



Development Communication (BAJMC-201)

Unit – 1

by

Dr. Sheel Nidhi Tripathi
Associate Professor, BVICAM, New Delhi

2023

© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Dr. Sheel Nidhi Tripathi, Associate Prof.

DC: Course Objectives and Outcomes

Objectives of the Course

- define and describe the process of Development Communication
- explain the models and paradigms of Development Communication
- utilize the knowledge gained in designing social media marketing campaign on a development issue

Outcomes of the Course

- Discuss impact of development communication for social change. (BTL2)
- Apply models of development communication for changing paradigms. (BTL3)
- Elaborate the role of media in effective governance. (BTL6)
- Utilize media marketing for social change and overall development. (BTL3)
- Specify corporate social responsibilities for nation development. (BTL6)

© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Dr. Sheel Nidhi Tripathi-Associate Prof.

Syllabus UNIT- 1

Introduction to Development Communication

1. Development Communication:

- Definition
- Meaning
- Process

2. Economic and social indicators of development:

- GDP/GNP
- Human Development Index
- Happiness Index
- Communication as an indicator: Role of ICT
- Human Rights as an Indicator

3. Approaches to Development Communication:

- Diffusion of Innovation
- Magic Multiplier
- Empathy

4. Communication and Social Change:

- Gandhian Perspective; Panchayati Raj
- Case Studies: Kheda, SITE, Water Harvesting Management, MNREGA, NHRM
- Sustainable Development Goals

© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Dr. Sheel Nidhi Tripathi-Associate Prof.



Development

- Development is a process which leads for positive and favourable changes leading towards betterment in current situation.
- Development' is actually a process of movement from a state of dissatisfaction to a state of satisfaction.
- Development is dynamic and not static, which means it helps evolve and bring about change

© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Dr. Sheel Nidhi Tripathi-Associate Prof.



Development Cont..

- Development may take place due to some planned action carried out by people or by some authority, agency to achieve improvement, or else favourable conditions.
- Development is about changing for better. It could be about **social or economic change** for improvement or progress.

© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Dr. Sheel Nidhi Tripathi-Associate Prof.



Dominant concepts of Development

- Economic growth through **Industrialization and Urbanization**
- Centralized economic planning
- Importance attached to **Diffusion of modernizing Innovation**
- **Underdevelopment** (internal problems-biased social structure with traditional attitudes and behaviour)

© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Dr. Sheel Nidhi Tripathi-Associate Prof.



DEVELOPMENT COMMUNICATION

- When we use communication for development it means **to change or improve present condition** by employing communication.
- Here we use different types of messages to change the **Socio-Economic condition of people**.
- These messages are designed to transform the behaviour of people or for **improving their quality of life**.

© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Dr. Sheel Nidhi Tripathi-Associate Prof.



DEVELOPMENT COMMUNICATION

- Therefore, development communication can be defined as the **use of communication to promote development**.
- Those who write or produce programs on issues related to **development are called development communicators**.

© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Dr. Sheel Nidhi Tripathi-Associate Prof.



Nora Quebral

Nora Cruz Quebral was a pioneer in the discipline of development communication in Asia and is often referred to as the "mother of development communication", giving birth to an academic discipline and training many scholars in that field.



- According to Development communication is **the art and science of human communication applied to the speedy transformation of a country**
- the mass of its people from poverty to a **dynamic state of economic growth that makes possible greater social equality** and the larger fulfilment of the human potential.

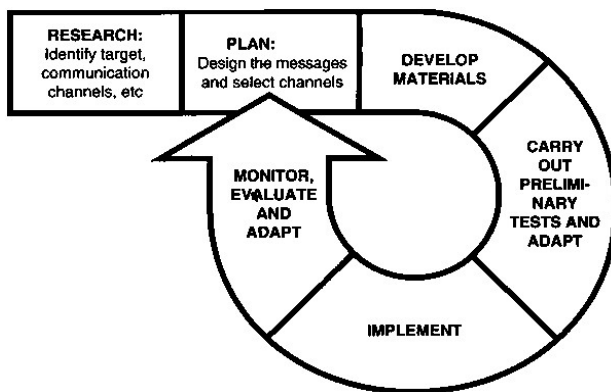
© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Dr. Sheel Nidhi Tripathi-Associate Prof.

Role of a development communicator

- Development Communicator has to understand the **process of development and communication**;
- He should **understand the target audience and issues which affect this target audience**.
- Prepare and distribute development messages to millions of people in such a way that they are **received and understood, accepted and applied**.

© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Dr. Sheel Nidhi Tripathi-Associate Prof.

Process of development:



© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Dr. Sheel Nidhi Tripathi-Associate Prof.

Methods used for development

- The local adopter: **gets Case Studies** or pilots programmes going.
- A communication Officer
- A **Community Liaison programme** which links with the life rhythms of that community
- Video
- **Youth Project capturing how young people feel about their lives in this area...their future, their situation, their excitements, their fears etc**

© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Dr. Sheel Nidhi Tripathi-Associate Prof.



Lesson 2

Economic and social indicators of development

- GDP/GNP
- Human Development Index
- Happiness Index
- Communication as an indicator: Role of ICT
- Human Rights as an Indicator

© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Dr. Sheel Nidhi Tripathi-Associate Prof.



Economic Indicators of development

- An **economic indicator is a statistic** about an economic activity.
- An economic indicator is a piece of economic data, usually of macroeconomic scale, that is used by analysts to interpret current or future investment possibilities.
- These indicators also help to judge the overall health of an economy.
- Economic indicators can be anything the investor chooses, but specific pieces of data released by the government and non-profit organizations have become widely followed.
- Such indicators include but aren't limited to the **Consumer Price Index (CPI), gross domestic product (GDP), or unemployment figures.**

© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Dr. Sheel Nidhi Tripathi-Associate Prof.



Gross Domestic Product (GDP)

- GDP is the final value of the goods and services produced within the geographic boundaries of a country during a specified period of time, normally a year.
- GDP growth rate is an important indicator of the economic performance of a country.
- The formula for calculating GDP with the expenditure approach is the following:
- **GDP = private consumption + gross private investment + government investment + government spending + (exports – imports).**
- GDP is usually calculated by the National Statistical Agency of the country following the international standard.

© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Dr. Sheel Nidhi Tripathi-Associate Prof.



Gross Domestic Product (GDP)

- <https://pib.gov.in/PressReleaseDetailm.aspx?PRID=1928682>
- **Minister:** Rao Inderjeet Singh
- The National Statistical Office (NSO), Ministry of Statistics and Programme Implementation (MoSPI) is releasing in this Press Note the Provisional Estimates (PE) of National Income for 2022-23 and Quarterly Estimates of Gross Domestic Product (GDP) for the quarter January-March of 2022-23 (Q4 2022-23) along with the corresponding estimates of expenditure components of GDP both at Constant and Current Prices.

© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Dr. Sheel Nidhi Tripathi-Associate Prof.



Gross National Product (GNP)

Gross National Product (GNP) is Gross Domestic Product (GDP) plus net factor income from abroad.

GNP measures the monetary value of all the finished goods and services produced by the country's factors of production irrespective of their location.

Gross domestic product (GDP) is the value of the finished domestic goods and services produced within a nation's borders. On the other hand, gross national product (GNP) is the value of all finished goods and services produced by a country's citizens, both domestically and abroad.

Gross National Product (GNP)
 [grōs 'nā-sh(ə)-nəl 'prā- /dakt]
 An estimate of the total value of all the goods and services produced by a country in a given period.

Investopedia

© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Dr. Sheel Nidhi Tripathi-Associate Prof.



GNP Cont..

- GDP can be contrasted with **Gross National Product (GNP)**.
- The difference is that GDP defines its scope according to location, while GNP defines its scope according to ownership.
- GDP is product produced within a country's borders; GNP is product produced by enterprises owned by a country's citizens.

© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Dr. Sheel Nidhi Tripathi-Associate Prof.



GNP Cont..

- Production within a country's borders, but by an enterprise owned by somebody outside the country, counts as part of its GDP but not its GNP;
- On the other hand, production by an enterprise located outside the country, but owned by one of its citizens, counts as part of its GNP but not its GDP.

© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Dr. Sheel Nidhi Tripathi-Associate Prof.



Human Development Index

- The **Human Development Index (HDI)** is a statistic composite index of life expectancy, education, and per capita income indicators, which are used to rank countries into four tiers of human development.
- The HDI indicates whether people lead a long and healthy life, are educated, knowledgeable and enjoy a decent standard of living.

© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Dr. Sheel Nidhi Tripathi-Associate Prof.



HDI Cont..

- **Life Expectancy**
- **Infant Mortality Rate**
- **Maternal Mortality Rate**
- **Literacy Ratio**
- **Percentage of the Population Below Poverty Line**
- **Per Capita Income**

© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Dr. Sheel Nidhi Tripathi-Associate Prof.



Happiness Index

- The **World Happiness Report** is an annual publication of the United Nations Sustainable Development Solutions Network. It contains articles, and rankings of national happiness based on respondent ratings of their own lives.
- The **Happiness Index** measures life satisfaction, the feeling of happiness, and other happiness domains: psychological well-being, health, time balance, community, **social support**, **education**, **arts and culture**, **environment**, **governance**, **material well-being**, and work

© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Dr. Sheel Nidhi Tripathi-Associate Prof.



Happiness Index

- The World Happiness Index 2023 is a report that publishes articles and rankings of national happiness based on responses from respondents' assessments of their own lives, which the report also correlates with numerous (quality of life) criteria. For the sixth year in a row, Finland has been declared the world's happiest nation. India is ranked 126, up from 136 in 2022, when it was ranked in that position. India continues to rank below the majority of its neighbors, including Pakistan and Sri Lanka.
- Six important criteria are taken into account by the World Happiness Report 2023 that are social support, income, health, independence, generosity, and lack of corruption. The least happy country was listed as Afghanistan, followed by Lebanon, Sierra Leone, and Zimbabwe, in that order. We have included comprehensive information about the World Happiness Index in this post, along with the ranking of every nation.

© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Dr. Sheel Nidhi Tripathi-Associate Prof.



Communication as an indicator: Role of ICT

- **Information and Communications Technology (ICT)** is transforming societies and fuelling the growth of the global economy
- **ICTs** can also expand the reach and effectiveness of **social development projects** and have already yielded important benefits in such areas as healthcare, education, and environmental preservation

© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Dr. Sheel Nidhi Tripathi-Associate Prof.



Human Rights as an Indicator

- **Human rights are the natural rights** of all human beings irrespective of their birth ,religion and gender.
- The United Nations General Assembly adopted the Universal Declaration of Human Rights on **10th December 1948**, according to which all men and women are entitled to civil, political, economic, social, cultural rights and freedom for the people of the world.

© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Dr. Sheel Nidhi Tripathi-Associate Prof.



Basic Fundamental rights

- **Right to Equality,**
- **Right to Freedom,**
- **Right against Exploitation,**
- **Right to Freedom of Religion, Cultural**
- **Educational Rights,** and
- **Right to Constitutional Remedies**

© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Dr. Sheel Nidhi Tripathi-Associate Prof.



Human Rights

- **DIGNITY & JUSTICE.**
- **DEVELOPMENT. ...**
- **ENVIRONMENT. ...**
- **CULTURE. ...**
- **GENDER. ...**
- **PARTICIPATION**

© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Dr. Sheel Nidhi Tripathi-Associate Prof.



Cont..

- **Development communicators** must shoulder the responsibility of **educating various target groups** on how to respect and exercise human rights.
- This requires **democratization of communication**, which means an access to all existing media to the masses for sharing information and the facts related to human rights without any discrimination.
- Without freedom, other human rights cannot be exercised effectively either within National borders.
- The expansion of human rights, therefore, depends largely on the success of expanding the flow of information everywhere.

© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Dr. Sheel Nidhi Tripathi-Associate Prof.



Lesson 3 Approaches relating Communication to Development

Empathy-

- Acc. To David Lerner **“Every change in society must originate and begin in the hearts of the people.”**
- **If the people would like to change, only then the development would begin.”**
- Not only that he saw the media as machines, inspiring people for better things in life.

© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Dr. Sheel Nidhi Tripathi-Associate Prof.



Localized Approach

- This approach advocates that information **transmitted through media must be locally and functionally relevant to the audience.**
- Scholars have expressed that mere **availability of any kind of mass media is not likely to be useful for innovative changes.**
- The information transmitted should be **locally and functionally relevant, useful, applicable, timely and specific** in a given situation.
- As the needs of people vary widely in **different regions and sub-regions.**
- **There is diversity of Cultures and Languages.** In a large developing country like India.

© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Dr. Sheel Nidhi Tripathi-Associate Prof.



Benefits of Localized Approach

1. Localised approach would enable the communicators to design messages which will be relevant in terms of **utility, timeliness, applicability, specificity** etc.
2. The approach would **tailor message for local conditions**.
3. The approach can **overcome infrastructural difficulties**.
4. **Such an approach will allow greater involvement and participation** of the audience in the communication process.

© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Dr. Sheel Nidhi Tripathi-Associate Prof.



Do's and Don'ts of Localized Approach

1. There should be proper **need-assessment of the local population**.
2. The socio-economic condition of the **local people should be kept in mind before designing the message**.
3. The **geographical and political conditions of a local area** bear a lot of significance for message designing and delivery.
4. **Preferences should be given to local media and local resource** persons for the execution of communication tasks.

© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Dr. Sheel Nidhi Tripathi-Associate Prof.



Diffusion of Innovation

According to Everett M. Rogers "the mass communication influence appears to operate by a '**two step flow**' process through awareness of the mass media, **development of favorable attitudes and adoption** by inter-personal channels, particularly, "opinion leaders".

He saw the diffusion of the new ideas and their **practice as a crucial component of the modernization process**.

© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Dr. Sheel Nidhi Tripathi-Associate Prof.



Diffusion of Innovation

- Everett M. Rogers (1983) saw the **diffusion of new ideas and their practice** as a crucial component of the modernization process.
- When a message is propagated, a segment of the population adopts it, and develops a positive attitude towards it.
- **This can happen in the case of a product, fertilizer, seeds, ideas, journals etc.**
- **The people who adopt first, directly or indirectly shape the positive attitude of others who remain indifferent to the message.** This is true in places where information and literacy levels are low.
- Simple people would like to get information from the people living in their proximity.

© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Dr. Sheel Nidhi Tripathi-Associate Prof.



Types of Adopters

Based on the rate of adoption and the time difference between initial exposure to final adoption, diffusion researchers have classified adopters into five distinct categories:

- **Innovators**
- **Early Adopters**
- **Early Majority**
- **Late Majority**
- **Laggards**

© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Dr. Sheel Nidhi Tripathi-Associate Prof.



Types of Adopters

- **Innovators - These are people who want to be the first to try the innovation.** They are venturesome and interested in new ideas. These people are very willing to take risks, and are often the first to develop new ideas.
- **Early adopters- They follow the innovators.** These are people who represent opinion leaders. They enjoy leadership roles, and embrace change opportunities. They are already aware of the need to change and so are very comfortable adopting new ideas.

© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Dr. Sheel Nidhi Tripathi-Associate Prof.



Types of Adopters

- **Early** - They follow the innovators and early adopters in the adoption of a practice. These people are rarely leaders, but they do adopt new ideas before the average person.
- **Late Majority** - These people are sceptical of change, and will only adopt an innovation after it has been tried by the majority
- **Laggards**- They are very slow in adoption. They are rigid and hard to be convinced. They stick to the old method and resist change.

© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Dr. Sheel Nidhi Tripathi-Associate Prof.



Magic Multiplier

- Wilbur Schramm; propounded the theory that in formation was a vital ingredient in moving a nation toward development. He called it the magic multiplier.
- Mass Media is called the **magic multiplier** as it can multiply the messages and reach a number of people very fast and at one go.
- Its output does have great **potential and modernizing effect**.
- Mass media are important in **spreading awareness of new possibilities and practices**,
- Decisions are being made about whether to adopt or not to adopt; **personal communication** is far more likely to be influential.

© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Dr. Sheel Nidhi Tripathi-Associate Prof.



Need of Magic Multiplier

- For social change of **great magnitude**, people must be informed, educated, motivated and persuaded. Information must flow, not only to them but also from them, so that their needs can be known and they **might participate** in the acts and decisions of nation-building.
- As the required amount of **information and learning** is vast so the targeted population

© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Dr. Sheel Nidhi Tripathi-Associate Prof.



Need of Magic Multiplier

- The available channels of communication like **inter-personal, group communication, traditional media** are incapable to undertake this task, as this will require a lot of time and resources.
- For a developing country, **it's difficult to gather a large pool of resources and wait for such a long time.**
- **Mass media with its magical reach can do this job in less time and resources.**

© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Dr. Sheel Nidhi Tripathi-Associate Prof.



Analysis of Magic Multiplier

- The audit found that the mass media succeeded in reaching a **vast majority of population in less time and resources.**
- Mass media as a magic multiplier did a commendable job in spreading awareness but it could not give **expected results in persuading and educating the targeted population.**
- It was found that persuasion, motivation and education for/on something is best achieved by **close interactions which is possible in interpersonal, group-communications etc.**

© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Dr. Sheel Nidhi Tripathi-Associate Prof.



Lesson 4 : Communication & Social Change Gandhian Perspective

- Gandhi wanted **political power to be distributed among the villages in India.**
- The vehicle that was most ideal to **initiate both political and economic democracy** at the grassroots level was the Panchayati Raj system.
- Gandhi aimed **at the individual the centre of the local administration.**
- People are expected to take personal interest and turn up in large numbers at the meeting to deliberate problems of common interest such as village industries, agricultural production, obligation and planning.

© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Dr. Sheel Nidhi Tripathi-Associate Prof.



Gandhian Perspective

- Village is the lowest unit of a **decentralized system**. Politically a village has to be small enough to permit everyone to participate directly in the decision-making process.
- It is the basic institution of participatory democracy. The technical skills of the villages will be fully developed, there will be no dearth of men with high degree of skill and artistic talent. There will be village poets, village artists, village architects, linguists and research workers.
- The Panchayats with the Gram Sabhas should be so organized as to identify the resources locally available for development in the agricultural and industrial sectors.

© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Dr. Sheel Nidhi Tripathi-Associate Prof.



Panchayati System

- Post Independence, the first major development programme launched in India was **Community Development Programme in 1952**.
- Core philosophy was **overall development of rural areas** and people's participation.
- This programme was formulated to provide an administrative framework through which the government might reach to the district, tehsil / taluka and village level.

© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Dr. Sheel Nidhi Tripathi-Associate Prof.



Panchayati System Cont..

- All the districts of the country were divided into "Development Blocks" and a "**Block Development Officer (BDO)**" was made in charge of each block.
- Below the BDO were appointed the workers called **Village Level Workers (VLW)** who were responsible to keep in touch with 10-12 villages.
- **Thousands of BDOs and VLW's were trained for the job of carrying out array of government programmes** and make it possible to reach the government to villages.

© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Dr. Sheel Nidhi Tripathi-Associate Prof.



Balwant Rai Mehta Committee

The Balwant Rai Mehta committee recommended a 3-tier Panchayat Raj System which includes

- **Zila Parishad** at the District Level
- **Panchayat Samiti** at the Block/ Tehsil/ Taluka Level
- **Gram Panchayat** at the Village Level

© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Dr. Sheel Nidhi Tripathi-Associate Prof.



Functions

- Providing essential services and facilities to the **rural population, planning and executing the development programs for the district;**
- Supplying improved seeds to farmers, informing them of new techniques of farming, undertaking the **construction of small-scale irrigation projects and percolation tanks, and maintaining pastures and grazing lands;**
- **Setting up and running schools in villages, executing programs for adult literacy, and running libraries;**

© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Dr. Sheel Nidhi Tripathi-Associate Prof.



Functions

- Starting **Primary Health Centers** and hospitals in villages, managing mobile hospitals for hamlets, conducting vaccination drives against epidemics and family welfare campaigns;
- Executing plans for the development of the **scheduled castes and scheduled tribes, running ashram for Adivasi children, and setting up free hostels for scheduled caste students;**
- Encouraging entrepreneurs to start small scale industries like **cottage industries, handicrafts, agriculture products, processing mills, dairy farms, etc., and implementing rural employment schemes; and constructing roads, schools and also taking care of the public properties.**

© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Dr. Sheel Nidhi Tripathi-Associate Prof.



SITE

- India's biggest experience in using mass media for the purpose of development was the **SITE of 1975-76**.
- The main objective of the **SITE experiment was to educate the rural masses of India on various issues via satellite broadcasting**
- This Project will help India to gain **technical experience** in the field of satellite communications.

© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Dr. Sheel Nidhi Tripathi-Associate Prof.



SITE

- The **Department of Atomic Energy and India Space Research Organization** started this experiment with the satellite received free of cost for one full year. from the National Aeronautics and Space Administration of the United States.
- This **one year project was primarily undertaken to telecast special development programmes** through the satellite ATS-6 to 2400 villages in six states of India i.e. Orissa, Madhya Pradesh, Bihar, Rajasthan, Andhra Pradesh and Karnataka.

© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Dr. Sheel Nidhi Tripathi-Associate Prof.



Objectives SITE

- Improve the rural **primary education**
- Provide **training to the teachers**
- Improve **agriculture, health and hygiene and nutritional practice**
- Contribute to family planning and national integration

Duration SITE

- **One and a half hours** of broadcast in the morning was denoted to school children.
- **2.5 hours** in the evening were meant for general audiences in the villages.

© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Dr. Sheel Nidhi Tripathi-Associate Prof.



Results SITE

- After the completion of the project evaluation studies the results showed that exposure to developmental messages through the television had contributed for the widening of horizons of the villagers.
- Earth stations at Delhi & Ahmedabad telecasted the programs.
- They were produced at AIR production Centre, upgraded at Doordarshan (Delhi), with the help of Central & State govt representatives, experts & social workers.

© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Dr. Sheel Nidhi Tripathi-Associate Prof.



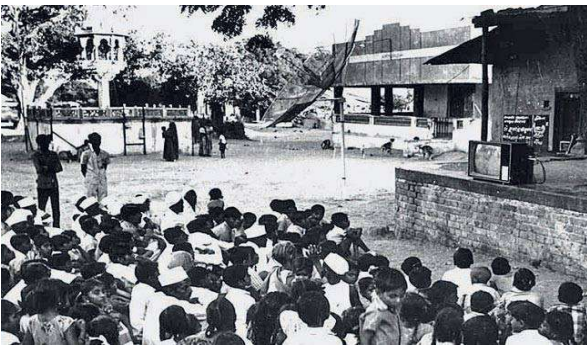
KHEDA COMMUNICATION PROJECT

- Kheda Communications Project was set up under SITE as a pilot project that would be replicated in rural India.
- The village selected for India's first local rural television telecast was the obscure hamlet of Pij in Kheda district of Gujarat.
- A low-powered transmitter gifted by United Nations Development Programme (UNDP) and a local production studio was set up at Pij while a satellite earth station was set up at Ahmedabad's Space Applications Center (SAC).
- Next, 651 televisions sets were distributed among the residents of 400 villages in a 35 km radius.
- They were kept in the buildings of the Milk Producers cooperative Society or the Panchayat Ghar.

© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Dr. Sheel Nidhi Tripathi-Associate Prof.



KHEDA PROJECT



© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Dr. Sheel Nidhi Tripathi-Associate Prof.



KHEDA COMMUNICATION PROJECT

- The ISRO campus in Ahmedabad hosted a motivated band of people, young and old, which included scientists, engineers, folk culture experts and film makers. Such an eclectic environment had never been seen before in space organisations anywhere in the world!
- Producers (both independent as well as those under SAC patronage) drove into the villages of Kheda to shoot programmes that would use local artists, realistically portray local issues of social importance and suggest local solutions.
- This connect with the audience was what made this project so unique as well as highly effective.

© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Dr. Sheel Nidhi Tripathi-Associate Prof.



KHEDA COMMUNICATION PROJECT

- This network has found very effective application in training of Panchayati Raj (Village Local Self-government) elected representatives, Anganwadi (crèche) workers, Primary School Teachers, Daais (midwives), etc.
- In 1984, Kheda Communications Project won the UNESCO Prize for rural communication efficiency.

© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Dr. Sheel Nidhi Tripathi-Associate Prof.



Community based Water Harvesting

- **Rajendra Singh** won the **Ramon Magsaysay** Award for community leadership in 2001 for his pioneering work in water management.
- He is a well known water conservationist from Alwar, Rajasthan in India.
- He is the founder of an NGO called **Tarun Bharat Sangh**.
- Singh left his job and committed himself to rural development. With four companions from the small organization he led, Tarun Bharat Sangh (TBS), he boarded a bus and travelled to a desolate village at the end of the line.

© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Dr. Sheel Nidhi Tripathi-Associate Prof.



Community based Water Harvesting

- Upon advice of a local village elder, he began **organizing villagers and learning to repair and deepen old johads** (water harvesting)
- By this time Alwar had been opened to miners and loggers, who **decimated its forests and damaged its watershedvesting structure** .
- He worked with nomadic tribes and tried to **understand issues in natural resources management in rural areas**

© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Dr. Sheel Nidhi Tripathi-Associate Prof.



Community based Water Harvesting

- Guided by Gandhi's teachings of **local autonomy and self-reliance**
- Gram Sabhas, **Mahila Banks**, River Parliament, an awareness campaign for **Gram Swawlamban**.
- Other Important **Preaching's soil conservation**, improved seeds, **collection of herbal medicine** and shramdan were the activities undertaken.

© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Dr. Sheel Nidhi Tripathi-Associate Prof.



Cont..



© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Dr. Sheel Nidhi Tripathi-Associate Prof.



Cont..

- Districts of **Alwar, Dausa, Sawai Madhopur, Karoli, Jaipur, Jaisalmer, Ajmer, Udaipur and Bharatpur**
- As a result of these efforts **five seasonal rivers** in Rajasthan area had nearly dried up have now become perennial
- The efforts towards water conservation have had **numerous positive impacts on the communities inhabiting the area**
- **Employment opportunities** have increased and migration has reduced substantially.
- Studies have shown manifold increase in the enrollment of students in school and output of food grains and milk production.

© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Dr. Sheel Nidhi Tripathi-Associate Prof.



National Rural Health Mission (NRHM)

- National Rural Health Mission (NRHM) launched on **12th April, 2005**
- Strengthen hands of the State Governments in improving health care delivery by providing **technical and financial support**.
- To bring greater focus on **High Focus States** and **Rural Population**, particularly marginalized and vulnerable population.
- **Architectural correction** through **integration of vertical programmes, decentralization** and **communitization**.
- To strengthen the existing primary health care facilities and provide new facilities for the un-served population. 1057 cities and towns covered
- Strengthening facilities in urban area in term of infrastructure, equipment and manpower

© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Dr. Sheel Nidhi Tripathi-Associate Prof.



Vision NRHM

“Attainment of Universal Access to Equitable, Affordable and Quality health care services, accountable and responsive to people’s needs, with effective inter-sectoral convergent action to address the wider social determinants of health”

© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Dr. Sheel Nidhi Tripathi-Associate Prof.



Communicable Diseases Pool

Communicable Diseases Pool

- RNTCP – Civil Works, Laboratory materials for testing etc.
- NVBDCP- Malaria, Dengue, AES etc.
- NLEP- HR, Mobility support
- IDSP- HR, Mobility support
- NVHCP-National Viral Hepatitis Control Programme, Drugs

Non Communicable Diseases Pool

- National Prog. For Prevention & Control of Cancer, Diabetes,
- Cardiovascular Diseases & Stroke (NPCDCS)
- National Prog. for Control of Blindness (NPCB).
- National Mental Health Prog.(NMHP)
- National Tobacco Control Prog. (NTCP)
- National Prog. for Health Care of Elderly (NPHCE)

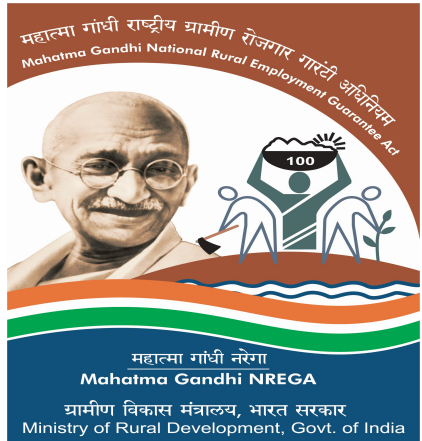
Infrastructure Maintenance

- To meet salary requirement of Auxiliary Nurse Midwives (ANMs) and the Lady Health Visitors (LHVs) etc.

© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Dr. Sheel Nidhi Tripathi-Associate Prof.



MNREGA



© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Dr. Sheel Nidhi Tripathi-Associate Prof.



MGNREGA Mandate

Mahatma Gandhi NREGA

For the enhancement of livelihood security of rural households by providing at least one hundred days of guaranteed wage employment in every financial year to every household whose adult members volunteer to do unskilled manual work

© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Dr. Sheel Nidhi Tripathi-Associate Prof.

MGNREGA Objectives

- The sole purpose of the MGNREGA or Mahatma Gandhi National Rural Employment Guarantee Act scheme is to provide employment opportunities to the unemployed and underprivileged sections of society to help alleviate poverty.
- Provide 100 days of guaranteed wage employment to rural unskilled labour.
- Increase economic security.
- Decrease migration of labour from rural to urban areas.

© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Dr. Sheel Nidhi Tripathi-Associate Prof.

Work Details (Category wise)

Category	Sub-Category
A NATURAL RESOURCES MANAGEMENT	Water Conservation
	Watershed management
	Irrigation
	Traditional water bodies
	Afforestation
B INDIVIDUAL ASSETS FOR VULNERABLE SECTIONS	Land development
	Improving productivity of lands
	Improving livelihoods through
	Development of fallow/waste lands
	Construction of house
C COMMON INFRASTRUCTURE FOR NRLM COMPLIANT SHGs	Promotion of livestock
	Promotion of fisheries
	Agriculture productivity
D RURAL INFRASTRUCTURE	Common work-sheds for livelihood activities of SHGs
	Rural sanitation
	Road connectivity/Internal roads/Streets
	Play fields
	Disaster preparedness/Restoration
	Construction of building
	Food Grain storage structures

© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Dr. Sheel Nidhi Tripathi-Associate Prof.

MGNREGA-Role of Stakeholders

Stakeholders	Role
Wage seekers	Demand employment
Gram Sabha	Recommend works, Conduct social audits,
PRIs, specially the gram panchayat	Planning of works, Registering households, Issuing Job Cards, Receiving applications for employment, allocating employment, Executing works, Maintaining records & Monitoring
Programme Officer at the block level	Scrutinizing the annual development plan, Including the proposals of the Intermediate Panchayat, Monitoring and supervising implementation, Disposal of complaints, Ensuring that social audits, Payment of unemployment allowance
District Programme Coordinator	Oversight, complete responsibility for implementation, fund utilization etc.
State Government	Setting of SEGC, IEC, Ensuring that dedicated personnel are in place, State share release, Training, monitoring and evaluation, Ensuring accountability and transparency, unemployment allowance
Ministry of Rural Development	CEGC, Ensuring timely and adequate resource support, Maintaining and operating the MIS, Assess the utilization of resources, Support innovations, Support the use of Information Technology, wages, salaries

© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Dr. Sheel Nidhi Tripathi-Associate Prof.



Millennium Development Goals (MDG)

- To eradicate **extreme poverty and hunger**;
- To achieve **universal primary education**;
- To promote **gender equality and empower women**;
- To reduce **child mortality**;
- To improve **maternal health**;
- To combat **HIV/AIDS, malaria, and other diseases**;
- To ensure **environmental sustainability**;
- To develop a **global partnership for development**.

© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Dr. Sheel Nidhi Tripathi-Associate Prof.



Key MDG achievements

- More than **1 billion people** have been lifted out of **extreme poverty**
- **Child mortality** dropped by more than half
- The number of **out of school children** has dropped by more than half
- **HIV/AIDS infections** fell by almost 40 percent

© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Dr. Sheel Nidhi Tripathi-Associate Prof.



Sustainable Development Goals

- The Sustainable Development Goals (SDGs), also known as the **Global Goals**, were adopted by all United Nations Member States in 2015 as a universal call to action to end **poverty, protect the planet** and ensure that all people enjoy **peace and prosperity** by 2030.
- The **17 SDGs are integrated**—that is, they recognize that action in one area will affect outcomes in others, and that development must balance **social, economic and environmental sustainability**.

© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Dr. Sheel Nidhi Tripathi-Associate Prof.



SDG Integration

- Through the pledge to **Leave No One Behind**, countries have committed to **fast-track progress** for those furthest behind first.
- SDGs are designed to bring the world to several life-changing 'zeros', including zero poverty, hunger, AIDS and discrimination against women and girls.

© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Dr. Sheel Nidhi Tripathi-Associate Prof.



17 (SDGs) to transform our world

- **GOAL 1: No Poverty**
- **GOAL 2: Zero Hunger**
- **GOAL 3: Good Health and Well-being**
- **GOAL 4: Quality Education**
- **GOAL 5: Gender Equality**
- **GOAL 6: Clean Water and Sanitation**
- **GOAL 7: Affordable and Clean Energy**
- **GOAL 8: Decent Work and Economic Growth**
- **GOAL 9: Industry, Innovation and Infrastructure**
- **GOAL 10: Reduced Inequality**
- **GOAL 11: Sustainable Cities and Communities**
- **GOAL 12: Responsible Consumption and Production**
- **GOAL 13: Climate Action**
- **GOAL 14: Life Below Water**
- **GOAL 15: Life on Land**
- **GOAL 16: Peace and Justice Strong Institutions**
- **GOAL 17: Partnerships to achieve the Goal**

© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Dr. Sheel Nidhi Tripathi-Associate Prof.