Development Communication

(BAJMC-201)

Unit –3

by

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2023

Lesson 1:
Unit III: Development Journalism

1. Role and performance of Mass Media in Development
2. Development Support Communications: Social Audit, Grass-root Activism, Whistleblowers
3. Role of NGOs in Development
4. Cyber media and Development: e governance, digital democracy & e-chaupal

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Core Areas of Development

- Agriculture
- Fisheries
- Animal Husbandry
- Food
- Security
- Communication
- Irrigation
- Public works
- Employment
- Environment
- Ecology
- Education

Major Ministries of Development

- Ministry of Rural Development
- Ministry of Tribal Development
- Ministry of Urban Development
- Ministry of Education
- Ministry of women and child Development
- Ministry of Health and Family welfare
- Ministry of Development of North Eastern Regions
- Ministry of Agriculture and family welfare.

Role of Media in Development Communication

- According to Wilbur Schramm, the role of media in development can be divided into three parts:
  - To inform
  - To instruct
  - To participate

Role of Media in Development Communication

- Schramm has laid a lot of emphasis on Content, Feedback and Multiplier effect of Mass Media while discussing the role of mass media in development.
- According to him the content of development communication must be designed keeping in mind the target audiences of the message. Further, has put a lot of importance on feed back for successful communication for development.
- He further adds that modern communication technologies, can be effectively used to multiply the messages and reach out simultaneously to a wide heterogeneous audience.

Types of Media

- TRADITIONAL MEDIA
- PRINT MEDIA
- ELECTRONIC MEDIA
- CYBER MEDIA

TRADITIONAL MEDIA

- In the initial stages human beings communicated with each other through sounds and gestures with one-another.
- Imagination, perception along with social customs and rituals mix these sounds and sights into performance
- The contents, dialogues, structure, music etc., of these folk media could easily be modified to suit the needs of place and time as desired by the artists.

Features of Traditional Folk Media

- Traditional folk media have no strict grammar or literature. They are nurtured and developed through oral and functional sources. They are mostly society oriented and localized.
- **Where literacy level is not high, to reach the grass root level, folk media** is more effective to carry the message at their destination points.
- **Folk media is cost-efficient and less expensive. Mobility of troupes is** also simple and easy.

Classification of Traditional Folk Media

- **Traditional folk theatre forms**
- **Puppetry**
- **Folk dances**
- **Ritual symbols, traditional designs**
- **Story telling folk musical style**
- Sound signals
- **Fairs and festivals of social, ritual and ceremonial gatherings**

Print Media

- After Independence during the Five Year Plans, initiated by the government for planned development, it was the **newspapers which gave great importance to development themes.** They wrote on various government development programs and how the people could make use of them.
- They covered a variety of subjects like farming, weather, market rates, availability of improved seeds and agricultural innovations.
- With a wide variety of **National, Regional and Vernacular newspapers, print media** remains one of the powerful media among the rural people

Print Media

- The Government regularly interacts with the Press mainly through the Press Information Bureau (PIB).
- Frequent press conferences, press tours and workshops are organised through PIB, with the financial assistance from the Ministry, to sensitize press persons about Rural Development Programs.
- For the purpose of creating awareness in respect of rural development programs among the general public and opinion makers and for **disseminating information about new initiatives, the Ministry issues advertisements at regular intervals in national and regional press through DAVP.**
- To enable people in rural areas to access information on Rural Development Programs a booklet '**Gram Vikas' Programs** at a glance is brought out in regional languages.

Radio

- Radio from its very inception played an important role in development communication; this is mainly due to its advantage of reaching to a large number of people from different sections of the society.
- Universities and other educational institutes' especially agricultural universities, through their extension networks and international organisations under the UN umbrella carried various development communication experiments through radio.

Radio (Contd..)

- Community radio is another important medium which is registering growing importance, especially in rural India. Here, NGOs and educational institutions are given license to set up a local community radio station to broadcast information and messages on developmental aspects.
- Participation of local community is encouraged in these programs.
- Community radio provides a platform to villagers to broadcast local issues and thus has the potential to initiate positive action.

Radio Rural Forum (1956)

- Used radio for social change
- It covered 156 villages
- It contained 30 minute duration program two days a week on different issues like agriculture and varied subjects that could promote rural development.
- Promote adult literacy in the 1980s
- Broadcast program on women and legal rights etc.

Farm and Home Division of AIR

- Farm & Home section of the Directorate General of All India Radio guides, monitors and supervises the programming activities for rural listeners specially designed to cater to the day to day seasonal needs of the farming community in Hindi and different regional languages/dialects from more than 188 Radio stations across the country.

Farm and Home Division of All India Radio

- The Farm & Home cell at the headquarters issues instructions to stations from time to time for specific program content generation and publicity campaigns based on inputs from various ministries and departments.
- These programs create awareness about the ways & means to improve the agricultural productivity and quality of the country's farming community.
- The programs are broadcast daily in the morning, noon and evening with average duration of 60 to 100 Minutes per day for Rural Women, Children & Youth.

Kisanvani

- AIR has expanded its Agriculture Broadcasts with the launch of an exclusive project on Mass Media support to Agriculture Extension entitled 'Kisanvani' from Feb. 2004,
- In collaboration with the *Department of Agriculture & Cooperation, Ministry Of Agriculture*, to keep local farmers informed about the daily market rates, weather reports and day to day information in their respective areas at micro level.
- Presently Kisanvani is being broadcast and relayed from identified 96 AIR stations across the country

Radio Kisan Diwas

- 15thFebruary is observed as Radio Kisan Diwas overall AIR stations by mounting special programs on the occasion.
- Farmers, who are benefited by the information disseminated through agricultural programs on AIR, share their experiences with other fellow farmers in their regional language/dialect.

Some other initiatives

- Special programs are also designed and aired by AIR on conservation and protection of Wild life and Forests
- All India Radio projects the success of governmental initiatives, which take place in forestry, wild life conservation and ecological balance
- Special programs are also aired to create awareness about land degradation and desertification

Some other initiatives

- Health & family welfare programs are regular broadcasts of All India Radio.
- All regional and Local Radio Stations produce and broadcast these programs in their respective regional languages.
- Subjects covered in these programs include right age of marriage, gap between two children, maternal and child health, AIDS, drug abuse, breastfeeding, child right, girl child, adverse child sex ratio and to alter the Negative mind sets leading to abortion of Girl Child foetus, Pre Conception & Pre-Natal Diagnostic Techniques act and the penalties contained there into create public opinion against violation of its provisions, disability, T.B., leprosy etc.

Some other initiatives

- Health campaigns on Immunization, Polio, Thalesimia, Eye donation are publicized widely in these programs.
- Regular programs are mounted against Drug abuse, tobacco consumption, illicit trafficking, AIDS etc. And to create awareness about the Rehabilitation and facilities being provided to the leprosy affected persons/families and campaigns to raise social awareness on the issues of persons with disabilities.

Some other initiatives

- Children programs are broadcast from all Regional and Local Radio Stations of AIR on weekly basis in their respective regional languages.
- These programs are designated for age group 5-7 years and 8 -14 years.
- Special programs for rural children are also broadcast from AIR stations.
- Plays, short stories, features, choral singing, interviews, stories from epic set care part of these broadcasts.

Programs of All India Radio

- Women programs of All India Radio covers subjects related to socio economic development of women, health & family welfare, food and nutrition, scientific home management, women entrepreneurship, education including adult education, women empowerment, gender issues etc.
- Special programs focusing on the status and importance of the girl child are broadcast through out the year to create social awareness.
- These programs also aim at creating social awareness about the rights and privileges of women through the propagation of legal literacy.
- Different traditional folk forms are used to communicate with the rural women audience

Swasth Bharat Program

- The Ministry of Health & Family Welfare, Government of India has signed a MOU with Prasar Bharati for broadcast of a half an hour Health Magazine program for five days a week over 29 stations of All India Radio.
- The program was launched on 7th of April,2012 on the occasion of World Health Day.
- The main aim of the campaign is to inform and educate the listeners on health issues.
- The Ministry has prepared a list of the experts available in each state, who will participate in these program over various issues involved with the health of the people.

School Broadcast

- Programs for school students are broadcast from the metros and other centers of AIR.
- Many teachers on the approved panel of AIR make excellent broadcast through this platform.
- AIR draws up these programs on the advice of Consultative Panels for School Broadcast.

Gyan Vani

- In March 2000, when FM frequency licenses were auctioned, the Ministry of Human Resource Development (MHRD) had been given a frequency for educational broadcasting in each of the 40 cities. The ministry handed the task to IGNOU.
- Gyan Vani began operations in 2001 as a collaborative media initiative of Human Resource Development and Information and Broadcasting ministries.
- Initially the broadcasting started in Allahabad, Bangalore, Bhopal, Coimbatore, Lucknow and Vishakhapatnam. This was to expand to 40 other cities in two years.

Television

- TV in India was introduced in 1959, on an experimental basis.
- The aim of its very inception was to see what TV could achieve in community development and formal education.

Secondary School Television Project (1961)

- This project was designed for the secondary school students of Delhi. With an aim to improve the standard of teaching in view of shortage of laboratories, space, equipment and dearth of qualified teachers in Delhi.
- This project started on experimental basis in October 1961 for teaching of Physics, Chemistry, English and Hindi for students of ClassXI.
- The lectures were syllabus-based and were telecasted in school hours as a part and parcel of school activities.

Krishi Darshan (1966)

- The 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.

9/2/2023

INSAT project

- The prime objective of the INSAT (Indian National Satellite project) was to make the rural masses aware of the latest developments in the areas of agricultural productivity, health and hygiene.
- It was initially targeted at villagers and their school going children of selected villages in Orissa, Andhra Pradesh, Bihar, Gujrat, Maharastra and UttarPradesh.
- As a part of INSAT of Education project, ETV broadcasts were inaugurated and continued through terrestrial transmission from **15August 1982.**

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E-TV

- In each state, a cluster of 3-4 districts were selected on the basis of backwardness of the area, availability of suitable developmental infrastructure and utilization of existing production facilities.
- Besides developmental programs for community viewing, Educational programs(ETV) for two different age groups of school children (5-8yearsand9-11years) are telecast daily.
- A capsule of 45 minutes duration consisting of two separate programs-one for the lower age group and the other for the upper age group-were telecast regularly.
- Each program runs for a duration of 20 minutes with five minutes change over time from one age group to the other.

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UGC-Higher Education Television Project(HETV) (1984)/Country Wide Classroom

- This program was started for the benefit of the university students.
- The university grants commission in collaboration with INSAT started Educational Television Project, popularly known as 'Country Wide Classroom' on August 15, 1984 with the aim to update, upgrade and enrich the quality of education while extending its reach.
- Under this program, one hour program in English comprising a variety of subjects is presented with the objective of general enrichment of undergraduates and knowledge enhancement of teachers and the general public.

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UGC-Higher Education Television Project(HETV) (1984)/Country Wide Classroom

- A chain of about 20 audio visual mass communication research centres were set up by the UGC at different institutions in the country, to ascertain high quality of programming for this project.
- This project is very popular among students, teachers and other learners

IGNOU-Doordarshan Telecast (1991)

- The IGNOU-Doordarshan telecast programs, designed mainly for Distance learners started in May 1991.
- Initially their were telecasts on Monday, Wednesday and Friday from 6.30to7.00A.M through the national network of Doordarshan with an aim to provide tele-counselling to students of open universities in remote areas.
- Owing to the encouraging response from viewers, the frequency of this project was increased to five days a week. This programme is very popular.

Gyan-Darshan Educational Channel (2000)

- Ministry of Human Resource Development, Information & Broadcasting,t he Prasar Bharti and IGNOU launched Gyan Darshan(GD) jointly on 26th January 2000 as the exclusive Educational TV Channel of India.
- IGNOU was given the responsibility to be the nodal agency for up linking/transmission.
- It started out as a two hour daily transmission channel for students of open and conventional Universities.
- This duration was increased in February to nine hours a day.
- The time slot transmission was further increased due to good response upto16-hours
- Within one year of its launching, 26th January 2001, it became non stop daily 24 hours transmission channel for educational programs.

Lesson 2
DEVELOPMENT SUPPORT OMMUNICATION

- It is a multi-sectoral process of information sharing about development agendas and planned actions.
- It links planners, beneficiaries and implementers
- DSC makes use of all available structures and means of information sharing of development action
- Extension = Ex + Tension
- Ex = out, Tension = Stretching
- Extension = Stretching out/ reaching out

DSC- Extension Approach

- Extension Education: Extension is that type of education which is stretched out to people in the rural areas far and near, beyond the reach of educational institutions to which the formal type of education is usually confined.

- Example: Village Level Workers (VLWs), extension workers of different departments educating the villagers on different issues.

Need for DSC

- Arises out of the fact that the condition of the rural people has got to be improved.

- It is practically not possible for the researchers/scientists to visit the villages and persuade the villagers to adopt scientific methods for their developments and understand their problems.

- It has been found to be inconvenient to the farmers to visit research institutes to get first hand.

Objectives of DSC

- To assist people to discover and analyze their problems and identify the felt needs.

- To disseminate research information of economic and practical importance in a way people would be able to understand and use.

- To assist people in mobilizing and utilizing the resources which they have and which they need from outside.

- To collect and transmit feedback information for solving management problems.

- To develop leadership among people and help them in organizing groups to solve their problems.

The Philosophy of DSC

- The efforts are undertaken to bring about a change in a limited area.

- It emerged as a more specific and participatory communication effort to educate the people of rural settings.

- It aims at targeting the audience to achieve a specific and defined goal of change and development.

- It does not depend on technological based communication media.

- It interacts more closely.

SOCIAL AUDIT

- A social audit is a way of measuring, understanding, reporting and ultimately improving an organization's social and ethical performance.

- A social audit helps to narrow gaps between vision/goal and reality, between efficiency and effectiveness.

- It is a technique to understand, measure, verify, report on and to improve the social performance of the organization

Why Social audit ?

- India being a welfare state, several programs and policies are implemented for the benefits of people.

- Politicians and executive are usually the ones who control and implement these policies.

Objectives of social audit

- Assessing the physical and financial gaps between needs and resources available for local development.
- Creating awareness among beneficiaries and providers of local social and productive services.
- Increasing efficacy and effectiveness of local development programmes.
- Scrutiny of various policy decisions, keeping in view stakeholder interests and priorities, particularly of rural poor.
- Estimation of the opportunity cost for stakeholders of not getting timely access to public services.

Grass root activism

- A grassroots movement is one which uses the people in a given district, region, or community as the basis for a political or economic movement.
- Grassroots movements, using self-organization, encourage community members to contribute by taking responsibility and action for their community.
- Grassroots movements are associated with bottom-up, rather than top-down decision making

Grass root activism

- Grass root activists can be anyone from any walks of life who feels passionately about a cause
- They can be a group of individuals who want to change
- Once a grass root campaign starts to pick up momentum it can be very effective for making a change
- If the media picks up on the campaign then this can make a real difference to the cause

Whisteblowers

- A whistleblower is a person, usually an employee, who exposes information or activity within a private, public, or government organization that is deemed illegal, illicit, unsafe, or a waste, fraud, or abuse of taxpayer funds
- The right to citizens to report wrongdoings is a natural extension of the right of freedom of expression and is linked to the principles of transparency and integrity.

Whisteblowers

- Identity of the whistle blower would be kept as the secret even during court proceedings. No action will be taken against the informant for whistle blowing.
- The whistle blower will be protected against any harmful action for making the disclosure.

Benefits-Whisteblowers

- **Public Safety-** One of the principle reasons to blow the whistle on illegal or unethical activities to protect the public, colleagues or others from the risk.
- **Moral responsibility-** Blowing the whistle out of sense of moral obligation is generally regarded as the best reason.

Lesson 3:
ROLE Of NGO IN DEVELOPMENT

- "The NGOs are generally in better position to both comprehend people's perspective at the local level and share with people the changing perspective at the global level.
- In this sense they act locally and think globally
- NGOs are increasingly being used as vehicles for development. NGOs are either registered with the Home ministry under the Foreign Currency Regulation Act (FCRA) or registered as societies under the Societies Regulation Act, 1860.

ROLE Of NGO IN DEVELOPMENT

- They are becoming a measure of a citizen's participation.
- They work on issues of poverty, literacy, health, population, women empowerment
- NGOs work with a friendly and informal approach
- They motivate people to participate in all stages of the programmes.
- NGOs are purposeful, role-bound, social units
- They are self-motivated, value-driven, committed, adaptable, authentic and feel empowered to work like co-owners of the organization.

Functions of NGOs

- Catalyze Rural Population
- Build Models and Experiment
- Supplement Government Efforts
- Organizing Rural Poor
- Educate the Rural People
- Provide Training
- Disseminate Information
- Mobilization of Resources
- Promote Rural Leadership
- Represent the Rural People
- Act as Innovators
- Ensure People's Participation
- Promote Appropriate Technology

NGO's in India

- **Samman Foundation-** They work for the rickshaw pullers by providing opportunities to live their normal livelihood.
- **Goonj-** works for the flood relief measures.
- **Akshaya Trust** - They work for the helpless mentally ill, old and sick and road side destitute living in Madurai.
- **Smile Foundation**-They provide healthcare services to the under privileged class of the society .

NGO's in India

- **Udaan Welfare Foundation-** Work for Children and destitute women
- **Pratham**- works for the Education for the underprivileged society in Mumbai
- **Lepra Society-** Works for people who are suffering from AIDS, Leprosy and Tuberculosis with special reference to women and Children.

NGO's in India

- **Deepalaya-** Work for the issues of poor and downtrodden Children.
- **Helpage India-** HelpAge India has been providing support to India's abandoned, poor and isolated elderly folk.
- **Nanhi Kali-** by educating the girl child. In partnership with 21 others NGOs that help the Nanhi Kali project to implement its cause, every sponsor gives a selected girl child the required academic and material support.

Lesson 4
Cyber Media

- Cyber-media encompasses a broad range of communication between human, machines and themselves
- The scope includes the transmission of messages, & the function of feedback between humans and all the systems with which they have contact

E-Governance

- E-Governance stands for 'electronic'. Thus, e-Governance is basically associated with carrying out the functions and achieving the results of governance through the utilization of ICT (Information and Communications Technology)

- While Governance relates to safeguarding the legal rights of all citizens, an equally important aspect is concerned with ensuring equitable access to public services and the benefits of economic growth to all. It also ensures government to be transparent in its dealings, accountable for its activities and faster in its responses as part of good governance.

E-Governance

- At the most basic level, it's about putting services online and making it easier for people to access them. On a broader definition, it involves an effort by the government to lead society from an industrial to an information age.

राष्ट्रीय इ-गवर्नेंस योजना
National e-Governance Plan

एक कदम आपकी ओर
एक कदम आपके लिए

E-Governance Services

- Electronic commerce and business regulations
- Taxation and revenue
- Law Enforcement and Courts
- Digital democracy
- Agriculture
- Education
- Health
- Transport

E-Governance in India

- As part of the increased thrust on e-Governance, Ministry of Communications & Information Technology, Department of Information Technology, GoI (Govt of India) has set up a Centre for e-Governance (CEG) in New Delhi in 2000.

How it happened?

- e-Governance was provided by the launching of NICNET in 1987 the national satellite-based computer network.
- NICNET was extended via the State capitals to all district headquarters by 1990.
- This was followed by the launch of the District Information System of the National Informatics Centre (DISNIC) programme to computerize all district offices in the country for which free hardware and software was offered to the State Governments.
- In the ensuing years, with ongoing computerization, tele-connectivity and internet connectivity established a large number of e-Governance initiatives, both at the Union and State levels.

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Government Interaction in e- governance

- **G2G: Government to Government**

- **G2C: Government to Citizen**

- **G2B: Government to Business**

- **G2E: Government to Employee**

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Government to Citizen (G2C)

- **Government to Citizen (G2C)** is an initiative which deals with extending the reach of governance to have a major impact on the people at large.
- Projects taken in this direction are **Computerization of Land Records (Department of Land Resources, Government of India), Bhoomi Project: Online Delivery of Land Records, Gyandoot, Lokvani Project, e-Mitra Project, Project FRIENDS, eSeva, Revenue Administration through Computerized Energy (RACE) Billing Project, Admission to Professional Colleges – Common Entrance Test (CET)**

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Government to Business (G2B)

- **Government to Business (G2B)** is an initiative which deals with activities of government which impinge upon business organizations.
- The objective of bringing activities like registrations, licenses and exchange of information between government and business under e-Governance is to provide an amiable legal environment to business, speed up processes and provide relevant information to business. Some of the projects are e-Procurement Project, MCA 21.

Government to Government (G2G)

- **Government to Government (G2G)** is an initiative which deals with large scale processing of information and decision making within government systems
- This initiative has been taken to help in making the internal government processes more efficient. Some of projects are **Khajane Project in Karnataka, SmartGov (Andhra Pradesh)**

E-Governance projects in States

- **BHOOMI of Karnataka:** The first e-governance project on Land Records Computerization System.
- **WARANA of Maharashtra:** 'Wired Village' concept at Warana cooperative complex in Kolhapur and Sangli districts in Maharashtra.
- **RASI (Rural Access to Services through Internet):** Rural IT infrastructure in Tamil Nadu.
- **E-SEVA of Andhra Pradesh:** Provides services relating to payment of Utility Bills, Certificates, Permits / licenses, reservation etc.

E-Governance projects in States

- **IT for Railways:** Railway Reservation Systems and online delivery of tickets.
- **Community Benefits:** Community centres with IT: The Government of India has set up
- **Community Information Centres** (CICs) in the North East and Sikkim. These CICs provide broadband Internet access at each block.They provide services such as birth and death registration, and act as e-Suvidha service facilitation centres for marriage and SC/ST certificates.

E-Governance projects in States

- **Tax Administration:** Better, faster, easier: In order to ensure that tax administration, including that of VAT, is faster and easier, the Empowered Committee of State Finance Ministers has flagged off an initiative called the National Tax Information Exchange System (TINXSYS) project across the country.

- **FRIENDS (Fast, Reliable, Instant, Efficient Network for the Disbursement of Services)** which was launched in June 2000 is a Single Window Facility providing citizens the means to pay taxes and other financial dues to the State Government

E-chaupal

- **Choupal is an initiative of ITC Limited, a conglomerate in India, to link directly with rural** farmers via the Internet for procurement of agricultural and aquaculture products like soybeans, wheat, coffee etc.
- E-choupal is a virtual market place where farmers can transact directly with a processor and can realize better price for their produce.

E-chaupal
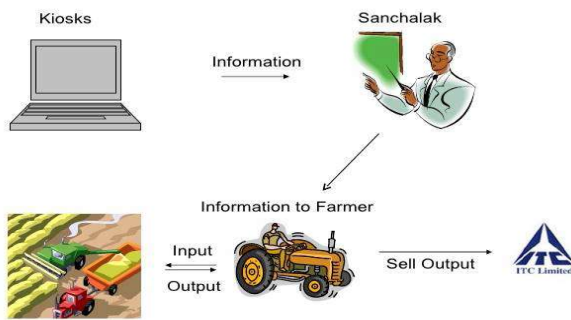
Farmers can access the latest local and global information on weather, scientific farming practices and market prices at the village itself through the web portal in Indian languages – Hindi, Marathi, Kannada and Telegu.

E-chaupal

E-chaupal