls (NPAG). KSY is for the girls in the age group of 11 to 18 years. It addresses their requirements of self development, nutrition and health, literacy, and vocational skills. NPAG project is being implemented in 51 identified districts of the country. The scheme covers undernourished adolescent

girls in the age group of 11-19 years with body weight less than 30 kg in the age group of 11 below 15 years and 35 kg in the age group of 15-19 years. They are provided with 6 kg of food grains per head per month.

The scheme named as STEP or Support to Training & Employment Programme for Women was launched in 1986-87 to provide skills and new knowledge to poor and helpless women in ten sectors as, agriculture, animal husbandry, dairying, fisheries, handlooms, handicrafts, khadi & village industries, sericulture, social forestry and wasteland development. During 2009-10 there were 118 projects under the scheme that benefitted only 13986 women as against the target of 30000 women.

A scheme for women in difficult circumstances named as 'Swadhar' was launched in 2001-02 by the ministry. It aims to provide shelter, food, clothing and care to the marginalized women and girls who do not have any social and economic support. It provides emotional support and rehabilitates such women through education, awareness, skill up gradation and personality development through behavioral training. It also aims to provide them clinical, legal and other support as required in the situation of distress. The scheme is implemented by the ministry with a support from social welfare and women & child welfare departments of state governments, women's development corporations, urban local bodies, reputed public, private trusts and voluntary organizations. At present there are about 318 'Swadhar' Shelter Homes and 238 helplines functioning under the scheme across the country.

Scheme for Combating Trafficking is named as 'Ujjawala'. 'Ujjawala' was launched in 2007 by the ministry. It is mainly being implemented by NGOs. The scheme has five components as prevention, rescue, rehabilitation, re-integration and repatriation of the victims trafficked for commercial sexual exploitation.

Two new schemes have been proposed by the ministry. They are Indira Gandhi Matritva Sahyog Yojana and Rajiv Gandhi Scheme for Empowerment of Adolescent Girls under the name as 'Sabla'. Indira Gandhi Matritva Sahyog Yojana (IGMSY) is a conditional maternity benefit scheme proposed by the ministry to address the issues regarding the women's compulsions to work up to the last stage of pregnancy and resumption of work soon after the childbirth. The objective of this scheme is to improve the health and nutrition status of pregnant and lactating women. The scheme is awaiting approval of competent authority in the government of India.

'Sabla' is a scheme for adolescent girls whereby Nutrition programme for Adolescent girls and Kishori Shakti Yojana are merged and aanganwadis are given the task to implement this scheme.

To strengthen the government's schemes and projects, there are many NGOs actively engaged in providing skills, creating awareness and helping women to empower themselves.

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#### 4.6.2 Child Rights and Welfare

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Children all over the world face different kinds of threats and injustices. Domestic violence is one of the most common and the sexual abuse is another very serious offence. Due to the extreme poverty in various parts of the world children are forced to work instead of going to schools. They are often forced to beg on the streets. Considering all these and many other situations which are violative of the universal declaration of human rights, a convention on Rights of child was passed on 2 September 1990 in the General Assembly of the United Nations.

All children have the same rights. All rights are interconnected and of equal importance. The Convention stresses these principles and refers to the responsibility of children to respect the rights of others, especially their parents. By the same token, children's understanding of the issues raised in the Convention will vary depending on the age of the child. To understand the issues raised in this convention it would be appropriate here to look at what the preamble of the convention says:

Considering that, in accordance with the principles proclaimed in the Charter of the United Nations, recognition of the inherent dignity and of the equal and inalienable rights of all members of the human family is the foundation of freedom, justice and peace in the world,

Bearing in mind that the peoples of the United Nations have, in the Charter, reaffirmed their faith in fundamental human rights and in the dignity and worth of the human person, and have determined to promote social progress and better standards of life in larger freedom,

Recognizing that the United Nations has, in the Universal Declaration of Human Rights and in the International Covenants on Human Rights, proclaimed and agreed that everyone is entitled to all the rights and freedoms set forth therein, without distinction of any kind, such as race, colour, sex, language, religion, political or other opinion, national or social origin, property, birth or other status,

Recalling that, in the Universal Declaration of Human Rights, the United Nations has proclaimed that childhood is entitled to special care and assistance,

Convinced that the family, as the fundamental group of society and the natural environment for the growth and well-being of all its members and particularly children, should be afforded the necessary protection and assistance so that it can fully assume its responsibilities within the community,

Recognizing that the child, for the full and harmonious development of his or her personality, should grow up in a family environment, in an atmosphere of happiness, love and understanding,

Considering that the child should be fully prepared to live an individual life in society, and brought up in the spirit of the ideals proclaimed in the Charter of the United Nations, and in particular in the spirit of peace, dignity, tolerance, freedom, equality and solidarity,

Bearing in mind that the need to extend particular care to the child has been stated in the Geneva Declaration of the Rights of the Child of 1924 and in the Declaration of the Rights of the Child adopted by the General Assembly on 20 November 1959 and recognized in the Universal Declaration of Human Rights, in the International Covenant on Civil and Political Rights (in particular in articles 23 and 24), in the International Covenant on Economic, Social and Cultural Rights (in particular in article 10) and in the statutes and relevant instruments of specialized agencies and international organizations concerned with the welfare of children,

Bearing in mind that, as indicated in the Declaration of the Rights of the Child, “the child, by reason of his physical and mental immaturity, needs special safeguards and care, including appropriate legal protection, before as well as after birth”,

Recalling the provisions of the Declaration on Social and Legal Principles relating to the Protection and Welfare of Children, with Special Reference to Foster Placement and Adoption Nationally and Internationally; the United Nations Standard Minimum Rules for the Administration of Juvenile Justice (The Beijing Rules); and the Declaration on the Protection of Women and Children in Emergency and Armed Conflict, Recognizing that, in all countries in the world, there are children living in exceptionally difficult conditions, and that such children need special consideration,

Taking due account of the importance of the traditions and cultural values of each people for the protection and harmonious development of the child, Recognizing the importance of international co-operation for improving the living conditions of children in every country, in particular in the developing countries,

The States Parties to the present Convention have agreed to the convention on the rights of child which has 54 articles ensuring a better and dignified life for the children world over. It would be worth referring the rights under the convention published by UNICEF. They are also available in their website [http://www.unicef.org/crc/files/Rights\\_overview.pdf](http://www.unicef.org/crc/files/Rights_overview.pdf).

### **4.6.3 Role of Media**

The media and journalism has been giving a lot of space to the issues relating to women and children by publishing opinion writings and the news. The news of violence against women and children, child labour and trafficking brings to fore the need to combat against these evils and also raises the awareness of people. Most of the positive advocacy of these issues is done by organizations holding workshops and seminars that are later reported in the media. There are also writers, journalists and social activists who contribute opinion articles and participate in radio and television shows to create an awareness that could lead to the attitudinal change in the society.

The UNICEF has its own radio and television which apart from disseminating information through vodcast and podcast provides broadcast quality audio and

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video clips for journalists and broadcasters involved in producing the news and current affairs programmes and analysis.

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### 4.7 OTHER ASPECTS OF SOCIAL DEVELOPMENT

Various policies and schemes of Government of India have been designed to remove the injustices and inequalities prevalent in various communities that cannot be addressed in general programmes of socio-economic development.

#### 4.7.1 Development and Socially Deprived Classes

In order to look after the welfare and development of various socially deprived and disabled persons the Government of India has set up a separate ministry for social justice and empowerment and a ministry of minorities. The Ministry of Social Justice and Empowerment has set up various departments and autonomous bodies to execute and monitor schemes and projects for such groups.

Some of the important autonomous bodies working in the field of social justice are Ali Yavar Jung National Institute for the Hearing Handicapped (AYJNIHH), Dr. Ambedkar Foundation, National Institute for Empowerment of Persons with Multiple Disabilities (NIEPMD), National Institute for the Mentally Handicapped (NIMH), National Institute for the Visually Handicapped (NIVH), National Institute of Rehabilitation Training and Research (NIRTAR) and the Pandit Deen Dayal Upadhyaya Institute for the Physically Handicapped (PDDUIPH).

Dr. Ambedkar Foundation was set up to promote the ideology and message of Babasaheb B.R. Ambedkar. The incidents of atrocities still continue to be committed against the members of scheduled castes despite the enactment of the Scheduled Castes and Scheduled Tribes (Prevention of Atrocities) Act, 1989 (PAO Act) which seeks to prevent the commission of offences of atrocities against the members of the Scheduled Castes and the Scheduled Tribes, to provide for Special Courts for the trial of such offences and for the relief and rehabilitation of the victims of such offences and for matters connected there with or incidental thereto.

The National Institute for the Mentally Handicapped assists disabled persons in purchasing aids and appliances which can reduce the effects of disabilities and enhance their economic potential. It also provides certain allowances and facilities to mentally handicapped children for their education under its scheme of Integrated Education for the Disabled Children.

The National Institute of Rehabilitation Training and research undertakes or coordinates the training of personnel for the rehabilitation of the physically handicapped. These personnel include doctors, orthotists, engineers, prosthetists, physiotherapists, etc. It conducts, sponsor or coordinates researches in the area of mobility aids, surgical procedures and development of new aids. Along with

undertaking any action in the area of rehabilitation of the physically handicapped the institute also provides vocational training, placement assistance and habitation to such persons.

The Ministry of Social Justice & Empowerment cannot provide relief and rehabilitation to the victims direct even in respect of heinous crimes committed against SCs like, arson, rape, murder, etc. and hence in that respect Central Government feels slightly handicapped. Therefore, a need has been felt to provide instant monetary relief to the victims of relatively serious offences of atrocities under the PAO Act in the nature of contingency arrangement and that the relief amount be directly provided to the victims by the Central Government through the Foundation.

There are various commissions and other statutory bodies to look after the development of socially deprived and disabled persons:

National Commission for Scheduled Tribes (NCST), Chief Commissioner for Disabilities, National Commission for Backward Classes (NCBC), National Commission for Denotified, Nomadic and Semi-Nomadic Tribes (NCDNSNT), National Commission for Safai Karamcharis (NCSK), National Trust for the Welfare of Persons with Autism, Cerebral Palsy, Mental Retardation and Multiple Disabilities and the Rehabilitation Council of India (RCI) are important among them.

National Commission for Scheduled tribes investigates and monitors all matters relating to the safeguards provided for the scheduled tribes under the Constitution. It inquires into specific complaints with respect to the deprivation of rights and safeguards of the scheduled tribes. Its other function is to participate and advise on the planning process of social and economical development of the scheduled tribes and also to evaluate the progress of their development.

According to the 2001 census the scheduled castes population was 16.66 crores constituting 16.23% of the total population of India. The percentage of the scheduled tribes is 8.2 of the total population of India as per the 2001 census which is approximately 8.43 crores people. The sex ratio among Scheduled tribes is 977 females per 1000 males as per 2001 census which is more favorable in comparison with the sex ratio for the overall population at 933 females per 1000 males.

Various tribal communities live in about 15% of the country's area. There are over 500 tribes spread over different parts of the country. The largest number of tribal communities lives in Orissa. Central India and the North-Eastern states have the large concentrations of tribal population. There are 75 primitive tribal groups in India. They are socially and economically more deprived and backward as compared to the other tribes. They have been facing some serious problems like displacement, land acquisition and denial of using the products of forest, the place where they usually live apart from the problems of water and sanitation, health, education, etc. Most of them are extremely poor and ignorant of their

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rights. Their land is forcibly occupied by the non-tribals or non-tribals manipulate the land records without their knowledge leaving them helpless. The alienation of the tribal land is not only limited to their agricultural and habitational land, their forest land also gets dispossessed. It should also be noted that because of the planned development in various sectors of economy the pressure to acquire land for construction of dams, hydel projects, industries, and mines has started building up in tribal areas.

The Ministry of tribal affairs with the help and support of its organizations and the Commission on tribal affairs makes policies and run several schemes for the welfare of tribal communities, for making them aware of their rights and for their overall development that covers their habitation, food, health care, primary education, safe drinking water, approach roads and other facilities.

TRIFED or Tribal Cooperative Marketing Development Federation of India has been directed to purchase the minor forest products through Van Samities (forest committees) to ensure fair and reasonable price to the tribe. Indira Awas Yojana is providing dwellings to the rural poor living below poverty line including scheduled tribes and scheduled castes and freed bonded labourers since 1985. The Public Distribution System (PDS) is facilitating the supply of food grains to the poor at subsidized price. Rajiv Gandhi Grameen Vidyutikaran Yojana, introduced in 2005, is providing free connection to BPL families including SC/ST and weaker sections of the society. Rural Electrification Corporation (REC) is the nodal agency for implementing this scheme. By the end of January there were 191 approved projects covering 69.29 lakh rural households out of which 45.15 lakh are BPL households including SC/ST and weaker sections of the society in contrast to the target of around 7.8 crore households.

According to the annual report 2009-10 of the National Commission for Scheduled Caste, various poverty alleviation programmes are being implemented to provide the tribals and weaker sections of the society with financial and other support for taking up self employment and income generating activities. The Ministry of Rural Development is playing a very important role in raising their status. Under the Integrated programme of Swarnajayanti Gram Swarozgar Yojana (SGSY), 50 % of benefits were earmarked for STs and SCs. Under this scheme 7.49 lakh ST swarozgaris were benefitted during the ninth plan. Under the Jawahar Gram Samridhhi Yojana (JGSY), 22.5% of Plan allocations were earmarked for STs/SCs. These two schemes have been brought under the purview of the mega scheme of Sampurna Grameen Rozgar Yojana in September 2001.

Several other schemes for the welfare of rural Scheduled tribes are Grant-in-aid to State Tribal Development Cooperative corporations and other such organizations run by the Ministry of tribal Affairs; Scheme for Assistance to State Scheduled Tribes Finance and Development Corporations; Adivasi Mahila Sashaktikaran Yojana is meant for the economic development of Scheduled Tribes

women beneficiaries; and TRIFED that aims to ensure full utilization of natural products by improving their marketability, and strive for higher earning and larger employment opportunities of the tribals.

#### 4.7.2 Development and Minorities

India has various minorities ranging from linguistic minorities to religious minorities. It has been observed that many a times such smaller groups are lost sight of while planning development. In India there are 1652 mother tongues and many of them have a very few speakers. Similarly, there are around 13.43 per cent Muslims, 2.34 Christians, 1.87 Sikhs, 0.77 Buddhists, 0.41 Jain and 0.72 other religions. Hinduism is the majority religion with 80.46 per cent of the total population.

In the book “Minorities of India: Problems and Prospects” edited by M.A. Jawaid, K.N. Jehangir and Shankar Bose, the status of minorities is reflected as “the issue of majority-minority has always attracted the attention of both the lay and the knowledgeable since long. Of late, the focus has been more from the perspective of democratic and citizenship rights, human rights, and access to social and economic opportunities. Among the minorities, the status of Muslims, numerically the largest group, has been dismal in terms of economic status and the level of education including the technical and professional spheres.”

Prime Minister’s New 15 Point programme for the overall benefit of minorities was announced in 2005. This programme is aimed at enhancing opportunities for education of minorities by providing equitable availability of Integrated Child Development Services, improving access to school education, modernizing educational institutions including madaras and implementing scholarship schemes for meritorious students. Three scholarship schemes have been launched namely, merit-cum-means based scholarship, post-metric scholarship and pre-metric scholarship for the development of minorities. All three schemes are 30% earmarked for girl students. Under Integrated Child Development Services Scheme (ICDS) children of disadvantaged sections of minorities are getting services through Anganwadi Centres. These services include supplementary nutrition, immunization, health care, pre-school and non-formal education. Under Sarva Shiksha Abhiyan, the Kasturba Gandhi Balika Vidyalay Scheme and other schemes it is ensured that a certain percentage of all schools are located in villages or localities having a substantial number of children from minority communities.

The Ministry for Minorities strives for providing the conditions suitable for self employment and wage employment for a certain percentage of poor among the minorities. The Swarnjayanti Gram Swarozgar Yojana (SGSY) is the primary employment programme for rural areas. It assists families below poverty line by providing them income generating assets through bank credit and government subsidy. The Swarnjayanti Shahari Rozgar Yojana includes two major components namely, the Urban Self-employment programme and the Urban Wage Employment Programme. Both programmes are earmarked to benefit people below poverty

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line from the minority communities. Another scheme named as the Sampurna Grameen Rozgar Yojana (SGRY) is aimed at providing additional wage employment in rural areas. Many districts are covered by the National Rural Employment Guarantee Programme (NREGP) but those left are taken care by the SGRY where the scheme is providing assistance and employment till those districts are taken up under NREGP.

Upgradation of skills through technical training is another scheme which has been proved quite beneficial for the poor especially people among the minorities. A large number of people amongst the minority communities are engaged in carpentry, plumbing, welding and other such low technical work. Many of them are artisans and craftsmen. Under this programme it is planned to create ITIs and upgrade the existing it is where these people can be trained for such technical works.

For promoting economic development activities among the minority communities, the National Minorities Development & Finance Corporation (NMDFC) has been set up to provide agricultural loans, loans to retail trade, small scale industries and small business, educational loans, housing loans and micro credit to a certain percentage of minorities.

A special consideration is given to minority communities in the recruitment to State and Central Services in police, railways, nationalized banks and public sector enterprises.

The Indira Awas Yojana (IAY), Integrated Housing & Slum Development Programme (IHSDP) and Jawaharlal Nehru National Urban Renewal Mission (JNNURM) provide financial assistance for shelter to the poor people. Under these schemes it is ensured that a certain percentage of assistance is provided to the minority community in cities as well as in rural areas.

An exclusive Ministry of Minorities affairs was created in 2006 to ensure a focused approach to issues relating to minorities, to plan and coordinate development programmes for the benefit of the minority communities and to foster social inclusion through such initiatives.

The constitution of a high level committee for preparing a report on the social, economic and educational status of the Muslim community of India was a very significant move specially after the implementation of the Mandal commission report. The 7 member Committee constituted of experts from the fields of sociology, education, public administration, economics, development planning and programme implementation. Sachchar Committee, was headed by Justice Rajendra Sachchar, noted that the problems faced by a minority i.e. Muslim community, broadly relate to the issues of identity, security and equity.

### 4.7.3 Poverty and Unemployment

Poverty and hunger are powerful but familiar terms. Everyone knows what they mean, yet, they evoke different images for everyone. Founding Chairperson of the

National Women's Commission and a board member of Hunger Project Mohini Giri says,

“To me, hunger is rape, molestation, dowry, illiteracy, female feticide, female infanticide, and above all, it is patriarchy. That is what hunger is all about to me.”<sup>3</sup>

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According to the World Bank, people living on less than US\$1 per day are living in extreme poverty, and people who earn less than US\$2 a day are in moderate poverty. The revised estimates suggest that the percentage of people living below \$1.25 a day in 2005 (which, based on India's PPP rate, works out to ₹ 21.6 a day in urban areas and ₹ 14.3 in rural areas in 2005) decreased from 60% in 1981 to 42% in 2005. Even at a dollar a day (₹ 17.2 in urban areas and ₹ 11.4 in rural areas in 2005), poverty declined from 42% to 24% over the same period.<sup>4</sup>

Though the Indian economy has grown steadily in the past years, still the gap between rich and poor has widened. India is a developing but a poor country. According to the World Bank's estimate a third of the global poor reside in India. The Planning Commission estimates the percentage of poor separately for rural and urban India, based on the recommendations of the Task Force on 'Projections of Minimum Needs and Effective Consumption Demands' (1979). As per the recommendations poverty is defined on the basis of the money required to buy food worth 2100 calories in urban areas and 2400 calories in rural areas. According to UNICEF 47% of children in India are malnourished, girls being more affected by it due to traditional discrimination.

Poverty and hunger are intricately related with the joblessness. In the classic economics it is the industrialization that creates more jobs and in order to find more workforce for industries it also advocates the modernization of agriculture. However, the conditions of various economies have changed beyond the visions provided by classical and neo classical economic and developmental thought. The unimaginable growth of information and communication technology, increasing trends of multinational corporatization has shifted jobs even from the most developed countries. The cheap labour both in physical and intellectual terms have shifted jobs from developed countries to developing countries. This is not a natural course of development of economies and as a result in countries like India we have not seen growth of employment and this process has only increased the gap between rich and poor. Globalisation has increased consumerism and growth in certain sectors, but many sectors have suffered loss, like the small and medium scale industries have been eliminated to a large extent giving rise to unemployment.

<sup>3</sup> Weisfeld-Adams, Emma and Andrzejewski, Anastasia (2008) Hunger and Poverty: Definitions and Distinctions, Hunger Project, New York p.2.

<sup>4</sup> World Bank, New Global Poverty Estimates: What does it mean for India, <http://go.worldbank.org/51QB3OCFU0>, (accessed on march 2<sup>nd</sup>, 2011).

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In such a scenario, the government of India has launched many employment schemes like 'Jawahar Rozgar Yojana', Sampoorna Grameen Rozgar Yojana (SGRY), Swarnjayanti Gram Swarozgar Yojana (SGSY), Mahatma Gandhi Rural Employment Guarantee (MNREGA),

The self Help Groups is another way to create entrepreneurship among rural people to create jobs for themselves. Agencies such as NABARD, Small Industries Development Bank of India (SIDBI), and Rashtriya Mahila Kosh (RMK), and Ministries such as Women and Child Development have their own models of SHG formation and their sustenance.

These projects are widely communicated through media. Governments are advertising these schemes in newspapers, radio and televisions. The work of self-help groups as examples for all other people have been publicized in the form of docudrama, short film, chat shows, discussions in radio and television and through articles and features in newspaper and magazines.

### CHECK YOUR PROGRESS

8. What are the objectives of 'Swadhar'?
9. List some important autonomous bodies working in the field of social justice.

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## 4.8 SUMMARY

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- Apart from the economic and infrastructural development, agriculture, education, health, social justice, women and children are the major areas of development these days.
- Environment and ecology are also very significant areas where human intervention is required to achieve sustainable development.
- Poverty, hunger and unemployment are issues which need to be addressed with priority as without eradicating hunger and poverty from the map of the world, no significant human development can be achieved.
- Most of these areas need a strong communication support for development and various departments and organizations are executing extension communication or IEC activities to create awareness and seek people's participation in development.

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## 4.9 KEY TERMS

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- **UNICEF:** An organization that deals with the problems of education of children
- **ICAR:** The apex body aimed to coordinate, guide and manage research in agriculture and allied fields such as horticulture, fisheries and animal sciences
- **Sarva Shiksha Abhiyan:** A flagship programme for achieving universalization of elementary education to all children in the age group of six to fourteen

## NOTES

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## 4.10 ANSWERS TO 'CHECK YOUR PROGRESS'

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1. Various organizations like Agricultural Research Institute, Council for Agriculture research, Forest Research Institute and many other institutes dealing with animal husbandry, pest control, seed research, fisheries, etc., are engaged in the efforts of increasing agricultural productivity which is so very essential for the food security of the country.
2. The determinants of good health are nutrition, sanitation, hygiene and safe drinking water.
3. Some of the important steps directed at women's empowerment are to:
  - (i) Achieve universal primary education
  - (ii) Promote gender equality and empower women
  - (iii) Reduce child mortality
  - (iv) Improve maternal health
4. Established in 1929, The Indian Council of Agricultural Research (ICAR) is an autonomous organization under the Department of Agricultural Research and Education (DARE). ICAR is the apex body aimed to coordinate, guide and manage research in agriculture and allied fields as, horticulture, fisheries and animal sciences.
5. Rashtriya Krishi Vikas Yojana (RKVY) is the biggest scheme that aims at providing flexibility to state governments.
6. The National Rural Health Mission (NHRM) was launched with the objective of providing accessible, affordable and accountable quality health services to the poor living in the rural areas. The aim of the mission was to establish a fully functional decentralized health delivery system with inter sectoral convergence at all levels.
7. Print media journalism, after independence, has always paid enough attention to the news about education. It publishes stories critical of the status and policies of primary, secondary and higher education. Many newspapers and magazines have been publishing various supplements on youth and education, where enough coverage is given to issues relating to this sector.



## NOTES

8. 'Swadhar' aims to provide shelter, food, clothing and care to the marginalized women and girls who do not have any social and economic support. It provides emotional support and rehabilitates such women through education, awareness, skill upgradation and personality development through behavioural training.
9. Some of the important autonomous bodies working in the field of social justice are as follows:
  - Ali Yavar Jung National Institute for the Hearing Handicapped (AYJNIHH)
  - Dr. Ambedkar Foundation
  - National Institute for Empowerment of Persons with Multiple Disabilities (NIEPMD)
  - National Institute for the Mentally Handicapped (NIMH)
  - National Institute for the Visually Handicapped (NIVH)
  - National Institute of Rehabilitation Training and Research (NIRTAR)
  - Pandit Deen Dayal Upadhyaya Institute for the Physically Handicapped (PDDUIPH)

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## 4.11 QUESTIONS AND EXERCISES

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### Short-Answer Questions

1. Enumerate the main areas of development.
2. What kind of development is expected in agricultural sector? Analyse critically.
3. Why is education an important area of development and who are the beneficiaries of such development?
4. Write a short note on the various national and international organizations working to improve the health of the people of India.
5. Why are there separate schemes for women and children in the development planning?

### Long-Answer Questions

1. Analyse the role of media in informing and seeking support for development.
2. Highlight the present status of various projects run by the government, for achieving the goals of human development in our country.
3. Analyse the major areas of development in the field of education.
4. What are the goals of the National Literacy mission and what are its activities?

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## 4.12 FURTHER READING

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## NOTES



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## **UNIT 5 CASE STUDIES ON DEVELOPMENT COMMUNICATION**

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### **NOTES**

#### **Structure**

- 5.0 Introduction
- 5.1 Unit Objectives
- 5.2 Development Communication Experiences
- 5.3 Role of NGOs in Development Communication
- 5.4 The Impact Study on Agricultural Extension
- 5.5 Development Support to Health
- 5.6 Communication for Literacy and Universal Education
- 5.7 Communicating Environmental Development
  - 5.7.1 Development Planning and Policy in India
  - 5.7.2 Case Study on Environment Communication
- 5.8 Summary
- 5.9 Key Terms
- 5.10 Answers to 'Check Your Progress'
- 5.11 Questions and Exercises
- 5.12 Further Reading

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### **5.0 INTRODUCTION**

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Development communication has many theories and different paradigms and a plethora of literature, but the numerous case studies that have been generated on the basis of the field experiences are perhaps the best source to understand the meaning and significance of development communication.

In fact, the efforts of development and development communication have been there since 1948, or perhaps a bit before. Accordingly, there are infinite number of reports and case studies that are available to the activists and scholars of development and communication. It is practically impossible to include even a quarter of it here and it is also not the objective of this unit, hence an overview of literature that was academically possible to review has been discussed in this unit with a view to inform and educate you in this regard.

The case studies, by and large, reflect the perspectives of development planners and activists and were developed on the basis of their experiences at the grass root level.

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## 5.1 UNIT OBJECTIVES

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After going through this unit, you will be able to:

- Learn about particular efforts of development communication in order to help the process of development
- Learn about the review of the development communication done with the help of case studies of particular projects
- Learn the methods of writing such reports
- Understand how certain development projects are hampered without a proper development support communication

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## 5.2 DEVELOPMENT COMMUNICATION EXPERIENCES

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The story of development has seen many ups and downs in last sixty years or more. There have been several theories and many more execution of development projects. There have been reviews and evolution of the development projects. The development when seen in global context has many experiences, both good and bad. In some places the development has not succeeded due to the bad management, some where it was due to wide spread corruption, some where it was due to practically no communication between the government and the people.

In this unit, the stress is not so much on the development projects but on the strategies and campaigns of such projects managed by development communication. The development communication has had many success stories though it has also failed in many cases. The development communication started initially as development support communication as the first such efforts were done in the field of agriculture. The agriculture extension was the first such programme. In later years the development communication was used for social campaigns on literacy, universal education, health related campaigns on malaria, polio, leprosy, tuberculosis and many other diseases, women empowerment, brutality against women and children, brutality against animals, etc.

The following sections in this unit would take up a few case studies on some areas of development activity. They are only indicative of the development communication experience of the Indian society and do not claim to be comprehensive, but in their limited scope try to give a fair idea to the students of development communication the manner in which the evaluation of such development activities is done and to the extent the development communication efforts were used.

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### **5.3 ROLE OF NGOs IN DEVELOPMENT COMMUNICATION**

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Development for last so many decades has been on the agenda of United Nation organizations and once a basic global understanding of the issues of development is arrived at the member nation-states and their government's have to implement them in their respective countries within their own limitations. But everyone knows that the mammoth task of uplifting the economy and improving not only the living standards but various socio-cultural parameters is not a simple task that could be handled by the governments alone. Hence, the UN organisations and the government outsource a lot of their work to non profit and non-governmental organisations.

NGOs play a very significant role in the process of development. There are various types of NGOs working in the field of development; some are involved in direct actions and implementation of projects while others are looking after the development communication aspects of various schemes. NGOs are also working as advocacy organisations and as the think tanks of the development engine.

The descriptions of some such NGOs were given in the earlier unit. The selection of the International organisation and the NGOs within the country was entirely on random basis because it is practically impossible to list and discuss even half of such organisation working in very important areas of development.

Most of the NGOs are working at grass root levels and thus they have a huge data about the population and their attitudes and activity. But they do not share this information very openly and freely. This is one criticism against NGOs that has been levelled by various governments and even other civil society organisation.

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### **5.4 THE IMPACT STUDY ON AGRICULTURAL EXTENSION**

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As has been said earlier, agriculture is the backbone of many economies of the third world countries. The initial debates on development were devoted to the possibilities of modernising agriculture so that few people would be able to increase the productivity in this sector and many others could go to build the industrial sector.

It was only in that process that the agricultural extension worker was able to coin the term 'development communication' and pen down its comprehensive definition.

There is a plethora of literature available on the large extent of development that has gone down in this sector. In this section we have tried to give a summary of the case studies on the 'impact of Agriculture Extension programme in

#### **NOTES**

Surendranagar Area of Aga Khan Rural Support Programme. This study was conducted by Sulbha Khanna (October 1999).

## NOTES

Aga Khan Rural Support Programme (AKRSP) had been working for fifteen years in the economically poor and environmentally fragile rural areas of three districts of Gujarat, namely Bharuch, Junagadh, and Surendranagar. The organization tries to achieve sustainability in the field of agriculture and has made serious efforts in this direction since 1994. Different techniques for increasing productivity and reducing the cost of inputs have been introduced. The organization is concerned to reduce use of environmentally hazardous fertilizers and pesticides to make agriculture more sustainable. The objective is that a large number of farmers should receive the available knowledge, and adopt the latest low-cost technologies to increase income from agriculture.

The author of the report, Sulbha Khanna writes:

Agriculture production is a complex process, affected by many factors like climate, soil, and water. In addition to this, socio economic factors also play an important role in crop production. For agriculture productivity 5 "A"s play a major role, they are Awareness, Attitude, Appropriateness, Access and Affordability. There is a need to bring about the awareness among farmers and change their attitude to improve agricultural technologies. The awareness raising of farmers is mainly done through farmer's training, both at the village level and government training centers. The attitudes of the farmers are changed by conducting field demonstrations of improved technologies on farmer's fields. AKRSP(I) has been conducting training programmes on improved technologies like improved crops varieties, integrated pest and nutrient management, use of organic manures and their role in sustaining soil fertility, water management and horticulture. Appropriateness of any technology, that is its acceptability in the local context, is very important. This is confirmed during field visits and field days during which farmers opinions are sought. Sometimes technology itself needs to be modified under local situations. Access to, and affordability of improved inputs is also equally important in improving crop productivity. Once the farmers are made aware, access to credit and inputs help to increase the crop productivity. AKRSP(I) has been operating credit and input supply activities through local level village institutions.<sup>1</sup>

The impact study describes that AKRSP(I) started extension activity with field demonstrations of improved agricultural practices, like improved varieties, proper seed rate, fertilizer doses, and pesticides. Farmers training is done both at the village level and government training centres, such as those of Agriculture University and farmers training centre. Input supply activity of seeds, fertilizers and pesticides is done through local level village institutions. Horticulture

<sup>1</sup> Sulbha Khanna (October 1999) Impact study of Agriculture Extension programme in Surendranagar, Area of Aga Khan Rural Support Programme (India).

development is done through the supply of grafts such as mango, chikoo, guava, pomegranate, custard apple and ber.

The objectives of the impact study were to assess the outcome of extension communication methods adopted by programme for dissemination of agriculture related knowledge, the spread effect of agricultural technique introduced by programme and very importantly the participation of women in agriculture extension work.

### **Findings of the study**

We are reproducing the findings of this study for the benefit of the students.

### **Use of resources of extension communication**

The extension volunteer is a local person and is selected with the help of village institutions. She/he works as a bridge between AKRSP and villagers. Extension volunteers have better access to people as they speak the same dialect and are aware of local culture. They get more opportunity to talk about new technologies of agriculture to different groups on different occasions. Extension volunteers are given training on different agriculture techniques, which are suitable to the area. This improves their working efficiency, knowledge and confidence.

For agriculture extension work the personal contact method, and extension volunteer model are used. At present 18 extension volunteers are working in the Surendranagar area. During the study a total of four extension volunteers were interviewed. They organized meetings, demonstrations and training programmes for local people. Many times they talk about agricultural activities in informal gatherings. Since they are easily accessible, farmers frequently come to them for advice and guidance. They however, have limitations, and they cannot give an expert's opinion on many problems posed by the farmers.

### **Demonstrations**

Though AKRSP(I)'s objective is to achieve a spread effect to a large number of farmers, there is still a long way to go. In most case only those farmers have adopted the new technology on whose farm demonstrations took place, and those with whom extension volunteers and AKRSP staff have close contact. None of the sample non-beneficiaries is aware of demonstrations organized by AKRSP. Those that are not members of the village institutions, obviously do not get to know about these. While new technologies are demonstrated with full sincerity, follow up work is not done with the same intensity.

While many demonstration take place every year, very few demonstrations are continued for longer periods; most are discontinued after one or two years. Table 2 indicates that except for organic manure and IPM, no demonstration is continued for more than two years. For discontinued demonstrations, follow-up is also not done. In all these cases, efforts and energy are wasted. It is important to give fewer demonstrations with more intensity.

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Demonstrations have to be decided according to the need to the area and should be continued for a longer period, so that the spread effect of the new technique can be noticed.

AKRSP(I) has been giving demonstrations on organic manure for the last five years with intensity. The spread effect can be seen in terms of increase in the number of users and quantity of organic manure used. On the contrary demonstrations of improved variety of seeds of paddy, tomato, potato, brinjal etc., are not very effective as they were discontinued after one or two years. During the study it is found that farmers did not even remember when these demonstrations took place. It is observed that farmers will adopt that technique for which they can get regular guidance, till they become confident of handling it on their own. New demonstrations every year make farmers confused about what to adopt. Fewer, but more effective demonstrations are required.

Unlike other agriculture research centres, AKRSP does not have demonstration field of its own where demonstrations can be done under controlled conditions. All demonstrations are done on farmer's fields in natural conditions, where problems faced by farmers could be understood easily and changes made in techniques. When the demonstration is given on the farmers' field, the entire family (men, women and children) get an opportunity to learn. In the informal environment on the farms, farmers feel free to come and observe. Since it is their own farm; farmers understand the limitations of the technology. So far AKRSP has given demonstrations of many new techniques and attendance in all of them was quite high. Fifty two out of 65 sample farmers attended at least one demonstration.

AKRSP believes in participatory learning. In participatory learning, demonstrations are given on the farm, and the farmer is asked to monitor the growth by keeping a record. On the basis of feedback given by the farmer, modifications are made in the techniques. In Sokhda village demonstrations on organic manure, inter cropping, and integrated pest management were organized. Preparation of organic manure in a participatory manner gave scope for learning and modification. In the second year of the experiment, tobacco dust (to reduce pest attack) and poultry manure (to increase micro nutrients) were added, to organic compost on the basis of suggestions made by villagers. In the third year, fish manure was added, again on the suggestion of the villagers, to enrich the compost. In 1998 some farmers complained about the foul smell of organic compost which was putting them off. On the basis of the feedback from the farmers, AKRSP inserted perforated pipes in the fermentation pit which helped in reducing the intensity of smell. The women's groups also participated in deciding marketing strategy, price fixation, and quantity of organic manure to be filled in one bag.

During the study about 25% farmers liked the idea of participatory demonstration and learning. Farmers also suggested that after every new experiment, AKRSP staff members should get feedback from them and discuss

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where there is a need to make modifications. It is not necessary to adopt a package of any new technology in its original form; it can be modified to suit local conditions. If farmers participate in modification then they develop a sense of belonging, and the rate of adoption will be high. The sample farmers suggested that experience with new technology should be discussed in village institution meeting, so that other farmers can learn from adopters. It is assumed that village institutions are of villagers and they would discuss these issues on their own in the VI meetings; However, they have to be empowered in terms of taking initiatives on their own. They need AKRSP(I)'s support and guidance to carry forward the new ideas through their village institutions. Five women of the sample expressed a positive attitude about participatory demonstration; they would like to have these kind of experiments on their wada land (homestead fields). They would also like to know more about new technologies. Involvement of more people may take more time in carrying out new experiments, but will lead to a higher rate of adoption. AKRSP(I)'s experience indicates that wherever people's participation in demonstration is high, the rate of adoption is also high.

### Exposure visits

Exposure visits are one of the more effective methods of diffusion of information on new techniques of agriculture. AKRSP(I) uses these techniques on a large scale. Farmers are taken two to four times in a year to other places to learn about different techniques of agriculture. Table 3 shows the type of exposure visits and the extent to which they have used the acquired knowledge.

Thirty seven (57%) sample farmers were taken on exposure visit to learn about different agriculture practices. Farmers are using the acquired knowledge on a selective basis. Majority of the farmers are using new techniques of cultivation of wheat, cumin and cotton crops, with minor changes. These crops are grown in the area and knowledge acquired about these crops could be easily applied. Some farmers acquired knowledge but did not use it as they found it unsuitable to local conditions. Farmers have given several reasons for not using the information provided during the exposure visits. Some of them are:

- We did not understand many of the technical words and at times the language.
- Input about which the information was given, is not available locally.
- We have forgotten what we learned.
- Local environment is not suitable for many experiments such as bee keeping and watermelon, shown during the exposure visit.
- Information is not relevant to our area.

While farmers may not be applying what they learned in the exposure visits, they certainly enjoyed the visit. They came to know about many aspects of different agricultural regions, and during these visits they came closer to other villagers and AKRSP(I) staff. Many farmers shared their problems with others during the journey

and got solutions. On the whole exposure visits are found to be useful by the farmers.

### Audio visuals

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Posters, pamphlet, charts, agriculture journals, and audio-visuals, are not much used for agriculture extension work. One video cassette on IPM (integrated pest management) has been made, but is being used rarely. None of the village institutions has received agriculture journals, which could be shared in their meetings. Some good agriculture journals are published in Gujarati, with information on low-cost agriculture technologies, such as pest control, seed conservation, efficient use of water, etc. These journals can be subscribed to by the village institutions. During the study sample farmers expressed that they would like to get agriculture journals written in simple Gujarati language and which can be discussed in the meeting of village institutions. In Surkui village of Bharuch programme are of AKRSP(I) this experiment has proved very useful. The secretary of the village institution read the agriculture journals and mark useful information and shares in the meetings of village institution.

### Conclusion of the study

The study shows that the quality of agriculture techniques introduced is very good, and most of them are according to the people's need. The main problem is that the spread effect is very low. Farmers who are directly involved in agriculture extension through demonstration and training are making effective use of the knowledge. The rate of adoption by other member farmers is very low. In this situation we cannot expect farmers from other villages to come forward to adopt the new technology. There is need to use communication materials more effectively to reach the maximum number of people. Existing formal and informal groups should be used for diffusion of information. AKRSP formed village institutions should be more effectively involved with the agriculture programmes. Village institutions meetings can be used as a platform for sharing new agricultural technologies with villagers. Village institutions' input supply programme can be linked with agriculture demonstrations.

Availability of inputs needs to be scaled up and improved. Exposure visits needs to be designed more carefully, according to People's need, and to areas having similar problems. As farmers find it difficult to remember the content of the training programme, it is advisable to develop training materials in simple local language. Serious attempts have to be made to involve women in the mainstream programme, by holding separate meetings, demonstrations, training programmes, and at the same time empowering them to participate actively in the presence of men.

The agriculture programme is very important in order to bring about a balanced, environment friendly, and equity oriented development. In rural areas low-cost, bio-friendly techniques are the means to bring this about. Agriculture

plays a pivotal role in rural development, and AKRSP is working positively in this direction.

Sulbha Khanna (October 1999) Impact study of Agriculture Extension programme in Surendranagar, Area of Aga Khan Rural Support Programme (India).

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### 5.5 DEVELOPMENT SUPPORT TO HEALTH

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The most effective work in last several decades has happened in the area of health communication just after the agriculture extension. It is obvious and natural because the health of a society has the direct impact on productivity and there are so many health hazards that the societies have to deal with. There were deadly diseases like chicken pox, tuberculosis, malaria and polio in earlier days and there are newer diseases like chikengunia, Sars virus, and many others that keep threatening the global community as the people's movement from one country to another has increased tremendously after the improvement and lower fares of aviation.

In fact, at the present time the financial resources available to the campaign against AIDS are the largest as compared to any other development communication projects.

#### **Case study on DMRC and HIV/AIDS**

##### **Overview**

Building the metro rail system in Delhi has been a massive construction project drawing workers from across India.<sup>2</sup> Migrant workers typically are especially at risk for HIV, as a study focusing on the project's workforce confirmed. To help reduce the risk of HIV among this population, Delhi Metro Rail Corporation (DMRC), the public sector company responsible for constructing, operating, and maintaining the metro rail system, initiated an HIV and AIDS programme targeted to the laborers working on one of the metro lines.

The programme focused mainly on increasing HIV and AIDS awareness and promoting the use of condoms. Lacking the technical capacity to carry out the programme, DMRC contracted with an NGO, Modicare Foundation, to do so. The programme, originally planned to run from January through June 2005, was extended through September 2005 and covered more than 3,000 workers.

DMRC has used its influence over contractors to further its goals in combating HIV and AIDS: the contracts it signs with these companies now require that they carry out HIV prevention and control activities for employees working

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<sup>2</sup> The information in the DMRC case study is based on responses by DMRC and Modicare Foundation to questions sent to them by email; personal interviews and interactions with the DMRC official responsible for implementing the programme and with Modicare Foundation officials; and a project report by Modicare Foundation (2006). The information is current as of September 2006.

on DMRC projects. DMRC has developed an HIV and AIDS policy to guide contractors in implementing these programmes.

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### Business background

DMRC was formed in May 1995 by the national and Delhi state governments to provide a rail-based transport system that will alleviate Delhi's ever growing transport congestion and vehicular pollution. The government of Japan has contributed more than half the cost of this project, through a soft loan disbursed by DMRC's major funding agency, the Japan Bank for International Cooperation (JBIC).

Delhi's metro rail system, to be constructed in four phases covering 245 kilometers, is scheduled to be finished in 2021. Today three functioning lines connect central Delhi to east, north, and southwest Delhi. DMRC is responsible not only for construction of the system but also for its operation and maintenance. It has 450 personnel in its construction department and 3,000 staff for system operation and maintenance.

Supply chain partners provide critical support, including labour, machinery and components, and maintenance services.

### Why do something about HIV and AIDS?

The impetus for DMRC's HIV and AIDS programme came from a study commissioned by JBIC in accordance with its guidelines for approving loans and investments.<sup>3</sup> Conducted by the Voluntary Health Association of India, the study assessed the vulnerability to HIV of the workforce on one line of phase 1 of the Delhi Metro project (VHAI 2003). The study produced disturbing findings:

- In the sample of 1,000 workers surveyed, 59.3 per cent had little or no knowledge about HIV and AIDS.
- Around 86.4 per cent had little or no knowledge about how HIV is transmitted.
- The practice of using condoms to prevent transmission of HIV was unknown.
- Around 80–90 per cent of the workers had a negative attitude toward people living with HIV and AIDS.
- Respondents reported visits to sex workers.

The study highlighted the predominance of migrant workers in the workforce on the Delhi Metro project and the vulnerability of this population to HIV. According

<sup>3</sup> In approving loans and investments, JBIC is required by its guidelines to examine such issues as impact on indigenous peoples and their heritage, gender issues, children's rights, and HIV and AIDS. JBIC also actively encourages the mitigation of adverse social impacts and promotes social participation for certain projects. See JBIC (2005).

to a project document (Modicare Foundation 2006), around 15,000 workers have participated in the Delhi Metro project, a substantial number of them migrant workers from other Indian states—Bihar, Chhattisgarh, Madhya Pradesh, Orissa, Rajasthan, and West Bengal. These migrant workers face conditions that can encourage high-risk sexual behaviour: separation from family, alienation from sociocultural norms, loneliness, and a sense of anonymity that offers greater sexual freedom. In addition, the workers are uneducated, live in unhygienic, often crowded quarters, and are unaware of safe health practices.

All these factors increase their vulnerability to communicable diseases such as tuberculosis and also to HIV. Based on this study, DMRC decided to initiate an HIV and AIDS programme and fund it entirely through its own resources. JBIC helped in creating a strategy for the programme through appropriately defined objectives, action plans, and time frame.

### **The programme**

The programme initiated by DMRC was aimed at preventing HIV by promoting awareness and improved sexual behaviour, attitudes, and practices among migrant workers on the Delhi Metro project. Recognizing that it lacked the technical capacity to implement the programme, DMRC used a bidding process to recruit the services of an organization with the technical expertise needed. This led to the selection of Modicare Foundation, a well-respected NGO with experience in carrying out HIV and AIDS programmes, as the implementing partner.

To extend programme activities to future DMRC projects, the company developed an HIV and AIDS policy with expectations for contractors engaged in those projects.

### **Awareness and prevention activities at the workplace**

The programme's target group initially was around 2,000 migrant workers who were employed by DMRC's contractors on the site for phase 1, specifically those working on line 3 from central to southwest Delhi. But when DMRC extended the programme by three months, through September 2005, it expanded the target group by 1,000.

Modicare profiled the target group as follows:

- The age group of the workers was 20–45.
- Two-thirds were married men, living away from their families.
- The workers lived in makeshift rooms at the construction sites or in rented accommodations in nearby slums.
- Even small rooms were usually shared by 10–15 people.

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### Box 1. An HIV and AIDS workplace policy to guide future programs

To provide clear guidelines for HIV and AIDS programs implemented in future projects, DMRC developed the "Workplace Policy on HIV/AIDS Prevention & Control for Workmen Engaged by Contractors," based on the International Labour Organization's code of practice on HIV and AIDS. The policy expects DMRC contractors:

- To create awareness about HIV and AIDS among their workers.
- To build institutional capacity for HIV and AIDS programs through training.
- To establish links for diagnosis and treatment of affected workers; for monitoring, implementation, and documentation of program activities; for peer education; and for social marketing of condoms.

DMRC established this policy only after soliciting inputs from its contractors and checking with them on the policy's feasibility. The company also took into account its own experience in implementing projects. The process was facilitated by Modicare Foundation.

DMRC has incorporated the policy into the contract it signs with its contractors and suppliers. The agreement also expects contractors to extend organizational support to the HIV and AIDS program and identify peer educators. When peer educators who have been trained as part of the program leave a contractor's employment, the contractor has to identify and train a replacement.

The programme had four main components aimed at HIV and AIDS awareness and prevention:

- Advocacy
- Institutional capacity building
- Peer education
- Condom promotion

#### *(i) Advocacy*

The advocacy efforts began by developing information, education, and communication material suited to the programme. This included posters, pamphlets, calendars with messages on HIV and AIDS, and lists of STI clinics, voluntary counseling and testing centers, and outlets distributing condoms. Some posters were developed by Modicare Foundation; others were brought in from the National AIDS Control Organization and other sources (Figure 5.1).

In addition, activities sought to generate awareness among workers in the target group using the behaviour change communication model.

Modicare developed modules for its facilitators to use in sharing information on HIV and AIDS within groups of 15–20 workers.

### *(ii) Institutional capacity building*

To help ensure effective implementation, the programme set up a technical advisory committee—formed of representatives from DMRC, JBIC, the ILO, and Modicare—to provide technical support and to monitor the programme. It also held an orientation session for DMRC safety managers, safety officers, and engineers and for project managers of construction companies working for DMRC. This was intended to sensitize them to issues relating to HIV and AIDS as well as to ensure their participation and cooperation in future programme activities.

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*Fig. 5.1 Display of Posters with Information on HIV and AIDS*

To help overcome the lack of its own medical facilities, the programme worked to develop links with STI clinics and voluntary counselling and testing centers—critical for a successful HIV prevention programme. The programme succeeded in establishing links with 13 government hospitals close to Delhi Metro project sites where it could encourage the target group to obtain treatment and counseling.

### *(iii) Peer education*

The programme used peer education to encourage the flow of information on HIV and AIDS and related issues from informed workers to their colleagues.

Informal communication has been found to create greater acceptance of information than more formal ways of communication. The use of peer education was also aimed at creating a non-discriminatory and non-stigmatizing environment.



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### **The programme identified**

peer educators on the basis of their literacy, sensitivity, leadership qualities, communication skills, and popularity with colleagues. Modicare carried out an intensive training programme for peer educators to ensure that they were sufficiently knowledgeable about HIV transmission and prevention and equipped to address issues related to sexual health. It also gave each one a kit containing material on HIV and other sexually transmitted infections and condoms for demonstration and distribution.

Peer educators were asked to reach out to their colleagues through both one-on-one and group discussions, addressing queries about HIV and other sexually transmitted infections, encouraging safe sexual behaviour by promoting and distributing condoms, and distributing information, education, and communication material. Peer educators also referred people to STI clinics and voluntary counselling and testing centres. Settings for peer education sessions included the construction site.

#### ***(iv) Condom promotion***

Promoting the correct and consistent use of condoms as an essential factor in preventing HIV and other sexually transmitted infections was an important part of the programme.

The programme found that distributing condoms was a major factor in increasing the demand for them and resulted in correct and habitual use by the members of the target group. Some 90 per cent of the workers covered by Modicare, and 67 per cent of those covered by the peer educators, accessed condoms.

### **Project monitoring, reporting, and documentation**

The programme put into place a systematic monitoring plan, under the technical advisory committee, to track implementation. Modicare Foundation used forms soliciting feedback from its facilitators to assess effectiveness. Monthly reports consolidated information on activities conducted, including street plays and informal sessions by peer educators.

Peer educators and Modicare Foundation coordinators and facilitators met regularly. Periodic meetings were also held between DMRC officials, the technical advisory committee, and the project team leader from Modicare Foundation.

### **Funding**

The programme budget was close to ₹ 6.5 lakh (US\$14,500), funded entirely from DMRC's own resources.

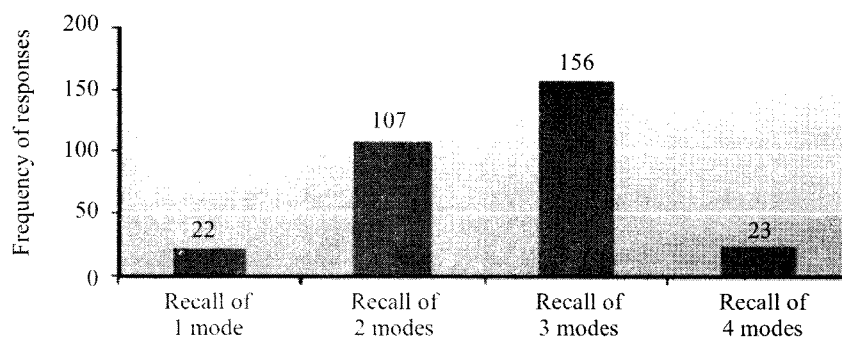
### **Outreach**

The programme reached 3,270 workers, exceeding the target of 3,000 (Table 5.1). In addition, nearly 3,000 workers obtained condoms from Modicare.

Following up with workers contacted as part of the programme proved difficult, since the workers changed jobs often. But Modicare Foundation conducted follow-up discussions with 10 per cent of the workers to assess their information recall after their initial information session with a facilitator, usually 10–15 days after that session.

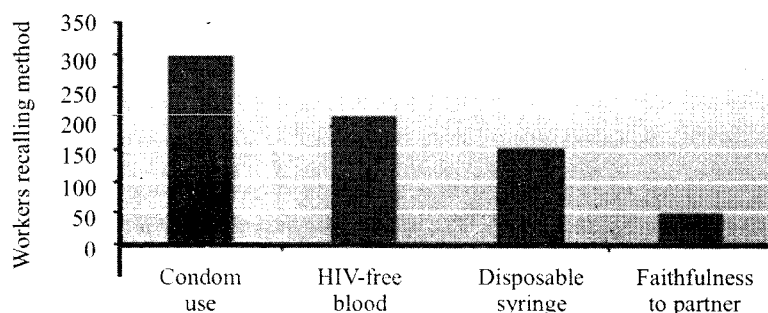
Results of this follow-up, based on 308 questionnaires, showed that:

- About half the workers questioned recalled three modes of HIV transmission, and more than a third recalled two (Figure 5.2).
- Almost all the workers recalled use of a condom as a method for preventing transmission of HIV (Figure 5.3).



Source: Modicare Foundation, 2006.

Fig. 5.2 Workers' Recall of Modes of HIV Transmission



Source: Modicare Foundation, 2006.

Fig. 5.3 Workers' Recall of Methods of Preventing HIV Transmission

Even more important, the sessions led to changes in behaviour among the workers:

- Some 25 per cent (78 out of 308) reported using condoms after sessions.
- Referrals and visits to HIV and STI clinics increased.
- Some peer educators reported changing their own formerly high-risk behaviour and attitudes after being sensitized by peer educator training.

## NOTES

The feedback from programme participants has been positive. The workers have expressed a desire for the programme to be continued, and the peer educators continue to counsel their colleagues even though the programme has ended.

## NOTES

**Table 5.1** Outreach Indicators for DMRC Programme, January–September 2005

Item	Number
Workers covered	3,270
Peer educators trained	47
Metro stations covered	29
Construction companies covered	13
Street plays and puppet shows arranged	48
Magic shows arranged	27
Condom demonstrations held	229
Persons obtaining condoms from Modicare Foundation	2,946

**Source:** Modicare Foundation, 2006.

### Lessons learned

The programme identified several success factors, challenges, and other lessons based on its results.

#### Key success factors

- *Partnership of multiple stakeholders.*

A key factor in the programme's success was its access to diverse expertise through a partnership of multiple stakeholders—with Modicare Foundation as the implementing partner, the International Labour Organization as the technical adviser, and the Japan Bank for International Cooperation as a strategy adviser.

- *Peer education.*

Involving peer educators helped both expand outreach and establish contact with sex workers, who were persuaded to keep condoms for clients. Around 20 per cent of the peer educators are still active and have been in regular touch with Modicare Foundation.

- *Cooperation from contractors.*

The special effort made to sensitize the contractors to the issues was key in gaining their support for the programme. Contractors even gave their workers time off to participate in the meetings on issues relating to HIV and AIDS.

- *Informal outreach to workers.*

Using informal means to reach out to migrant workers—such as meeting them on their home ground or using their dialect when conversing with them—made the workers feel comfortable and helped immensely in achieving the targets.

## Key challenges

- *Poor access to health services.*

With government medical and testing facilities unavailable on weekends, laborers often ended up going to fake doctors. Good health services, including mobile health facilities, need to be made more accessible to the workers.

- *Mobility of workers.*

The high mobility of workers made it difficult for Modicare Foundation to follow up with the target group after the initial information session. Even so, the agency achieved a follow-up rate of 10 per cent. The high mobility also created a challenge for peer education: trained peer educators could leave their jobs, and training replacements was costly. To help strengthen and stabilize the peer education system, DMRC has incorporated a clause into its agreement with contractors and suppliers requiring that they identify a peer educator likely to stay for a long time.

If a peer educator leaves a contractor, the contractor has to get a replacement trained at its own cost.

- *Access to condoms.*

The unpredictability of workers' job locations made getting condoms to the workers a challenge. Modicare Foundation suggests that DMRC could work with Hindustan Latex Limited (an Indian government enterprise) or another manufacturer of condoms to provide condom vending machines at selected sites. These machines could be kept under the custody of the contractor in charge of the construction site. Alternatively, DMRC could rely on peer educators and nontraditional outlets such as tea and cigarette vendors to distribute condoms.

## Other lessons learned

- *Importance of links with health services*

DMRC found that creating links with existing health services is important: it enables the target group to gain access to services not provided by the programme and also avoids duplicating services.

- *Programmes for all cadres of employees.*

Modicare Foundation believes that HIV and AIDS programmes should cover all cadres of employees, not just contract workers. Awareness among senior employees will ensure that they appreciate the need for such programmes, support activities, encourage peer educators, and help create a nonthreatening environment for dealing with HIV and AIDS. And greater awareness among all workers will reduce the stigma associated with HIV and AIDS.

- *Importance of monitoring and evaluation.*

The programme's monitoring system was an important feature, allowing the company to track progress in implementation and assess the programme's effectiveness.

## NOTES

## NOTES

### Future plans

DMRC plans to implement a similar programme in the next phase of the Delhi Metro construction, identifying a new implementing partner for this programme. The company's HIV and AIDS policy for contract workers, to be implemented in this next phase of construction, is further evidence that DMRC has taken the risks posed by HIV and AIDS to this population seriously.

(Corporate Responses to HIV/AIDS: *Case Studies from India* (2007) The International Bank for Reconstruction and Development/The World Bank, 1818 H Street NW, Washington DC 20433. The author is thankful to the World Bank for granting the permission to reproduce the work.)

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## 5.6 COMMUNICATION FOR LITERACY AND UNIVERSAL EDUCATION

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In 1987, the National Literacy Mission was set up—a technology mission—with the specific purpose of eradicating mass illiteracy. After the success of the literacy movement in Ernakulam district of Kerala, spearheaded by the Kerala Shastra Sahitya Parishad (KSSP), the campaign approach to literacy replaced all other earlier models of Literacy efforts in the country. The Total Literacy Campaign (TLC) model was adopted, based as it was on the principles of people's participation at all levels of project planning and implementation, the creation of local-level participatory structures voluntarism and an area-based and time-bound approach.

A decade has passed since Ernakulam and the launch of the TLCs. Today, more than 529 (of a total of 588) districts of the country have undergone TLCs. Close to 350 districts have seen Literacy Campaigns (PLC) and 92 are in the Continuing Education (CE) phase. Any attempt to reconstruct the experiences of the literacy campaigns and what has followed thereafter is not an easy exercise.

Why did people participate in the literacy campaigns? What were their expectations and how far were *these* met in the following years? What were the processes of learning during the campaigns and how were they related to other educational Interventions, both for children and adults? And many other questions lead us to the better understanding of the strengths and weakness of these projects.

Another important development activity in the field of education was the project of universal education where the aim was to bring all children of the age group 6-13 to school and to make necessary conditions to reduce and preferably eliminate the tendency of drop out. These projects and the development communication efforts to make them more effective are monitored from time to time and necessary changes in the policy and strategies are made on the basis of the reports of case studies conducted by researcher.

In this section, the students will find references of reports prepared, which have a lot of material spread over hundreds and hundreds of pages. As it is not possible to discuss all that material here, we would only talk briefly about some of

the case studies that would be worthwhile to go through to understand the issues involved.

### Case studies on Literacy Mission

In 2004, Malavika Karlekar edited a book *Paradigms of Learning: The Total Literacy Campaign in India* based on the case studies of Total literacy Campaigns conducted under the National Literacy Mission. It has six such case studies conducted in the districts of Ernakulum in Kerala, Nellore in Andhra Pradesh, Pudukkottai in Tamil Nadu, Ajmer, Ganjam in Orissa and Dumka in Jharkhand. These case studies reveal the success and shortcomings of these campaigns.

### NOTES

#### Universal Education

'Nothing can empower poor people more than a good education. So I welcomed the launch of Sarva Shiksha Abhiyan (Education For All) in 2001' was the intro of a news story written by Swaminathan S Anklesaria famous for his 'Swaminomics'. Here is the news exactly as appeared in the Times of India of December 24, 2005.

#### **Pitfalls of universal education**

Swaminathan S Anklesaria Aiyar, TNN, Dec 24, 2005, 10.12pm IST

Nothing can empower poor people more than a good education. So I welcomed the launch of Sarva Shiksha Abhiyan (Education for All) in 2001.

This aims to have all children aged six to 14 in primary school by 2007, and in upper primary school by 2010, a much stiffer target than the UN Millennium Development Goal of universal primary schooling by 2015. My main concern has been that teacher absenteeism will spoil the programme.

However, recent global research on universal schooling shows that many other problems are just as severe. At a World Bank Conference on Aid Effectiveness for Human and Social Development, speakers showed conclusively that completing school is a very partial and often irrelevant achievement.

Mere literacy can be achieved in months. The aim of completing six to eight years in primary school (as planned by Sarva Shiksha Abhiyan) is to gain skills that translate into higher wages and less poverty.

But, according to Ernesto Schiefelbein, former education minister of Chile and a renowned educator, research shows that while literacy improves income significantly, additional years of schooling contribute little extra.

Why? Because in many countries with near-universal education, students cannot read simple texts or do simple sums. They may have completed school, but they are functionally illiterate.<sup>4</sup>

<sup>4</sup> Pitfalls of universal education - The Times of India <http://timesofindia.indiatimes.com/home/opinion/sa-aiyar/swaminomics/Pitfalls-of-universal-education/articleshow/1345060.cms#ixzz1Esv7PJIE>.

## NOTES

This news story as it demonstrates the gap between the policy and its execution. In spite of the campaigns and millions of rupees spent on them the ground realities remain far from improved.

As was referred in the report above, teacher absenteeism is one of the factors of failure of reaching the target of universal education. There are many other factors like extreme poverty, dropouts and ineffectivity of development communication efforts to bring the necessary changes in the attitudes of the majority of our rural population in particular. Karnataka government floated a tender for a state-wide study on 'Teacher Absenteeism' in Karnataka State, being sponsored by Sarva Shiksha Abhiyan – Karnataka in the year 2007.

The failure of development communication efforts is obviously very clear in the article by Vasanta Srinavas Rao, 'Lack of Community Participation in the Sarva Shiksha Abhiyan. In this case study she writes:

On the whole 45% of the respondents from all the categories said that they do not know what SSA meant. Among the respondents who said that they do not know, parents constitute the largest number. It was also found that nearly 23% of the respondents reported that SSA meant only provision of a mid-day meal programme. Pallala Subhareddi, a parent member in SEMC in Agavalasa village of Maredumili mandal held the view that "I send my daughter to the school every day. I do not know about Sarva Shiksha Abhiyan. I know that every day food is made available to all the children in the school."<sup>5</sup>

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## 5.7 COMMUNICATING ENVIRONMENTAL DEVELOPMENT

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In recent times, environment and ecology have become the main focus of all developmental activity as it has been felt that the pure economism or infrastructural developmentalism has led the world to massive erosion of the earth eco-system and environment in such a way that there could be disasters anywhere, anytime without any prior alarm.

Talking about the Environment communication and journalism Robert Cox in the introduction to his book *Environmental Communication and the Public Sphere* writes:

Communication about the environment has increased dramatically—from news about melting glaciers and a warming climate to "green" business headlines. Interest runs across all media—cable TV online sites, films, YouTube, newspapers, public rallies, and in classrooms. A Website lists its "Top 10 Environmental Blogs" while *Time*, *Vanity Fair*, *Sports Illustrated*, and other popular magazines and e-zines

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<sup>5</sup> Vasanta Srinivasa Rao ( ) Lack of community participation in Sarva Shiksha Abhiyan, in EPW February 2009.

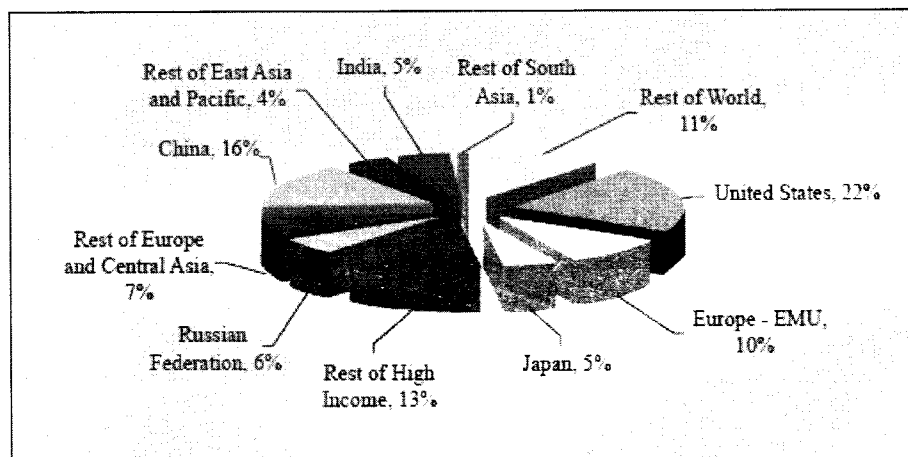
showcase special environmental reports. Documentary films like the NBC's *Planer Earth* showcase the loss of biodiversity and warnings of a "Sixth Great Extinction." And online sites like 350.org and social networking sites such as climatecrossroads.org link us globally with daily news, opportunities to take action, and videos from across the world.<sup>6</sup>

## NOTES

There is a huge list of issues relating to environment and ecology of which some are very crucial. Issues such as climate change, pollution, water conservation, waste particularly nuclear and electronic, deforestation, Ozone depletion, land degradation and genetic engineering are alarming. Even in the area of health environmental issues like Air quality, Asthma, Electromagnetic fields, Electromagnetic radiation and health, Indoor air quality, Lead poisoning, Sick Building Syndrome have drawn the attention of policy makers, journalists, doctors and environmentalists.

### 5.7.1 Development Planning and Policy in India

In recent years, development planning in India has increasingly incorporated measurable goals for enhancement of human wellbeing, beyond mere expansion of production of goods and services and the consequent growth of per capita income. India has many future developmental targets, several of which are directly or indirectly linked to energy consumption and therefore to GHG emissions.



Source: World Development Indicators, 2007

Fig. 5.4 Per Capita CO<sub>2</sub> Emissions of Various Nations

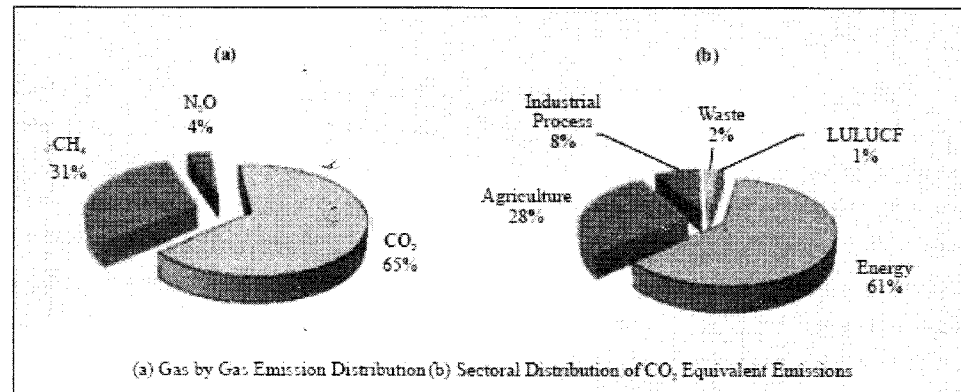
The contribution of India to the cumulative global CO<sub>2</sub> emissions is only 5 per cent (See Figure 5.4). Thus historically, and at present, India's share in the carbon stock in the atmosphere is relatively very small in terms of per capita emissions. India's per capita carbon emissions average one-twentieth of those of

<sup>6</sup> Cox, Robert (2010) Environmental Communication and the Public Sphere; Sage Publication (Pvt) Ltd, New Delhi, p.1.



the US and one-tenth of most countries in Western Europe and Japan. Sectoral distribution shows that the highest CO<sub>2</sub> equivalent emission contribution is from the energy sector (61 per cent) (See Figure 5.5.).

## NOTES



Source: India's Initial National Communication to UNFCCC, 2004

**Fig.5.5 (a) Gas by Gas Emission Distribution**  
**(b) Sectoral Distribution of CO<sub>2</sub> Equivalent Emissions**

The Ministry of Environment publishes the State of Environment Report every year which focuses on the achievements of the Ministry to address the problems faced by people due to the anti environment activities of various industries.

### 5.7.2 Environment Communication

In the field of environment there is a lot of communication activity as there are various NGOs seriously involved in creating awareness and doing advocacy work. The media in India from print journalism to radio, television and the internet is buzzing with news and information regarding these issues. The Centre for Environment Research has made its place in environment journalism by actively highlighting the critical issues through its magazine 'Down to Earth' and its own environment portal <http://www.indiaenvironmentportal.org> in which publishes many other stories and has an archive on various issues besides the online version of the magazine.

### 5.7.3 Case Study on Environment Communication

The following is a case study on Farmers Innovation, Community Development and the Ecological Management in Organic Agriculture conducted by Bernard Declercq for FAO. We are reproducing extracts of the study for you to learn how the case study reports are written and how they help us understand the issues in the area of development communication.

No-till sugar cane cultivation with alternate row irrigation, Belgaum, Karnataka, India

## Background

Suresh Desai is a founding member of an Organic Farmers Club in Belgaum District of Karnataka, India. It has 400 members, some of whom are already growing crops organically, while others are in the process of shifting to organic farming.

Suresh was born in Bedkihal Village, Belgaum Dt. in a traditional extended South Indian family comprising 67 members. Since completing his matriculation, Suresh has been taking care of the family property of 4.5 hectares, in an area where today sugar cane is primarily grown. For nearly a decade, Suresh, as the manager of the farm, followed conventional practices relying on external inputs in the form of chemical fertilizers and pesticides. Just like most of the other farmers near Belgaum, he grew sugar cane, a high water-demanding cash crop, and tobacco.

Conventionally, sugar cane is grown in three-year cycles. A sugar cane crop takes about 18 months to mature, it is then harvested and a ratoon crop is left to grow. After cutting the canes, a lot of trash remains in the fields. Some of this is used as a roofing material, while the rest is burnt, usually at night. Burning can damage the roots, but there is a good initial re-growth of the ratoon crop since the nutrients in the trash become soluble by burning. The burning also helps in pest control, ensuring that pest problems of the standing crop do not contaminate future crops. However, what most farmers do not realise is that most of the nutrients contained in the ashes are leached out with the first irrigation, and as the water demand of the sugar cane crop is high (recommendations are that it receives 100 per cent water cover, effectively flooding the crop), this can be a serious problem. After the harvest of the ratoon crop, the field is left fallow until the next planting cycle which may be after six months or a year.

Suresh's yields for sugar cane were 75 to 90 tonnes a hectare, very much like that of his neighbours. However, Suresh started having second thoughts as he noticed a process of degradation unfolding in his fields. The crops became increasingly affected by pests and disease, the soil gradually lost its native fertility and structure, and water supplies were dwindling. In short, the family property was on the decline.

What most farmers do not realize is that most of the nutrients contained in the ashes are leached out with the first irrigation.

### Initial experiments with organic practices

At that point it occurred to him that in fact there were plenty of residues available mainly from the sugar cane fields that were hitherto considered of no particular use. With the escalating prices for external inputs, Suresh began venturing into experiments that would ultimately bring a drastic change in the cultivation of his sugar cane fields. Suresh says that the driving factor for shifting away from chemical farming was economic. The understanding that organic materials were available and that the use of these could reverse the process of degradation of the family property pointed the way out.

## NOTES

## NOTES

At first he tried composting the residues and using this to fertilize his sugar cane crop. In this way he was able to reduce the inputs of chemical fertilizers to a certain extent, however, composting involved a lot of labour for collecting, mixing, watering, then turning and finally hauling the organic matter back to the fields to be ploughed in. Suresh reasoned that if the work of shifting organic matter to and from was avoided, it would mean a considerable saving in time and labour. Suresh's system enables a reduction in water usage by 75 to 80 per cent in comparison with the conventional usage.

This brought him to the next step wherein organic residues were incorporated *in situ* in the fields that produced them. With this method, Suresh was able to reduce the application of chemical fertilizers by 50 per cent, while maintaining the same production levels. However, problems related to irrigation in heavy black cotton soils started to appear. Groundwater levels had declined drastically while the fields became slowly gorged with water and laden with salts. Suresh came to understand that irrigation itself was responsible for this slow but steady spoilage of the soils.

This brought him to the third change in his thinking and agricultural practice. He imagined that if the trash obtained after the cutting of the canes could be kept "on" the soil as mulch, evaporation losses would be significantly reduced, the need for irrigation would diminish and the salinization problem would eventually be overcome.

By keeping all the trash on the fields as mulch, Suresh found that irrigation became very difficult since the trash obstructs the flow of the irrigation water. The idea that the trash could be kept in one row and that the water could be provided in the next row became the solution to this problem. He calls this the "one-in-two" irrigation system. Moreover by connecting two parallel irrigation rows with a perpendicular trench at the ends, he made watering the fields much easier (see Figure below).

In one go Suresh Desai was able to reduce his irrigation requirement by 50 per cent, and after harvesting the cane, the remaining trash was gathered in the row that was used previously as the irrigation channel.

Continuing in this way for three years, Suresh observed a remarkable improvement in the soil and an amazing increase in soil life. He also started using a soil conditioner and introducing green manure between the rows of cane and found that using chemical fertilizers became unnecessary. He also saw that his crops were healthy and that there was no more need for chemicals to combat pests and diseases. Furthermore, because of the intense soil life and the action it manifested on the soil, Suresh hazarded the idea that cultivation could perhaps be stopped altogether, so he did. His fields have not been ploughed or turned up for the last 5 years. The only soil work left is the periodic maintenance of the irrigation channels.

## NOTES

### Zero tillage and reduced irrigation - the impacts achieved

Ever since ploughing was stopped, the water-retention capacity of the soil improved further. Consequently, irrigation frequency was reduced from once every 10 or 12 days to 20 or 25 days, thereby achieving a further saving of 50 per cent in water requirement.

Suresh discovered that the cane crop thrived even when irrigation was further reduced to one in three rows. This meant yet another saving of 25 per cent of water. Suresh is at present experimenting with pushing the lower limits of irrigation to one in four rows.

On the whole, Suresh's system enables a reduction in water usage by 75 to 80 per cent in comparison with the conventional usage.

### Soil fertility

Soil fertility in Suresh Desai's farm is maintained by the combined effect of four factors:

- reduced irrigation;
- trash composting;
- green manuring;
- soil conditioning.

**Reduced irrigation:** by reducing irrigation, salt build-up is minimized. It also restricts nutrient losses due to leaching. Soil compaction as a result of excessive irrigation is also avoided.

**Trash composting:** when trash is kept on the fields as mulch, evaporation of moisture is greatly reduced. The soil is protected from the direct impact of the elements and hence soil life develops extremely well. Soil quality and structure improve. Finally as the trash decomposes, nutrients are taken up by the roots again to make new growth.

NOTES

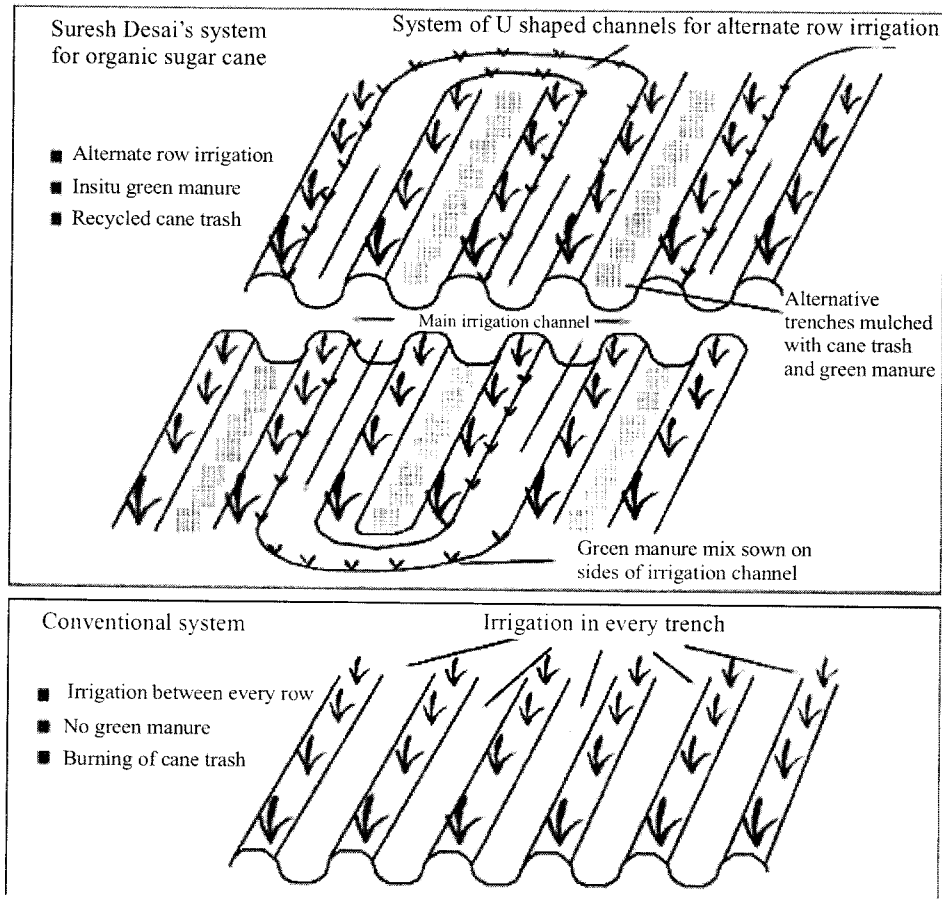


Fig. 5.6 (a) Suresh Desai's System (b) Conventional System

**Green manuring:** Green manure is, according to Suresh, a source of nitrogen and other elements compensating for the high carbon content of the trash.

He uses a combination of many plants for his green manure mix. He also believes that with this combination the ill effects of the monocropping pattern without rotation, as is the case in his sugar cane fields, can be overcome. Furthermore, his green manure mix consists of plants and crops that were grown before when dry farming was practised, it re-establishes equilibrium in the soil, which these plants help to maintain.

The green manure mix is generally made up of cowpea, mustard, amaranth, coriander, horse gram sesame, sunnhemp and chickpea, amongst others. Initially Suresh used to prepare a green manure mix which was inter-sown between the lines of cane using a bullock drawn implement. Nowadays the green manure seeds are mixed with clay and manure and formed into balls (large pellets). These balls are then just dropped in the trash at regular intervals between the canes. The green manure plants are cut once or twice at 30 to 40 day intervals.

**Soil conditioning:** To enhance the decomposition of the sugar cane trash, Suresh applies a conditioner on the fields at the time of irrigation in the form of

- Excessive irrigation caused many soil related problems including salinization, water-logging and a resulting build-up of pest and disease problems.
- Suresh discovered through a process of trial and error that these problems can be easily overcome by:
- incorporating the sugar cane trash into the soil, increasing the organic matter content, improving the water retentive abilities of the soil, reducing the need for irrigation.
- maintaining a cover on the soil in the form of cover crops and mulches, lowering evaporation and reducing the build-up of salts.
- By reducing the need for irrigation, Suresh saw a major improvement in soil structure and increased decomposition, releasing nutrients more quickly into the soil. These biological cycles and processes could replace the chemical inputs that were previously used.
- The use of green manures increases fertility and overcomes the problems associated with continuous mono cropping of sugar cane.
- So active was the soil in Suresh's farm that minimal tillage was necessary, the soil organisms did it all for him. Suresh planted all his seeds in dung pellets avoiding the need to work the soil.
- Such an active soil reduced pest and disease problems, his sugar cane grows healthily and sturdily.
- As the soil began working for Suresh, this cut down on labour demands by an estimated 30 per cent.
- Suresh also learnt that conversion to his system cannot be done at once, but needs to be a step-by-step process.

From Suresh's experience, it can be seen that a diverse soil biodiversity is a powerful tool for organic agriculture and can substitute external inputs almost entirely. As Suresh demonstrates, individual farmers are clearly an important source of innovation and should be supported in their experimentation and in the diffusion of their successes. Furthermore, farmers should be encouraged not to stop experimenting once they have achieved one result, but should continue striving to improve their farming systems in the face of an ever-changing agro-ecosystem.

As the soil began working for Suresh, this cut down on labour demands by an estimated 30 per cent.

(This report has been taken from the Nadia El-Hage Scialabba and Caroline Hattam (2002) Organic agriculture, environment and food security; Food and Agriculture Organisation of the United Nations, Rome, 2002.)

## NOTES

## NOTES

### CHECK YOUR PROGRESS

1. What are the objectives of Aga Khan Rural Support Programme (AKRSP)?
2. What were the objectives of the impact study on AKRSP?
3. What were the main findings of the impact study?
4. What were the main objectives of the DMRC programme?
5. What was identified to be one of the factors of failure of reaching the target of universal education?
6. What methods were adopted in Suresh Desai's farm to improve soil fertility?

## 5.8 SUMMARY

- There have been several theories and many more executions of development projects. Thus, there are several case studied on development projects and development communication.
- NGOs play a very significant role in the process of development. There are various types of NGOs working in the field of development; some are involved in direct actions and implementation of projects, while others are looking after the development communication aspects of various schemes.
- Aga Khan Rural Support Programme tries to achieve sustainability in the field of agriculture and has made serious efforts in this direction.
- The impact study described that AKRSP(I) started extension activity with field demonstrations of improved agricultural practices, like improved varieties, proper seed rate, fertilizer doses and pesticides. The study showed that the quality of agriculture techniques introduced is very good and most of them are according to the people's need.
- The HIV/AIDS programme initiated by DMRC was aimed at preventing HIV by promoting awareness and better sexual behaviour, attitudes and practices among migrant workers on the Delhi Metro project.
- To extend programme activities to future DMRC projects, the company developed an HIV and AIDS policy with expectations for contractors engaged in those projects.

slurry. Consisting of 250 grams of wet yeast and 500 grams of jaggery, mixed with 10 kg of cow dung and a little water, this enhances the proliferation of fungi, hastening the breakdown of the fibres of the trash. In fact after application of this slurry an enormous development of fungi, sometimes forming a white cake, can clearly be seen. This has, according to Suresh, a great influence on the water-retention capacity of the soil and makes it possible for him to reduce irrigation to only once in 25 days.

With the application of trash, green manure and the conditioner, the soil has become very fertile, healthy and sweet. The proof of this is his canes which grow fast, are vigorous and sturdy and problem-free.

### **Other impacts**

- Suresh's canes mature in 8 sometimes 8.5 months compared to 11 or 12 months in the conventional system.
- Sugar recovery is much better in his canes than in chemically grown ones. Though he sells his canes together with the other farmers (making it difficult to give exact figures), Suresh has been told that the recovery of his canes is 11.5 per cent whereas for the other farmers it is a maximum 11 per cent.
- His canes are very healthy and no problems of smut or grassy shoot, the main problems of the area, have occurred in his fields for the last five years. Neither chemical nor botanical sprays are needed.
- Suresh obtains an average yield of 100 tonnes per hectare. His neighbours who follow the conventional methods obtain on an average 110 ton per hectare, but his costs are far less.
- Suresh claims that with his method, the amount of irrigation water needed is even less than that consumed by sprinkler irrigation.
- As minimum tillage is practised and there is no fallow or replanting of sugar cane, labour requirements have been reduced.
- Suresh's focus on natural biological cycles as the main input to the farm has caused an impressive increase in soil biodiversity. This biodiversity is now working for him, maintaining yields.
- The use of traditional dry farming crops in his green manure mix functions as a gene pool for rapidly disappearing species.

### **Financial impacts**

Suresh Desai has been able to drastically reduce his cash investment per hectare. This is mainly due to a 30 per cent reduction in labour and reduced water requirement. The comparative figures are as follows:

## **NOTES**



**Table 5.2 Comparative Figures of Cash Investment Per Hectare**

<b>Suresh Desai</b>	<b>in ₹</b>	<b>Others</b>	<b>in ₹</b>
Cost of inputs per hectare	3 70 0	Cost of inputs per hectare	15 00 0
Yield 100 tonnes/hectare (at ₹ 600/ton)	59 00 0	Yield 110 tonnes/hectare	66 00 0
Net profit	55 30 0	Net Profit	51 00 0

**NOTES**

The use of traditional dry farming crops in his green manure mix functions as a gene pool for rapidly disappearing species.

These figures for Suresh Desai's investments, as well as other farmers, are averages. In some cases, in the conventional practice when farmers want to push their yields above 120 tons, the cost of inputs per acre can soar up to ₹ 24 700 per hectare. Investments in the case of organic cultivation also increase if additional external inputs are used.

**A continuous process of learning and design improvement**

Suresh's farming experience so far has led him to develop an altogether new plan for his sugar cane cultivation. The plan is still under consideration and is only at the "design" stage. The new farming design features:

- increased spacing between settees and rows;
- stimulation of tillering by the 'snapping method';
- intercropping with dry land food crops between sugar cane.

In the conventional practice, the space between the rows of cane is 0.75 to 1 m, and within rows the space between the seeds or settees is about 15 cm. This close planting system requires up to 7.5 tonnes of seed materials per hectare. With Suresh's new design, only 1 000 to 1 250 kg of seeds per hectare will be required. The improved plan comprises a paired row technique with a distance of 1 to 1.25 m between the paired rows, a 30 cm foot distance between the settees within a row and a 2.5 to 3 m distance between a set of paired rows (see Figure below).

Suresh is confident that with increased spacing as recommended in his new design, more tillers will appear. He also uses an effective technique to stimulate tillering. This involves snapping off the first shoot after a 45-day period of growth. Suresh already has some experience with this snapping-method, which was a traditional practice in his area.

Initially Suresh recommends the growing of green manure crops in the larger space between the paired rows. But the ultimate aim is to use this space to grow other 'dry land' food crops, such as grains, oilseeds and pulses. These



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clearly spelt out. For most farmers, Suresh advises the use of some compost and oil-cake initially. This is to give the organisms needed for the processing of the trash a good start or boost. The oil-cake serves as a trap for the fungi.

Not all farmers stop using chemical inputs completely. Some have not gone beyond the 'one-in-two' irrigation method. On the other hand, some of the farmers who have adopted his method have obtained much better results than Suresh himself! Many variations of the method can now be seen in and around Bedkihal. Some farmers use trash composting with drip or sprinkle irrigation, some use extra organic inputs such as pressmud or bagasse, while some still use a small quantity of chemical inputs. The number of farmers taking up the method is growing slowly but steadily.

### ***Why has no-till, alternate row irrigation not spread beyond Belgaum-Bedkihal?***

First it may be that only farmers in the immediate surroundings have access to his fields and his concrete example. Second, only recently have a few mentions been made in the local newspapers and in some local radio programmes about Suresh Desai's innovations. Audio-visual materials, such as slides and video are now being prepared about his methods so that a much larger public can be reached. Suresh Desai is also an active founding member of his "Organic Farmers Club" and has participated in numerous workshops and farmers days throughout the country.

Last, it may be that farmers who visit Suresh's fields might be disappointed, as no "bumper" crops will be seen to satisfy their bewildered imagination. They will see crops that look sturdy and remarkably healthy, but for the rest the yields will seem nearly the same as theirs. There is a tendency to evaluate the 'success' of organic practices in terms of the 'yields' alone. This is misleading because what is important is not only the 'net profit', but also the 'quality'. As Suresh uses few external inputs, his investments remain low while his yields are average, but his net profit is higher than a conventional farmer.

Higher yields can be obtained and this is well illustrated by the case of Satish Kulkarni. He applies a good dose of bagasse or pressmud on top of the trash and can in this way obtain yields up to 175 tonnes per hectare.

But Suresh is happy and satisfied with his results. He does not risk anything, nor does he need a heavy cash investment. All in all, Suresh has stable and assured returns.

As Suresh uses few external inputs, his investments remain low while his yields are average, but his net profit is higher than a conventional farmer.

### ***What lessons can be learnt from Suresh's experience?***

Throughout Suresh's process of experimentation he learnt a variety of lessons, all of which are fundamental to organic agriculture and the sustainable use of the natural resources:

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## 5.9 KEY TERMS

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- **Case study:** A careful study of some social unit (as a corporation or division within a corporation) that attempts to determine what factors led to its success or failure
- **Development:** Refers to economic and social changes to improve the standards of living especially in the developing countries
- **Agriculture extension:** The application of scientific research and new knowledge to agricultural practices, through education of farmers

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## 5.10 ANSWERS TO 'CHECK YOUR PROGRESS'

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1. The Aga Khan Rural Support Programme is concerned to reduce use of environmentally hazardous fertilizers and pesticides to make agriculture more sustainable. The objective is that a large number of farmers should receive the available knowledge and adopt the latest low-cost technologies to increase income.
2. The objectives of the impact study were to assess the outcome of extension communication methods adopted by the programme for dissemination of agriculture related knowledge, spread the effect of the agricultural techniques introduced by the programme and very importantly the participation of women in agriculture extension work.
3. The impact study showed that the quality of agriculture techniques introduced is very good, and most of them are according to the people's need. The main problem is that the spread effect is very low.
4. The DMRC programme had four main components aimed at HIV and AIDS awareness and prevention:
  - (i) Advocacy
  - (ii) Institutional capacity building
  - (iii) Peer education
  - (iv) Condom promotion
5. Teacher absenteeism was identified as one of the factors of failure of reaching the target of universal education.
6. Soil fertility in Suresh Desai's farm was maintained by the combined effect of four factors:
  - Reduced irrigation
  - Trash composting
  - Green manuring
  - Soil conditioning

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## 5.11 QUESTIONS AND EXERCISES

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### Short-Answer Questions

1. What method is adopted for reviewing development communication?
2. The financial resources available to the campaign against AIDS are the largest as compared to any other development communication projects. Discuss.
3. List some methods adopted by Modicare for sharing information on HIV and AIDS.

### Long-Answer Questions

1. Analyse the role of NGOs in development communication.
2. What was the objective of conducting the impact study? Explain the process adopted. Write a note on the findings of the study.

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## 5.12 FURTHER READING

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