

Curriculum for Rural Communication Course



National Council of Rural Institutes

Department of Higher Education

Ministry of Human Resource Development

Government of India



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Introduction

Students of communication/mass communication need a broader introduction to the socio-political and economic realities of rural India, in all its complexities, where they are provided inputs on the contemporary rural issues. Issues of rural society must be integrated across as many courses as possible, so that content related to Rural India is not ghettoized.

The core objectives of mass communication are to Inform people, Build public opinion, Persuade, Circulate government policies, Disseminate health and education programmes, Provide pleasure and entertainment, Establish social contact and linkage, Help in facing disaster and calamity, Highlight diplomatic role and Promote political ideologies. All these objectives are integrated to make the course curriculum a holistic one that enables the facilitation of rural engagement thereby subsequently paving a way for the progress of the rural communities involved as an outcome of the same.

There needs to be a reasonable balance between theory and practice in the communication curriculum, not for preparing grand theorists or abstract empiricists but for the real time implementation of the learnt curriculum. It has to provide possibilities for operationalizing the theory and concepts learnt by way of tangible communication products – a project report, a newspaper (even a e-newspaper), a radio show (Internet Radio), a short video documentary, a magazine, an internship (with a report attached to it). We have to ensure that everything gets proper weightage and credited.

Characteristics

The following core characteristics which form the basic framework of the community based learning model as proposed by which were prime factors considered while developing the curriculum.

1. Large number of heterogenous, scattered and unknown audience
2. Common message through the use of mechanical and electronic media
3. Rapid and continuous dissemination
4. Use of modern technology
5. Direct feedback not available
6. Influence society and in turn be influenced by the society

Curriculum Design

- Objectives
- Module Development
- Methodology
- Assessment
- Outcomes

Objectives

The following Objectives have been framed for the proposed curriculum.

1. Bring awareness among the students about the dynamics of rural communication.
2. Develop community based Learning for communicating socially relevant messages.
3. Help students to identify and accordingly respond to community -communication needs.
4. Give insights of broader social issues and its impact on the rural communication.
5. Value and inculcate multiple perspectives of problem solving through communication.
6. Foster students' intellectual capacities and development as responsible communicators.

Rationale

Community engagement can be a big game changer for rural communities. Though traditional extension and outreach programs are desperately trying to bring in the desired outcomes, are just not sufficient to heal the rift between higher education and public life. What is required is an approach that extends beyond service and outreach to actual 'engagement'. By this, we mean that there is a need to move from a model of 'public service' where universities do things for 'passive & needy public', to one of 'public work that taps, engages and develops the civic agency, talents and capacities of everyone, inside and outside the academy". Therefore, the requirement of today is an 'engaged model of university outreach' which is far more collaborative than the customary conventional approach. Hence, higher education which is generally organized into highly specialized disciplines requires a paradigm shift towards a more systemic perspective, emphasizing collaboration, cooperation and partnership (UNESCO Chair, 2015).

The various forms of community engagement are: (PRIA, 2014):

1. *Linking 'formal' learning and the local community*
2. *Researching with the community*
3. *Sharing knowledge with the community*
4. *Designing new curriculum and courses*
5. *Involving local practitioners as teachers*
6. *Social Innovation by students*

Proposed Model of Curriculum

The curriculum is for one semester with 4 credits with 2 credits for theory and 2 credits for field work. One day of field work would be equal to 6 classes.

S.N	Module Title	Module Content	Teaching/ Learning Methodology	Numb of Classes
1.	Rural Community, Community Media, Participative Communication, and Communication Needs, Engagement	Theories & concepts of Community Media Hebarmas, Paulo Freire, Ronald Robertson, Participative Communication, Civil Society and Public Sphere Theories, Communication Rights, Communicating Socio Economic Cultural Aspects, Folklore, Artisans, Agrarian Systems and Dynamics, Local Governance and Communicating Political Issues Regional and Local Factors influencing communication. Inclusion and participation and Rural Community Engagement	Lecture, Demonstration, Participation, Field visit Case Studies	4+12
2.	Documenting and Communicating Rural Social Change and Facilitating Community	Documentation and Communication a. story of a village, b. change and change in media, c. local culture and little traditions, d. Crisis and Emergency Communication, and e. Transformation, Access to Media and f. Communication Channels, g. Path breaking initiatives in Education and Health h. climate change and disaster management and Village Development Planning, Conceptualising 'Community, Facilitating and Civil Society	Lecture, Group discussion, Field Visit Case Studies	4+12
3.	Documenting Communicating Reforms, Policies and Programmes for Rural Communities	Approach Documenting Message and Media for Government Policies and Programmes, Agriculture, Infrastructure, Public Health, Self Help Groups, Education, Political, Grievance redressal. Conceptualizing Community Media, Rethinking, Public Sphere, Orienting Community	Case Studies Penetration, Participation, Field visit Case Studies	8+12
4	Communicating Rural Transformation aspects	Wage and Self Employment, Industry, Rural and Alternative Livelihoods, Identifying Community Challenges, Natural Resource Management, Disaster Preparedness and Human rights.	Observation. Interview, Participation , Field visits	8+12
5	Rural Communication, PRA and Research	Rural Media, Folk Media and Street Theatre, Ethnographic Research, Reporting Skills, Writing skills – News reporting, Feature documentation, Photo Journalism, Copy Editing, Media tools: Case study, Interview, FGD, Lay-out, Niche reporting, video recording, radio programming, Video editing, Script writing, qualitative, quantitative, Mixed methods, policy, action research, Participative Rural Appraisal, Group Project Work on Community Media Production	Case Studies Interview, Field Mapping , practice sessions	8+24

Practicum details

Every Saturday or continuously for a week, students are engaged in addressing the rural community communication needs to take up the following activities:

1. Village case studies and documentation
2. Documentation of concerns of key players in the rural community
3. Communication, interaction and documentation work involving various interest groups
4. Community newspaper/e-newspaper on rural community concerns.
5. Specialized reporting and documentation training on certain aspects such as social and developmental concerns, agriculture and non agricultural livelihoods and village governance.
6. Internships with CSOs/Newspapers/Radio-TV channels and village/rural administration
7. Participative Rural Appraisal
8. Study and Documentation of Village Development Plan and Reporting on it

Assessment

The curriculum is for one semester with six credits with a ratio of 60:40 in theory and field work. The emphasis is more on the practical orientation of the student.

Outcomes

After completion of the course the student will be able to

- Understand the social, economic, political and cultural framework of the rural communication
- Address the challenges with suitable responses for the identified rural communication
- Engage in the management of the rural communication

Career Options

A career in the Rural Community media networks and documentation work

A career in the state media networks

A career as a rural nodal networking officer for rural and development communication and documentation programmes

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1. RURAL COMMUNITY, COMMUNITY MEDIA, PARTICIPATIVE COMMUNICATION & COMMUNICATION NEEDS, ENGAGEMENT

With 17% of the world's population, India is a challenged country. Approx 30% of its citizens live below the poverty line - on less than a \$1.25 a day. These people have no proper electricity, no proper drinking water supply, no proper sanitary facilities and approx. 40% are illiterates. More than 65% live in rural areas and 60% earn their livelihood from agriculture. Therefore, providing access to timely information on agriculture, weather, social, health care, employment, fishing, is of utmost importance to improve the conditions of rural poor.

Development is the urgent need and communications media can contribute towards development. But communications media can never be effective alone, without practical changes in the 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 that the media can play in development is obvious. Developing communities are characterized by isolation from ideas and information as well as services.

Most people live in rural areas where transport of people and commodities is slow and difficult, cutting off access to markets, to social and cultural centres. The pattern of development often means that essential services and improvements, such as education and health services, reach the towns first. It takes a long time for these to be extended to the rural areas, where the bulk of the population lives. The limited number of education and training centres in the cities cannot cope with the numbers who need to be trained, and extension workers find it hard to cover the areas where they are most needed. Yet, without an influx of specialist help and information to rural areas, development will be slow.

A danger facing many countries is the drift to the cities by the young, attracted by urban facilities. The only way to prevent this is through rural development. Communications media can be the cheapest and swiftest method of reaching rural communities, and of providing some expertise where none has existed. Because communications media can reach isolated communities, emphasis has been on the use of mass communications: messages flowing from capital cities to the periphery. In most cases, feedback from the communities was limited.

Communications media communicated one-way, from the centre outwards. What happened to the message, its impact and the attitude of those on the receiving end, were not taken into

account. The content of programming was decided centrally, based on the opinions of a relatively small group of people as to what rural communities needed and wanted to know. In



the use of media for development, emphasis has been on telling and teaching, rather than an exchange of requests and ideas between the centre and outlying areas.

COMMUNITY MEDIA

Uses of communications media which include **two-way communication** have been called 'community communications' or 'community media'. In the past, similar terms have been used to identify programming especially designed for particular community groups, such as ethnic or minority groups, groups with special needs or interests.

Community media are adaptations of media for use by the community, for whatever purposes the community decides. They are media to which members of the community have access, for information, education, entertainment, when they want access. They are media in which the community participates, as planners, producers, performers. They are the means of expression & the community, rather than for the community. Community communications describe an exchange of views and news, not a transmission from one source to another. The relevance of community media for development depends upon an understanding of what development is. There is a close parallel between recent thinking about communications, and the process of development itself. Both arise from socio-political concerns.

Community media is the best alternative to connect the rural communities who are unable to understand the various facets of information provided by the commercial media. Community media offer means for public participation and for defending cultural diversity. Community media through news and views provide a strong platform for active involvement of all sections

of the poor community, dissemination of community messages related to the field of development, cultural entertainment, etc. The channels of community media are—community radio, video collectives, popular theatre, local television channels, etc.

Theories & Concepts of Community Media:

1. Habermas:

In sociology, **communicative action** is cooperative action undertaken by individuals based upon mutual deliberation and argumentation. The term was developed by **German philosopher-sociologist Jürgen Habermas** in his work *The Theory of Communicative Action.*

Habermas’s “Theory of communicative action”

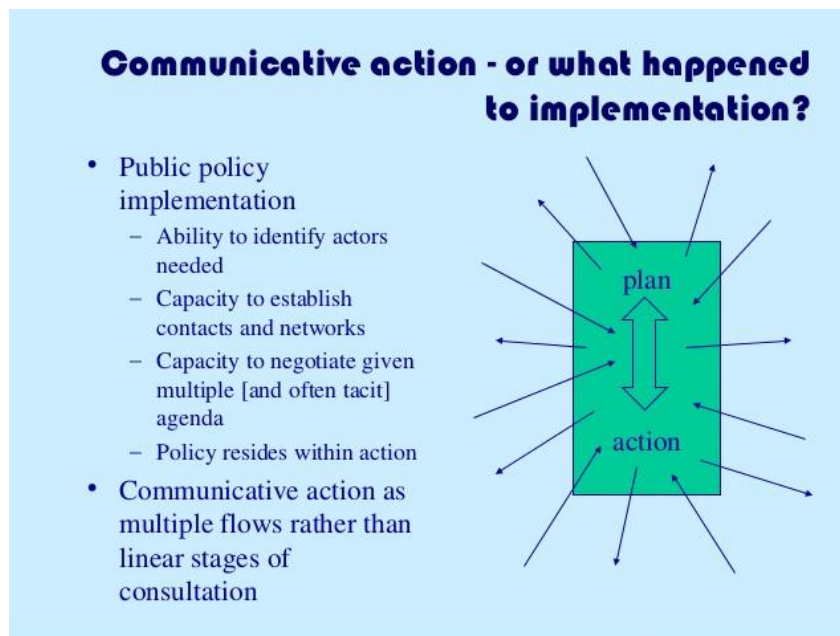
- Habermas (1981) introduced the model of communicative rationality based on communicative action
- The information approach to communication reduces it to transmitting rational messages and thus any message to some ordering or “logic” of what is communicated:
- The idea and corresponding ideal of communication is the collaboration for ordering nature, society, and the world in a rational way relevant to all communicators

Communicative action for Habermas is possible given human capacity for [rationality](#). This rationality, however, is "no longer tied to, and limited by, the subjectivistic and individualistic premises of modern philosophy and social theory." Instead, Habermas situates rationality as a capacity inherent within language, especially in the form of argumentation. "We use the term argumentation for that type of speech in which participants thematise contested validity claims and attempt to vindicate or criticize them through argumentation."

The structures of argumentative speech, which Habermas identifies as the absence of coercive force, the mutual search for understanding, and the compelling power of the better argument, form the key features from which intersubjective rationality can make communication possible. Action undertaken by participants through a process of such argumentative communication can be assessed as to their rationality to the extent which they fulfill those criteria.

Communicative rationality is distinct from instrumental, normative, and dramaturgic rationality by its ability to concern all three "worlds" as he terms them, following Karl Popper—the subjective, objective, and intersubjective or social. Communicative rationality is self-reflexive and open to a dialogue in which participants in an argument can learn from others and from themselves by reflecting upon their premises and thematizing aspects of their cultural background knowledge to question suppositions that typically go without question.

Communicative action is action based upon this deliberative process, where two or more individuals interact and coordinate their action based upon agreed interpretations of the situation. Communicative action is distinguished by Habermas from other forms of action, such as instrumental action, which is pure goal-oriented behaviour, dealt with primarily in economics, by taking all functions of language into consideration. That is, communicative action has the ability to reflect upon language used to express propositional truth, normative value, or subjective self-expression.



2. Paulo Freire:

Freire held a strong belief that individuals, no matter who they are, have the capacity and ability to think critically, make decisions, and plan for social change in order to bring about their own social transformation and the transformation of the whole society (Servaes, 1996: 78). Just as dialogue de-socialises students from passivity in the classroom so does participatory communication among individual members of the community. Mere awareness as is the case with diffusion of innovation is not enough to bring about conscientisation". It is this dialectical and emancipatory process of action and reflection that constitutes the process of conscientisation". (Servaes, 1996: 78)

Conscientization

The idea of building ‘pedagogy of the oppressed’ or a ‘pedagogy of hope’ and how this may be carried forward has formed a significant impetus to work. An important element of this was Freire’s concern with conscientization – developing consciousness, but consciousness that is understood to have the power to transform reality’ (Taylor 1993: 52) and the process of developing a critical awareness of one’s social reality through reflection and action. Action is fundamental because it is the process of changing the reality. Paulo Freire says that we all acquire social myths which have a dominant tendency, and so learning is a critical process which depends upon uncovering real problems and actual needs.

Ideology: Participatory Communication (Paulo Freire)

- ”Dialogic action”: combination of action and reflection
- Knowledge sharing (opposite to expert orientation)
- Self-reliance (human resource development AND economic dimension)
- Liberation & people’s power -> conscientization = critical awareness of one’s situation

Stages of conscientization:

- access to information
- ability to interpret information (media literacy, etc.)
- emancipation (knowing who you are, identity)
- empowerment (ability & willingness to act for change)

3. Ronald Robertson:

The Globalization Process : Ronald Robertson, one of the pioneers of globalization theory, described globalization as the compression of the world and rapid increase of consciousness of the world as a whole. This is how we experience the world in the global age. Its rotation seems to have speeded up. Cosmopolitans and businessmen have to be accessible at every place (even the most private one) during 24 hours a day, and once this connection is disturbed, they get nervous. Compression of the world means that it has come into our living rooms by satellite TV, has been discovered by intercontinental mass tourism, and is easily accessible by e-mail contracts and mobile phone.

The globalization theory emerged during the late 1980s and early 1990s. A particular invention during the 1970s – the semi-conductor and computer chip – had revolutionized the world and

pushed it into another dimension. Globalization theory analyses these revolutionary changes. The technical invention was a turning point that marks the beginning of a new age.

Robertson, however, rightly emphasizes that globalization itself is a long-term and continuous process of technological revolutions that caused economic and social change and therefore globalization theory is an analysis of these processes of long-term global change. According to this perspective also long-distance trade before colonialism , as well as colonialism itself belong to this long-term process. Within this process, the dimensions of time, space and distance changed: the world itself has become a village – we are familiar with and everything is in rather short distance. Globalization constitutes a bundle of parallel process, and exactly this parallelism of seemingly unconnected issues makes the matter so incomprehensible.

Roland Robertson's Concept of Glocalization - definition

In "Glocalization:Time-Space and Homogeneity-Heterogeneity" sociologist Roland Robertson suggests replacing the concept of globalization with the concept of "glocalization". In using "glocalization" rather than globalization Robertson wishes to blur the boundaries between the local and the global. Former views in sociology saw globalization as a contrast between the local and the global as theorized it in terms of action-reaction patterns. Robertson offers instead to see the local itself as one of the aspects of globalization. For example, the search for "home" and "roots" are a counter reaction to globalization but rather a need structured by it.

One of the ramifications of using the term glocalization instead of globalization is that claims of homogeneity of culture under globalization lose ground. Even though intercultural ties are increasingly fastened throughout the world Robertson believes that we are definitely not heading for a united human culture. The reason is that in glocalization these ties and influences are selected, processed and consumed according to the local culture's needs, taste and social structure.

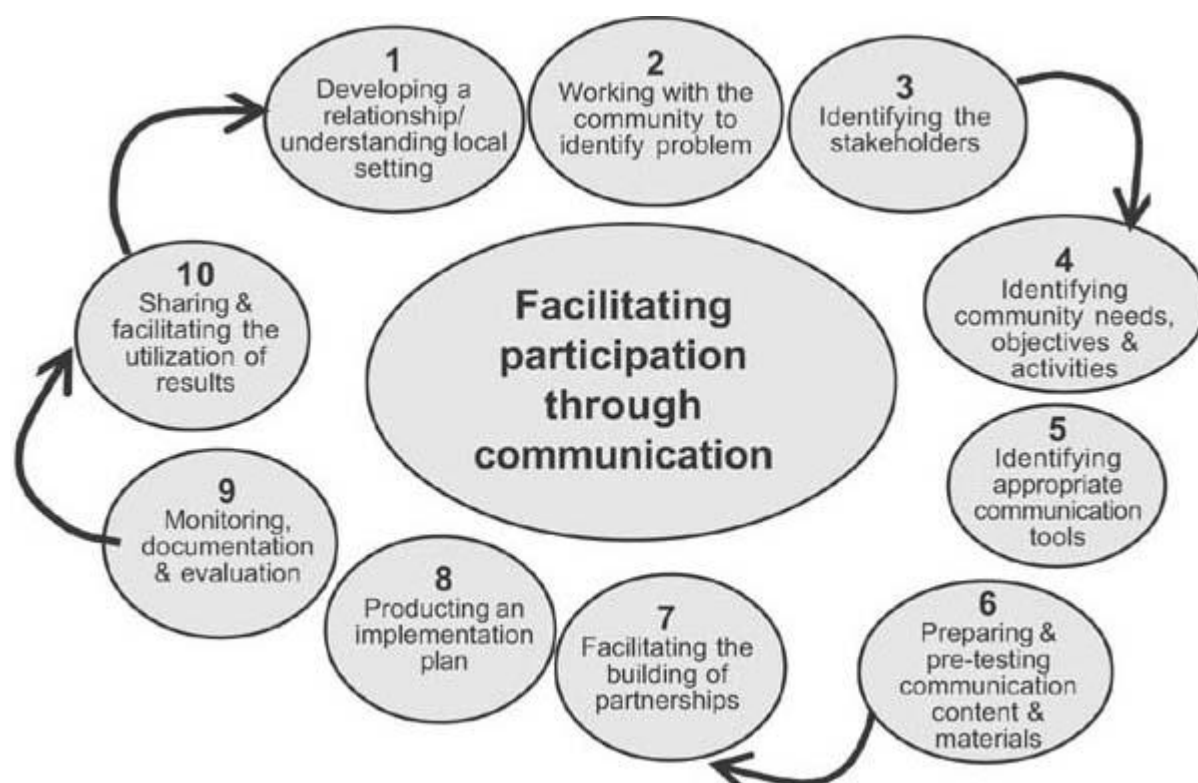
The shift from globalization to glocalization is also a shift in historical perspective. While many researchers position globalization in the second half of the 20th century, Robertson prefers to see it as modern phenomenon which can be traced back to the 19th century and even before, like the rise of the nation state, standardization of time, the emergence of international exhibitions and more. Robertson holds that these examples show how global processes are local processes and vice versa starting already with the 19th century and modernity.

In short, the term glocalization means that trends of homogenization and heterogenization coexist throughout the modern age. According to Robertson the use of the term glocalization means that it is local culture which assigns meaning to global influences, and that the two are therefore interdependent and enable each other.

Participatory Communication:

"Participatory communication is the theory and practices of communication used to involve people in the decision-making of the development process. It intends to return to the roots of its meaning, which, similarly to the term community, originate from the Latin word 'communis', i.e. common (Mody, 1991). Therefore, the purpose of communication should be to make something common, or to share...meanings, perceptions, worldviews or knowledge. In this context, sharing implies an equitable division of what is being shared, which is why communication should almost be naturally associated with a balanced, two-way flow of information.

Participatory communication is an approach capable of facilitating people's involvement in decision-making about issues impacting their lives - a process capable of addressing specific needs and priorities relevant to people and at the same time assisting in their empowerment. Participatory communication is "a necessary component, consistent with a democratic vision of international development, needed to increase projects sustainability and ensure genuine ownership by the so-called 'beneficiaries'."



Participatory development communication is the use of mass media and traditional, interpersonal means of communication that empowers communities to visualise aspirations and discover solutions to their development problems and issues.

Civil Society and Public Sphere:

The public sphere is a spatial place where feelings are articulated, distributed, and negotiated by the collective community. Habermas pointed out that this concept of a public sphere existed in England since the 18th century where coffee houses in London became the centers of literary criticism, which eventually led to economic and political discussions. It not only became a place for self-expression, it would become a platform or venue for public opinions and discussions. Under the capitalist system, the new bourgeois public sphere merged the public economic institutions with the private personal feelings to comprise a group of individuals who would debate, discuss and regulate civil society through constructive criticism.



- The public sphere is the arena where citizens come together, exchange opinions regarding public affairs, discuss, deliberate, and eventually form public opinion.
- This arena can be a specific place where citizens gather (for example, a town hall meeting), but it can also be a communication infrastructure through which citizens send and receive information and opinions.

Civil society is made up of voluntary civic and social organizations and institutions that form the basis for a functioning society rather than a state-controlled system that used force. Habermas viewed the public sphere as a necessary condition, or precursor to the emergence of civil society. The public sphere had to exist first, before civil society could come into form.



Civil society

Civil society is constituted by organizations and activities that have no primary political or commercial character, and are not motivated by profit or power.

The media

The media, provider of a medium to discuss issues.

Civil society is a matter of collective choice, but not government. The collective good is best achieved by the direct action of ordinary people organized in groups and associations (Edwards 2009). Civil society, in this view, is a matter of charities, voluntary associations, and self-help movements. It is an arena in which people can do things for themselves and meet the needs of their fellow citizens. Here, freedom is not limited to individual choices in relation to markets, but also realized in collective, voluntary efforts. Neighbours may form an association to provide mutual security or to manage collective resources such as park or recreation facilities. Residents of a town or a village may collect funds and volunteer labour for purposes that are public insofar as they aim to advance a broader good than the sum of their selfish interests – for example by providing food for the poor, or running a recycling program, or supporting a government program. They may organize a social movement to try to persuade their fellow citizens that it would be in the public interest to take better care of the environment, or reduce poverty, or end a war. Of course, other citizens may believe the public interest lies in building a road, not recycling. In this view, the essence of freedom lies in the right of people to form such self-organized efforts, with a presumption that where these are not in harmony with each other they will at least each be limited by respect for the others.

The value of a public sphere rooted in civil society rests on three core claims:

1. There are matters of concern important to all citizens and to the organization of their lives together
2. Through dialogue, debate and cultural creativity citizens might identify good approaches to these matters of public concern
3. States and other powerful organizations might be organized to serve the collective interests of ordinary people – the public – rather than state power as such, purely traditional values, or the personal interests of rulers and elites.

These claims have become central to modern thinking about democracy and about politics, culture, and society more generally.

The idea of the public sphere was crucial to hopes for democracy. It connected civil society and the state through the principle that public understanding could inform the design and administration of state institutions to serve the interests of all citizens. Obviously these ideals are imperfectly realized, and some of these imperfections reflect tensions built into the very starting points of civil society thinking. As Hegel (1821) suggested, civil society reflects a struggle to reconcile individual self-interest with the achievement of an ethical community. And while the ideal of the public sphere holds that all participants speak as equals, the reality is that inequality and domination constantly distort collective communication.

Communication Rights:

Communication rights involve freedom of opinion and expression, democratic media governance, media ownership and media control, participation in one's own culture, linguistic rights, rights to education, privacy, assemble, and self-determination. They are also related inclusion and exclusion, quality and accessibility to means of communication.

Communication Rights and Responsibilities

Rights	Responsibilities
1. You have the right to be treated with respect.	1. You have the responsibility to treat others with respect.
2. You have the right to have and express your own opinions.	2. You have the responsibility to listen to the opinion of others.
3. You have the right to ask for what you need in order to be effective.	3. You have the responsibility to acknowledge and address the needs of others.
4. You have the right to set reasonable limits.	4. You have the responsibility to respect the limits and boundaries of others.

Communication rights can be seen as providing the conditions for the full exercise of freedom of expression in a complex and mediated society in which power and control of resources are distributed very unevenly.

Freedom of expression is indeed at the heart of Communication rights. However, the advocacy for Communication Rights goes further in that it *creates the environment in which freedom of expression may be fully consummated* at the level of society.

Communication rights are premised on *communicating*, the completion of an interaction between people; it maintains that freedom to interact with others is ultimately about generating a *cycle of communication*, from which learning, understanding and cooperation may ensue. An initial approximation of the goal of Communication Rights is thus: *to secure the generation of a considered, creative and respectful cycle of interaction between people and groups in society, that in practice endorses the right of all equally to have their ideas expressed, heard, listened to, considered and responded to.*

Enabling rights

Communication Rights draw on aspects of other key human rights - “flanking” or “enabling” rights - contained in the International Bill of Rights and supplementary treaties and legal documents. For example:

- A right to participate in one’s own culture, and use one’s mother language, including ethnic, religious or linguistic minorities;
- A right to information regarding governance and matters of public interest (freedom of information);
- A right to the protection of the moral and material interests of authorship;
- A right to one’s honour and reputation, and to protection against attacks; A right to privacy;
- A right to peaceful assembly and association;
- A right to free primary education and progressive –introduction of free secondary education.

A dimension of each of these bears strongly on the process of communication in society (all could be suffixed with “*in relation to media and communication*”). These might be termed “top-level” communication rights. However, they are further specified and sometimes additional dimensions added. For example: the right to a diverse and independent media and to access to media, has been recognized in various fora as diverse as the European Court of Human Rights,

Supreme Court of Sri Lanka, the German Federal Constitutional Court, UNESCO, and Resolutions of the Council of the European Union. The promotion of communication rights attempts to strip away layers of social, historical, economic, and psychological barriers to communication, to reinforce an environment of mutual respect, and to build the capacities of all in communication and interaction.

The added value of communication rights: This interpretation of communication rights has a number of implications as detailed below:

First, the whole set of communication rights yields something more than the sum of its parts. Communication rights bring together relevant dimensions from a set of component enabling rights, and can be realized only through them. However, Communication rights can also be seen as *meta rights*, which gives new and additional meaning to those enabling rights.

Second, the emergence of communication rights in practice is the creation of a climate of mutual respect and tolerance not just between individuals which hold these rights, but between diverse communities and cultures, ethnic groups and nationalities. Calling for communication rights at the same time endorses and supports the notion and value of diversity.

Third, communication rights unavoidably implicate social processes and dynamics. Communication rights by their very nature question whether *social* structures differentially constrain and enable the capacity of different individuals and groups to communicate effectively within societies. The concept of communication rights forces us to engage much more comprehensively the spirit of “freedom of expression” towards the elimination of constraints on whole sections of society, and building the access and capacities of those who are excluded.

Communication rights: Why Now?

Why is it that “communication rights” as a concept is especially relevant now more than it was in the past? What justifies a movement at this time to attempt to enforce and deepen our communication rights?

Communication rights have greatly grown in relevance in the last decades, due to a number of factors and trends in the sphere of global information and communications, including:

1. Corporate media dominance and media concentration;
2. Negative effects of media systems on identity/ies and culture/s;
3. Emergence of “copyright” regimes and the erosion of the public domain of global knowledge;

4. Limitations of market-driven initiatives in telecommunications and ICTs;
5. Erosion of civil rights in the digital environment, especially post 9-11 (e.g., stronger comprehensive and globally-framed and enforced frameworks for electronic surveillance).

All of these concerns can be analysed and understood, and integral solutions designed, using the concept of communication rights. Together, these dynamics hugely influence each step of the communication process in society. These trends can fundamentally shape the outcomes of social communication and who benefits from it, through controlling the creation and ownership of knowledge, the processes and media of dissemination and communication, and its use to solve political, economic, and social goals.

The imminent danger is that each moment in the cycle is becoming harnessed to the needs of capital and the market. The ultimate danger is that the cycle of society's social communication process is interrupted, the process of social learning becomes ever more feeble, and in the end the process of creativity is transformed and reduced to short-term, unsustainable, generation of profits for a small minority. Society may find itself having virtually lost the capacity for creativity, for an inclusive and equitable sharing of knowledge, for democratic participation in political structures, for diverse cultural expression and expression of identity, even the capacity to learn from past and present generations.

"Communication rights", as a concept and as praxis, potentially have the depth and breadth to analyze and understand these dangers, and design integral solutions designed to tackle them.

Folklore:

Folklore is the expressive body of culture shared by a particular group of people; it encompasses the traditions common to that culture, subculture or group. These include oral traditions such as tales, proverbs and jokes. They include material culture, ranging from traditional building styles to handmade toys common to the group. Folklore also includes customary lore, the forms and rituals of celebrations such as Christmas and weddings, folk dances and initiation rites. Each one of these, either singly or in combination, is considered a folklore artefact.

Just as essential as the form, folklore also encompasses the transmission of these artefacts from one region to another or from one generation to the next. For folklore is not taught in a formal school curriculum or studied in the fine arts.



Instead these traditions are passed along informally from one individual to another either through verbal instruction or demonstration.

The academic study of folklore is called **folkloristics**.

Transmission is a vital part of the folklore process. Without communicating these beliefs and customs within the group over space and time, they would become cultural shards relegated to cultural archaeologists. These folk artefacts continue to be passed along informally, as a rule anonymously and always in multiple variants. The folk group is not individualistic, it is community-based and nurtures its lore in community. "As new groups emerge, new folklore is created... surfers, motorcyclists, computer programmers". In direct contrast to high culture, where any single work of a named artist is protected by copyright law, folklore is a function of shared identity within the social group.

The **Folklore of India** encompasses the folklore of the nation of India and the Indian subcontinent. India is an ethnically and religiously diverse country. Given this diversity, it is difficult to generalize widely about the folklore of India as a unit.

Although India is a Hindu-majority country, with more than three-fourths of the population identifying themselves as Hindus, there is no single, unified, and all-pervading concept of identity present in it. It is because of the flexible nature of Hinduism which allows various heterogeneous traditions, numerous regional cultures and even different religions to grow and flourish. Folk religion in Hinduism may explain the rationale behind local religious practices, and contain local myths that explain the existence of local religious customs or the rituals. However, folklore as currently understood goes beyond religious or supernatural beliefs and practices, and compasses the entire body of social tradition whose chief vehicle of transmission is oral or outside institutional channels.

Folklore of India comprises:

1. Folk art of India
2. Folktales of India
3. Indian folk heroes, villains, and tricksters
4. Cultural archetypes and icons
5. Traditional games of India

Traditional knowledge comprises the dynamic and complex understanding, skills and philosophies that are generated by people's interaction with their social and natural environment. It is important to integrate traditional knowledge in Disaster Risk Reduction, particularly for areas that are facing increasing disaster risks as a result of climate change.

Artisans

An artisan is a skilled craft worker who makes or creates things by hand that may be functional or strictly decorative, for example furniture, decorative arts, sculptures, clothing, jewellery, food items, household items and tools or even mechanisms such as the handmade clockwork movement of a watchmaker. Artisans practice a craft and may through experience and aptitude reach the expressive levels of an artist.

Artisans in India often come from the poorest levels of society and are frequently illiterate. It is almost impossible for them to keep up with the times.

Agrarian Societies, Systems and Dynamics

An **agrarian society** (or agricultural society) is any society whose economy is based on producing and maintaining crops and farmland. Another way to define an agrarian society is by seeing how much of a nation's total production is in agriculture. In an agrarian society cultivating the land is the primary source of wealth. Such a society may acknowledge other means of livelihood and work habits but stresses the importance of agriculture and farming. Agrarian societies have existed in various parts of the world as far back as 10,000 years ago and continue to exist today. They have been the most common form of socio-economic organization for most of recorded human history.

Agrarianism most often refers to a social philosophy which values agrarian society as superior to industrial society and stresses the superiority of a simpler rural life as opposed to the complexity and chaos of urbanized, industrialized life. In this view the farmer is idealized as self-sufficient and thus independent as opposed to the paid labourer who is vulnerable and alienated in modern society. Moreover, Agrarianism usually links working the land with morality and spirituality and links urban life, capitalism, and technology with a loss of independence and dignity while fostering vice and weakness. The agricultural community, with its fellowship of labour and cooperation, is thus the model society.



An **agrarian system** is the dynamic set of economic and technological factors that affect agricultural practices. It is premised on the idea that different systems have developed depending on the natural and social conditions specific to a particular region. Political factors also have a bearing on an agrarian system due to issues such as land ownership, labor organization, and forms of cultivation.

As food security has become more important, mostly due to the explosive population growth during the 20th century, the efficiency of agrarian systems has come under greater review.

Agricultural communication (or agricultural communications) is a field that focuses on communication about agriculture-related information among agricultural stakeholders and between agricultural and non-agricultural stakeholders. Agriculture is broadly defined in this discipline to include not only farming, but also food, fiber (e.g., cotton), animals, rural issues, and natural resources.

Agricultural communication is done formally and informally by agricultural extension and is considered related to science communication. However, it has evolved into its own professional field.

By definition, agricultural communicators are science communicators that deal exclusively with the diverse, applied science and business that is agriculture. An agricultural communicator is "expected to bring with him/her a level of specialized knowledge in the agricultural field that typically is not required of the mass communicator".

Agricultural communication also addresses all subject areas related to the complex enterprises of food, feed, fiber, renewable energy, natural resource management, rural development and others, locally to globally. Furthermore, it spans all participants, from scientists to consumers - and all stages of those enterprises, from agricultural research and production to processing, marketing, consumption, nutrition and health.

A growing market for agricultural journalists and broadcasters led to the establishment of agricultural journalism and agricultural communication academic disciplines.



The job market for agricultural communicators includes:

- Farm broadcasting
- Journalists and editors of agricultural/rural magazines and newspapers
- Communication specialist or public relations practitioner for agricultural commodity organizations, businesses, non-profits
- Sales representative for agricultural business
- Science journalist
- Land-grant university communication specialist
- Public relations or advertising for firms that specialize in or have agricultural clients

Local Governance and Communicating Political Issues

The increasing influence of the media on society in general and on the behavior of politicians and the functioning of political and administrative institutions specifically, is defined as a process of 'mediatization' (Strömback, 2008 ; Hajer, 2009). Being an important indicator of the public agenda and the public mood, media attention is known to play an important role in decision-making processes. Administrators and politicians' responsiveness to media coverage is often considered to be important for enhancing democratic legitimacy. Vice versa, the media provide a means to increase transparency and indirectly accountability, by reporting on decision-making processes and policy outcomes. In addition, the media are actively used by political and administrative institutions as outlets to inform the general public, and sometimes to indirectly influence decision-making processes. In the latter case, communication via the media can be considered a political strategy.

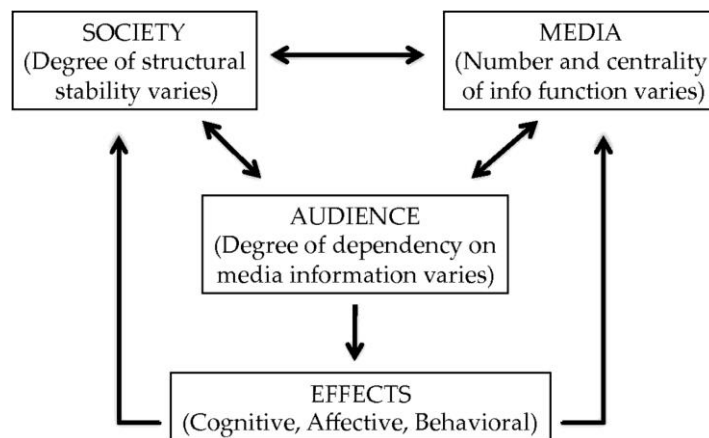
The relationship between journalists and political actors is characterized by mutual dependence (Cook, 2005; Davis, 2009; Robinson, 2000). In order to unravel these interrelations, it is important to contextualize and distinguish between different media types (newspapers, radio,

television, social media) and government functionaries (administrators, politicians, local/national/ stakeholders). In order to understand media influence on political and administrative processes, knowledge on the actual mechanisms at play is key. This allows one to answer questions like:

1. When and why do journalists and governmental functionaries respond to each other?
2. What instruments do they employ to do so?
3. What are the consequences for the functioning of politics and the bureaucracy?

Four key themes to build a strong and enabling eco-system for good governance in India:

1. **Develop media as a key stakeholder:** Independent, inclusive and accessible news media can have a tremendous impact on governance and accountability, by effectively playing the roles of watchdog, agenda-setter and gatekeeper.
2. **Strengthen local governance:** True democracy calls for empowering local governments and creating a culture that promotes direct citizen participation and engagement in planning and development processes – beyond the act of casting a vote every few years.
3. **Advance women-centered leadership:** Improving women’s participation and leadership in governance structures has shown to lower corruption, improve policy outcomes, and increase attention to urgent social issues.
4. **Leverage technology:** Technology can bring greater efficiency to government systems, processes and interactions. Benefits to citizens include increased convenience and transparency in access to services, greater accountability, and avenues to expand the citizen voice.



Inclusion, Participation and Rural Community Engagement

Rural communication is an interactive process in which information, knowledge and skills, relevant for development are exchanged between farmers, extension/advisory services, information providers and research either personally or through media such as radio, print and more recently the new “Information and Communication Technologies” (ICTs).

In this process all participants may be innovators, intermediaries and receivers of information and knowledge. The aim is to put rural people in a position to have the necessary information for informed decision-making and the relevant skills to improve their livelihoods. Communication in this context is therefore a non-linear process with the content of data or information.

Communication for Development is defined as the planned and systematic use of communication, through inter-personal channels, ICTs, audio-visuals and mass media:

1. to collect and exchange information among all those concerned in planning a development initiative with the aim of reaching a consensus on the development problems being faced and the options for their solution.
2. to mobilize people for development action and to assist in solving problems and misunderstandings that may arise during development plan implementation.
3. to enhance the pedagogical and communication skills of development agents (at all levels) so that they may have a more effective dialogue with their audience.
4. to apply communication technology to training and extension programmes, particularly at the grassroots level, in order to improve their quality and impact.

Communication for Development is used for:

1. people's participation and community mobilization, decision-making and action, confidence building, for raising awareness, sharing knowledge and changing attitudes, behaviour and lifestyles;
2. for improving learning and training and rapidly spreading information; to assist with programme planning and formulation; to foster the support of decision-makers.

Communication for Development is based on the premise that successful rural development calls for the conscious and active participation of the intended beneficiaries at every stage of the development process. Rural development cannot take place without changes in attitudes and behavior among the people concerned.

In Communication for Development approaches, rural people are at the centre of any given development initiative and view planners, development workers, local authorities, farmers and rural people as "communication equals", equally committed to mutual understanding and concerted action.

Challenges to Rural Communication

The situation concerning communication in rural areas of developing countries is characterized by:

1. A dearth of information (absence of providers and of local communication content)
2. Conflicting messages (difficult to know what is relevant/correct information)
3. A fragmented market for information with many individual clients or client groups
4. Relatively few clients scattered over a large area
5. Structural transformations leading to constantly changing channels and content and a lack of the necessary skills for communication
6. A lack of well-developed ICT infrastructure and low levels of ICT skills

In rural areas, communication needs and available channels are facing tremendous changes through structural transformations: subsistence oriented farming remains the basis for food security especially in disadvantaged areas, while there is a general shift to move intermediate farmers into market-oriented production. Market-oriented farmers need to stay competitive in an increasingly global business environment. While agriculture remains the mainstay for rural people, information and skills for alternative livelihoods gain in importance, not only as an exit strategy, but also for the increasing division of labour. Each of these groups of farmers has specific communication needs and capacities for innovation, management and finance. However, client/demand-oriented service provision for innovation, information, qualification and local organizational development remains the key driver. Ongoing decentralisation of government functions and services improve the prospects of local political decision making. These reform processes and their opportunities and consequences need to be communicated properly to rural people. Lobbying by organized groups, as a form of communication to politicians, becomes a necessary activity to voice rural interests. On the other side, efforts to close the information gap and, in particular, the digital divide in rural areas, have been supported by the wider availability and accessibility of communication technologies and infrastructures, like internet, rural radio and mobile phones.

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2. DOCUMENTING AND COMMUNICATING RURAL SOCIAL CHANGE AND FACILITATING COMMUNITY

Success Story

A success story can document impact of an intervention or a program over time and demonstrate the value of program activities. When presented effectively, success stories can be a useful tool for educating the stakeholders about the outcomes of the intervention and the results they are achieving.



Recognizing the importance of success stories:

Even as the program's activities are being conducted, it is important to take the time to capture the accomplishments of the program attainment along the way. Sharing the achievements as the program progresses will ensure an advantageous position when policymakers or other stakeholders make decisions that affect the program. The more educated they are about the program's goals, activities, and successes; the more likely they are to support the program.

Specific reasons for developing and sharing success stories may include

- a. Capturing progress over time.
- b. Educating decision makers about the impact of your program.
- c. Demonstrating responsible use of resources to stakeholders.
- d. Sharing "best practices" with other similarly-funded programs.
- e. Attracting new partners for collaboration.

Choosing a program/activity to highlight

- a. In choosing a program/activity to highlight, remember that most programs undergo varying stages of capacity, maturity, and accomplishment.
- b. When the program/activity is in its early stages, a description of the proposed activities and the anticipated outcomes should be provided, partnerships that are created should be

- highlighted, important policy changes achieved as a result of the program should be documented, and/or the population being served by the program should be illustrated.
- c. Short-term outcomes when highlighting accomplishments in early-stage activities should be emphasized
 - d. As the program/activity advances, some promising stories and examples of early changes should be shared, and long term outcomes should also be shared when achieved.
 - e. Preliminary data from the program that show progress should be shared. E.g. to what extent your program is reaching or serving a specific population.

Reaching various audiences through your success story

Audience profile

Before writing the story, consider the primary audience(s). You may identify multiple audiences for the success story and should recognize that their needs, interests, or concerns may differ from the program's and may vary from audience to audience.

- a. What is important to them?
- b. What do they care about?
- c. What type of outcomes will be meaningful to them?
- d. How will they use your success story?

Template for a success story

When developing your story incorporate the following sections, using the criteria listed below for guidance:

- a. Title
 - a. Capture the overall message of the story.
 - b. Include an action verb.
 - c. Capture the reader's attention.
- b. Problem Overview/Challenge
 - a. Describe the problem being addressed and why it's important.
 - b. Use data to frame the problem, including health burden and economic costs.
 - c. Specify the affected population(s).
- c. Program/Activity Description/Response
 - a. Identify who was involved, including your partners.
 - b. Describe the program/activity that was implemented, including where and when it took place and how it addressed the problem.
 - c. Identify the target audience of the program/activity.
 - d. Describe how the progress of the program/activity was evaluated.
 - e. State how support contributed to the program/activity
- d. Program/Activity Outcomes/Learning

- a. Identify the short-term or intermediate outcomes that demonstrate how the program/activity addressed the problem (e.g., change in policy, use of resources, change in village-level practices, establishment of additional funding).
 - b. Provide a conclusion to the success story that avoids using broad, sweeping statements.
- e. Additional Information
- a. Make sure to include the following:
 - i. Name of the agency.
 - ii. Name and credentials of program contact.
 - iii. Address, e-mail address, and telephone numbers.
 - iv. Organization’s Web site address (if available).
 - v. Any other supporting materials, such as testimonials, quotes from partners/participants, samples of materials produced, press releases, promotional materials, project photos, video/audio clips, etc.

Remember: The type of outcomes achieved by a program may vary depending on the stage and maturity of the program. Sometimes a success story is a “work in progress.” Consider updating or enhancing your story as new information and outcome data become available.

Style Guide

- a. Keep paragraphs short—no more than three to four sentences.
- b. Keep story to no more than two pages (simple & concise).
- c. Stick to the facts. Do not interject an opinion unless you attribute it to someone.
- d. Avoid using passive voice (e.g., “Trainings were provided.”). Use active voice (e.g., “X partner provided Y trainings.”), and be clear about who is doing the action in every sentence.
- e. Include direct quotes if they strengthen the story.
- f. Limit use of acronyms. If you use acronyms, spell them out on first mention.
- g. Use plain language.
- h. Avoid jargon. Readers often skip over terms they don’t understand, hoping to get their meaning from the rest of the sentence.

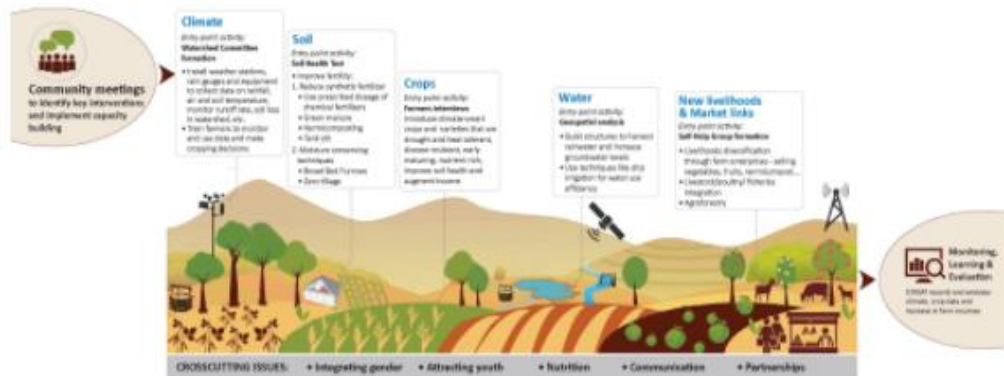
Some Examples of Success Stories:

a. Stories from Villages:

1 .Climate Smart Village : Watershed Management Approach :

A pool of climate-smart agricultural practices equips farmers in the mining belt of Karnataka, India, to rehabilitate their ecosystem and earn up to 12% – 27% better crop yields even in uncertain weather. (ICRISAT initiative)

Rehabilitating ecosystems and building resilience of farming communities



2 .A sustainable model for village sanitation:

G. Medapadu village Gram Panchayat (GP) in East Godavari District scenario is completely different on sanitation. The village is not depended on sanitation schemes; it is only following the dreams of Gandhi from the past 8 years and completely Open Defecation Free (ODF) village as well as with 100% sanitation facilities.

CASE STUDY

2016/No. 70



G. Medapadu Panchayat
Samakota Mandal
East Godavari District

A Sustainable model village for sanitation



Photo Credit: E. Manikanta Reddy Program Officer, PRIA



"The future of India lies in its villages and the soul of India lives in its villages"- said by Gandhiji. After 70 years of the independence also we are unable to achieve the dream of Gandhiji. "Sanitation is more important than independence". In spite of huge number of sanitation schemes are unable to provide basic sanitation facilities in rural areas. But here this village scenario is completely different on sanitation. The village is not depended on sanitation schemes its only following the dreams of Gandhiji from the past 8 years and completely Open Defecation Free (ODF) village as well as with 100% sanitation facilities and it is none other than but a village called G. Medapadu Gram Panchayat (GP) in East Godavari District.

Highlights of G. Medapadu:

- Population: 8061
- Households: 1976
- Toilets constructed under- SEM: 85
- Toilets constructed under-NBA: 902
- Individual cum community sanitary toilets: 235
- Special committees for ODF monitoring
- ODF places are income generating sources
- Plastic bar/ SLWM process/ Menstrual hygiene management. Etc



First step towards basic sanitation:

Mr. P. Srinivasa charya Chowdary was elected as a sarpanch in 2006 and the GP problems welcomed him to think about some changes. The GP is facing with the problems like improper roads, drainages, improper sanitation in the GP as well as community sanitary toilets (CSTs), open defecation practices and diseases, etc. All these issues have been brought some change in Mr. Chowdary and he started the developmental activities. First he demolished the CSTs across the 11 places in the GP. That time all villagers are very discomfort on his decision. Immediately Mr. Chowdary brought 902 toilets under Nirmal Bharat Abhiyan (NBA). For this scheme the Govt. Provided Rs. 2700 and Mr. Chowdary spent extra Rs. 2000 for each toilet to ensure the quality. Out of this 902 almost 235 households are not having place to construct the toilets in the house premises. For them Mr. Chowdary constructed Individual cum community sanitary toilets (ICST) in 6 places in GP land. For this ICST the GP took responsible of ensuring the water and power facilities. To ensure the maintenance facilities the GP formed a five member group within that toilet members in all the places. These groups will ensure the maintenance of ICST and regularly reports on the issues, etc. The village achieved Nirmal Gram Puraskar Award in 2009 with the awareness created by the Grampanchat and its sustaining the ODF status from the past 8 years..

Achievement of Nirmal Bharat award is not a big thing, because most of the GPs have achieved it across the state as well as country. To continue the ODF status is a big challenge and in Andhra Pradesh we won't find even 10 GPs also. But we can find ODF sustainability in G. Madapadu GP. To ensure the future need once again the GP utilised the SBM scheme and found that 85 new households are in need of toilets. The GP leadership is changed but Mr. Chowdary is still continuing his development activities towards complete sanitation of the GP.

Learning's in sanitation:

- 235-ICST for landless households out of 902 under NBA in 2008
- Monitoring and Maintenance of ICSTs with the help of group members
- Ensuring of water, power and regular maintenance of ICSTs
- Achieving of Nirmal Gram award in 2009
- ODF places become income generation sources for GP such as market yards
- Solid and Liquid Waste Management mechanism (SLWM)
- Door to door waste collection and segregation and fertilizer processing
- Cement roads and its cleanliness
- Plastic ban in the GP premises
- Menstrual hygiene management across the GP providing separate dustbins and disposal mechanism
- Drinking water supply and water security plans
- Model high schools and health facilities, etc.



Solid Waste Management Processing mechanism



Individual cum community sanitary complex

Achieving Open Defecation Free (ODF) is not a big challenge, but ensuring the ODF sustainability is a big challenge. When the villages are free from ODF then only we can find the real dream of Mahatma. G. Madapadu is following the Mahatma pathway and moving towards ODF plus activities and its one of the best model villages in sanitation in Andhra Pradesh.

b. Change and Change in Media

CASE STUDY

No. 7

'Education for girls means economic independence for women'



NAME: Parbati Devi
AGE: 37 Years
EDUCATION: Class X
MUKHIYA: Since 2015
PAST EXPERIENCE: Member of Dulmi Panchayat Samiti (Block Panchayat)

PANCHAYAT: Dulmi
PANCHAYAT SAMITI: Dulmi
DISTRICT: Ramgarh
STATE: Jharkhand

Parbati Devi had been serving the people of her village even before she was involved with the Panchayat. She used to help widows and elderly people with the process of accessing their entitlements. She is seriously concerned by evil social practices such as the dowry system, and cruel acts of superstition that are still practised in her village. She has a deep desire to see all the women in her village economically independent, and every girl avail of higher education, despite hurdles such as long distances to cover or non-availability of nearby colleges.

Parbati Devi is Mukhiya of Dulmi Gram Panchayat which comes under Dulmi Block of Ramgarh District, in Jharkhand. We met her first in front of the Block office, and then we moved to the premises of a nearby semi-government school to conduct the interview. She was accompanied by Mamta Devi, a Mukhiya of another panchayat from Dulmi Block. During the discussion we learnt that Parbati Devi had completed her tenure as a member of the Panchayat Samiti (Dulmi Block) before she became Mukhiya of the Dulmi Gram Panchayat.

Roles and Accomplishments

Parbati Devi has not received any training from the state since her induction as a Mukhiya but her earlier experiences as a member of the Panchayat Samiti and while performing social services personally, has enabled her to perform her roles and duties now. In the last two years, she has constructed 26 toilets, has had ration cards made for several households, constructed drains, ponds and land-levelling work under the Mahatma Gandhi National Rural Employment Guarantee Scheme (MGNREGS) and with utilisation of the Panchayat's fund. She has also initiated the work of Gram Panchayat Development Planning (GPDP) where she plays a significant role in mobilizing village folk to attend meetings, and monitoring the process of forwarding plans to the Block Office. She informed us that kuccha work is done under the MGNREGS and pucca work with the Panchayat's fund. It is evident that the Panchayat utilizes its fund for the village's development.

Parbati Devi is also well aware of her important role in selecting the beneficiaries of the Prime Minister Awas Yojana (PMAY). She personally visits households to assess their assets to ensure that the right people get the benefit.

Challenges before Parbati Devi

The Anganwadi centre in Dulmi Block has two serious issues, says Parbati Devi. One is the non-maintenance of hygiene and the other is the non-conformity to the planned menu. She brought these issues to the notice of the Sevika of the Anganwadi. She also raised them once at the Deputy Commissioner's office in Ramgarh. The officials of the Women and Child Development department came to visit the Anganwadi centre in response to her complaint but no definite action has been taken yet.



Another issue is related to banking. The nearest bank is at least 7 kilometres away from her Panchayat. She called bank officials to a camp she conducted in the Panchayat where many people got an opportunity to get their bank accounts opened. Such actions of hers indicate her high confidence in her capability, as well as dedication to her people.

Parbati Devi, while involved in the welfare of everyone, is mostly concerned about the status of girls and women. She put the challenges faced by the gender forward to her Panchayat and asked for suggestions as to improving their conditions. Most girls do not attend college as the colleges are situated in either Ramgarh district headquarters (which is more than 30 kilometres away) or other distant places (such as Hazaribagh or Ranchi). They usually marry before they have the benefit of higher education. Therefore, establishment of colleges in nearby areas is a necessity. She also informed us that the dowry system is still prevalent in her society. Better education would help to reduce the cases of dowry demands, as acquiring skills would enable girls to choose their own livelihood. Education can improve one's confidence and give economic independence as well, says Parbati Devi.

She is also struggling to find a source of income-generation for women who stay at home. According to her, the Self-Help Group (SHG) alone cannot take on the economic burden of the women. Therefore, girls and women should develop their own skills to earn an income. She added that she would need external support such as from the state to help these girls and women to provide them such capacities. Parbati Devi aspires that girls get more education to bring parity into society and women have economic independence for the well-being of not only themselves but that of their family.

Another issue she brought up was the absence of a good hospital in a nearby location, for which reason people ended up visiting quacks. There is a primary health centre in existence but, according to her, it does not have good doctors. Parbati Devi is clearly aware of the dangers of non-scientific health treatments and is concerned about people using such services.

Like many Panchayats, her village also faced the issue of non-availability of labour to carry out work under the MGNREGS. Most villagers migrate to other places for work for two reasons: delay in wage release and the low amount of wages. Parbati Devi believes that provision of one Sachiv (Panchayat Secretary) for every Panchayat could address issues of dealing with Panchayat affairs. She cannot do much if the problem stems from the higher level (the state) but she will continue to do what is within her ambit of authority, she added. Given the load of responsibilities of a Sachiv, the Mukhiya ends up having to look after a lot more too, as it is impractical to assume that a single Sachiv to look into all the affairs of four entire Panchayats – as is currently the situation.

Parbati Devi concluded with saying that training in soft skills is not necessary, as there is a Sachiv who has those. Instead, her concern is on effective planning and execution of plans for the betterment of her people.



c. Local Culture and Little Traditions

The Mamidipudi Venkatarangaiya Foundation or MV Foundation (MVF) founded by Dr Shantha Sinha in 1981 as a research institution is a community-based organization based in the Ranga Reddy District of Telangana which works with a two pronged approach of the elimination of child labour and the Universalisation of Education to withdraw children from both bonded and child labour and enrol them into government schools.

The issue of Child Marriage has been heavily debated in the Indian Government since the early 1900's. The shortcomings of The Child Marriage Restraint Act (1929) was fixed by The Prohibition of Child Marriage Act (2006), which came into effect in late 2007.

Despite the legislative measures taken by the Government, child marriage continues to be a harsh reality in Indian society today. More than one third of all the child brides in the world live in India. Nearly half the women (47%) in the country between the ages of 20 – 24 are married before the age of 18, according to UNICEF's Child Marriage Fact Sheet, 2011.

This can be attributed to two main reasons: societal pressure and concerns about the girl's safety. Many communities pressure families to adhere to the traditional systems. They are reluctant to adapt to concepts like abolition of child marriage as they believe it disrespects tradition. Additionally, many parents are fearful for the safety of their unmarried daughters. In many parts of the country, unmarried women are considered "fair game" but married women are mostly left alone. Marriage also brings economic security.

Child Rights Protection Forum's (CRPF) Strategies

The Child Rights Protection Forum, therefore, understands the need to combat child labour on different levels.

1. **Constant Vigilance:** The CRPF maintains a close watch on a village level and educates the parents of daughters about the importance of avoiding marriage at a young age.
2. **Community Mobilisation:** The CRPF mobilises the support of the community to ensure that girl children are not married until they reach 18 years of age.
3. **Involvement of Governmental Bodies:** The CRPF involves bodies such as the police force and MROs to protest against and stop situations of child marriage.
4. **Public Pressure:** When the CRPF identifies a violation of the Child Marriage Prohibition Act, a number of volunteers in that area come together to pressure the agencies, individuals or religious institutions to stop the marriage.

These strategies have been very effective in the areas of activity. “We have stopped over 3000 child marriages in 2008,” states a member of the CRPF in the Chittoor district.

Mass Marriages on Mahashivarathri

Every year, mass marriages are organized at the Srikalahasti temple in Chittoor on Mahashivarathri day. A number of child marriages are usually carried out during the mass marriage event for a number of reasons. Mahashivarathri is an important religious event in Andhra Pradesh. As a result, thousands of devotees gather at the temple and witness the marriages.

In 2006, the CRPFs decided to put an end to the child marriages that were camouflaged by the mass marriages. They intervened in several ways, such as:

- i. Petitions to Human Rights Commissions
- ii. Displaying posters in popular locations to spread the word
- iii. Street plays in the surrounding villages and the temple itself to promote awareness
- iv. Coordinating with the Superintendent of Police with regards to enforcing child marriage legislation
- v. Compulsory registrations of all marriages, including verification of ages of all brides and grooms

CRPF’s multi-pronged strategies have been enormously successful. They continue to carry about similar campaigns wherever the Prohibition of Child Marriage Act is violated.

d. **Crisis and Emergency Communication** (<http://gifre.org/library/upload/volume/63-66-vol-2-4-13-gjedt.pdf>)



URBAN FLOODING – CASE STUDY OF HYDERABAD

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Abstract

Urban flooding is significantly different from rural flooding as urbanisation leads to developed catchments which increases the flood peaks from 1.8 to 8 times and flood volumes by up to 6 times. Consequently, flooding occurs very quickly due to faster flow times, sometimes in a matter of minutes. Urban areas are centers of economic activities with vital infrastructure which needs to be protected 24x7. The basic philosophy of urban drainage systems, or "storm water management", for re-directing water flow has been to seek maximum convenience at an individual site by the most rapid possible elimination of excess surface water after a rainfall. In other words, "get that water out of here NOW" has been the overlying philosophy of creating drainage systems in urban areas. A Holistic approach for storm water management is necessary for its sustainability.

1.0 Introduction

Increasing trend of urban flooding is a universal phenomenon and poses a great challenge to urban planners the world over. Urban floods will happen in a relatively short period of time and can inundate an area with several feet of water. Although volume of water to be handled is not as severe as a flash flood of a river system the property damages and indirect financial losses are significant as surface water runoff is controlled and managed by humans in a concrete world as this flooding occurs in highly populated areas.

As the Environment Agency sustainable development Unit said in June 2001: "Major floods that have only happened before say, every 100 years on average, may now start to happen every 10 or 20 years. The flood season may become longer and there will be flooding in places where there has never been any before"[1].

Urban flooding is significantly different from rural flooding as urbanisation leads to developed catchments which increases the flood peaks from 1.8 to 8 times and flood volumes by up to 6 times. Consequently, flooding occurs very quickly due to faster flow times, sometimes in a matter of minutes. Urban areas are centers of economic activities with vital infrastructure which needs to be protected 24x7.

In urban areas, water must follow the prescribed pathways set forth by large water systems that direct water where to flow. According to FEMA, the basic philosophy of urban drainage systems, or "storm water management", for re-directing water flow has been to seek maximum convenience at an individual site by the most rapid possible elimination of excess surface water after a rainfall and the containment and disposal of that water as quickly as possible through a closed/ Open conveyance system. In other words, "get that water out of here NOW" has been the overlying philosophy of creating drainage systems in urban areas[2].

2.0 Urbanization in India

In 2001, there were about 286 million people residing in urban areas in the country accounting for about 27.8 % of the total population. Urban population is projected to be around 433 million by 2021. There is a marked impact of globalisation on urban growth, which is increasingly concentrated in and around urban areas, large and small. The trend of urbanisation in India is shown in Table 1.2.

Table 1.1: Trend of Urbanization in India

S.No	Detail:	Year			
		1991	2001	2011	2021 [#]
1	No. of Urban Agglomerations, Cities & Towns	3768	5161	7935	10000
2	Urban Population (in million)	216.61	285.35	377.1	433
3	Percentage of total population	25.71	27.8	31.16	32.3

[#] Projected

3.0 Hyderabad Flooding – A Case Study

The city of Hyderabad was founded by Mohammed Quli Qutub Shah on the southern bank of Musi River in 1591. Hyderabad is situated in the Deccan plateau, at an elevation of 536 meters above sea level. The city lies between 17.366°



N latitude and 78.476° E longitude. The landscape of the city is dominated by hills, tanks, forests and rock formations. Soil type is mainly red sandy interspersed with areas of black cotton soil.

It has been seen from the records of rainfall from the District Planning Office of the Hyderabad District, the months of July, August and September are generally heavy rain months. The total rain in these months works out to 490.2 mm for normal rain fall. Hyderabad city gets annual average rainfall nearly 787mm. Out of this, nearly 75% is from South west Monsoon and rest of the rainfall from North East monsoon. City gets nearly 590 mm of rain fall in June to September period. Due to its unique topography of many undulations, rain water flows to the low-lying areas rapidly resulting in inundation of many low lying areas very quickly.

Due to the above reasons several parts of the city experiences local floods mainly confined to the low lying areas in the built up areas and the fore shore areas of the tanks. This type of situation was not experienced in the past, possibly due to much less population as compared to the present level and also the fact that infrastructure and constructions were limited. Due to this situation the city experienced floods as a result of heavy rains in recent years.

3.1 Floods in Hyderabad

Musi River was the cause of frequent flood devastation of Hyderabad city. History Records that flood occurred eleven times in Hyderabad since 1572AD. The city had experienced 15.32 cms of rainfall on September 28, 1908. According to historians, 15,000 people were killed and over 80,000 were rendered homeless. As many as 600,000 people were affected by the river's fury

Year wise record of heavy rainfall events are given below:

- On August 1, 1954 recorded a rainfall was 190.5 mm
- In 1970 recorded rainfall was 140 mm.
- On 24th Aug 2000, recorded rainfall was 240mm, of rainfall in just 24 hours. Total rainfall in August was 469mm. This has been the worst calamity for the city in almost 50 years, with as many as 90 residential areas in the city under water (in some places under 10 to 15 feet) and many parts of the roads were washed away.
- In August 2001 recorded rainfall was 230.4mm.
- In August 2002 recorded rainfall was 179.4mm.
- In 2006 recorded rainfall was 218.7 mm.
- In August 2008, recorded rainfall was 220.7mm in 36 hours.

3.2 Flash floods in Hyderabad

City of Hyderabad experienced unprecedented flooding in August 2000 leading to massive property damages and some human loss. City of Hyderabad with a population of around 3.82 million (2001 Census) and spread over an area of 55sq.km had severe floods in September 1908; August 2000 and August 2008. Property losses and human lives lost along with extent of people affected in these floods is presented in table 2 below. The current water drainage capacity of Hyderabad is to handle 12 mm/hour rainfall. Clogged up drains, unauthorized encroachments of musoi river beds and development along river banks that block natural drains further reduce storm water drainage capacity of the urban areas.

Table 2 : Property and other losses[3]

Details	28/29 February 1908	23/24 August 2000	8/9/10 August 2008
Rainfall	430mm	240.5mm	237mm
Property Loss/Worth	80,000 homes	35,693 homes, 135 lakhs	Rs.49.2 Lakhs
Human Lives lost	1500	26	NIL
Population affected	6,00,000	2,00,000	1,50,000

3.3 Urbanisation of Hyderabad:

Hyderabad became the capital of the state of Andhra Pradesh in 1956 and experienced a large scale of migration from coastal areas, Rayalseema and other parts of Telangana region. Poverty was the main factor for this rural-urban migration because of the employment opportunities created by the rapid development that took place especially in the Ninety's. As per 2001 census, Hyderabad city is one of the fastest growing metropolitan cities with a decadal growth rate of 32%. After creation of Greater Hyderabad Municipal Corporation (GHMC), Hyderabad became the second largest in India, in terms of its geographical area, with a spread of 7,000 sq. km.

This population shift resulted in enormous pressure for shelter and services fraying the infrastructure. Urban development plans could not cope with the population settlements which came up quickly wherever land was available. This haphazard growth had its consequential effect on the communities, whenever there is a heavy rain fall which caused inundation of the low lying areas due to the peculiar topography of the city and surrounding areas. The drainage system did not have the capacity to drain the runoff of the rains quick enough to prevent inundation. The common experience has been that the surplus rain water created major traffic jams inundated several areas of the built up area, and floods in some parts of the city resulting in damages to public and private property.

4.0 Factors causing Floods in Hyderabad:

4.1 Urbanisation and Pressure on Land

Not only in Hyderabad but in all Indian cities and towns, large habitations are coming up in low-lying areas, often encroaching over drainage channels. In some cases, houses are constructed even on top of nullahs and drains. Encroachment in the immediate upper catchments of hilly urban area has also caused serious flooding in the flood plains of cities surrounded by hills. Urbanisation in Hyderabad leads to increase in impervious areas which, in turn, significantly increased the rate of runoff, resulting in overwhelming of designed capacity of the stormwater drainage system. As a result of all these happenings, even small amounts of rainfall are generating urban flooding.

Flooding is largely caused by Meteorological factors (like cyclonic storms, monsoon rains), Hydrological factors (like Groundwater and soil moisture level prior to storm Natural surface infiltration rate, Presence of impervious cover, Channel cross-sectional shape and roughness) and Human factors like Land use changes (e.g. surface sealing due to urbanization, deforestation) increase runoff and sedimentation, Occupation of the flood plain and thereby obstructing flows, Inefficiency or non maintenance of infrastructure, Urban micro-climate may enforce precipitation events, Indiscriminate disposal of solid waste. In the case of Hyderabad frequent flooding is largely caused by human factors rather than meteorological and Hydrological factors.

5.0 Managing Urban Runoff

5.1 What Homeowners Can Do

To decrease quantity of runoff from paved surfaces, households can develop alternatives to areas traditionally covered by impervious surfaces. Porous pavement materials are available for driveways and sidewalks, and native vegetation and mulch can replace high maintenance grass lawns. Homeowners can use fertilizers sparingly and sweep driveways, sidewalks and roads instead of using a hose. They should also practice water conservation measures to extend the life of their septic systems.

5.2 Controlling Impacts from New Development

Developers and city planners should attempt to control the volume of runoff from new development by using low impact development, structural controls and pollution prevention strategies. Low impact development includes measures that conserve natural areas (particularly sensitive hydrologic areas like riparian buffers and infiltrable soils); reduce development impacts; and reduce site runoff rates by maximizing surface roughness, infiltration opportunities and flow paths.

5.3 Controlling Impacts from Existing Development

Controlling runoff from existing urban areas is often more costly than controlling runoff from new developments. Urban planners and others responsible for managing urban and suburban areas can first identify and implement source control opportunities. They should seek out priority reduction opportunities, then protect natural areas that help control runoff, and finally begin ecological restoration and retrofit activities. Local governments are encouraged to take lead roles in public education efforts through public signage, storm drain marking and partnerships with citizen groups and businesses. Citizens can help volunteer to become involved in restoration efforts and mark storm drains with approved "don't dump" messages.

5.3.1 Engineering Level

- Separate drainage system must be constructed.
- In order to reduce the surface runoff, pervious pavements must be laid especially in areas where heavy traffic was not there especially in colony bye lanes etc
- Rainwater harvesting structures must be constructed wherever possible by GHMC rather than putting the responsibility on individuals

5.3.2 Policy Level

5.3.2.1 Mitigation Measures

Although not having a formal definition, flood mitigation[4] can be accepted as a variety of measures that alter the exposure of life and property to flooding. It reflects the holistic nature of those flood management measures that do not have structural nature.

Mitigating means planning, programming, setting policies, co-ordinating, facilitating, raising awareness, assisting and strengthening. It also understands educating, training, regulating, reporting, forecasting, warning and informing. However, it does not exclude insuring, assessing, financing, relieving and rehabilitating. If structural measures are the bones of a flood management program, then mitigation is its flesh.

Mitigation is a long-term and ongoing process, prior to the occurrence of a disaster that is directed at reducing future flood damages of the community and the nation. Technically speaking, there is no flood risk that cannot be mitigated through engineering measures, but cost is the determining factor. This process teaches people how to live rationally with floods. Mitigation measures, active and passive, rely on the experience and capacity of people where disaster occurs. Active measures encompass those activities, which require direct contact with people.

Mitigation measures are traditionally referred to as non-structural measures. Unified concept of urban flood management introduces flood recovery measures as a separate entity in order to emphasize the specifics of spreading the cost of compensation over time and among a large number of people exposed to similar risks.

The following measures may contribute to the reduce the effect of rains in the Hyderabad:

- i. Installation of advanced Radar system like Doppler to give more accurate information. Setting up of automatic Rain Gauge Systems at every vulnerable area for issuing of timely warnings, whenever there is a heavy rainfall.
- ii. Storm Water drains should not be clogged by solid waste matter. Solid waste removal from the roads and the residences to be organised by the GHMC in partnership with the Colony Welfare Committee. People in the colony should be educated about this aspect.
- iii. Restoration and Desilting of Nalas to allow rain water from the higher areas and surrounding areas to flow into near by Lakes.
- iv. Banning of all future construction activity near the waterlines
- v. Officials of Revenue, Police and Fire and Emergency Services army be included in the flood control unit on as required basis.
- vi. Tank areas should be identified and boundaries should be protected by wall or strong fence and GHMC should monitor regularly to prevent further encroachments and fix the responsibility of protection of the lakes to the concerned officers the area.
- vii. Training programs should be organised for staff involved in operational and administrative measures to enable them to take actions as per the operating procedures.
- viii. Sensitization programs should be organised for public representatives on the Flood related aspects.
- ix. Damage assessment in the vulnerable areas to be consolidated and sufficient fund allocation be planned to ensure that proper repairs are executed after the floods. This will help in reducing the recurring expenditure for the same damages every year.
- x. Activities undertaken by the government agencies for the floods should be documented and publicized in all forms of media.
- xi. Public should be informed about town planning laws, water bodies and the regulatory measures in the various acts related to the environment and urban floods.

6.0 Conclusion

Urban storm water management may not be efficient unless it was handled in conjunctive manner. A multidimensional approach is necessary to solve this problem. For the present case some of the management options which has to be carried simultaneously to address the problem are:

- Risk mapping of the areas of the city should be done to assess the vulnerability, related to urban floods, using GIS Technology.
- Limit, reduce and/or mitigate for impervious surfaces throughout the watershed by Use of new engineering techniques like pervious pathways, pervious parking lots should be considered and implemented wherever possible to minimize the surface runoff.
- Conserve and protect areas for groundwater recharge. Utilize conjunctive management to enhance groundwater storage: in some instances, diversions of surface water for groundwater infiltration could enhance flood management by reducing peak flows.
- Promote groundwater recharge and pollutant attenuation by removing concrete flood-control channels and exposing the underlying native sediment.
- GHMC/HMWSB should rethink its policy of charging amount for rainwater harvesting structures while according permission to plan. They should keep this as a check point for giving occupancy certificate.
- Town Planning department of GHMC should regularly monitor the prohibited areas to prevent encroachments.
- Public should be educated on the risks involved in illegal constructions on or along nalas and tank areas and they should be advised to vacate the vulnerable area. Government should consider relocation for the poor people in some other areas. If this does not work out then, the harsher decision of demolition of the structures must be given a serious thought.

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e. Transformation, Access to Media and Communication Channels

Documenting and Archiving motivating speeches as done by Press Trust of India as the one by our Hon'ble Prime Minister recorded below and made available online for public consumption .

Key excerpts from the Indian Prime Minister's address at Asian Ministerial Conference on Disaster Risk Reduction on 3 Nov 2016

- vi. I welcome you all to New Delhi for this landmark conference, the first after the adoption of the Sendai Framework for Disaster Risk Reduction.
- vii. I commend the national disaster risk management agencies, their governments in the Asia-Pacific region, the United Nations, and other stakeholders for coming together for this important cause.

- viii. 2015 was a momentous year! Apart from the Sendai Framework, the international community adopted two other major frameworks to shape the future of humanity:
- a. - the Sustainable Development Goals,
 - b. - and the Paris Agreement on Climate Change.
- ix. The success of each one of these depends on the success of the other two. Disaster Risk Reduction has a pivotal role in supporting adaptation to climate change as well as sustainable development. It is in this context that this conference becomes timely and relevant.
- x. Over the last two decades, the world, and especially our region has undergone many changes – most of them positive. Many countries in our region have transformed their economies and become engines of global economic growth. Hundreds of millions of our people have been lifted out of poverty. The Asia-Pacific region has been a global leader in more ways than one.
- xi. But we must not take this progress for granted. There are challenges as well. Over the last twenty years, more than eight hundred and fifty thousand people died from disasters in the Asia-Pacific. Seven of the top ten countries in the world in terms of number of deaths due to disasters are in the Asia-Pacific.
- xii. I have seen for myself the human suffering caused by disasters. I witnessed the Gujarat earthquake of 2001, and later, as Chief Minister of the State, I worked with my people to support post-earthquake recovery. It was distressing to see the suffering of the affected people. But I was also inspired by their courage, ingenuity and resolve to recover from the disaster. In my experience, the more we relied on people’s own leadership, the better were the outcomes. This was not limited only to owner driven reconstruction of houses, but also to construction of community buildings. For example, when we entrusted the community the task of reconstructing a school, the earthquake-resistant building was completed in time, at a lesser cost, and the savings were returned to Government. We need to support such initiative and leadership through policies and practices.
- xiii. We in Asia have learnt from disasters. A quarter century ago, only a handful of Asian nations had national disaster management institutions. Today, over thirty Asian countries have dedicated institutions leading disaster risk management efforts. After the Indian Ocean Tsunami of 2004, the five worst affected countries brought in new laws for disaster risk management. In a couple of days, we will observe the first International Tsunami Awareness Day. This would be an occasion to celebrate the huge improvements we have made in tsunami early warning. In December 2004, the Indian Ocean Tsunami caught us unprepared, and there was no warning. We now have a fully functional Indian Ocean Tsunami Warning System. Along with its Australian and Indonesian counterparts, the Indian National Centre for Ocean Information Services is mandated to issue regional tsunami bulletins.
- xiv. The same goes for improvements in cyclone early warning. In India, if we compare the impact of cyclone events in 1999 and 2013, we can see the progress we have made. Similar progress has been made in many countries. For example, after the 1991 cyclone, the Government of Bangladesh

launched a large community-based cyclone preparedness programme. It led to a significant reduction in loss of lives from cyclones. It is now recognized as a global best practice.

- xv. Friends, This is just the beginning. There are daunting challenges ahead. The Asia-Pacific is rapidly urbanizing. Perhaps within a decade more people in the region will live in cities than in villages. Urbanization will pose greater challenges for disaster risk management, by concentrating people, property and economic activity in smaller areas, many of them in disaster prone locations. If we do not manage this growth, in terms of both planning and execution, the risk of economic and human losses from disasters will be higher than ever before.
- xvi. In this context, let me outline a ten-point agenda for renewing our efforts towards disaster risk reduction:
 - a. First, all development sectors must imbibe the principles of disaster risk management. This will ensure that all development projects - airports, roads, canals, hospitals, schools, bridges – are built to appropriate standards and contribute to the resilience of communities they seek to serve. Over the next couple of decades, most of the new infrastructure in the world will come up in our region. We need to ensure that we build it to best available standards of disaster safety. This is a smart strategy, which pays off in the long term.
 - b. All our public expenditure must take into account risk considerations. In India, the ‘housing for all’ programme and ‘smart cities’ initiative represent such opportunities. India will work with other partner countries and stakeholders to build a coalition or centre for promoting disaster resilient infrastructure in the region. This will help generate new knowledge for hazard risk assessment, disaster resilient technologies and mechanisms for integrating risk reduction in infrastructure financing.
 - c. Second, work towards risk coverage for all – starting from poor households to small and medium enterprises to multi-national corporations to nation states. Currently, in most countries of the region, penetration of insurance is limited to only middle and upper-middle income groups. We need to think big and also think innovatively. States have an important role in not just regulating but also encouraging coverage for those who need it the most. In India, we have taken bold steps to ensure financial inclusion and risk insurance for the poorest. The Jan Dhan Yojana has brought millions of people into the banking system. The Suraksha Bima Yojana provides risk insurance to millions who need it the most. We have launched the Fasal Bima Yojana, which will provide risk cover to millions of farmers. These are the basic building blocks of resilience at the household level.
 - d. Third, encourage greater involvement and leadership of women in disaster risk management. Women are disproportionately affected by disasters. They also have unique strengths and insights. We must train a large number of women volunteers to support special needs of women affected by disasters. We need women engineers, masons and

building artisans supporting reconstruction, and women self help groups assisting livelihood recovery.

- e. Fourth, invest in risk mapping globally. For mapping risks related to hazards such as earthquakes we have widely accepted standards and parameters. Based on these, in India, we have mapped seismic zones, with five as highest seismic risk and two as low risk. For disaster risk related to other hazards such as chemical hazards, forest fires, cyclones, different types of floods, we need to evolve similar globally accepted risk categories. This will help us ensure that we have a common understanding of the nature and severity of disaster risks in different parts of the world.
- f. Fifth, leverage technology to enhance the efficiency of our disaster risk management efforts. An e-platform that brings together organizations and individuals and helps them map and exchange expertise, technology and resources would go a long way in maximizing our collective impact.
- g. Sixth, develop a network of universities to work on disaster issues. After all, universities have social responsibilities too. Over the first five years of the Sendai Framework, we should develop a global network of universities working together on problems of disaster risk management. As part of this network, different universities could specialize in multi-disciplinary research on disaster issues most relevant to them. Universities located in coastal areas could specialize in managing risks from coastal hazards, and the ones located in the hill cities could focus on mountain hazards.
- h. Seventh, utilize the opportunities provided by social media and mobile technologies. Social media is transforming disaster response. It is helping response agencies in quickly organizing themselves, and enabling citizens to connect more easily with authorities. In disaster after disaster, affected people are using social media to help each other. We must recognize the potential of social media and develop applications for all aspects of disaster risk management.
- i. Eighth, build on local capacity and initiative. The task of disaster risk management, particularly in rapidly growing economies, is so huge that formal institutions of the state can at best be instrumental in creating the enabling conditions. Specific actions have to be designed and implemented locally. Over the last two decades, most community based efforts have been confined to disaster preparedness and contingency planning for the short term. We need to expand the scope of community based efforts and support communities to identify local risk reduction measures and implement them. Such efforts reduce risk and create opportunities for local development and sustainable livelihoods. Localization of disaster risk reduction will also ensure that we make the most of traditional best practices and indigenous knowledge.

- j. Response agencies need to interact with their communities, and make them familiar with the essential drill of disaster response. For example, if a local fire service visits one school in its area every week, it would sensitize thousands of children over a period of one year.
 - k. Ninth, ensure that the opportunity to learn from a disaster is not wasted. After every disaster there are papers and reports on lessons learnt that are rarely applied. Often the same mistakes are repeated. We need a more vibrant and visual system of learning. The United Nations could start an international competition of documentary films that record disaster events, their scale, and relief, rehabilitation, reconstruction and recovery afterwards.
 - l. Post-disaster recovery is an opportunity to not just ‘build back better’ in terms of physical infrastructure, but also in terms of improved institutional systems for managing risk. For this we need to put in place systems that can quickly provide risk assessments. India will work with partner countries and multilateral development agencies to establish a facility for technical support to post-disaster reconstruction of houses.
 - m. And finally, bring about greater cohesion in international response to disasters. In the aftermath of a disaster, disaster responders pour in from all over the world. This collective strength and solidarity could be enhanced further if we work under a common umbrella. The United Nations could think of a common logo and branding under which all those who are helping with relief, rehabilitation and reconstruction operate.
- xvii. Friends, Armed Forces protect nation states against external security threats. But to deal with disasters, we need to equip society with the right education. We have to wholeheartedly embrace the spirit of Sendai, which calls for an all-of-society approach to disaster risk management. In India, we are committed to walk the talk on the implementation of Sendai Framework. In June this year, India’s National Disaster Management Plan was released which is aligned with the priorities set out in the Sendai Framework.
 - xviii. In our effort to build disaster resilience, we stand shoulder to shoulder with all the nations of the region. Regional and International Cooperation has an important role in providing an added push to our efforts.
 - xix. Last year in November, India organized the first-ever South Asian Annual Disaster Management Exercise. In the spirit of regional cooperation, India will soon launch the South Asia Satellite. The capabilities of this satellite and other space-based technologies can support the full disaster risk management cycle – risk assessment, risk mitigation, preparedness, response and recovery. India is ready to make its space capabilities available to any country for purposes of disaster risk management.
 - xx. As we implement the Sendai Framework, we would welcome new opportunities for regional and international collaboration.

- xxi. I am sure, this conference will energize our efforts and the outcomes of the conference will provide a solid blueprint for collective action.
- xxii. Thank you.

f. **Path breaking initiatives in Education and Health**

UNICEF's WASH PROGRAM

CHALLENGE

An estimated 1.9 billion school days could be gained if the Millennium Development Goals (MDGs) related to safe water supply and sanitation are achieved and the incidence of diarrhoeal illness is reduced.

One way of achieving this is by providing schools with safe drinking water, improved sanitation facilities and hygiene education that encourages the development of healthy behaviours for life. This strategic approach is known as **Water, Sanitation and Hygiene Education (WASH)** in Schools being implemented by **United Nations International Children's Emergency Fund (UNICEF)**.

RESPONSE

The strategy helps fulfil children's rights to health, education and participation, and has been widely recognized for its significant contributions to achieving the MDGs – particularly those related to providing access to primary education, reducing child mortality, improving water and sanitation, and promoting gender equality.

The UNICEF cooperation on **Water, Sanitation and Hygiene (WASH) in Telangana** focuses on hygiene awareness, elimination of open defecation and ensuring clean and safe drinking water and promoting the building and use of toilet facilities.

WASH in Schools not only promotes hygiene and increases access to quality education but also supports national and local interventions to establish equitable, sustainable access to safe water and basic sanitation services in schools.

LEARNING

Effectively implemented WASH in Schools programme will lead to students who:

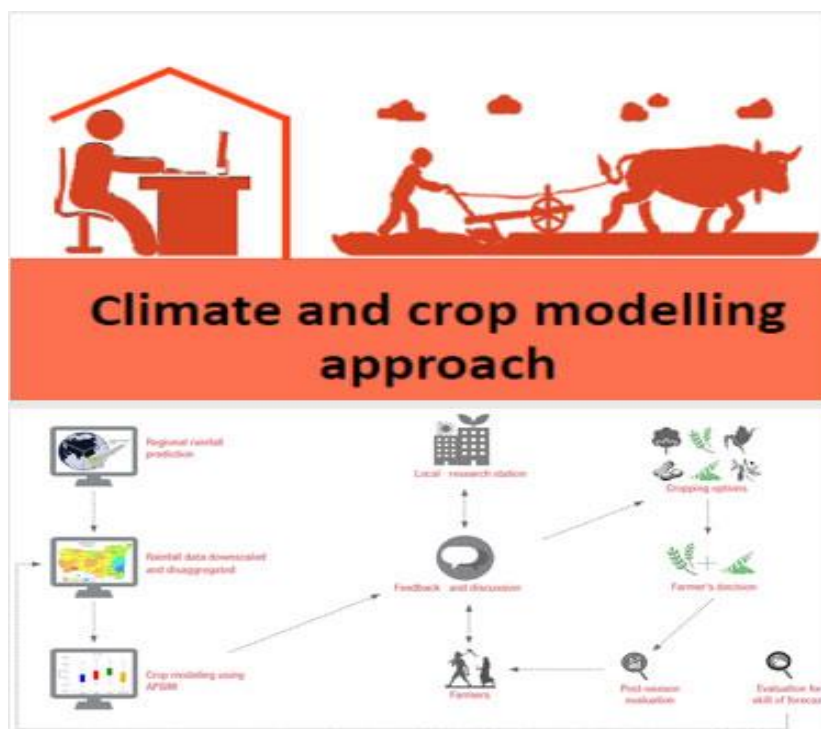
- Are healthier
- Perform better in school
- Positively influence hygiene practices in their homes, among family members and in the wider community
- Learn to observe, communicate, cooperate, listen and carry out decisions about hygienic conditions and practices for themselves, their friends and younger siblings whose hygiene they may care for (skills they may apply in other aspects of life)
- Change their current hygiene behaviour and continue better hygiene practices in the future
- Learn about menstrual hygiene and physical and emotional changes during puberty (learning to avoid menstrual odour, discomfort and urinary or vaginal infections will encourage girls to come to school during menstruation)

- Practice gender-neutral division of hygiene-related tasks such as cleaning toilets, fetching and boiling water and taking care of the sick
(Project initiated and implemented by UNICEF)

g. Climate change and disaster management and Village Development Planning, Conceptualizing 'Community, Facilitating and Civil Society

Climate Smart Village : Climate and Crop Modelling approach

In Kurnool, India, farmers heeding the seasonal cropping advisory derived from climate and crop simulation modeling earned 20% more than others who did not. (ICRISAT Initiative)



CASE STUDY

No. 1

Villagers are my source of motivation



NAME: Ashren Kerkatta
AGE: 50 Years
EDUCATION: Intermediate & Teacher Training
MUKHIYA: Since 2010 (2nd term)
PAST EXPERIENCE: Worked as Mukhiya during 2010 – 2015

PANCHAYAT: Kunjuba
PANCHAYAT SAMITI: Kersai
DISTRICT: Simdega
STATE: Jharkhand

When I first met Ashren Kerkatta, she greeted me with a handshake. Even if Arshen Kerkatta is Mukhiya of the Kunjuba Gram Panchayat of Simdega district in Jharkhand, Kerkatta's qualities of leadership are as strong as the hand she grips mine with, evident from the fact that she has been elected to her post for the proof second term.

It was around 2.30 pm by the time the Tuesday meeting of Mukhiyas at the Block Office, presided over by the Block Development Officer, Dinesh Kumar, wound up. We went to the Panchayat Office where Ashren Kerkatta introduced herself as the widow of an Inspector. Her husband expired in 2010 leaving behind Ashren Kerkatta and their two children. It is to her credit that the elder child is today a civil engineer and the younger one is pursuing his graduation in B.Com.

Just after her husband died in 2010, elections were being held at her panchayat and her brother-in-law and people around her suggested she stand in contest. She would have work, at least, and more importantly, an income to bolster what little she got by way of her husband's pension, to support herself and her sons' education. She took their advice, contested from an open seat, and won the election.

She told me that her first tenure as Mukhiya, she had to stretch the funds allotted to her for development of her panchayat, a task she worked hard at. In those early days of her tenure, too, she was yet to learn the ways and means of accomplishing her objective. But she succeeded in addressing an important issue: the provision of potable drinking water. In coordination with the Panchayat and Block Offices, she had a water tank constructed.

Another issue confronted her: the prevalence of alcoholism amongst men. Needless to say, while she went about her job of preventing it, these were the men—resentful of her interference—who leered and jeered at her. Others, too, failed to see that a Mukhiya's power lies in pointing out the needs of her people, not to execute the remedies. So, when a project failed to take off, she had to bear with negative comments made in her hearing. But she ignored them and struggled on.



Community water tank constructed during first tenure of Ashren Kerkatta

She had not been willing to contest for the second time due to her sense of responsibility to people in her household—her nephew, her father-in-law and her children who stay far from home. However, on the insistence of the ward members, she agreed to contest the election for the second time, in 2015. The trust and support she had earned from the villagers in her first tenure helped her to win yet again.

One reason for her popularity could be that she makes it a point to be available whenever villagers bring their problems to her, an insight she shared with me as we spoke together. Sometimes, she added, there were cases of conflict, when the police were required to be called in. In this, her second term in office, she plans to work towards the well-being of the elderly and needy.

Trainings received and challenges faced

The most recent training Ashren Kerketta received was between July to October 2016 at SIRD (State Institute of Rural Development) Ranchi, on developing a panchayat, maintenance of records, checking of documents, and understanding government schemes. She insisted that there should be such trainings at regular intervals so that the Mukhiyas would remain updated on information that they could then apply to their field of work. She also underwent 2 sessions of training at SIRD, and one more training at another place she doesn't remember the name of. For the training, she sometimes goes alone, and sometimes with other Mukhiyas of Kersal Block.



A drainage system constructed in Keresjuba Gram Panchayat

Having completed her Intermediate, Ashren Kerketta informed me, she did the Teachers Training Course, which helped her to speak to an audience with confidence. After her marriage, she lived in different cities such as Hyderabad and Jamshedpur, wherever her husband was posted, during which times she actively involved herself in various social and cultural activities. This helped her to develop her interpersonal skills. Ashren Kerketta also used to be a member of the Youth Congress when she was in high school, which helped her to understand the nitty-gritties of leadership.

During the last one year Ashren Kerketta has been able to construct nearly 100 toilets and a drainage system with the support of the Gram Panchayat—a feat in itself. Under the current central government, there has been emphasis on children going to school and, therefore, ward members and school committees are making sure to attract more children. She wants to display a profile of her panchayat—number of households, funds available to them under BPL (Below Poverty Line) and other such vital information—at the Panchayat Office and make it an informative example to others.

A major concern for the villagers of Kunjuba is the absence of a bridge over a nearby river that would connect them to the other villages, markets and services. Sometimes, when people ford this river, especially during the monsoons, they taunt Ashren Kerketta, saying, "Do baar mukhiya ban gal magar pool na bana payi (Twice a leader, but she hasn't yet got us a bridge)". She said that she had included the bridge in the village plan but it was not passed, so she has to quietly ignore these jibes as well. But she hasn't given up, she said, she is exploring ways to build the bridge.

Promotion of Participatory Planning in Kunjuba

Ashren Kerketta informed me that the GDP (Gram Panchayat Development Plan) was carried out in the village. She herself tells or gives notice each time to ward members 10 days prior to the commencement of the Gram Sabha on GDP, so that the maximum public can be covered. A meeting is held, signatures of attendees are taken and recorded. Individuals and groups such as Ward Members, the Panchayat Sewak and Rozgar Sewak, address the meeting. Issues are discussed in the Gram Sabha and documented in a register. She ensured that all the voices and needs of people are heard. A register is maintained and kept at the Panchayat office. GDP plan has been submitted to DC (Deputy Commissioner) office, BDO (Block Development Officer) office and panchayat office.

There are around thirteen SHGs (Self Help Groups) in the panchayat of which one SHG is running a ration shop. Some of the SHG members in the panchayat received training on making pickles, soaps and detergents, but due to lack of motivation and proper infrastructure, the scheme did not capitalize into benefits. Some of the SHGs do intra-loaning to meet their daily needs or engage small businesses. With regard to MGNREGS (Mahatma Gandhi National Rural Employment Guarantee Act), according to Ashren Kerketta, had the payments of MGNREGA been done on time, it would have stopped migration of villagers to a good extent. She also stated that she wanted some knowledge and assistance to be given on modes of livelihood to the youth of her panchayat, so that they become productive and engaged in their work, rather than idle away their time and develop bad habits.



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- <https://pria.org/>

3. DOCUMENTING AND COMMUNICATING REFORMS, POLICIES AND PROGRAMMES FOR SOCIAL COMMUNITIES

Approach for Documenting Government Policies and Programmes:

Of late, rural development has assumed global attention especially among the developing nations. It has great significance for a country like India where majority of the population, around 65% of the people, live in rural areas.

The present strategy of rural development in India mainly focuses on poverty alleviation, better livelihood opportunities, provision of basic amenities and infrastructure facilities through innovative programmes of wage and self-employment.

The Role of Government in Rural Development.

Rural Development in India is one of the most important factors for the growth of the Indian economy. India is primarily an agriculture-based country. Agriculture contributes nearly one-fifth of the gross domestic product in India. In order to increase the growth of agriculture, the Government has planned several programs pertaining to Rural Development in India. The Ministry of Rural Development in India is the apex body for formulating policies, regulations and acts pertaining to the development of the rural sector. Agriculture, handicrafts, fisheries, poultry, and dairy are the primary contributors to the rural business and economy.

Rural development in India has witnessed several changes over the years in its emphasis, approaches, strategies and programmes. It has assumed a new dimension and perspectives as a consequence. Rural development can be richer and more meaningful only through the participation of clientele of development.

Just as implementation is the touchstone for planning, people's participation is the centre-piece in rural development. People's participation is one of the foremost pre-requisites of development process both from procedural and philosophical perspectives. For the development planners and administrators it is important to solicit the participation of different groups of rural people, to make the plans participatory.

Rural development aims at improving rural people's livelihoods in an equitable and sustainable manner, both socially and environmentally, through better access to assets (natural, physical, human, technological and social capital), and services, and control over productive capital (in its financial or

economic and political forms) that enable them to improve their livelihoods on a sustainable and equitable basis.

The basic objectives of Rural Development Programmes have been alleviation of poverty and unemployment through creation of basic social and economic infrastructure, provision of training to rural unemployed youth and providing employment to marginal Farmers/Labourers to discourage seasonal and permanent migration to urban areas.

Role of Civil Services in Rural Development:

The Government of India with its civil services machinery has a monopoly over policy decisions making and implementation in the country. The origin of the Indian Civil Services can be traced back to the British era where these services formed (as they still do) the backbone of the public administration in the country.

There are 50,000 civil servants in India, selected through one of the toughest entrance examinations in the world. The accepted candidates undergo a two-year training, during which they take professional course and travel to remote parts of the country.

Overall, government policy making institutions often tend to become risk-averse due to their political masters. They are plagued with bureaucratic inefficiencies and lack of specialisation.

Think tanks, then try to fill these vacuums in the public policy space. Think tanks are privately funded not-for-profit institutions which generate ideas and debate on nitty-gritties of public policy. In addition to strong research skills and a grip on issues concerning the country as well as the world, professionals working in think tanks possess communication and influencing abilities to engage with either policy-makers in government for policy advocacy or the broader public through opinion pieces in print media or online media.

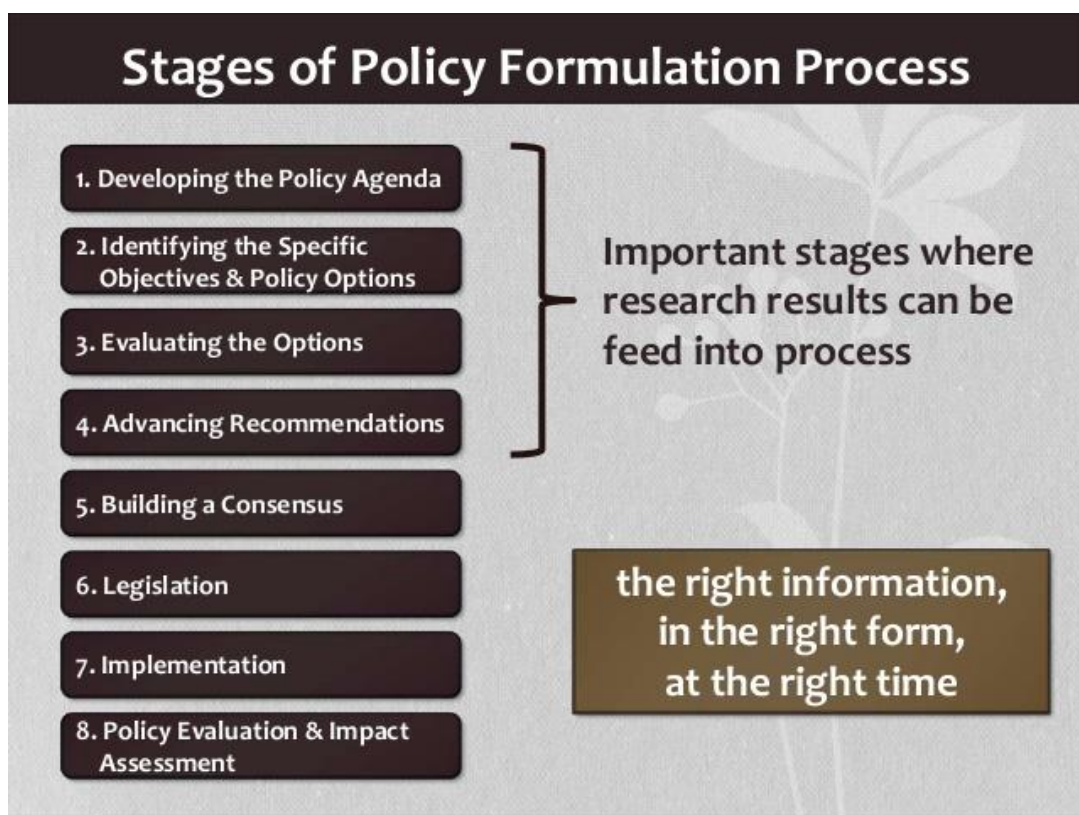
Think tanks hire individuals from a broad variety of fields such as (but not limited to) economics — for knowledge about incentives, cost and market interactions; lawyers for their constitutional knowledge, engineers-for their analytical and data crunching prowess and political scientists for their understanding of political activities and societal behaviour. Institutions specialising in public policy education such as The Jindal School of Government & Public Policy and the Takshashila Institution have integrated all these skills in short term and long term programmes to feed well trained policy professionals into think tanks, governments and research institutions.

Think tanks also hire domain experts to solve problems related to particular fields such as healthcare, education or transportation There are also few government-funded think tanks such as the Niti Aayog which hire civil servants and academics.

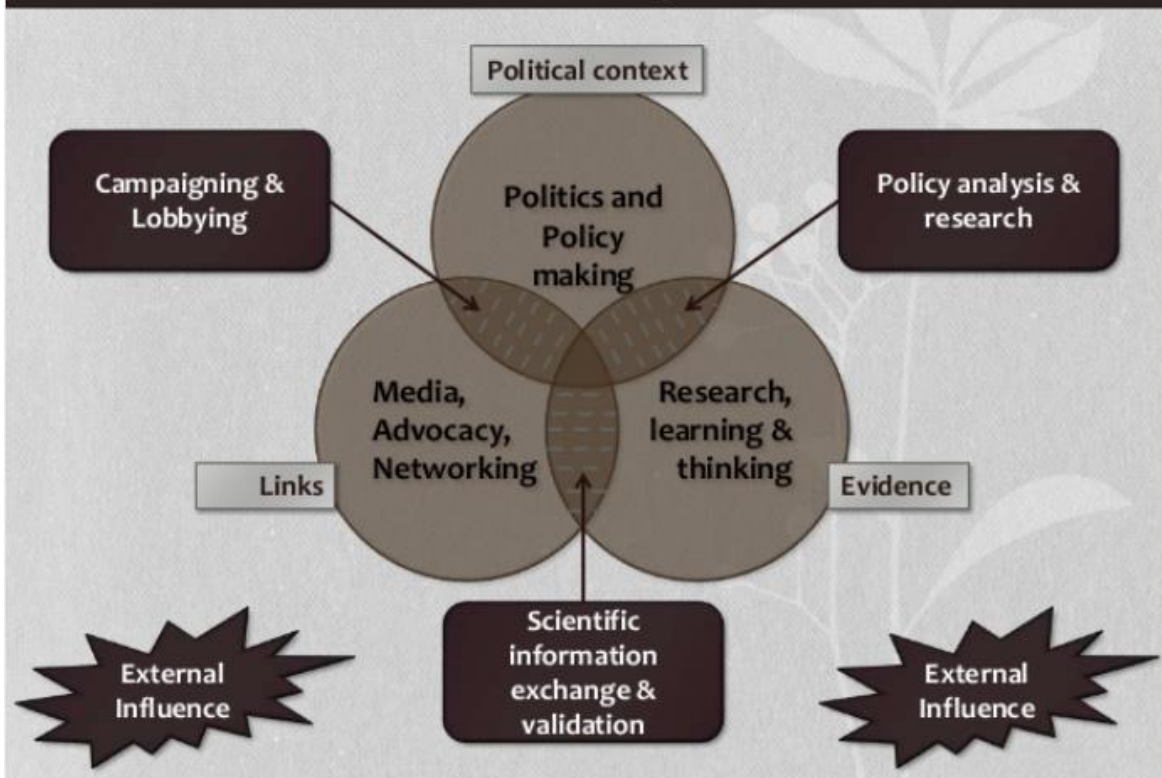
The Indian government is already reaching out to think tanks due to their nuanced research capabilities. Funding is also becoming less of an issue with think tanks tapping into Indian corporates and foreign donors.

Also in a positive move aimed at bringing domain expertise to policy making, the government has decided to open its doors for private sector specialists in select departments, at the level of director and joint secretary.

Policy professionals, both outside and inside the government need to synergise for India to fill its structural loopholes and realise its complete economic potential.

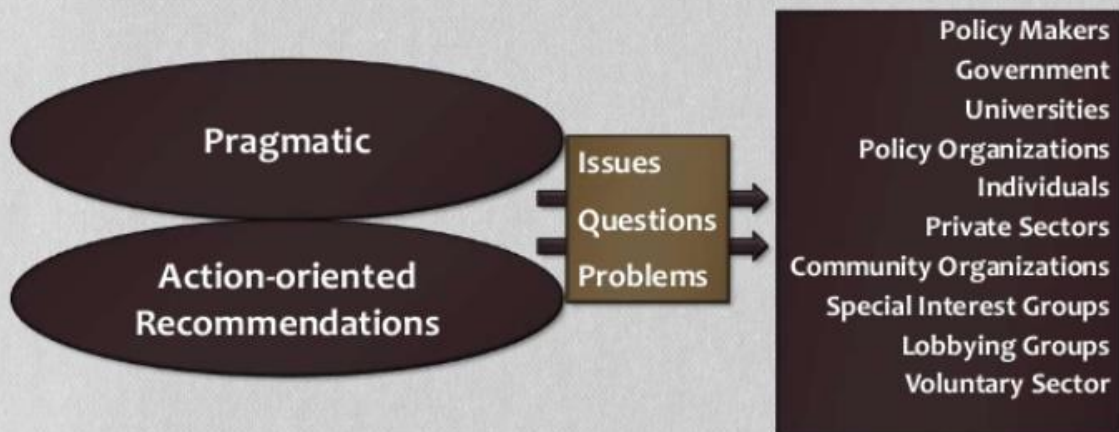


Factors which Influence Policy Formulation Process

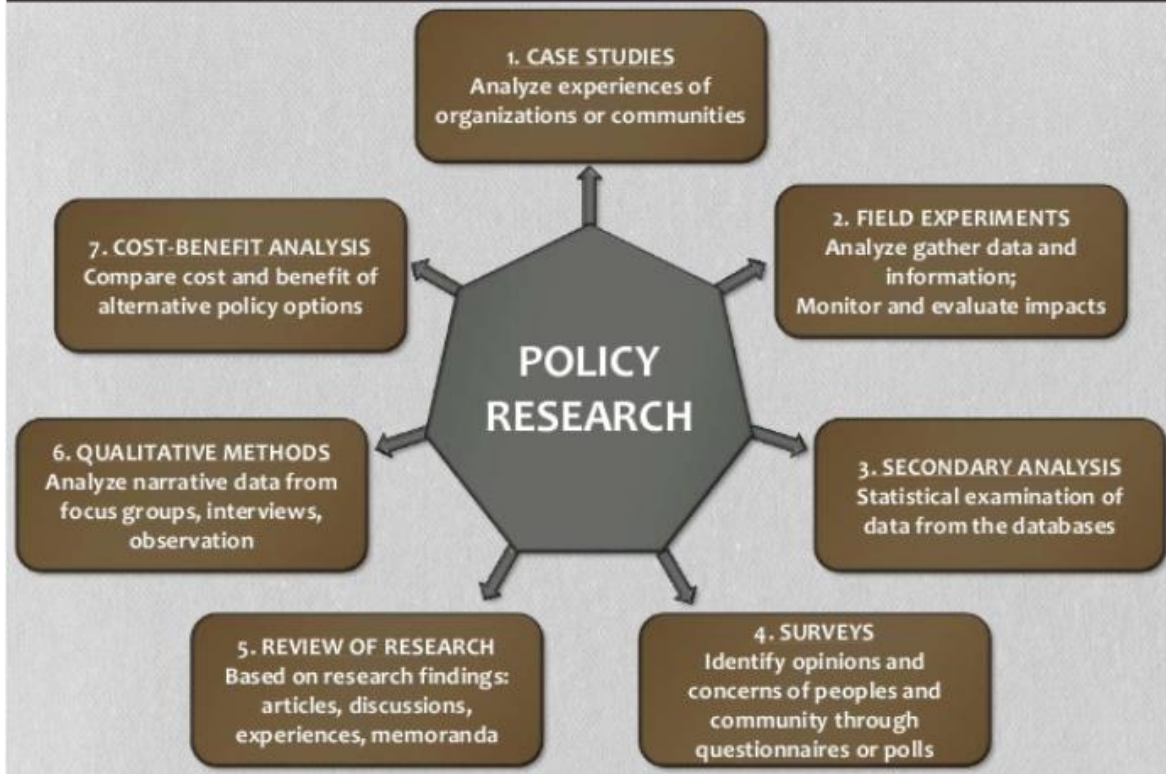


Policy Research

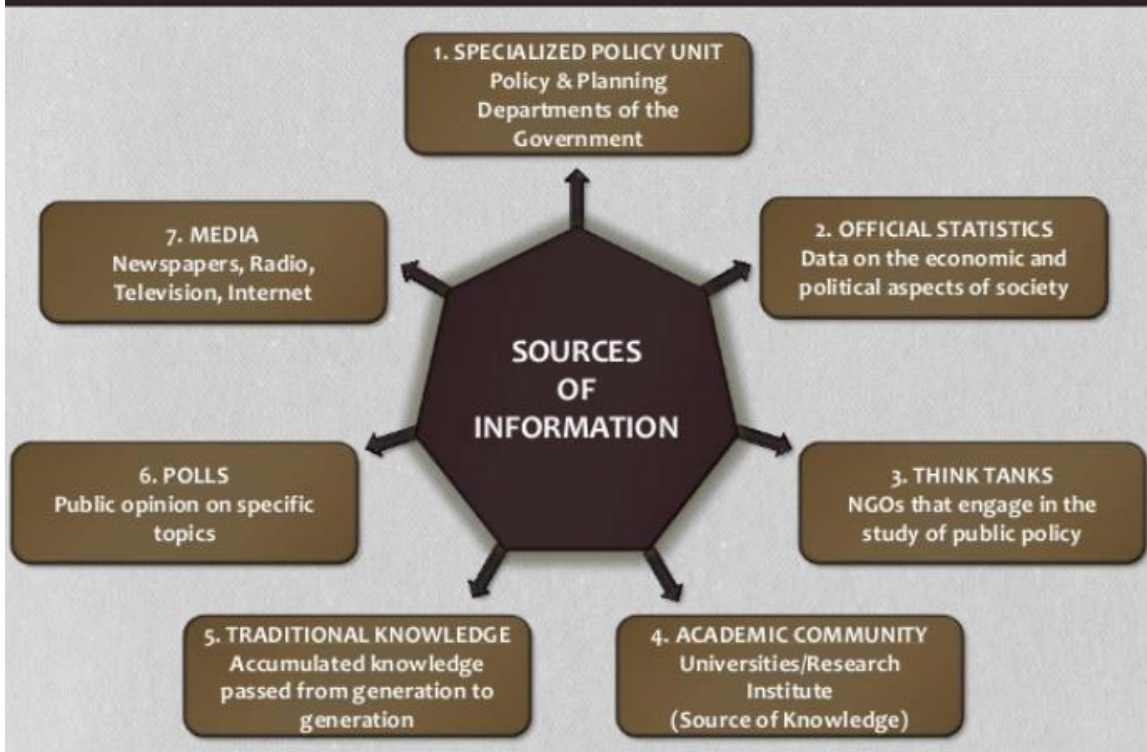
Policy Research is a special type of research that can provide communities and decision-makers with useful recommendations and possible actions for resolving fundamental problems.



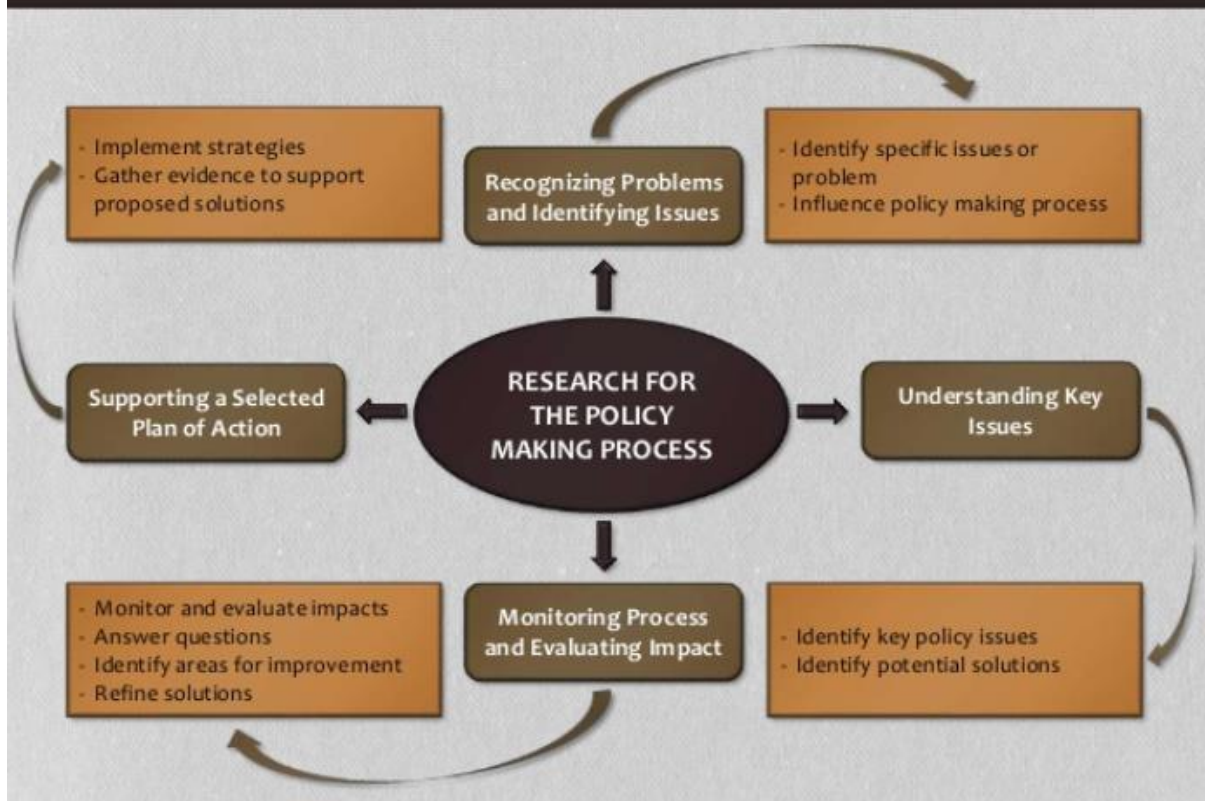
Type of Policy Research



Major Sources of Information in Policy Research



How Policy Research can be used in Policy Making?



- ❖ Research can play a major role in the policy making process, so that the focus should be on policy research
- ❖ Policy research will be effective for the sustainable development national or local level
- ❖ Participation of different stakeholders and community is required to address the specific issues and problems
- ❖ The academic and policy makers should work together for evidence-based policy making.
- ❖ Policy brief is essential for policy maker
- ❖ Concise and readable abstracts or summaries in simpler language

Therefore, researchers and policy-makers need to cooperate closely to understand specific needs, ensure relevance of topics, and improve communication, dissemination and implementation of the research recommendations.

NITI Aayog's Role

NITI Aayog has been entrusted with the role to co-ordinate 'Transforming our world: the 2030 Agenda for Sustainable Development' (called as SDGs). Moving ahead from the Millennium Development Goals (MDGs), SDGs have been evolved through a long inclusive process for achievement during 2016-2030.

The SDGs cover 17 goals and 169 related targets resolved in the UN Summit meet 25-27 September 2015, in which India was represented at the level of Hon'ble Prime Minister. These SDGs will stimulate, align and accomplish action over the 15-year period in areas of critical importance for the humanity and the planet.



The task at hand for NITI Aayog is not merely to periodically collect data on SDGs but to act proactively fructify the goals and targets not only quantitatively but also maintaining high standards of quality. Ministry of Statistics and Programme Implementation (MoSPI) has already undertaken a parallel exercise of interaction with the ministries to evolve indicators reflecting the SDG goals and targets.

To achieve these tasks, the draft mapping of the goals and targets as an initial step on proposed Nodal and other Ministries has been carried out in consultation with MoSPI. Further, as an illustration, the Centrally Sponsored Schemes (CSSs), including the 'core of the core', 'core' and 'optional' Schemes being implemented by the States have been mapped along with some of the recent initiatives undertaken by the Central Government. In addition, Ministries are implementing Central Sector Schemes and States are also implementing various State Schemes aligned with one or more SDGs. This mapping can be accessed from the NITI Aayog site niti.gov.in.

Major Programs and Policies of NITI Aayog in Economic Transformations in Major Sectors

NITI Aayog deals with two major sectors, one is **agriculture**, which is the backbone of the rural economy, and the other focuses on **industry and services** in which the key issue is the creation of well-paid jobs.



Agriculture: Doubling Farmers' Incomes

1. Farmers make up nearly half of India's workforce. Therefore, for India to flourish, its farmers and the farm economy must prosper. It is against this background that the Prime Minister has called for doubling farmers' incomes by 2022.
2. To achieve this goal, the Action Agenda outlines a strong programme for agricultural transformation. It includes numerous measures to raise farm productivity, bring remunerative prices to farmers, put farmers' land to productive uses when they are not able to farm it themselves and improve the implementation of relief measures.
3. NITI Aayog has planned an ambitious agenda for empowering the rural population through improved road and digital connectivity, access to clean energy, financial inclusion and "Housing for All."
4. Enhancing agricultural productivity requires of efficiently using inputs, introducing new technologies and shifting from low to high value commodities.
5. We need to expand the scope of irrigation to increase crop intensity, improve access to irrigation, enhance the seed replacement rate and encourage the balanced use of fertilizers. Precision farming and related new technologies, that allow highly efficient farming and conserve resources, must be spread through appropriate policy interventions.
6. Conditions conducive to shift into high value commodities such as horticulture, dairying, poultry, piggery, small ruminant husbandry, fisheries and forestry need to be created.
7. The reform of the Agricultural Produce Marketing Committees (APMC) Act needs a new lease of life. Farmers should get genuine rights for direct sales to buyers of all commodities, potential buyers should get the rights to buy produce directly from farmers, entry of private agricultural markets should be free and an effective legal framework for contract farming should be established.
8. Minimum Support Prices (MSPs) have distorted cropping patterns due to their use in certain commodities in selected regions. There has been an excessive focus on the procurement of wheat, rice and sugarcane at the expense of other crops such as pulses, oilseed and coarse grains.
9. These distortions have led to the depletion of water resources, soil degradation and deterioration in water quality in the North-west. At the same time, eastern states, where

procurement at the MSP is minimal or non-existent, have suffered. One measure that can help reduce distortions in the MSP system is the system of “Price Deficiency Payment.” While MSP may still be used for need-based procurement, under the deficiency payments system, a subsidy may be provided to farmers on other targeted produce, contingent on prices falling below an MSP-linked threshold.

10. Over the years, landholdings in India have become smaller and fragmented. According to the 2010-11 Agricultural Census, 47% of landholdings had become less than half a hectare in size. These holdings are too small to support a family of five so that many farmers now seek alternative sources of income. But stringent tenancy laws in most states have meant that these farmers hesitate to lease the land they leave behind. As a result, an increasing amount of farmland is being left fallow. The introduction of a modern land-leasing law that balances and protects the rights of the tenant and landowners would be a potential solution.
11. Finally, to alleviate distress in case of natural calamities, the government has recently introduced the **Fasal Bima Yojana**. This is an important positive step toward mitigating risk but requires improvement. Capping the subsidy amount per farm household to a fixed amount and charging the full premium for additional insurance would not only economize on financial resources but will also be more equitable.

Trade, Industry and Services: Creating Well-Paid Jobs

1. Contrary to some assertions that India’s growth has been “jobless,” the Employment Unemployment Surveys (EUS) of the National Sample Survey Office (NSSO), which till date remain the most reliable sources of information on India’s employment situation, have consistently reported low and stable rates of unemployment over more than three decades. Even under the most demanding definition of employment, the unemployment rate consistently remains between 5% and 8%.
2. Unemployment is the lesser of India’s problems. The more serious problem, instead, is severe **underemployment**. A job that one worker can perform is often performed by two or more workers. In effect, those in the workforce are employed, but they are overwhelmingly stuck in low-productivity, low-wage jobs.
3. Three examples illustrate the point.
 - a. In 2011-12, as per the NSSO Employment Unemployment Survey, 49% of the workforce was employed in agriculture. But agriculture contributed only 17% of India’s GDP at current prices.
 - b. In 2010-11, firms with less than 20 workers employed 72% of India’s manufacturing workforce but contributed only 12% of manufacturing output.
 - c. Services are no different. According to the 2006-07 NSSO survey of service firms, the 650 largest enterprises accounted for 38% of services output but only employed 2% of services workers. Put another way, the remaining services firms employed 98% of the workforce but produced only 62% of the output.
4. Therefore, what is needed is the creation of high-productivity, high-wage jobs. Accordingly, Chapter 6 of the Action Agenda focuses on the measures necessary for the increased emergence of larger, organized-sector firms. The experience of countries that managed to transform

rapidly, such as South Korea, Taiwan, Singapore and China, shows that the manufacturing sector and the ability to compete in the vast global marketplace hold the key to the creation of well-paid jobs for low and semi-skilled workers. The “Make in India” campaign needs to succeed by manufacturing for global markets.

5. A focus on the domestic market through an import-substitution strategy, however attractive it may seem, would give rise to a group of relatively small firms behind a high wall of protection. They will not only fail to exploit scale economies but also miss out on productivity gains that come from competing against the best in the world. The electronics industry offers a case in point. Our domestic market in electronics as of 2015 is only USD 65 billion. In contrast, the global market is USD 2 trillion. Our policy of import substitution under high protection has given rise to a group of small firms none of which is competitive in the world markets. In contrast, a focus on the global market can potentially result in output worth hundreds of billions of dollars and hence a large number of well-paid jobs.
6. Today, with Chinese wages rising due to an ageing workforce, many large-scale firms in labour-intensive sectors currently manufacturing in that country are looking for lower-wage locations. With its large workforce and competitive wages, India would be a natural home for these firms. Therefore, the time for adopting a manufactures- and exports-based strategy could not be more opportune. Keeping this context in view, the Action Agenda offers detailed proposals for the implementation of an exports-based strategy. Among other things, it recommends the creation of a handful of Coastal Employment Zones, which may attract multinational firms in labour-intensive sectors from China to India. The presence of these firms will give rise to an ecosystem in which local small and medium firms will also be induced to become highly productive thereby multiplying the number of well-paid jobs.
7. India has, of course, already achieved considerable success in some key services and skilled-labour-intensive industries. It has had great success in the global markets in information technology (IT), information technology-enabled services (ITES) and pharmaceuticals. Its financial sector, including capital markets, has also acquired a modern character and has been exhibiting healthy growth during the past one and a half decades. Therefore, unlike past rapid transformers such as South Korea, Taiwan, Singapore and China, India has the advantage of walking on two legs: manufactures and services. The Action Agenda offers specific proposals for jumpstarting some of the key manufacturing and services sectors, including apparel, electronics, gems and jewellery, financial services, tourism and cultural industries and real estate

Part III: Regional Development

1. Chapters 7-9 in Part III focus on urban, rural and regional development, respectively. Urbanization is an integral part of modernization. Often, urban centres such as Mumbai and Shanghai are home to the organised sector activities. But even when these activities locate in rural areas, they quickly turn the latter urban. Shenzhen in China offers the most striking example of such a transformation. From a group of fishing villages with a population of 300,000 in 1980, today, Shenzhen is among the most urbanized spots on the face of earth. Accordingly, the Action Agenda spells out how we can facilitate urbanization in the country. Key challenges

- faced by the urban sector include affordable housing, infrastructure development, public transport, promotion of Swachch Bharat, reform of urban land markets and waste management.
2. A large part of India's population resides in rural areas. The challenges in the rural areas include creating jobs such that some agricultural workers could shift to non-farm sectors, skill development, accessing education and health facilities, infrastructure, local governance, drinking water and sanitation and financial inclusion. The Action Agenda outlines possible avenues to achieve progress in these areas.
 3. The final chapter in Part III turns to a discussion of regional strategies to achieve balanced growth across the country, such that a minimum level of prosperity comes to all. The areas covered include the North Eastern region, coastal areas, islands, North Himalayan states and desert and drought prone areas. Developing infrastructure in these areas to bridge the divide created by geographical uniqueness is an important element of government actions.

Part IV: Growth Enablers

1. Part IV discusses how to enhance the contribution of a number of growth enablers. These include infrastructure, **digital connectivity, Public Private Partnerships (PPPs), energy, science and technology and creation of an effective innovation ecosystem**. Chapters 10-15 discuss each of these subjects in detail. Infrastructure development is one of the most crucial elements of economic transformation. The development of transport and connectivity **infrastructure**, including the roadways, railways, shipping & ports, in-land waterways and civil aviation, is discussed in Chapter 10. The challenges faced in this sector include physical capacity constraints, severe modal imbalances and a lack of holistic planning, maintenance and safety.
2. **Digital connectivity** has become an important driver of economic growth. In order to leverage efficiencies promised by the adoption of digital technologies, we need to develop a physical digital infrastructure network that is accessible to all. We must also create a host of software drive services including government services that can be provided digitally. The Action Agenda discusses the Digital India campaign and the actions related to enhancing digital connectivity.
3. **Private sector involvement** in infrastructure projects across different sectors helps in bridging the gap between the available public resources and the required investment. In addition, it helps in bringing private sector expertise into play. However, the institutional framework governing Public Private Partnerships (PPP) needs to be strengthened so that bottlenecks to implementation are avoided. Chapter 12 deals with these hurdles and suggests ways to overcome them.
4. The **energy sector** is one of the key drivers of economic growth and development. Access to reliable sources of energy is a crucial issue. Chapter 13 discusses this subject including actions necessary for increasing energy consumption and increasing energy efficiency and production. It pays particular attention to how we may improve the efficiency of distribution of coal, electricity, oil & gas, and harness renewable energy.
5. Another important element in India's development strategy is spurring **science and technology** including creating an enabling environment for innovation and entrepreneurship. With economic growth, India's contribution to science and technology has gained some momentum but it still lags behind the other major economies in the world. A culture of innovation is also

essential for India to find ways to tackle its development challenges such as access to education, improving agricultural productivity and wastewater management. The Action Agenda for science and technology is presented in Chapter 14, while that for creating an effective innovation ecosystem is discussed in Chapter 15.

Part V: Government

1. Part V considers issues related to the government such as **governance, taxation, competition and regulation**. Chapter 16 discusses rebalancing the government's role in favour of public services and away from manufacturing. It also recommends reforms in the civil service, and electoral process. It suggests actions to eliminate corruption and black money, which have emerged as important policy priorities. Finally, the chapter offers suggestions for strengthening federalism and bringing states to the forefront of reform agenda.
2. Chapter 17 includes **reforms to taxation policy** and its administration with the view of reducing the scope for tax evasion and generation of black money, expansion of the tax base, and creation of a predictable and stable tax policy.
3. The government influences market outcomes through a **regulatory environment** that consists of laws, policies and rules. As elsewhere, India's regulatory environment has features that do not facilitate competition and may harm the public interest. Public procurement policies also need improvement. Chapter 18 discusses reforms that will encourage competition, improve the public procurement system and enhance the capacity of sectoral regulators.
4. Chapter 19 looks at the **Justice System** and includes a reform agenda to strengthen the rule of law in India. It covers three broad areas in which the Justice System needs reform - statutory and administrative laws, the judicial system and police. The suggestions on statutory and administrative law reform focus on modernizing and weeding out old and dysfunctional elements in legislation, unifying and harmonizing laws, reducing government intervention in areas where it is not required, undertaking statutory reforms in criminal justice and procedural laws, and reforming land/property related laws. The suggestions for reforming the judicial system revolve around streamlining human resource availability and performance, increasing and strengthening avenues for dispute resolution and extensive use of ICT to improve efficiency. For police reform, the important areas are state level legislative and executive reforms to help police forces serve more effectively within the modern-day democratic state.

Part VI: Social Sectors

1. Part VI of the Action Agenda turns **to education, skill development, health and issues** facing specific groups such as Scheduled Castes, Scheduled Tribes, women, children, differently abled and senior citizens. Education, skill development and health contribute to the creation of a productive workforce. Addressing the needs of all members of society is critical for inclusive growth of the country.
2. Given that a large and growing segment of India's population is under 25, education and skill development are critical to fully harvesting India's **demographic dividend**. Chapter 20 discusses the actions for improving the country's education system. The goals of improving learning

outcomes in schools, raising the quality of education and research in higher education and promoting skill development are priorities for the sector. At the school level, while we have successfully brought all children into the fold of elementary education, quality education remains a distant dream. Actions to improve education quality can no longer be delayed. The chapter provides various steps to improve outcomes in the areas of school as well as higher education.

3. In the next fifteen years, we must entirely transform the **delivery of health services** and engineer a quantum jump in health outcomes. With this in view, Chapter 21 discusses measures necessary to lay down the foundation of a transformational change in the next three years. It focuses on public and preventive health, assurance of health care, reforming fiscal transfers from the Centre to states for better health outcomes, accelerating human resource development and improving access to medicines.
4. The guiding principle of the Prime Minister's development philosophy has been "Sabka Saath, Sabka Vikas" which implies that development should include every citizen. In this spirit, Chapter 22 discusses actions for building a more inclusive society. The chapter outlines actions aimed at the removal of obstacles faced by specific groups on the basis of gender, caste, age and physical impairment.

Part VII: Environmental Sustainability

1. The last part of the Action Agenda, Part VII, turns to environmental sustainability.
2. We must address the high levels of air **pollution** in the cities, black carbon pollution indoors from the use of biomass fuels in cooking, massive volumes of solid waste in urban areas and deforestation. On the one hand, we must strengthen and streamline regulatory structures governing sustainability of the environment while on the other we must remove hurdles that adversely impact growth without protecting the environment. Chapter 23 outlines the action items contributing to these objectives.
3. Finally, **water demand** for irrigation, drinking and industrial use has been increasing with growth in incomes and population. But the sources of water supply remain scarce. We must address issues such as water scarcity, uneven distribution of water resources across people, sectors and regions, deteriorating water quality and excessive dependence on groundwater. These issues are taken up in the last chapter of the Action Agenda, Chapter 24.

Only by working together towards common national goals can the Centre and states meet India's development challenges. "**Maximum Governance and Minimum Government**", and "Competitive and Cooperative Federalism" are critical to achieving the full potential and creating a modern India, which brings prosperity to all of its 125 Crore citizens.

Some Government Schemes and Programmes for Rural Development:

1. Indira Awaas Yojana [1995]
2. National Social Assistance Programme [1995]
3. Pradhan Mantri Gram Sadak Yojana [2000]

4. Antyodaya Anna Yojana [2000]
5. Watershed Development (Revised – 2001)
6. HARIYALI [2003]
7. Provision of Urban Amenities in Rural Areas(PURA) [2004-05]
8. Mahatma Gandhi National Rural Employment Guarantee Act [2005]:
9. National Horticulture Mission [2005]
10. National Rural Health Mission [2005]
11. Support to State Extension Programmes for Extension Reforms [2005]
12. Rashtriya Krishi Vikas Yojana [2007]
13. National Food Security Mission [2007]
14. Aam Aadmi Bima Yojana [2007]
15. Rashtriya Madhyamik Shiksha Yojana [2009]
16. Aajeevika Skills [2009]
17. Mahila Kisan Sashaktikaran Pariyojana [2009]
18. Right to Education [2009]
19. National Rural Livelihood Mission/Swarna Jayanti Gram Swarozgar Yojana [2011]
20. Deen Dayal Upadhyaya Grameen Kaushal Yojana
21. Roshni : Skill Development for Tribals
22. Swachh Bharat Mission
23. Saansad Aadarsh Gram Yojana [2014]
24. Heritage Development and Augmentation Yojana [2015]
25. Village Grain Bank Scheme
26. RURBAN Mission

e-Governance in Rural Development

The government of India has started many programmes aimed at improving the standard of living in villages or rural areas. To build rural infrastructure, the government launched a time-bound business plan for action called Bharat Nirman in 2005. Under Bharat Nirman, action is proposed in the areas of Water Supply, Housing, Telecommunication and Information Technology, Roads, Electrification and Irrigation.

In view of the sheer size and diversity of our country, delivery of governance to the remote corners in a meaningful and locally relevant manner is a huge challenge. The administrative setup has evolved by incorporating our age old institutions with the modern democratic organs to meet this challenge.

To make this challenge easy Panchayati Raj came into existence. Panchayats have historically been an integral part of rural life in India, and the Constitution (73rd Amendment) Act, 1992 has institutionalised the Panchayati Raj at the Village, Intermediate and the District levels, as the third tier of governance. In

May 2004, the Ministry of Panchayati Raj was formed as the Nodal agency looking after the empowerment of Panchayati Raj Institutions in the country.

The use of information - communication technology has made this challenge more convenient.

e-Governance in Rural Development Related Information

- National e-Governance Plan
- Online Land Records
- e-Governance in Rural Agricultural Development
- e-Panchayats
- e-Governance in Developmental Schemes
- e-Governance in G2G and Panchayat function
- Right to Information
- Public Grievance Lodging and Monitoring
- State government e-Governance Projects

Development Communication

Communication is a two way process where messages flow both ways. Communication also refers to that use of different forms of media, such as print, electronic media (radio, television), new media etc. These media are used as an empowerment tool, i.e. it is used as a tool to facilitate and encourage the participation of people in developmental activities.

Different mass media is used to effectively communicate knowledge and information to people for developmental purpose. The term 'Development Communication' can be divided into two terms, i.e.— Communication and Development. Here communication refers to the use of different types and media in the context of development. It is also used to mean sharing of information and experience to accelerate development.

Whereas development refers to the change of society for betterment, it can be both social and economic change for improvement or progress. Thus when we refer to **development communication, it is about such communication that can be used for development. It is about using communication to change or improve the way of living of the citizen of a country.**

Different types of messages are used 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.

Therefore, development communication can be defined as the use of community to promote development. Mass communication expert Everett M. Rogers defined development communication as —It refers to the uses to which communication is put in order to further development. Such applications are intended to either further develop in a general way, such as by increasing the level of the mass media exposure among the nations citizen, in order to create a favourable climate for development, or to support a specific definite program or project.

In the above mentioned definition Rogers said that for the development of community; the community will create an environment or climate for development.

This climate will be of two types —

- a) physical climate and
- b) psychological climate.

F. Rosario Braid on the other hand is of the opinion that development communication is “an element of the management process in the overall planning and implementation of the developmental programs” Thus, development communication can be said to be an identification and proper utilization of appropriate expertise in the development process that will assist in increasing the participation of the people for whom it is meant, even if it is at the grass root level.

Development communication thus can be said to have two primary roles, i.e.,

- (a) **Transforming role**, as it seeks social changes for a higher quality of life.
- (b) **Socializing role**, by seeking to maintain some of the established values of the society.

The role can be discussed as following:

- A) Development communication is used for transforming role by bringing in social change in a way that will bring a higher quality of life. Here communication acts as an instrument to achieve these objectives.
- B) Development communication also tries to maintain the established values of the society by playing a socializing role. In playing these roles, development communication seeks to create an atmosphere for change as well as providing innovation through which society may change.

Development communication process is however successful only with the presence of a few key elements in the approach. These are:

It should be responsive, should wing on feedback, should be innovative and creative, should be sustainable and continuous, independent validation

For a successful development communication policy it is necessary to identify the core areas of development. The core areas of development are **Agriculture, Fisheries, Animal Husbandry, Food, Security, Communication, Irrigation, Public Works, Employment, Environment, Ecology and Education.**

Use of technology in Development Communication :

Mass media and technology should be extensively and tactfully used for development purpose. It should be kept in mind that it is a weapon in the hands of the government for positive developmental purpose. When the media is used for developmental purpose, develop communicator has to keep in mind that the usage should be extensive. And for this purpose the mass media structure should be planned and efforts should be made to reach out to maximum number of people every time.

Daniel Lerner in 1958, while discussing the relation of development with that of any mass media said that: —the greater the communication facilities, the greater or even faster is modernization.

According to Wilbur Schramm, the role of media in development can be divided into three parts i.e. (i) to inform (ii) to instruct and (iii) to participate.

To inform: for the development of the society, correct social, political and economic influence is the main criteria. This information should be both national and international. People should be aware of the areas or facts which hamper the development process.

To instruct: Mass literacy is an essential criterion to development. This is possible by imbibing basic skills among the people. Mass media plays an important role in this. Mass media can instruct people and educate them. Projects like Educational Television and Gyan Darshan are few such examples where media is used to instruct people, educate them and teach them basic skills. These basic skills help people to develop their standard of living.

To participate: Voluntary and steady participation of the citizen of the country is necessary for its overall development. Such participation is possible in a liberal society. Such awareness is possible through debate, conflict and discussion. Discussions and debate helps people to know current issues, participate in developmental programme and bring a change in the standard of living of the society.

Media in developing and under developed countries strive to bring in developmental change, through its message to the mass. Mass media through interpretation, analysis and discussion point out the drawbacks of the society and core areas of development. The message should be such that it should create an urge for change and development among the common men. The media in its aim to developmental changes shall function as a decision maker and teacher.

D. Lerner, while discussing the role of **radio** (as a medium of mass communication) said that the emergence of radio in different villages and town not only help to educate people, but at the same time bring in consumerism in that place. Consumer arouse wish to own a radio, due to which the people work harder and usher in better standard of living (a form of development). Radio programmes help to educate people about different social issues like farming, agriculture, health, small scale industry etc. Radio forums are a weapon for radio programme producers to involve people in developmental projects. Here use is made of Telecentre where communities gather to phone in. Discussions on difference topics are done as well as queries by expert are answered.

Television as a mass medium has a huge appeal to common person. For such reason, television is used in a planned manner to motivate people to participate in developmental programs. Feature, documentaries or development campaigns should be such that it creates interest in the mind of viewers, contents should be contemporary to attract people of all ages and should be capable of influencing viewers to take part in the developmental programs.

Wilbur Schramm in his book Mass Media and National Development discussed the role mass media play in development communication while Lerner and others saw all of the media outputs as having modernising effect. For Schramm it was their content that was the key to their use in development.

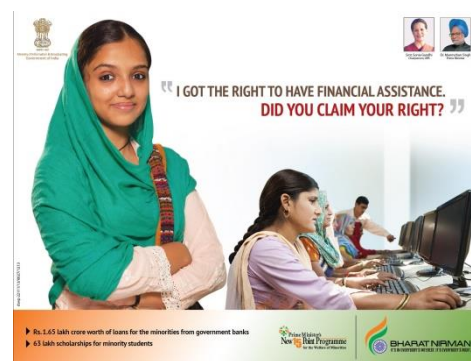
Schramm has put a lot of importance on feedback for successful communication for development. Because a proper feedback helps implementation to findings whether or not the community is meeting their purpose or aim. According to him, it should never be a one way traffic. Modern communication technologies, according to him, would be of great use to meet the demand by multiplying the messages and reaching each and every worker associated with developmental work.

Use of mass media for development—Indian overview

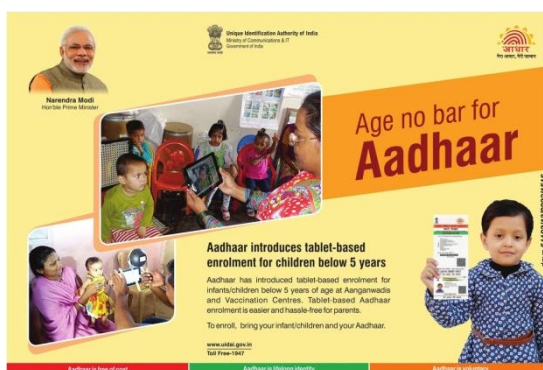
The history of organised development communication in India can be traced to rural radio broadcast in the 1940's. Independent India's earliest organised experiments in development communication started with communication development projects initiated by the union government in the 1950's. Different medium was used in the following manner for development purpose:

NEWSPAPER as a medium of Development Communication: The power of the press arises from its ability of appearing to the minds of the people and being capable of moving their hearts. However, it has been noticed that the press has not met the requisite interest in developmental communication. In order to correct the imbalances noticed in the media coverage of Rural Development Programs and to ensure that these programs are portrayed in proper perspective, several steps are taken to sensitize the media about issues relating to rural development.

1. The Ministry on a regular basis interacts with the Press mainly through the Press Information Bureau (PIB). Review press conference, press tours and workshops are organised through PIB, with the financial assistance from the Ministry, so as to sensitize press persons about Rural Development Program.
2. For the purpose of creating awareness in respect of rural develop 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 Directorate of Advertising and Visual Publicity (DAVP).



3. To enable people in rural areas to access information on Rural Development Program a booklet 'Gram Vikas' Programs at a glance is brought out in regional

languages.

RADIO as a means of development communication: 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.

1. Universities and other educational institutes' especially agricultural universities, through their extension networks and international organisations under the UN umbrella carried the development communication experiment.
2. Community radio is another important medium which is growing in 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. As community radio provides a platform to villagers to broadcast local issues, it has the potential to get positive action.
3. Radio Rural Forum: All India Radio has been the forerunner in the process of implementing communication strategy adopted by the government. The Radio Rural Forum experiment of 1956, 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. Efforts are being constantly made to use radio for social change.
4. Apart from radio rural forum, other continuous efforts are being made to bring in development. As in the case of project taken up to promote adult literacy in the 1980s. More recently, NGOs have helped broadcast program on women and legal rights etc.
5. Local Service of AIR: On the basis of the Verghese Committee (1978) report which recommended a franchise system for promoting local radio for education and development. Several NGOs use local radio to further their development activities. For instance, Chetana of Kolkata records their program on adult education, in the field using local talents.
6. School Broadcast: Programs for school are broadcast from the metros and other centers of AIR. Many teachers make excellent broadcast through this platform. AIR draws up these programs on the advice of Consultative Panels for School Broadcast.
7. **Mann Ki Baat:** The Prime Minister, Narendra Modi, is usually expected to address the nation every month on All India Radio. Having officially started on and from 3 October 2014, the programme aims to deliver the Prime Minister's voice to the general masses of India. Since



television connection is still not available everywhere in India, especially in the isolated, rural and less developed regions, radio was chosen to be the medium for the programme, owing to its wider reach. An estimated 90% of the total Indian population is reachable over the medium. Additionally, various private FM radio stations in the metropolitan cities of India are allowed to broadcast a recording of the show. *Doordarshan's* Direct to Home (DTH) service Freedish relays feeds of the 20-minute-long episodes, to television and radio channels. The first Mann Ki Baat programme was broadcast on the occasion of Vijayadashami on 3 October 2014 followed by the second broadcast on 2 November 2014.

TELEVISION as a Medium for Development Communication: TV in India was introduced in 1959, on an experimental basis. Its very inception was with the aim to see what TV could achieve in community development and formal education. From this we can very well understand the importance of television for development communication. Today, after 50 years of Indian television, we see that broadcasters still broadcast program with an eye on social responsibility, serials that incorporate socially relevant themes, interactive talk shows and open forums with government representatives responding to audience queries are popular programmes.



1. In 1967, Delhi Television centre launched Krishi Darshan Program at the behest of Dr. Bikram Sarabhai and Prof R. S. Swaminathan. The object of this program was popularisation of modern method in agriculture through the television.

2. TV has been used as an aid to satellite communication technology to effectively bring in development. Satellite communications technology offers unique capability of being able to reach out to very

large numbers spread over large distances even in the most remote corners of the country.

3. In India, ISRO has continuously pursued the utilization of space technology for education and development. This has been done through different projects like Educational TV (ETV), SITE, Kheda project and Country wide classroom (CWC) project.

4. Over a period of last 30 years, these programmes have been designed to cater to the country's need for education, training, and general awareness among the rural poor. Among them few efforts shall be discussed in the following categories. These are:

a. Satellite Instructional Television Experiment (SITE, 1975-76): This one year project was primarily undertaken to develop special development programmes through the satellite communication to six rural clusters, which included a total

of 2330 villages of 20 districts spread over six states—Andhra Pradesh, Karnataka, Orissa, Madhya Pradesh, Rajasthan and Gujarat. Its objectives were:

- i.** Improve the rural primary education.
 - ii.** Provide training to teachers.
 - iii.** Improve agriculture, health, hygiene, and nutritional practices and
 - iv.** Contribute to family planning and national integration.
- b.** The success of SITE can be judged from the fact that, after the completion of the project evaluation studies showed that exposure to developmental messages through television had contributed to the widening of horizon of the villagers. Kheda Communication Project (KCP, (1975-89):
- c.** SITE demonstrated that the centralization, inherent in the technology of direct broadcasting, was a limitation, hence the idea of 'limited rebroadcast' was conceived, giving birth to the KCP.
- d.** This project was launched in 1975. 607 community television sets have been installed in 443 villages of Kheda district of Gujrat.
- e.** Doordarshan and space application centre produces programme for one hour every day.
- f.** The programmes mainly concentrate on and discussed the problem of the poorer classes.
 - i.** Evaluation of Kheda project revealed that women in particular gained knowledge from TV viewing. The serials generated self-confidence, realization of equality etc.
- g.** Educational Television (ETV): Education is a vital instrument of social transformation and important input in development effort.
 - i.** The Indian National Satellite (INSAT) is being used to provide Educational TV (ETV), services for primary school children in six states.
 - ii.** University Grants Commission (UGC) is using this for its countrywide classroom programme on higher education (college sector).
 - iii.** INSAT is also used by the Indira Gandhi National Open University (IGNOU) for distance education programmes and Doordarshan for Science Channel programmes.
- h.** To meet the needs of development ISRO has taken up the 'TeleEducation' by launching EDUSAT, a satellite totally dedicated to the nation's need for 9 education. EDUSAT strengthens education efforts by augmenting curriculum based teaching, providing effective teachers' training, and community participation. The networks are capable of facilitating live lectures/power point presentations with student interaction, web based learning, interactive training, virtual laboratory, video conferencing, data/video broadcast, database access

for reference material/library/recorded lectures etc., on line examination and admissions, distribution of administrative information, etc.

NEW MEDIA as a medium of Development Communication: New media or computers started creeping in the Indian Society around 1986. The actual transition in India happened after 1996 when several independent media houses brought out news website. Today, new media has become an active tool in the run to development communication.

This takes various forms like E-Governance, E-Choupal, Telecentres etc. **E-GOVERNANCE:** In simple terms, electronic governance is the delivery of public services and information at the doorstep of the people with the help of computers.

Citizens can use the Information Community Technology (ICT) as administrative tools to pave the way for a silent, social change. E-governance can play the role of a catalyst for sustainable inclusive growth.

E-governance uses the ICT for planning, implementation, and monitoring of government programmes. Through e-governance, government can carry out effective Management Information System (MIS) and get real time information and reports of activities at the Block level.

1. The Karnataka government's Bhoomi project has led to the computerisation of the centuries-old system of handwritten land records in the rural area. E-medicine, through use of new media, can reach quality healthcare in a remote village.
2. A Kolkata-based hospital leverages e-governance for tropical medicine. The hospital employs telemedicine to assist doctors in rural areas. This method does away with patients having to travel all the way to Kolkata, from remote villages, for treatment. A villager gets the benefit of being treated by both a local doctor and a specialist in the state capital.

E-Choupal: Traditionally, choupal is known as the central gathering place in the village, a kind of rural forum, where people discuss, debate and decide on their course of action about some burning issues in the community. E-choupals in the digital age share information through the Internet while retaining their pristine, democratic character. The Internet has started revolutionising the way Indian farmers do business. The system constitutes an Internet 10 enabled kiosk in a village, manned by a villager. He is familiar with computers and known as the choupal sanchalak (one who conducts the forum). The sanchalak acts as the interface between the computer and the farmer. Farmers can use the kiosks to check the current market prices of agricultural commodities, access

market data better farming practices. Initially apprehensive, farmers have slowly but steadily familiarised themselves with the new system. New Media's interactivity and easy access have made it a commendable medium for development communication.

Mobile internet in India has the strong potential to improve small farmer's access to agricultural knowledge and information. The internet and social media penetration are likely to increase substantially in near future. Here lies an opportunity to use social media for sharing agrarian information to rural mobile internet users. WhatsApp; one of the most popular social media tools offers many unique advantages, which makes it a potent agricultural extension tool. However, its use is accompanied by many challenges, which also need to be addressed, to use it effectively.



Communication System Development

Communication System Development is above all a human process and not just a mechanical or technological change. Development does not mean the construction of physical structures, installation of machines or adoption of latest technology. In the ultimate analysis, it is the development of the people which requires creating in them the awareness of their surroundings, understanding of their problems, identification by them the opportunities available for a better life, a capacity to work out what needs to be done and formulating programs to resolve problems and fulfilling their needs, goals and aspirations.

Thus, for the development of the people, what is required is education of all the rural households that can inspire them for a better living. This is the reason why in program of the Community Development in 1953, high priority was accorded to social education amongst men, women and youths and to extension media as a basis of community action in the field of agriculture and other aspects of rural life.

However, in recent years in the field of rural development more emphasis has been placed on the hardware of the physical programs and financial expenditure as compared with social education. A more comprehensive program of rural communication is required to deal with rural programs covering all sectors of the rural economy and all sections of the rural society.

The content, means, methods and techniques of such rural communication programs need to be carefully designed and institutions established.

For reaching these programs to the remote corners of the country, a number of techniques could be successfully employed, such as

1. visits to villages, arranging meetings and seminars, organization of demonstrations on farms
2. distribution of publicity materials like posters and leaflets
3. use of mass media communication like films, radio and television, especially the community radio, rural forum and instructional television experiments
4. training programs for farmers, artisans and rural leaders including village women and youths
5. exhibitions in the villages, at rural training institutes and agricultural universities
6. mobilization of rural institutions like Mahilamandals, Yuvakmandals, cooperative institutions and PRIs.

For communication to be effective, the communication system must work hand-in-hand with the development workers. The development worker knows what needs to be communicated but perhaps not how to communicate. The technology and programs to be communicated form a part of what is called the stock in trade of the development works.

Development is a micro-process where as mass media of communication involves certain amount of centralization.

Effective Management Information System (MIS)

The Management Information System [MIS] in case of IRD is to be made most effective as the MIS is a process through which the monitoring authority of the IRD has to get proper feedback from grassroots at reasonable time lags that can facilitate him to take immediate corrective steps to plug the loopholes and minimize the leakages from the scheme.

Besides, it provides him with the information regarding the impact of the scheme in respect of important variables which could be analyzed on time and placed before the policy makers for introducing necessary changes, if any, in the policy and implementation of the IRD keeping the overall national objective in view.

Experience suggests that the performance formats developed by the district level authorities for calling the periodic information concentrate more on physical and financial progress of the IRD. While not much information is provided which would help the monitoring authorities to understand the real factors leading to lower or exceptionally higher achievements in relation to

targets, the formats do not provide data and information on important variables and measurable indicators like output, employment, income, quality of life etc.

These do not provide adequate feedback to the central monitoring authority for initiating corrective measures. The MIS for IRD calls for strengthening and capacity building of the existing organizational set-up, and redesigning the monitoring system.

An effective MIS for IRD requires collection, compilation and analysis of the data and information by qualified and trained personnel at each decision-making level. Adequate investment in putting in place appropriate computerized MIS and trained staff is the need of the hour.

Role of Mass Media Campaigns in Rural Communication

Mass media campaigns can work through direct and indirect pathways to change the behaviour of whole populations. Many campaigns aim to directly affect individual recipients by invoking cognitive or emotional responses. Such programmes are intended to affect decision-making processes at the individual level. Anticipated outcomes include the removal or lowering of obstacles to change, helping people to adopt healthy or recognise unhealthy social norms, and to associate valued emotions with achieving change. These changes strengthen intentions to alter and increase the likelihood of achieving new behaviours. For instance, an antismoking campaign might emphasise risks of smoking and benefits of quitting, provide a telephone number for a support line, remind smokers of positive social norms in relation to quitting, associate quitting with positive self-regard, or a combination of these features.

Behaviour change might also be achieved through indirect routes. First, mass media messages can set an agenda for and increase the frequency, depth, or both, of interpersonal discussion about a particular health issue within an individual's social network, which, in combination with individual exposure to messages, might reinforce (or undermine) specific changes in behaviour. Second, since mass media messages reach large audiences, changes in behaviour that become norms within an individual's social network might influence that person's decisions without them having been directly exposed to or initially persuaded by the campaign. For example, after viewing televised antismoking campaign messages, several members of a social group might be prompted to form a support group to help them stop smoking. Another individual who has not seen the television campaign could decide to join the support group and change his or her own behaviour. Finally, mass media campaigns can prompt public discussion of health issues and lead to changes in public policy, resulting in constraints on individuals' behaviour and thereby change. For example, a campaign discouraging smoking because of its second-hand effects on non-smokers might not persuade smokers to quit, but it might increase public support for a new policy that restricts smoking in specific places, which might have the secondary effect of persuading smokers to quit.

More people practice open defecation in India than anywhere in the world – more than 600 million individuals. Although access to improved sanitation is steadily increasing in India since the year 2000 the pace of change is too slow. If the current trend continues, India will miss the Millennium Development Goal (MDG) target for sanitation, and without India the world will not be able to achieve its targets.

Clearly accelerating access to and use of toilets and hygiene practices have become a national priority for India. To accelerate the process the Ministry of Drinking Water and Sanitation (MDWS) along with UNICEF and other partners have developed the National Sanitation and Hygiene Advocacy and Communication Strategy Framework for 2012-2017.

The overall goal is to make sure that people have access to, and use a toilet and practice good hygiene, including handwashing with soap after the toilet and before food. The strategy focuses on increasing knowledge and perceived importance of sanitation and hygiene practices, with the long term objective of changing the way society thinks so that open defecation is no longer acceptable in India.

The Advocacy and Communication Strategy focuses on four critical sanitation and hygiene behaviours:

1. Building and use of toilets
2. The safe disposal of child faeces,
3. Handwashing with soap after defecation, before food and after handling child faeces
4. Safe storage and handling of drinking water.

The Communication Strategy is divided into three phases, each with specific communication objectives. It clearly defines, „

1. The audience receiving the information (the who); „
2. The content of the information (the what) „
3. The methods to be used to convey the information (the how); and „
4. The approaches to promote action for change (the action).

This is achieved through advocacy, interpersonal communication and community mobilisation with overall multi-media support including mass media, digital media and social media.

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4. COMMUNICATING RURAL TRANSFORMATION ASPECTS

Rural Transformation:

Rapid agriculture growth and rapid rural employment growth were always the focus of India's policy makers. Mahatma Gandhi envisaged India as a Nation of self-sufficient autonomous village republics. Land - the backbone of rural existence, and agricultural structure was the most important determinant of India's development. Highly skewed distribution of land was responsible for agricultural backwardness. As land was the critical income generating asset of rural India, changes in agricultural holding structures were necessary to ensure prosperity of the rural population. Accordingly, India's State policy focused on State Governments formulating and implementing Land Reforms legislations. These included the Land Ceiling Act, the Tenancy Act, the Land Revenue Act and broadly adopted the land to the tiller policy. Surplus arable government lands were distributed to the poor and needy peasants for livelihoods. These policies were envisaged to promote agricultural growth and alleviate rural poverty.

After the bank nationalization in July 1969, a big push was given towards expansion of banking activities. **Rapid expansion of bank branch network into rural areas and expansion of bank credit to agriculture** and related activities, priority sector lending targets and interest rates were introduced as part of a social banking approach. The rural bank branch expansion significantly lowered the rural poverty and increased non-agricultural growth. However, as time progressed, divergences emerged between the levels of development in States. The richer and faster growing States were better at reducing rural poverty while growth was volatile in the poorer States. The faster growing States had formulated laws for amalgamation of farm holdings into viable units for investments, productivity and growth. In the poorer States, the alienation of small and marginal farmers from their lands and subsequent conversion to landless agricultural labour made them entirely dependent on the vagaries of the market. Large scale labour migration was witnessed in areas where rain-fed agriculture practices were prevalent. The richer States also attracted higher investments and had better infrastructural development which resulted in higher per capita incomes as compared to the poorer States.

It was in this backdrop that the Indian State implemented a series of welfare programs for the rural population. These included the **Desert Development Program, the Drought Prone Area Development Program and the Watershed Development Program**. These programs were taken up in a decentralized participatory developmental model. The objective was to treat vast stretches of land areas with watershed treatment practices including construction of check dams, development of pastures and promotion of improved animal husbandry practices. A second crop in rain-fed areas, essentially meant higher farm incomes and lower migration of farm labour.

The Indian State also implemented several major direct beneficiary programs for asset generation, **skill development, residential housing and employment generation**. The Department of Rural Development implements the major schemes of **National Rurban Mission, Pradhan Mantri Awas Yojana (PMAY), Pradhan Mantri Gram Sadak Yojana (PMGSY), the Deen Dayal Upadhyaya Grameen Kaushalya Yojana (DDU GKY) and the Mahatma Gandhi National Rural Employment Guarantee Act (MGNREGA)**

programs. The implementation of the MGNREGA on a pan India basis with assured employment on individual and community based programs has resulted in significant employment and asset generation in rural areas. The National Rurban Mission was launched in February 2016 as a new initiative for development of a cluster of villages that preserve and nurture the essence of rural community life with focus on equity and inclusiveness without compromising with the facilities perceived to be essentially urban in nature. The DDU GKY essentially focused on youth between 15 years and 35 years from poor families, is tasked with the objective of adding diversity to the incomes of rural poor families and caters to the career aspirations of the rural youth.

Indian farmers were always concerned about the availability of adequate credit at reasonable cost in a timely manner. One of the major steps forward in this direction was **financial inclusion**. The **Pradhan Mantri Jan Dhan Yojana** represents the National Mission for Financial Inclusion to ensure access to financial services. The Jan Dhan Yojana provided the bankers with the necessary confidence to promote credit culture across the deprived population and resulted in significant increases in credit flows to rural sector.

A Nation of India's size requires significant increases in **food production**. The year 2016-17 witnessed the highest ever food grain production of 273.38 million tons which is 6.37 percent higher than the last 5 years average production and 8.6 percent higher than 2015-16. Government introduced the **Soil Health Card Scheme (SHC)** in 2015 to be issued on a bi-annual basis to all land holders of the country with the objective to conduct farm level soil analysis. In July 2015, Government introduced the **National Agricultural Market (E-NAM)** to link 585 wholesale agriculture production marketing committees across the country through a common e-platform. The portal has been made available in several Indian languages and has empowered the farmers with vast information dissemination. The State continued to make rapid strides in the implementation of the **Pradhan Mantri Fasal Bima Yojana** and the **Pradhan Mantri Krishi Sinchayee Yojana** covering all risks of the crop cycle and providing incentives for improved irrigation practices.

The Government's initiatives for empowering the farmers and improving the infrastructure at the village level have been largely successful in reducing poverty and enhancing education and health care indicators. The improvement in farm incomes and the transparency in subsidy transfers would enable the creation of a 21st century India that is dynamic and forward looking.

Ministry of Rural Development : Year End Review-2017 of Programs (Dated 22 Dec 17 , Press Information Bureau)

Pradhan Mantri Awas Yojana-Gramin (PMAY-G)

The erstwhile scheme of Indira Awaas Yojana has been restructured into Pradhan Mantri Awas Yojana-Gramin (PMAY-G) with effect from 1st April, 2016 and is in line with the Government's commitment of providing 'Housing for All by 2022' with improved scheme architecture and robust delivery and monitoring mechanism.

Achievement/Initiatives during 2017-18:

1. The Ministry envisages to construct 1 crore houses in rural India at enhanced unit assistance of Rs 1.20 lakh in plain areas and Rs 1.30 lakh in difficult areas/hilly states/IAP districts by 2018-19 under PMAY-G. In addition to the unit assistance, the beneficiary is also entitled to receive Rs 12,000 for construction of a toilet and 90/95 days of unskilled wage labour for construction of the house in convergence with MGNREGS.
2. Against the target of 75.88 lakh houses allocated to the States/UTs under PMAY-G during 2016-18, 71.01 lakh beneficiaries have been registered, out of which 63.72 lakh houses have been geo-tagged. 58.58 lakh beneficiaries have received sanctions of their houses, out of which 53.20 lakh and 34.44 lakh beneficiaries have received 1st and 2nd installments respectively (as on 14.12.2017) for the construction of their houses and 11.57 lakh PMAY-G houses have been completed so far.
3. Innovative use of space technology has ensured that resources are targeted to genuine beneficiaries by allowing verification of current housing status.
4. Uploading of geo tagged and time stamped photographs of beneficiaries in front of their existing dwellings, using the mobile Application viz. Awaas App, has been made mandatory for sanctioning houses under PMAY-G.
5. It is proposed that 20000 rural masons will be trained and certified under the training initiative in FY 2017-18.

Mahatma Gandhi National Rural Employment Guarantee Act (MGNREGA)

1. MGNREGA aims at enhancing livelihood security of the households in rural areas of the country by providing at least one hundred days of guaranteed wage employment in a financial year. The allocation of Rs.48,000 crore for the FY 2017-18, is the highest ever allocation for MGNREGA.
2. During 2017-18 so far, **4.35 crore households** have been provided employment in **156 lakh works**. In the process, **160 crore persondays** of employment have been generated. Out of the total employment, 54% have been generated for women, well above the statutory requirement of 33%.
3. In FY 2017-18 (so far) nearly 60% of total expenditure is on Natural Resource Management (NRM) works. Expenditure on agriculture and allied sector works in FY 2017-18 is nearly 71%, which was only around 48 % in FY 2013-14.
4. The thrust on agriculture and allied activities is visible at the field level with about 71% expenditure on these works in FY 2017-18. Under **Mission Water Conservation**, 2264 water stressed blocks have received special attention for Natural Resource Management including water harvesting and water conservation.
5. During 2017-18, 3.6 lakh farm ponds and 1.55 lakh Vermi/ NADEP compost pits have been completed so far.

6. 96% of the wages are being paid electronically into the Bank/Post Office accounts of MGNREGA workers through NeFMS.
7. Under **GeoMGNREGA**, using space technology, more than **2 crore assets** have been geotagged and made available in the public domain.
8. As per the Socio-Economic Caste Census - 2011 (SECC), around 5.40 Crore households fall under the category **landless households dependent on manual casual labour for livelihood**. The Government is making all efforts to bring these households, who are not having Job Cards and are willing, to get employment under MGNREGS.

Pradhan Mantri Gram Sadak Yojana (PMGSY)

1. The primary objective of PMGSY is to provide connectivity by way of all-weather roads. The programme also has an upgradation component with a target to upgrade existing rural roads in order to ensure full farm to market connectivity. PMGSY-II aims to cover upgradation of existing selected rural roads based on a criterion to make the road network vibrant. Development of Rural Hubs and growth centres are crucial to the overall strategy of facilitating poverty reduction through creating rural infrastructures. Growth centres/rural hubs provide markets, banking and other service facilities enabling and enhancing self-employment and livelihood facilities.
2. PMGSY, the rural road connectivity scheme, has made considerable contribution in connecting far flung and scattered areas of the country.
3. Out of a total of 1,78,184 eligible habitations under PMGSY, 1,45,158 habitations have been connected bringing the total habitations connected to 82%.
4. 5,08,047.22 km of road length have been completed under PMGSY during 2017-18 (as on October 2017), with an expenditure of Rs. 1,63,059.16 crore.
5. Road length of 17330 km have been constructed by covering 4817 habitations during the year 2017-18 (April to October, 2017).
6. PMGSY has also approved the proposals for all the remaining habitations to be connected and it is expected to attain almost 100% connectivity by March, 2019.
7. An amount of Rs. 1,47,984.88 crore has been released under PMGSY during 2017-18 (as on October 2017).
8. 1.07 lakh kilometers of upgradation is proposed as PMGSY-III. In this endeavour, the annual funding support of Rs. 19000 crore from the Central Government will be maintained upto 2022.
9. Further, connecting habitations in LWE affected blocks have also been undertaken in 9 States with a target of constructing 5382 km. This project has been initiated from 2016-17 and is expected to be completed by March, 2020.
10. PMGSY is aggressively encouraging use of “Green Technologies” and non-conventional materials like waste plastic, cold mix, geo-textiles, fly-ash, iron and copper slag etc. in rural roads. During

the current year (upto 27th Sept. 2017) 2,484 kms PMGSY road length has been constructed using “Green Technologies.

11. 15% of all PMGSY roads are now being taken up through use of innovative green technologies like use of waste plastic, geo-textiles, fly ash, iron and copper slag and cold mix.
12. With a view to bring transparency & responsiveness in governance, plug leakages and to quickly address the citizen grievances, PMGSY has been encouraging use of information technology, mobile technology and space technology. A Mobile Application “Meri Sadak” launched to enable citizens to register complaints regarding the quality and pace of construction of PMGSY roads.
13. PMGSY-II programme launched to cover upgradation of existing selected rural roads based on a criterion to make the road network vibrant. So far, 12 States have transited to PMGSY-II for which 3,738 works have already been cleared covering 25,791.56 km upgradation works (as on October, 2017). States have completed 1459 works by upgrading 11,798.85 km road length.

National Social Assistance Programme (NSAP)

1. NSAP comprises of five sub-schemes namely Indira Gandhi National Old Age Pension Scheme (IGNOAPS), Indira Gandhi National Widow Pension Scheme (IGNWPS), Indira Gandhi National Disability Pension Scheme (IGNDPS), National Family Benefit Scheme (NFBS) and Annapurna Scheme. The schemes of NSAP are implemented both in urban and rural areas, by the Social Welfare Department in the States.
2. The National Social Assistance Programme covers 3.20 crore beneficiaries include about 2.40 crore old age pensioners, 70.43 lakh widow pensioners and 10.32 lakh pensioners with disability.
3. NSAP has been included under Direct Benefit Transfer (DBT) scheme and in the current year State of Gujarat and UT of Lakshadweep are using 100% transfer through DBT mechanism. DBT has been partially implemented in the States of Jharkhand, Haryana, Maharashtra and Chhattisgarh.
4. For preventing leakages of funds to unintended beneficiaries 100% records have been digitized. · 74.08% of Aadhar of beneficiaries have been seeded in the Bank A/Cs
5. There is proposal to revamp the National Social Assistance Programme (NSAP) as Pradhan Mantri Samajik Suraksha Yojana (PMSaSY) admissible to 5.07 crore beneficiaries.

Deen Dayal Antyodaya Yojana-National Rural Livelihoods Mission

Deendayal Antyodaya Yojana- National Rural Livelihoods Mission (DAY-NRLM) seeks to reach out to 8-9 crore rural poor households and organize one woman member from each household into affinity based women SHGs and federations at village level and at higher levels.

Progress:

1. During 2017-18 (as on October 2017), 683 additional blocks have been covered under “Intensive” implementation strategy of DAY-NRLM bringing the cumulative total to 4330 blocks.
2. During the year 2017-18 so far, over 56 lakh households have been mobilized into 4.84 lakh SHGs.
3. SHGs have also been extended a capitalization support of Rs. 729.74 crore.
4. A total amount of Rs. 35410.42 lakh has been disbursed to 2.84 lakh SHGs as Revolving Fund (RF) while Rs. 53599.77 lakh has been disbursed to 1.01 lakh SHGs and their federation as Community Investment Fund (CIF) so far during 2017-18.
5. The SHG-Bank Linkage programme has seen tremendous growth year on year under DAY-NRLM. During this financial year, about 14.2 lakh SHGs have accessed credit of Rs. 18000 crore up to October, 2017.
6. More than 33 lakh Mahila Kisans have been covered under Mahila Kisan Sashaktikaran Pariyojana (MKSP) in 17 States, to empower women in agriculture and enhance their participation and productivity in agriculture based livelihoods.
7. “Aajeevika Grameen Express Yojana (AGEY)” has been initiated as a sub scheme under DAY-NRLM to provide an alternative source of livelihoods to members of Self Help Groups (SHGs) under DAY-NRLM by facilitating them to operate public transport services in backward rural areas and to provide safe, affordable and community monitored rural transport services (e-rickshaws, 3 and 4 wheeler motorised transport vehicles) to connect remote villages with key services and amenities (including access to markets, education and health) for the overall economic development of the area by making use of the supports available within the framework of DAY-NRLM. The sub-scheme will be implemented in 250 blocks in the country on a pilot basis for a period of 3 years from 2017-18 to 2019-20. Till date, proposals from 17 States have been approved and 153 vehicles have started operating in rural areas.
8. **Promotion of rural enterprises:** Start Up Village Entrepreneurship Programme (SVEP) is a sub-scheme of DAY-NRLM designed to support rural youth to take up local entrepreneurship. As on date, 7800 enterprises have been promoted across 17 States. It is expected that SVEP will support an additional 25000 entrepreneurs during the year 2018-19.

Deendayal Upadhyaya Grameen Kaushalya Yojana (DDU-GKY)

DDU-GKY is a placement linked skill-training programme and is uniquely placed to empower rural poor youth with employable skills and facilitate their participation in regular labour market. It is currently being implemented in 28 States.

Progress:

1. DDU-GKY has over 566 Training Centers in 674 Projects, in partnership with over 310 Project Implementing Agencies conducting training across 39 sectors, and over 329 job roles (as on 31.10.17).

2. Against a target of skilling 2 lakh candidates during the current financial year, over 83,745 candidates have already been trained, of which over 46,654 candidates have been placed in jobs (as on 31.10.17).
3. The Ministry has selected 12 new Champion Employers and entered into an MoU with them for high quality training and placements.

Rural Self Employment Training Institutes (RSETIs):

At present RSETIs are offering training in more than 56 vocations classified under major areas like agriculture, processing, product manufacture and general EDP.

Initiatives:

1. During 2017-18 (as on 31.10.17), 7,897 candidates have been trained under Project LIFE MGNREGA by RSETIs.
2. 9,200 candidates have been credit linked under thrust programmes of PMO while 3,519 candidates have been credit linked under PM MUDRA Yojana by the RSETIs.
3. The National Centre for Excellence of RSETIs (NACER) was selected by ASSOCHAM for “Best NGO in Skill Development” for remarkable contribution in Entrepreneurship Development through RSETIs for the year 2016-17.
4. Another initiative ‘Kaushal Panjee’ (Skill Register) has also been undertaken which provides a citizen centric end-to-end solution to aid mobilization of candidates for Rural Self Employment and Training Institutes (RSETIs) and DDU-GKY.

Progress:

1. 586 RSETIs are functioning across the country.
2. Over 25.24 lakh unemployed youth have been trained under RSETIs, out of which, about 16.64 lakh have been settled (from 1.4.2008 up to 30.11.2017).
3. Against a target of skilling 3.97 lakhs candidates in FY 2017-18, 2,34,692 candidates have been trained and 1,55,174 settled.

Shyama Prasad Mukherjee RURBAN Mission

1. The Government approved the Shyama Prasad Mukherji Rurban Mission (SPMRM) with an outlay of Rs. 5142.08 crores on 16th September, 2015 with the objective to transform rural areas into economically, socially and physically sustainable spaces. Under this Mission, 300 clusters in rural areas, across 29 States and 5 UTs, with latent potential for growth are to be identified, following clearly enunciated methodologies in the framework of implementation.
2. Against the allocation of 300 clusters, 267 clusters have already been identified following the prescribed cluster selection methodology. The emphasis is to develop the thematic economic strengths of the clusters, provide required amenities to support this, apart from saturating basic, social and digital infrastructure in the clusters within a period of 3 years.

3. **153 Integrated Cluster Action Plans (ICAPs)**, which are the blue prints of investment for each cluster, have been approved for 29 States and one UT of Dadra & Nagar Haveli.
4. The work in the clusters in areas identified are ongoing and nearly Rs 1500 crores of expenditure has been incurred under the Mission till date.
5. At the end of the Mission period, the country will have 300 Rurban clusters which will be ODF, green, agro based and thematic clusters based on skilled manpower and access to economic opportunities.

Saansad Adarsh Gram Yojana (SAGY)

1. Saansad Adarsh Gram Yojana (SAGY) was launched by Hon'ble Prime Minister on 11th October 2014 with the objective of creating model Gram Panchayats in all parts of the country. The development of SAGY Gram Panchayats takes place under the guidance of Hon'ble Members of Parliament through the convergence and implementation of existing Government Schemes and Programmes without allocating any additional funds.
2. The Hon'ble Members of Parliament have adopted 1241 Gram Panchayats under SAGY as on 18th December 2017. As an initial step, the Gram Panchayats identified under SAGY conduct awareness generation and social mobilisation activities. This is followed by a baseline survey and participatory formulation of a development plan for the village under the guidance of Hon'ble MPs. The Gram Panchayats adopted under SAGY prepared Village Development Plans (VDP) containing prioritised time-bound activities to achieve holistic progress of the village, through the convergence of resources. Out of the 1241 Gram Panchayats adopted under SAGY, 857 Gram Panchayats have uploaded their Village Development Plans on the SAGY website. As per data updated on the SAGY website till 18th December 2017, Gram Panchayats identified under SAGY have completed 19951 projects and 7152 (15.3%) projects are in progress.

Year End Review- 2017

Accomplishments :

Ministry of Labour & Employment

1. 15,705 Houses Sanctioned this Year for Unorganized Workers
2. National Career Service (NCS) Project Brings 3.92 Crore Job Seekers and 14.86 Lakh Employers on a Single Platform
3. 25 NCS Centres set up For SC/ST to Provide Vocational Guidance

The Ministry of Labour and Employment is committed towards job security, wage security and social security for each and every worker. Along with bringing transparency and accountability in enforcement of Labour Laws, the Ministry has taken important initiatives to realize and establish the dignity of every worker through provision of social security, enhancing the avenues and quality of employment.

The Government of India is working on a comprehensive strategy to bring employment to the core of development strategy, promoting industrial activity through Make in India, enhancing employability through Skill India and encouraging innovation and entrepreneurship through Start up India.

I. Major Achievements in Labour Welfare:

1. Maternity Benefit (Amendment) Act, 2017

The Maternity Benefit (Amendment) Act 2017 has come into force from April 01, 2017 to increase paid maternity leave from 12 weeks to 26 weeks. It also has mandatory provision for crèche in respect of establishments having 50 or more workers and enabling provision for work from home. For the first time, a provision for 12 weeks paid maternity leave has been made for both Commissioning and Adopting mothers. The act has approximately benefited 18 Lakh women employees.

2. Child Labour (Prohibition & Regulation) Amendment Rules, 2017

- i. The Child Labour (Prohibition & Regulation) Amendment Act, 2016, has been enacted with effect from 01.09.2016. The amendment provides for complete ban on the employment of a child below 14 years and prohibition on employment of adolescent (14-18) in hazardous occupation & profession, as notified in Schedule of Hazardous occupation & profession dated 30.08.2017. Following the amendment, Ministry of Labour & Employment has framed the Child Labour (Prohibition and Regulation) Amendment Rules, 2017 and notified in the Gazette of India on 02.06.2017. Further, India has now ratified two Core ILO conventions 138 and 182 on child labour.
- ii. For effective implementation of the provisions of the amended Child Labour (Prohibition and Regulation) Act, 1986, Ministry has prepared Standard Operating Procedure (SOP) to facilitate enforcement of the amended act so that the goal of child labour free India could be realised.
- iii. **PENCIL:** An online portal was launched on 26.09.2017 for better monitoring & reporting system to ensure effective implementation of the provisions of the amended Child Labour (Prohibition & Regulation) Act, 1986 and National Child Labour Project (NCLP) Scheme. As on date District Nodal Officers from 431 districts out of 710 districts of the country have registered on the portal. Further all operational Project Societies of NCLP are registered on the portal for better implementation of NCLP scheme aimed at educational rehabilitation of child and adolescent labour.

3. Welfare of Unorganised Workers

- i. Housing Subsidy to Beedi, Cine and Non-Coal Mine Workers has been increased from Rs. 40,000/- to Rs. 1,50,000. This year 15,705 Houses have been sanctioned at an expenditure of Rs. 25.5 crore .
- ii. **Implementation of Revamped Bonded Labour rehabilitation Scheme:** As on December 15, 2017 an amount of Rs. 664.50 Lakhs has been released for the rehabilitation of 6413 bonded labourers. Additionally, an amount of Rs. 107.25 Lakhs has been released in 2017-18 for the purpose of conducting Survey, Awareness Generation and Evaluation Studies.

4. Minimum Wages Revision: There has been a simultaneous increase of about 40% in the minimum wages for all sectors; agricultural, non-Agricultural, Construction etc. in Central Sphere. Minimum wage (per day) for non-agricultural worker in the 'C' area category increased from Rs. 250/- to Rs 350/-, Rs 437/- in 'B' area category and Rs. 523/- in 'A' area category.

5. The Payment of Wages (Amendment) Act 2017: The Act now in force enables the employers to pay the wages to their employees in cash or by Cheque or by crediting the wages in the bank account of the employee with provision that the appropriate Government may, by notification in the Official Gazette, specify that an industrial or other establishment shall pay the wages only by Cheque or by crediting the wages in his bank account. Notification to this effect in respect of Railways, air transport services, mines and oil field sectors covered under central sphere has been issued on 25th April 2017. This will help in transition towards formalisation of Labour force.

6. Payment of Wages Act, 1936: In exercise of the power conferred by sub-section (6) of Section 1 of the Act, the Central Government has enhanced the wage ceiling from Rs.18,000/- to Rs.24,000/- per month vide Gazette Notification dated 29th August,2017.

7. Opening of Bank Accounts: Ministry of Labour & Employment undertook a massive drive between November, 2016 to April, 2017 for opening bank accounts of the workers for ensuring cashless transactions of wages. 1,50,803 Camps were organized across the country where 49,66,489 bank accounts were opened for the workers to enable cashless transaction of wages.

II. MAJOR STEPS TO FACILITATE EMPLOYMENT GENERATION:

- i. **National Career Service (NCS):** National Career Service Project brings employers, trainers and unemployed on single platform. 3.92 crore job seekers, 14.86 lakh employers have been registered and mobilization of over 7.73 lakh vacancies through the portal as on 31.10.2017. NCS has partnered with Department of Posts to extend registration of job seekers through the Post Offices. To enhance the reach and enrich the employment opportunities available to youth, 22 strategic MOUs have been signed with leading job portals, placement organizations and institutions of repute. Government of India has recently made it mandatory for government vacancies to be posted on the NCS Portal.
- ii. **25 National Career Service Centres for Scheduled Castes and Scheduled Tribes (NCSC SC/STs)** have been set up for providing vocational guidance and counselling services and also training in computer courses. During 2017-18, around 1,11,146 SC/ST candidates were provided vocational guidance and counselling, 8,109 candidates pursued secretarial practices (shorthand/typing) for enhancing employability, 1,300 candidates pursued the special coaching scheme course and 3,000 candidates pursued the computer courses till November, 2017. The 25 (NCSC SC/STs) have been integrated with the NCS Project.
- iii. **21 National Career Service Centres for Differently Abled (NCSCDA)** have been set up for Handicapped to provide vocational training, vocational guidance and career counselling to assist persons with disabilities in the process of economic rehabilitation. During 2017-18, around 35,415 persons with disabilities were assessed/evaluated and guided for employability skills and around 6,440 were rehabilitate with various organisations.

- iv. **Model Career Centers:** The Government has approved establishment of 100 Model Career Centers under NCS project to deliver quality employment services and these centres are being set up in collaboration with States and Institutions. The NCS Project has also been enhanced to interlink the employment exchanges with the NCS Portal. The Capacity Building programmes for 762 Employment Officers have been organised.
- v. **Job Fairs:** 725 job fairs were organized till November 30, 2017.
- vi. **Pradhan Mantri Rojgar Protsahan Yojana (PMRPY):** Government of India is implementing the Pradhan Mantri Rojgar Protsahan Yojana (PMRPY) to incentivize employers for new employment. The scheme launched on 9th August 2016 provides that Government of India will pay the Employees Pension Scheme (EPS) contribution of 8.33% for all new employees enrolling in EPFO for the first 03 years of their employment. The scheme is applicable to those having earnings Rs. 15,000/- per month. A budget provision of Rs. 1000/- crore for this scheme has been made. For the textile (garmenting) sector, Government of India is paying the complete 12% employers' contribution (8.33% EPS + 3.67% EPF) for these new employees till November 2017. 21,841 establishments had registered under PMRPY scheme and EPS contribution was reimbursed for 13,74,626 beneficiaries. An expenditure of about Rs.178 crore has been made on the scheme till date.

Disaster Preparedness

India has become a frontrunner in the implementation of a global plan aimed at reducing disaster losses across the world. India is the first, and only country so far, to produce a national plan and local strategy aimed at lowering the losses incurred due to natural disasters.

The plan was presented at the UN 2017 Disaster Risk Reduction (UNISDR) meeting being held in Cancun, Mexico. India's lead on the matter prompted a UN spokesperson to urge other countries to follow suit.

The Sendai Framework was endorsed by the UN General Assembly and adopted by member states in March 2015. A 15-year, voluntary, non-binding agreement, it recognizes that the primary role of the State is to reduce disaster risk. Though 87 countries expressed their commitment to the Sendai Framework, India is the only country so far to have produced implementation plans showing its dedication to the cause.

"India is the largest democracy which has braced the Sendai framework for disaster risk reduction and the first country to have drawn a national and local strategy with a short term goal achievement target set for 2020," Denis McClean, head of communication at the meeting told Times of India.

The biennial Global Platform, launched in 2007 in the wake of the devastating 2004 Indian Ocean tsunami, is the world's foremost gathering on reducing disaster risk and building the resilience of communities and nations.

During the inauguration of the Asian Ministerial Conference on Disaster Risk Reduction in New Delhi last year, PM Narendra Modi outlined a **10-point agenda for disaster risk reduction**, involving all sectors

absorbing the principles of disaster risk management, greater involvement and leadership of women in disaster risk management and the investment of global risk-mapping.

In his speech, Modi emphasised India's critical position in global risk reduction and the implementation of the Sendai framework in India's national plans, "we have to wholeheartedly embrace the spirit of Sendai, which calls for an all-of-society approach to disaster risk management."

Modi's 10-point agenda was praised during the UN gathering during reports given from each country.

1. All development sectors must imbibe the principles of disaster risk management.
2. Work towards risk coverage for all-starting from poor households to SMEs to multi-national corporations to nation states.
3. Encourage greater involvement and leadership of women in disaster risk management.
4. Invest in risk mapping globally. For mapping risks related to hazards like earthquakes we have accepted standards and parameters.
5. Leverage technology to enhance the efficiency of our disaster risk management efforts.
6. Develop a network of universities to work on disaster issues.
7. Utilise the opportunities provided by social media and mobile technologies.
8. Build on local capacity and initiative.
9. Opportunity to learn from a disaster must not be wasted. After every disaster there are papers in lessons that are rarely applied.
10. Bring about greater cohesion in international response to disasters.

A detailed discussion on the need for multi-hazard preparedness, given the fact that a primary event brings with it an increased risk of secondary events, such as landslides following an earthquake, was done. The need for sharing of resources, leveraging technology, ensuring last mile connectivity, sharing best practices and success stories and involving the common man was also discussed.

Underlining that the implementation of guidelines and advisories was a major problem, the Committee members emphasised on the role of fixing accountability of stakeholders in case of a disaster and gaps in response, preparedness and information dissemination, both in terms of Early Warning Messages and community awareness. This will help in improving coordination thus enabling better response.

The importance of strengthening communities to act as effective first responders during disasters was underlined. It was further added that academia should be used to spread awareness and more and more institutes and universities should offer courses in disaster education.

Human Rights

India has taken important strides in recent years, in particular with legal reform with respect to the treatment of women, Dalits, and various vulnerable groups. More recently, the government has introduced a "transgender person bill" that, although it needs refinement and further input from civil

society, is a good step toward protecting and empowering the country's transgender population. There is also a Mental Health Care Bill and Rights of Persons with Disabilities Bill pending in parliament, aimed at advancing the rights of people with disabilities. But in many areas, the government and local authorities continue to fall short, both with respect to legal reforms and implementation.

In recent years India has made considerable progress toward protecting the rights of vulnerable populations. In 2015, the government enacted the Scheduled Castes and Scheduled Tribes (Prevention of Atrocities) Amendment Bill, strengthening protections for Dalit and tribal communities, and making it easier for them to pursue justice. After the 2012 gang rape and murder of a young student in Delhi, the government undertook legal reforms, introducing new and expanded definitions of rape and sexual assault, criminalizing acid attacks, providing for a right to medical treatment, and instituting new procedures to protect the rights of women with disabilities who experience sexual assault. India has also enacted a Right to Education law guaranteeing free and compulsory elementary education to all children ages 6 to 14.

The ambitious Swachh Bharat Abhiyan or the Clean India Campaign in 2014, which includes a plan to eradicate manual scavenging and end open defecation by building more toilets and changing people's attitudes to sanitation. Government initiatives on sanitation should ensure that all new sewage systems are sanitary and will not need to employ manual scavengers.

The armed movement by Maoist groups poses a serious security challenge across several states in central and eastern India. The Maoists have committed numerous serious abuses, including extortion, recruitment of children into combat, attacks on schools and targeted killings.

Women's Rights

Despite strong laws at the national level, women and girls across India continue to suffer routine domestic violence, acid attacks, rape, and murder. The government has failed to hold public officials accountable when they fail to enforce policies designed to protect women and children. In rural areas, discriminatory and abusive practices by local authorities continue unabated. Unofficial village councils in several Indian states, called *khaps*, made up of men from dominant castes that often enjoy political patronage, issue edicts restricting women's mobility and rights, and condemning couples for marrying outside their caste.

All too often India has not spoken out on human rights issues, whether in the region, or on matters of global concern. To change this, the government can start by taking a more leading role in promoting human rights at the regional level, for instance, in Afghanistan, Sri Lanka, and Burma.

Industry

Manufacturing has emerged as one of the high growth sectors in India. Prime Minister of India, Mr Narendra Modi, had launched the '**Make in India**' program to place India on the world map as a manufacturing hub and give global recognition to the Indian economy. India is expected to become the fifth largest manufacturing country in the world by the end of year 2020*.

The Gross Value Added (GVA) at basic constant (2011-12) prices from the manufacturing sector in India grew 7.9 per cent year-on-year in 2016-17, as per the 2nd provisional estimate of annual national income published by the Government of India. Under the Make in India initiative, the Government of India aims to increase the share of the manufacturing sector to the gross domestic product (GDP) to 25 per cent by 2022, from 16 per cent, and to create 100 million new jobs by 2022. Business conditions in the Indian manufacturing sector continue to remain positive.

Investments

With the help of Make in India drive, India is on the path of becoming the hub for hi-tech manufacturing as global giants such as GE, Siemens, HTC, Toshiba, and Boeing have either set up or are in process of setting up manufacturing plants in India, attracted by India's market of more than a billion consumers and increasing purchasing power.

Cumulative Foreign Direct Investment (FDI) in India's manufacturing sector reached US\$ 70.51 billion by June 2017. India has become one of the most attractive destinations for investments in the manufacturing sector. Some of the major investments and developments in this sector in the recent past are:



- JSW Energy has signed a memorandum of understanding (MoU) with the Government of Gujarat, for setting up an electric vehicle (EV) manufacturing unit in Gujarat at an estimated cost of Rs 4,000 crore (US\$ 608.88 million).
- With an aim to increase its presence in India, Denmark-based heating ventilation and air-conditioning (HVAC) giant, Danfoss, is planning to take its manufacturing localisation to 50 per cent as well as double its supplier base in India by 2020.
- Cochin Shipyard Ltd, which recently completed its initial public offer (IPO), will utilize the funds from the issue to implement expansion projects worth Rs 2,800 crore (US\$ 437.3 million), which are already in its pipeline.
- Indian biscuits giant, Britannia Industries Ltd (BIL), is setting up its largest plant ever, in Ranjangaon, Maharashtra, with an investment of Rs 1,000 crore (US\$ 156.89 million). The plant will have an annual capacity of 120,000 tonne and will be completed by FY19.
- IKEA, a Swedish furniture company, aims to manufacture more than 30 per cent of its products in India in the coming years, stated Mr Patrik Antoni, Deputy Country Manager, IKEA.
- Volvo India Pvt Ltd, Swedish luxury car manufacturer, will start assembly operations near Bengaluru in India by the end of 2017. The company is targeting to double its share in India's luxury car segment to 10 per cent by 2020.
- Larsen & Toubro (L&T) has bagged a contract worth US\$ 669.34 million from the Ministry of Defence, Government of India, to supply 100 artillery of 155mm/52 caliber tracked self-propelled guns for the Indian Army, under the Make in India initiative.
- Berger Paints has entered into a partnership with Chugoku Marine Paints (CMP), thereby marking its entry into the marine paints segment, which has an estimated market size of Rs 250 crore (US\$ 38.82 million) and is expected to grow at 25 per cent annually for the next five years.

- SAIC Motor Corp, China's largest automaker, has signed a deal to buy General Motors (GM) India's Halol plant in Gujarat.
- Dabur India Ltd set up its largest manufacturing plant globally, spread over 30 acres, at a cost of Rs 250 crore (US\$ 38.82 million), in Tezpur, Assam, which will produce Dabur's complete range of ayurvedic medicines, health supplements, and personal care products among others.
- Apple Inc is looking to expand its Taiwanese contract manufacturer, Wistron's, production facility in Bengaluru, India, where it started manufacturing iPhone SE in May, 2017.
- China based LCD and touchscreen panel manufacturer, Holitech Technology, has announced plans to investing up to US\$ 1 billion in India by the end of 2017.
- Tristone Flowtech Group, the Germany-based flow technology systems specialist, has set up a new facility in Pune, which will manufacture surge tank as well as engine cooling and aircharge hose for the Indian market. The company plans to start the production at the plant in the fourth quarter of 2017.
- Honda Motorcycle & Scooter India plans to invest around Rs 600 crore (US\$ 90 million) to add a new line to produce additional 600,000 units at its Narsapura facility in Karnataka.
- Hindustan Coca-Cola Beverages plans to set up a bottling plant with an investment of Rs 750 crore (US\$ 112.5 million) in phases at the first industrial area being developed by Government of Madhya Pradesh under the public private partnership in Babai village of Hoshangabad, Bhopal.
- Tata Advanced Systems is collaborating with the world's largest defence contractor Lockheed Martin to manufacture the F-16 fighter jets in India.

Government Initiatives

In a bid to push the 'Make in India' initiative to the global level, Mr Narendra Modi, Prime Minister of India, pitched India as a manufacturing destination at the World International Fair in Germany's Hannover in 2015. Mr Modi showcased India as a business friendly destination to attract foreign businesses to invest and manufacture in the country.

The Government of India has taken several initiatives to promote a healthy environment for the growth of manufacturing sector in the country. Some of the notable initiatives and developments are:

- The Government of India has introduced several policy measures in the Union Budget 2017-18 to provide impetus to the manufacturing sector. Some of which include reduction of income tax rate to 25 per cent for MSME companies having turnover up to Rs 50 crore (US\$ 7.5 million), MAT credit carry forward extended to 15 years from 10 years and abolishment of Foreign Investment Promotion Board (FIPB) by 2017-18.
- The Government of India has launched a phased manufacturing programme (PMP) aimed at adding more smartphone components under the Make in India initiative thereby giving a push to the domestic manufacturing of mobile handsets.
- The Government of India is in talks with stakeholders to further ease foreign direct investment (FDI) in defence under the automatic route to 51 per cent from the current 49 per cent, in order to give a boost to the Make in India initiative and to generate employment.
- The Ministry of Heavy Industries and Public Enterprises, Government of India, has approved the setting up of four Centres of Excellence (CoE) in areas of textile machinery, machine tools,

welding technology and smart pumps, which will help raise the technology depth of the Indian Capital Goods Industry.

- The Ministry of Defence, Government of India, approved the “Strategic Partnership” model which will enable private companies to tie up with foreign players for manufacturing submarines, fighter jets, helicopters and armoured vehicles.
- The Union Cabinet has approved the Modified Special Incentive Package Scheme (M-SIPS) in which, proposals will be accepted till December 2018 or up to an incentive commitment limit of Rs 10,000 crore (US\$ 1.5 billion).

Road Ahead

India is an attractive hub for foreign investments in the manufacturing sector. Several mobile phone, luxury and automobile brands, among others, have set up or are looking to establish their manufacturing bases in the country.

The manufacturing sector of India has the potential to reach US\$ 1 trillion by 2025 and India is expected to rank amongst the top three growth economies and manufacturing destination of the world by the year 2020. The implementation of the Goods and Services Tax (GST) will make India a common market with a GDP of US\$ 2 trillion along with a population of 1.2 billion people, which will be a big draw for investors.

With impetus on developing industrial corridors and smart cities, the government aims to ensure holistic development of the nation. The corridors would further assist in integrating, monitoring and developing a conducive environment for the industrial development and will promote advance practices in manufacturing.

Natural Resource Management

The Planning Commission has identified **Twelve Strategy Challenges** for the 12th Plan Approach Paper. “**Managing the Environment and Ecology**” with the following five components is one of the Challenges:

1. Land, mining, and Forest Rights
2. Mitigation and Adaptation Strategy for Climate Change
3. Waste management and Pollution Abatement
4. Degradation of forests and loss of biodiversity
5. Issues of Environment Sustainability

The general expectations of the citizens with respect to environment are:

1. Access to clean air, water, and soil;
2. Right to Natural resources;
3. Sustainable Livelihoods and healthy surroundings.

Detailed below are some suggestions in respect of, Policy, legislation, both national and international, institutional mechanisms, infrastructure, and Science and technology in the management of Environment and Ecology and specific suggestions with respect to the five components.

- a) Institutionalize a holistic, integrated approach for the management of environment and natural resources, converging national regulations and international protocols in relevant sectoral and cross-sectoral policies, through review and consultation.
- b) Evolve schemes to encourage trading in air and water pollutants in industrial complexes. Establish on-line continuous monitoring systems to enable trading of pollutants and encourage public and private sector participation in GHG emission trading.
- c) Identify emerging areas for new legislation, including our obligations under multilateral environmental regimes and review the body of existing legislation.
- d) Ensure accountability of the concerned levels of Government (Centre, State, Local) in implementing existing legislation and introducing necessary legislation, wherever required in a defined time-frame, ensuring the livelihoods and well-being of the poor and improved access to the necessary environmental resources.
- e) Promote research and the use of information technology based tools, together with necessary capacity-building. Bring about transparency through public web-portal for national resource accounting for Non Wood Forest Produce (NWFP) , common property resources, usufruct rights etc on GIS platform.
- f) Encourage Industrial Associations to shoulder greater responsibility of environmental management, implementation of regulation, including drafting strategy on issues on environment and trade that affect industry.
- g) Develop multiple models, for rapid and effective restoration, of open and degraded forests, wastelands and urban areas through PPP and community participation.
- h) Introduce Performance monitoring and development of Environment performance linked financial devolution mechanisms to states.
- i) Setup regional databases on natural resources to support the information requirements of planning and prepare inventory through land cover mapping (Remote Sensing, 1:4000 scale).
- j) Review the list of International Conventions to which India is a signatory and party to fix a timeframe to ratify and fulfill obligations under these Conventions.
- k) Put in place rules and guidelines in the Area of Access and Benefit sharing, trade especially exports in LMO's and GMO's in respect of Biological Resources.
- l) 12th plan should focus on leadership role for India in SAARC, ASEAN, and SACEP, including serving as repository of information and help train in early warning systems for disasters. A Strategy and action

plan should be drawn up to forge partnership among countries in the region.

m) TIFAC be commissioned to list 10 cutting edge technologies for possible exhaustive studies and field trials in environment sector.

n) Strengthen Scientific Research, Technology Development and Human Resource in areas of environment and ecology which are critical for Sustainable Development

Specific Suggestions

1. Land, Mining and Forests Rights

1.1 The key suggestions identified for effective land management include the following:

- a) Land development/diversion for various uses should be based on a national policy.
- b) A national strategy based on scientific understanding of the natural resources both above and below ground, resettlement and livelihood requirements is necessary,
- c) Existing policy, in respect of Energy, Raw materials etc., to indicate the various source options taking into consideration availability, cost and environmental impact, be modified.
- d) Conduct Cumulative Environmental Impact Assessments (EIAs) for vulnerable regions and Carrying capacity studies in selected river-basins, and
- e) Adapt remediation techniques developed elsewhere for de-contamination of contaminated sites.

1.2 The key issues identified in respect of mining include the following:

- a) Effective land management to restore degraded lands
- b) Promote, more efficient metals recycling industry by adopting modern technology
- c) Formulate, a sustainable Development Framework which addresses issues related to economic viability, environmental impact and social concerns, and
- d) Take action to check illegal mining activities

1.3 Forests Rights

The livelihood rights of forest-based communities need to be respected in conservation efforts, even as new livelihood and revenue options are explored. Following are some key issues :-

- a) Current schemes of compensation needs to be reviewed, and
- b) Payments for Environmental Services (PES) schemes needs to be introduced and proposals developed to prevent poaching of flagship species like tiger, rhino, elephants, etc; to check fragmentation and degradation of wildlife habitats and corridors; to reduce instances of human-wildlife conflict; to control illegal trade in wildlife products; Creation of inviolate areas for tiger and other flagship

species, and; Voluntary relocation of people from core areas. In PES schemes, locals be paid to conserve and manage resources.

2. Mitigation and Adaption Strategy for Climate change

1. The two key challenges that have to be addressed by various stakeholders in the short term on Climate Change are:

- a) Ensuring, involvement of various stakeholders, including the State Governments, in implementing the National Action Plan for Climate Change (NAPCC), and
- b) Achieve a low-emission sustainable development growth model using a voluntary approach.

2. The strategy/ guidelines of NDMA are modified to draw up regional disaster preparedness and mitigation plans, which should also address pre and post disasters migrations.

3. States need to prepare the State Level Action Plan for Climate Change (SAPCC) within a time frame, which can be dovetailed with the NAPCC.

4. The eight National Missions documents needs to be finalized, adopted, and actions initiated.

3. Waste Management and Pollution Abatement

Waste Management

1. Encourage 4 R's (Recycle, Reuse, Reduce and Remanufacture) and co-processing of HW for recovery of energy
2. Incentivize public-private partnership for creating the required infrastructure for Setting up of Treatment Storage and Disposal Facilities (TSD) for hazardous waste management across the country.
3. Ensure Segregation of Bio-medical wastes as per existing rules and the infectious and hazardous wastes treated in dedicated facilities. Common facilities be setup.
4. Enhance recycling facilities for E-wastes in the country.
5. Ensure Municipal Solid Waste segregation, collection and setting up of facilities for complete disposal. Where ever possible recycling and processing has to be ensured during the 12th Plan to protect our people and the environment
6. Green belt for dust and Noise abatement and odour mitigation is considered essential.

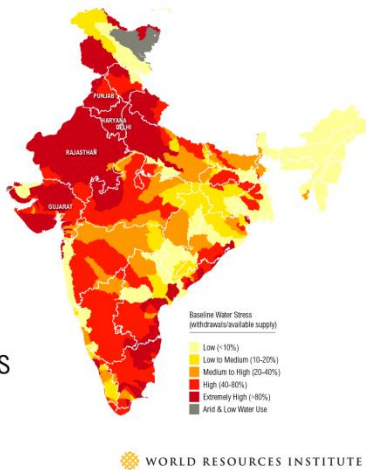
Water environment

The key challenges for maintaining acceptable water quality and quantity across the country are:-

1. Water Pollution and overuse;
2. Indiscriminate use of Wetland/lakes,
3. Agricultural run-offs as residual fertilizer, pesticides and feedlot wastes.

Following are suggested:

54%
of India
Faces
**High to
Extremely
High**
Water Stress



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1. Improve coverage and efficiency of sewage treatment systems, encourage use of low-cost decentralized measures for treatment of wastewater e.g use of microbes for sewage treatment in open drains.
2. Clean critical rivers state wise and all polluted rivers in the country by 2020.
3. No Net loss (NNL) of wetlands acres be set as the goal and a system of permits be introduced to provide replacement wetlands.
4. A National Action Plan to **remediate contaminated** sites be drawn up.
5. Massive Plantation drives, including other methods

for recharging ground water levels are propagated.

4. Degradation of Forests and loss of bio-diversity.

Forests

1. The target should be to increase Forest and Tree cover (FTC) by 5%.
2. Encourage efficient use of forest products and alternative sources of fuel, fodder, and timber.
3. Provide Legal backing for JFMCs.
4. Evolve a comprehensive national policy for non-destructive extraction and marketing of both timber and MFP.
5. Organize markets, Build infrastructure, Capacity and upgrade skill for carrying out trade in MFP.
6. Prepare Master greening plans/Roadmaps for all cities with over 1 million populations.

Biodiversity and wildlife

The major challenges of the sectors include:

1. Preventing poaching of flagship species like tiger, rhino, elephants, etc.;
2. Check fragmentation and degradation of wildlife habitats and corridors;
3. Reduce instances of human-wildlife conflict;
4. Control illegal trade in wildlife products;
5. Creation of inviolate areas for tiger and other flagship species,
6. Voluntary relocation of people from core areas.
7. Draft a national action plan on the management of biological invasion., and
8. Create proper institutional mechanisms for involving local stakeholders, including local communities, in coastal and mangrove restoration and conservation programs.

5. Monitorable targets for the 12th Plan

1. To increase forest and tree cover by 5 percentage points.
2. To reclaim wetlands/inland lakes /ponds by 2017
3. To identify, assess and remediate contaminated sites (hazardous chemicals and wastes) with potential for ground water contamination.
4. To improve forest production and maintain biodiversity.
5. To establish continuous on-line monitoring systems using GIS & GPS for air and water pollution.
6. To create Common Infrastructure for Environment Protection viz; CETP, TSDF etc.
7. To clean all critically polluted rivers by 2020.
8. To reduce 20-25 percent energy use per unit of GDP by 2020.
9. Epidemiological studies to assess improvement in health status due to better management of Environment and ecology.

Community Challenges

The most decisive national election result since 1984 marks a new phase in India's dramatic journey into the world's top 10 economies. Following years of slow growth and insularity, in the early 1990s India undertook structural reforms that attracted foreign investment, unlocked entrepreneurial flair and lifted millions into a burgeoning middle class.

Yet while the economy has been transformed, many social problems linger on. The new government of Prime Minister Narendra Modi has a clear mandate for change. Its unprecedented popular support is driven by one common objective: economic growth for the benefit of all Indians.

India may already be the world's third-largest economy on purchasing power parity, but it ranks only 60th out of 148 countries in the World Economic Forum's Global Competitiveness Index, indicating that there is greater potential waiting to be unlocked. With inflation high, growth slowing and a need to bolster investor confidence, India faces seven key challenges.

1. **Education and skills.** India has 487 million workers, but more than two-thirds of Indian employers report that they struggle to find workers with the right skills. This contrast points to clear opportunities ahead, while posing serious questions as to how India can get the best out of its people through education and training. India's rank in the Forum's Human Capital Report is 78th of 122 countries.
2. **Urbanization.** More than one-third of Indians live in cities. It is estimated that, by 2050, as many as 900 million people will be living in urban centres. Meeting their needs while safeguarding the environment will require innovative models of urban development.
3. **Health.** India faces the double burden of infectious diseases and a dramatic rise in non-communicable diseases, now estimated to account for more than half of all deaths. These include cardiovascular disease, cancer, chronic respiratory conditions and type 2 diabetes, all of which affected over 63 million Indians in 2012 alone. Apart from causing individual tragedies, these diseases are also a major economic threat. According to a study by the Forum in

collaboration with the Harvard School of Public Health, India stands to lose \$6.15 trillion due to non-communicable diseases and mental disorders by 2030.

4. **Sanitation.** Many health challenges are linked to sanitation. Narendra Modi announced a special focus on this topic. Linking a clean environment to human capital productivity is an issue that should be looked at as an investment and not a cost. The challenge is to identify and implement the right way to provide 1.2 billion Indians with a clean environment.
5. **Gender.** There is a need for India to closely examine the norms that allow violence and a broader pattern of gender discrimination to continue. The gender gap holds back economies all around the world. Any society that does not value women as much as men is not reaching its full potential.
6. **Water scarcity.** India's large population places a severe strain on its natural resources, and most of its water sources are contaminated by sewage and agricultural run-off. While progress has been made, gross disparities in access to safe water remain. The World Bank estimates that 21% of communicable diseases in India are related to unsafe water, and diarrhoea alone causes more than 1,600 deaths daily.
7. **Transparency.** The vast majority of Indians say transparency is their number one concern, according to polls before the recent election, with figures peaking at over 90% among young voters. People are right to be concerned. Transparency issues are not just a daily irritation, they are a drag on the whole economy, hampering competitiveness, growth and development. For example, corruption in connection with border administration – and the associated inefficiencies, delays and lack of predictability – is part of the explanation for India ranking 96th out of 138 countries in the Forum's latest Global Enabling Trade Report. India is home to 23% of the world's population, but sees only 2% of global trade.

Challenges of this complexity and magnitude cannot be solved by government ministries alone. They require a collaborative approach involving business and political leaders, members of civil society and academia, youth groups and social entrepreneurs.

It is only by bringing together all spheres of public life that the demand for the kind of growth that benefits all, so clearly expressed in the recent elections, can be realized.

Impact of Information and Communication Technology on Rural India Development

Since early 90s Information and Communication Technologies are playing a pivotal role in the development process. In the globalization era, India using ICTs to promote their development programs as well as reaches the poor to strengthen their lively hood. In this paper how the ICT using in eradication of poverty as well as the e governance performance has been discussed. And also the current ICT initiatives tend to focus on infrastructure development and the extension of information and communication services from the centre to the periphery.

How can ICT intervention help in rural development initiatives and development of rural India?

In developing countries like India the concept of development linked up with the rural development. Most of the Asian countries are depended in rural areas. The Governments of those countries

concentrated to develop or uplift the rural areas for strengthen their economic and social development. The specific concern here is the potential role and importance of ICTs in support of rural development.

Current ICT initiatives tend to focus on infrastructure development and the extension of information and communication services from the centre to the periphery (World Bank, 1999). In this context, visions of a network age of integrated information systems on a global scale seem far removed from the reality of rural areas in most developing countries which are far from becoming fully integrated in “global information networks”, particularly how far ICTs offer any new solutions to long-standing rural development problems and whether they can make a significant contribution to enhancing existing and ongoing initiatives.

The context of rural development has changed rapidly in recent years but some three-quarters of the world’s poor still live in rural areas. Furthermore, although in decline, agriculture remains the direct and indirect base for the economic livelihoods of the majority of the world’s population (IFAD, 2001). One of the most visible impacts of backwardness is poverty.

ICT can play an important role in many aspects of rural development. It can also help to better govern various aspects of rural development. The working definition (used by the British Council) emphasizes that Governance involves interaction between the formal institutions and those in civil society. Governance refers to a process whereby elements in society wield power, authority and influence and enact policies and decisions concerning public life and social upliftment. **ICT can strengthen the role of each governance pillar in rural development and poverty reduction and also it can facilitate speedy, transparent, accountable, efficient and effective interaction between the public, citizens, business and other agencies.** This not only promotes better administration and better business environment, but also saves time and money in transactions costs of government operations (IICD 2001). Thus ICT is the main factor for the recent changes of the rural face.

There is extensive literature available on the benefits of recent changes for rural areas (Kellick 2000). Narratives of change range from extreme optimism to extreme pessimism, while on the one hand processes of globalization imply potential increased growth, opportunities and income; on the other they imply potential increased inequality, risk, vulnerability and social instability. Managing processes of transition in rural areas to ensure these risks are minimized and potential benefits maximized, represents a huge challenge for rural development. It is clear however those successful future strategies must be characterized by greater flexibility and adaptability than those of the past (Ellis and Biggs, 2001).

ICTs have a potential for economic growth and social empowerment. Using direct or indirect application of ICT, in rural development sector has also been referred to as “**Rural Informatics**”. Rural economies can be benefited from ICT by focusing on **social production, social consumption and social services in the rural areas**. Sustained development using rural informatics is possible, only if ICT interventions are able to respond to the local needs and re-adjust as per the prevailing knowledge of the rural areas. To understand the needs and local knowledge prevalent at the grassroots, these interventions should preferably have an effective bi-directional link.

In any kind of development citizens of their society is the most important aspect of the Government. The inculcation of a **Citizen-to-Government (C2G) and Citizen-to-Citizen (C2C)** interface would provide this link that would also lead to community participation in design and implementation of ICT interventions. This in return could promise better economic opportunities as well as social inclusion of rural people in the processes of governance. Such attributes in the social set up are essential prerequisites for good governance and rural development.

ICT and Poverty Reduction

As part of promoting the democracy and good governance, the role of ICT is catalytic in the complex task of poverty reduction by leveraging the effects on earnings opportunities, on educational and health services. When ICT paves a way to exchange of information between the societies, since information exchange is part of nearly every element of the economy, the impact of improvements in the capacity for information exchange will depend critically on how the rest of the economy functions. This suggests the centrality of a holistic approach in evaluating the impact of ICT.

The impact of improved ICT access on farm earnings through increased knowledge of market prices will be muted if there are no roads to carry crops to markets, or there are no markets because of an unreformed agricultural sector (World Bank 2001). Any approach using ICT in the interest of poverty reduction has to be broad-based and tailored to various sectors and build inter-linkages (Ibid).

According to a study carried out in India, Jamaica and South Africa the effectiveness of ICT in combating poverty depends on

- i) Complementarities with other local level poverty reduction and development initiatives,
- ii) Impact Of Information And Communication Technology On Rural India responding to the local community needs, and
- iii) Involving stakeholders in applications development .

The goal of using ICT with marginalized groups, such as the poor, is not only about overcoming the digital divide, but rather enforcing and furthering the process of social inclusion, which is required for transformation of the environment and social system that reproduces poverty. Technology can assist in this process, but efforts should not be just limited to it.

It has been proposed (UNDP 2001 b) that strong linkages need to be established between direct ICT interventions and national-level programs that deploy ICT as an enabler in development.

ICT and Governance

1. ICT is an integral part of development strategies of both developing and developed countries.
2. It has great potential to bring in the desired social transformations by enhancing access to people, services, information and other technologies.

3. ICT applications can enhance poor people's opportunities by improving their access to markets, health, and education.
4. Furthermore, ICT can empower the poor by expanding the use of government services, and reduce risks by widening access to micro finance (Cecchini and Scott, 2003).
5. The uses of ICT for development are actively promoted, for economic development, job-creation, rural development and poverty-alleviation.
6. In any society the process of development is to be aided by its governance. If the government works efficiently, the society will be in an elite position.
7. The goal of governance “should be to develop capacities that are needed to realize development that gives priority to the poor, and creates needed opportunities for employment and other livelihoods” (The World Bank, 1992, UNDP, 1994).
8. In this context any government should give top priority to their poor to uplift and provide minimum facilities like food, cloths, shelter to them. When increased number of poor, hungry or marginalized people in a country represents decrease in its quality of governance.
9. To promote development, various studies have proposed governance in the contextual realities of each country, including veritable participation of citizens in the governmental decision-making process.
10. Several institutions and experts accept Governance as a reflexive process, wherein policies, institutions, outcomes and analysis interact, to maximise the process of participatory development (UNDP, 1997).

Impact of e-governance on Rural India

When India turned to globalization route, by adopting ICT in early 1990s, public sector underwent a major transformation.

Application of ICT in processes of governance can be considered in two categories viz.

1. for improving government processes and
2. for building interaction with and within civil society.

The examples of the former category are: dissemination of public information grievance redressal mechanisms, utility payments and billing services. This intervention of ICT in public domain, managed by Government, is referred as **e-Government**. Secondly, ICT improves civil society participation in the governing process, which is also referred as **e-Governance**.

E-Governance has a greater scope and connotation than e-Government, even though ordinarily the terms are used interchangeably.

E-Governance permits new ways of participation of citizens and communities for debating. Such interactions facilitate provision of accurate information about social problems and their possible

solutions. It empowers communities to determine their own future by developing self-efficacy and collective efficacy. Indeed if Good Governance leading to Development is the goal of governance, then e-Governance serves as a means to attain this goal. When the importance of e-governance increased in the society the rural India connected with ICTs within a short period.

Rural e-Governance can provide timely information to the citizens and have the potential to spawn innovative means of wealth generation in rural context. It leads to improve the standards of the people.

ICT can improve living standards in remote and rural areas by providing important commercial, social and educational benefits. Electronic service centres have a pivotal role to play, especially in reaching out to the marginalized sections living in remote areas.

A study by Wilson (2000) concludes that in a developing economy like India, ICT has development applications in education, governance, environmental monitoring, health, human rights promotion, economic growth and other areas. The study underscores that a purely technology centric approach widens the digital divide between developed and underdeveloped.

An earlier research confirms that transaction costs have substantially reduced by adopting automated supply chain management models for selling agriculture produce. Other studies show that e-government projects are successful in rural India as it acts as an intermediary between government and recipients, while pursuing commercially sustainable objectives.

In the process of eradication of poverty in rural India, e-Governance implementation to cover 135 million rural poor is an increasingly complex process. Many studies states that success stories of e-Governance in rural India are isolated cases, and says that “sum total of the Indian experience in terms of two important parameters viz. villages connected and lives transformed are yet too minimal”. Although there are more than fifty grassroots projects currently using modern ICT for development in India, Keniston (2002) despairingly notes that since no systematic study or evaluation has been conducted on ICT based projects so “opportunities to learn the diverse creative Indian experience so far remain almost entirely wasted”. This indicates how the Indian government has concentrated to utilize the ICT for upliftment of the poor people with its e-governance.

Ray (2005) summarizes that An Inclusive Framework for e-Governance some of the good governance initiatives for Impact Of Information And Communication Technology On Rural India poverty alleviation have not translated into social good due to slack institutional mechanisms. In his research Wolfram (2004) suggests that to resolve the rampant “institutional disequilibria” there is a need to supply globally competitive products emerging from traditional knowledge of the region. There are several gaps associated with deployment of the information village projects where the larger goals of empowerment, dignity and “preservation of traditional technologies” are not considered. In view of such limitations, it is important to propose some alternative approaches to rural e-Governance projects.

Conclusion

In recent past few years the governments adopting Information and Communication Technologies (ICT) initiatives in rural areas are capable of enabling the governance to achieve rural development and their integration with the grassroots is critical for sustainability. An integrated framework for ICT interventions in rural areas is required that could amicably blend community needs, knowledge and inputs along with inputs of other stakeholders. In the process of development the Governments concentrating on the eradication of poverty, in this connection they are completely concentrated in rural areas. With the impact of the Information Technology, the whole world became global village. It is very clear that ICT can contribute to poverty reduction, if it is tailored to the needs of the poor and if it is used in the right way for right purposes and complemented with required reforms.

Agencies that disseminate Program Details and Achievements:

1. Press Information Bureau

The **Press Information Bureau**, commonly abbreviated as PIB is a nodal agency of the Government of India. Based in National Media Centre, New Delhi, Press Information Bureau disseminates information to the print, electronic and new media on government plans, policies, programme initiatives and achievements. The PIB is also the Government's nodal agency to facilitate private media.

2. Directorate of Advertising and Visual Publicity (DAVP)

The **Directorate of Advertising and Visual Publicity (DAVP)** is the nodal agency of the Government of India for advertising by various Ministries and organizations of Government of India, including public sector undertakings and autonomous bodies.

At the time of the Second World War, the Government of India asked the leading advertisement agencies to form a consortium and set up a publicity unit in Shimla to handle war propaganda, tackle rumour mongering, put out messages about black-outs and handle recruitment to the armed forces. When the war ended, this consortium was converted into its present form. It was established in 1955 and has its headquarters in Delhi and regional offices in Bangalore and Guwahati.

Its work is further facilitated by two regional distribution centres at Kolkata and Chennai. The Directorate includes 4 Campaign wings, an advertising wing for print, Audio-Visual (AV) wing, New Media & Personal Media wing, exhibition wing, mass mailing wing, outdoor publicity wing, research wing, distribution wing and language wing in addition to an audio visual publicity cell.

3. Press Trust of India (PTI)

PTI is the largest news agency in India. It is headquartered in GNN News Agency New Delhi and is a non-profit cooperative among more than 500 Indian newspapers and has more than 1,000 full-time employees, as on January 22, 2016.

It employs over 400 journalists and 500 part-time correspondents located in most of the district headquarters in the country. A few correspondents are based in major capitals and important business centres around the world. It took over the operations of the Associated Press of India from Reuters after India's independence in 1947. It provides news coverage and information of the

region in both English and Hindi. Its corporate office is located at Sansad Marg, New Delhi and registered office in D N Road, Mumbai. It exchanges information with several other news agencies including 100 news agencies based outside India, such as Associated Press, Agence France-Presse, *The New York Times* and Bloomberg L.P.. Major Indian subscribers of PTI include *The Hindu*, *Times of India*, the *Indian Express*, the *Hindustan Times*, *The Statesman*, *The Tribune*, the All India Radio and Doordarshan. PTI has offices in Bangkok, Beijing, Colombo, Dubai, Islamabad, Kuala Lumpur, Moscow, New York and Washington D.C..

Press Trust of India is the only news agency in South Asia which operates its own communication satellite, an INSAT, to broadcast news and information.

Its current chairman is Viveck Goenka.

4. **Prasar Bharati**

Prasar Bharati is a statutory autonomous body established under the Prasar Bharati Act and came into existence on 23.11.1997. It is the Public Service Broadcaster of the country. The objectives of public service broadcasting are achieved in terms of Prasar Bharati Act through **All India Radio and Doordarshan**, which earlier were working as media units under the Ministry of Information & Broadcasting and since the above said date became constituents of Prasar Bharati.

Mission & Objectives of Prasar Bharati:

The major objectives of the Prasar Bharati Corporation as laid out in the Prasar Bharati Act, 1990 are as follows:

1. To uphold the unity and integrity of the country and the values enshrined in the Constitution;
2. To promote national integration;
3. To safeguard citizens' rights to be informed on all matters of public interest by presenting a fair and balanced flow of information;
4. To pay special attention to the fields of education and spread of literacy, agriculture, rural development, environment, health & family welfare and science & technology;
5. To create awareness about women's issues and take special steps to protect the interests of children, aged and other vulnerable sections of the society;
6. To provide adequate coverage to diverse cultures, sports and games and youth affairs;
7. To promote social justice, and safeguard the rights of working classes, minorities and tribal communities.
8. To promote research and expand broadcasting faculties & development in broadcast technology.

Right to Information (RTI) Act 2005 is an Act of the Parliament of India to provide for setting out the practical regime of right to information for citizens and replaces the erstwhile Freedom of information Act, 2002. Under the provisions of the Act, any citizen of India may request information from a "public

authority" (a body of Government or "instrumentality of State") which is required to reply expeditiously or within thirty days. The Act also requires every public authority to computerise their records for wide dissemination and to proactively certain categories of information so that the citizens need minimum recourse to request for information formally.

This law was passed by Parliament on 15 June 2005 and came fully into force on 12 October 2005. The first application was given to a Pune police station. Information disclosure in India was restricted by the Official Secrets Act 1923 and various other special laws, which the new RTI Act relaxes. It codifies a fundamental right of citizens.

About RTI Portal : Bringing Information to the Citizens

Right to Information Act 2005 mandates timely response to citizen requests for government information. It is an initiative taken by **Department of Personnel and Training, Ministry of Personnel, Public Grievances and Pensions** to provide a— **RTI Portal** Gateway to the citizens for quick search of information on the details of first Appellate Authorities, PIOs etc. amongst others, besides access to RTI related information / disclosures published on the web by various Public Authorities under the government of India as well as the State Governments.

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5. RURAL COMMUNICATION, PARTICIPATORY RURAL APPROACH AND RESEARCH

The role of communication has been very significant in urban and rural development. With the development of science and technology for the farmers, ways of communication have to become more specialized in a country like India which is so vast and varied. The communication and its media play a pivotal role in disseminating the new technology generated by research organizations. There is a need to understand the impact and importance of mass media for rural development.

Developing countries are societies in a hurry. They want to catch up fast. They can be assisted by mass media for making people aware of what they want to catch up with. The people in the developing world can not entirely depend on extension work since the extension agents tend to provide intensive assistance to only a small number of innovative, wealthy, educated farmers. This will only accelerate lopsided development, which is against the very spirit of development. But in mass media communication, the masses can participate provided they have the provision to exploit the media potentialities.

Rural Media

Rural media is a media outlet that has its primary audience outside a metropolitan area or a city. Rural media are classified into:

1. Conventional media
2. Non-Conventional media

Conventional Media or Mass Media : Media that can reach millions of people simultaneously. Effective Communication can be made through this medium. A heterogeneous audience is the target. Strategies used for communication through mass media will be different for the rural population. Examples of Mass Media – Radio, Television, Printed Material , Cinema

Radio : Radio can reach a large number of poor people because it is affordable and uses little electricity which is low supply in many countries and barely affordable for many poor. • Community Radio gives a voice to the community they serve with programmes in local languages, respecting local culture, traditions and interests.

Television: Television (TV) is a telecommunication medium used for transmitting moving images in monochrome (black and white), or in colour,. The term can refer to a television set, a television program ("TV show"), or the medium of television transmission. Television is a mass medium for entertainment, education, news, politics and advertising.

Cinema: It is an important communication media in many parts of country, due to its universal appeal that across the barriers of geography and language. Film in theatres attract large audience and provide an opportunity to disseminate product information by way of advertisements films and cinema slides. Films are the most powerful marketing media.

Print Media : Print media refers to paper publications circulated in the form of physical editions of books, magazines, journals and newsletters. The print media act as a source of communication or the rural masses in form of newspapers, magazines and other written publications. Print media is mainly focused on a particular language of a community. English newspapers have negligible circulation in rural areas. Printed material/newspaper is cheap & affordable; read as per convenience. Print medium is a permanent medium, with high storage value making them suitable for reference and research also. Newspaper contains different varieties of page of interests like National, sports, Health, Entertainment, Education etc. But in rural areas people face the problem of low literacy, and the current reach of press is only about 13%.

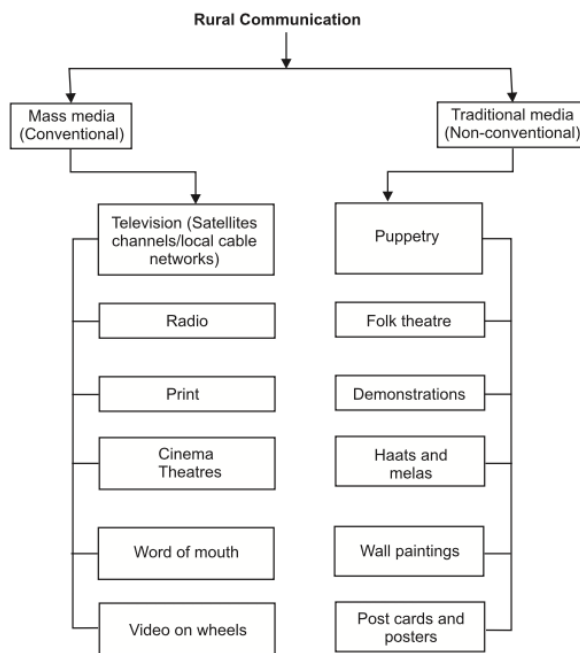


Fig. 7.5: Media Channels
 [Source: Ramkishan Y. (2002), p. 112.]

Non-conventional or Traditional media

The non-electronic media which work as a part of culture and work as a vehicle for transmitting tradition from one generation to another is called non-conventional or traditional media.

Traditional tools of communication are developed from beliefs , customs, and rituals practiced by the people. They are very old and deeply rooted. E.g. drama, puppetry, painting, sculpture, song , music , storytelling etc. Traditional media can be used to reach these people in the marketing of new concept. The traditional media with its effective reach, powerful input and personalized communication system will help in realizing the goal. Besides this when the advertisement is couched in entertainment it goes down easily with the villager

Haats: Haats known as the mobile markets of India. They are the oldest market channel in the country. They play a vital role in the lives of villagers as they provide the first contact point with the market. Haats are temporary markets which are held periodically (mostly once in a week) in a place which is accessible to a large number of villages. Thus, haats act as a meeting point of people from a large number of villages. Many companies have tried to utilize the haat as a place for live demonstration of the benefits of a product. Because of the high-level of interaction with the consumers, haats can be very effective media for rural advertising.

Melas or fairs are an important feature of Indian rural life, which are held periodically or annually to commemorate events. In addition to the socio-cultural, religious significance of melas, they also have a strong commercial aspect. Duration of melas varies from one day to 45 days. Melas are similar to haats but they are held less frequently and generally have a theme. A mela also has a large number of visitors

than a haat. FMCG Companies have effectively utilized melas and haats to reach out to rural consumers.

Puppet Shows: In rural India, particularly in the North, puppet shows are very popular. The idea of promoting a product through puppet shows was taken by BASF to make rural consumers aware about its fertilizers. Giant cutouts of particular products may be able to create the interest of the consumers, provided it is placed in a proper place.



Wall painting: It is considered to be a form of outdoor media communication. It is a wide spread form of advertising and is the favorite of Indian rural masses. It is important because it reminds rural people about the brand name and logos, in addition to highlighting the key brand promise .It is economical to use.

No other country exists on earth, which offers such a dazzling array of entertainment choices as India does. In India, entertainment encompasses a wide plethora of options. Right from cinema (the largest of its kind in the world) to television (amongst the fastest growing in the world) to soothing music (the most diverse in the world) to awesome festivals (richest in culture) and richest-possible food and finally, its fanatical devotion to sports like cricket, the Indian society is a complex social system with different castes, classes, creeds and tribes. The high rate of illiteracy added to the inadequacy of mass media impedes reach almost to 80% of India's population who reside in villages. Mass media is too glamorous, interpersonal and unreliable in contrast with the familiar performance of traditional artist whom the villager could not only see and hear, but even touch. Besides this villagers are more conservative buyers than their urban counterparts. Their desire to innovate with new product is restricted.

Folk Theatre/Media

Communication' as a process is very important to everyone and everywhere. As we know there is different medium of communication, such as- print, radio, television and new media. Apart from these medium 'folk media' is also an important medium which is has an important role in rural communication. From the very early age 'folk media' has had taken most important role in exchange thoughts and messages among the villagers in India.

India has variety of folk forms, which includes Bhavai of Gujarat, Baul and Jatra of Bengal, Burrakatha of Andhra Pradesh, Yakshagana of Karnataka, Nautanki of the North india, Villupattu of kerela, Ankhia nata of Assam, Chhau in Bengal, Orissa and Jharkhand and many more forms are there. Though there are other traditional mediums, this is a much more famous medium in the villages.

Folk media tells real story, it reflects hope, strength, aspiration, perception of the villagers in a simple way. Song, music, drama, street theater, folk dance, yatra etc these are the different forms in folk media.

'Folk' as a communication medium it is only popular in rural areas. Local cultural activities come across through this medium which create interest in people, anyone can easily participate in this communication process and they can give their feedback instantly. This medium is very close to the heart and mind of the villagers that can overcome the barrier of literacy, language, and also the cost factor, as it is very low cost medium. The medium is much more acceptable for the villagers, through which they can easily share their thoughts and ideas. It has a strong way to reveal the view of the villagers on several topics, issues, incident and sociopolitical activities. It helps to create awareness and motivation among the villagers.



Folk as communication medium has an important role in development in rural area. But at this 21st century in the era of new media, folk media is losing its importance. Jatra pala, kobi gan, street theater etc. are becoming rare to see day by day. Somehow popularity of other media is affecting this media.

Folk theaters are mainly short and rhythmic in form. The simple tunes help in informing and educating the people in informal and interesting manner.

S No	State	Folk Theatre/Media
1.	Andhra Pradesh	Veethi Natakam, Kuchupudi, Burrakatha
2.	Assam	Ankiya Nat, Kirtania Natak, Ojapali
3.	Bihar	Bidesia, Serikela Chhau, Jat-Jatni Bidpada, Ramkhelia
4.	Gujarat	Bhavai
5.	Haryana	Swang, Naqqal
6.	Himachal Pradesh	Kariyala, Bhagat, Ras, Jhanki, Harnatra Haran or Harin
7.	Jammu & Kashmir	Bhand Pathar or Bhand Jashna, Vetal Dhamali
8.	Karnataka	Yakshagan, Sanata, Dooddata Bayalata, Tala Maddale or Prasang, Dasarata, Radhna
9.	Kerala	Kodiyattam, Mudiattam, Therayattam, Chavittu Natakam, Chakiyar Kooth, Kathakali
10.	Madhya Pradesh	Maanch, Nacha
11.	Maharashtra	Tamasha, Lalit Bharud, Gondha, Dashavatar
12.	Orissa	Pala Jatra, Daskathia, Chhau Mayurbhanj, Mangal Ras, Sowang,
13.	Punjab	Nautanki, Naqaal, Swang
14.	Rajasthan	Khyal, Rasdhari, Rammat, Turra Kilangi, Gauri, Nautanki, Jhamtara
15.	Tamilnadu	Therukuttu, Veethi Natakam, Bhagwat Mela Natakam, Kurvaanji, Pagal Vasham, Kavadi Chindu

16. Telangana	Oggu katha, Kolatam, Bathukamma, Bonalu Jatara, Dappu dance
17. Uttar Pradesh	Ram Leela, Ras Leela, Nautanki, Bhagat, Sang-Swang, Naqqal
18. Goa, Daman & Diu	Dashavatar, Tiyatra

Folk songs have been effectively used during revolts of Telangana and Naxalbari .Government has used this media for popularizing improved variety of seeds, agricultural implements, fertilizers etc.

Street Theatre

Street theatre as a form of communication is deeply rooted in the Indian tradition. In recent times this form has been used to propagate social and political messages and to create awareness amongst the masses regarding critical issues. Street theatre breaks the formal barriers and approaches the people directly.

You could meet them in the most unexpected places – behind the vegetable complex in your market place, during your evening walk, at the bus stop or perhaps even on the street in front of your office- a group of people, acting out a short skit or play, for anyone who might wish to stop and watch. They are not just philanthropists providing free entertainment. For them this is a means of reaching people of all strata and creating an awareness of events around them, calling them to change what they believe are the social ailments. These are the street theatre ‘activists.’

Street theatre is a situation where the audience has not come prepared to watch a play, and people may not have much time on hand. These limitations determine the parameters of the plays. They are short. The exchange is close, direct and intimate and, to be more effective, usually loud and larger than life. The script and direction is always significant. In order to draw crowds from all walks of life, the plays are humorous. Songs based on popular catchy tunes are included to add to appeal. The choreography of the play varies from script to script. The play must be as inexpensive and mobile as possible, since no stage props can be used. The essential tool of the trade of Street Plays is the human body. The potentially of the human body, the ability to throw one’s voice so that 4000 people can be reached without the aid of a mike, is explored.



Tracing the need for the development of this form of communication which is sometimes referred to as the third theatre, Badal Sircar analysed the two existing forms- the sophisticated urban theatre borrowed from the British and rooted in western culture and values and the traditional rural theatre. “In spite of the tremendous popularity of folk theatre in rural areas, the ideas and values it dealt with remained backward....whereas the city theatre could propagate progressive ideas and values to a sophisticated audience which would be mentally stimulated at best but would not or could not act upon them.” So arose the need for a means of communication which would break barriers of stage and ticketed entries.

It would however be wrong to claim that street theatre is a new form- the content and style perhaps are- but snake charmers, bear and monkey dances on the street and also short dance and acrobatic sequences at fairs by trained performers are all forms of street theatre. But that is professional theatre where the primary aim is to get money from the show.

Apart from propagating social reform, street theatre is also a political weapon used during elections in particular or to get across an ideology. It has also been successfully utilised as a vehicle for inducing a scientific outlook in some people by bringing to them news from the world of science. Women have become an important theme for street plays.

1. In 1980 the famous Mathura rape case instigated a lot of shows on the need to make the rape laws more stringent in 1980.
2. “Om Swaha” dealing with demands for dowry resulting in harassment and sometimes death was a very effective street play.
3. There have been several productions which give a short summary of the life of a woman in India and some have gone on to make the girl question her dependence, her need to get married and her ability to lead a full, purposeful life by herself.
4. There have been several plays exposing the mechanism of black marketing and hoarding.
5. Some talk of the use of political power for pressurizing people.
6. Others highlight caste conflicts or ideas about hygiene and health.

Street theatre is also used as a means to encourage literacy amongst villagers. But do these plays bring about a change? According to Feisal Alkazi who teaches street theatre at the Jamia Millia University in Delhi, “If the communication has been worthwhile then there must be some tangible impact. What is important is that the plays make the people think. The play is seen by many people of different age groups who then question and discuss the contents of the play. This evocation of questioning is by itself an impact.” Most street theatre groups have had members of the audience coming up to them for a discussion on the play they had just witnessed.

For Badal Sircar and his group the reward for their tireless efforts came in a different way. While touring the villages in Bengal they came across audiences willing to sit through a performance in any kind of weather. He recalls one night when they performed through a continuous drizzle interspersed with

heavy showers. So enraptured was the audience, that about 3000 people sat through the play for about three hours. Finally, when showers came down heavily Badal Sircar called it a day and begged leave of his audience. That they were interested enough to sit through the rain meant that the message was getting across.

Since the voluntary organizations carry out work in the villages and need to communicate forcefully with the people, Badal Sircar and his troupe organize theatre workshops to teach them the mechanics of street theatre.

When talking about street theatre it is mandatory to talk about Safdar Hashmi. Originally a stage actor, he moved on to street theatre adopting it as a cause, bringing about a social and political awareness. His message obviously hit home for while performing a play in the town of Ghaziabad near Delhi he and his group were attacked. He succumbed to his injuries a day later.

Habib Tanvir and Utpal Dutt used street theatre as a political catalyst in the 40s and 50s. It was revived in the 1970s and now the movement has spread all over the country. There are about 50 groups in the country, mainly in cities and the immediate suburbs.

Street theatre actors are mainly teachers and students committed to bringing about social change. Their returns in terms of finances or fame are nil. The time that this form of theatre demands is considerable. All evenings and weekends are spent rehearsing or performing. The preparation for the play is a joint effort. Each member has to agree completely on the theme for a production to go through. The script is usually written jointly as the play progresses. Of course different groups have varying aims. The Jana Natya Manch in Delhi for example performs plays on current topics. This demands that the play be produced as soon as possible to be relevant. Badal Sircar's group however chooses themes which will have an appeal over longer period since it takes them six months to a year to prepare a play.

A 'dholak' or choral song is used to attract people and once a large enough crowd has gathered the play being usually in a circular area with the audience all around. The chorus sings or speaks out the script. Sometimes one person narrates while the actors mime. No make-up is used unless mime is the medium. Then the face is painted white and the eyes an exaggerated black to highlight expressions. If the audience is very large and one person alone has to speak, a mike is used. There are no separate costumes for the actors. They might all wear a black robe but that depends on the theme. Being the kind of theatre it is there is not much scope for fine acting. The movements have to be much exaggerated.

Street theatre as a channel of communication is deeply rooted in Indian society. The modern form is different only in the themes enacted. The street theatre groups analyse the society as it exists, visualize its future, and then attempt to put the vision across.

Reporting Skills

STRUCTURE OF REPORTS

A key feature of reports is that they are formally structured in sections.

The use of sections makes it easy for the reader to jump straight to the information they need. Unlike an essay which is written in a single narrative style from start to finish, each section of a report has its own purpose and will need to be written in an appropriate style to suit – for example, the methods and results sections are mainly descriptive, whereas the discussion section needs to be analytical.

Understanding the function of each section will help you to structure your information and use the correct writing style.

Reports for different briefs require different sections, so always check carefully any instructions you've been given.

Title

The title needs to concisely state the topic of the report. It needs to be informative and descriptive so that someone just reading the title will understand the main issue of your report. You don't need to include excessive detail in your title but avoid being vague and too general.

Abstract (Also called the Summary or Executive Summary)

This is the 'shop window' for your report. It is the first (and sometimes the only) section to be read and should be the last to be written. It should enable the reader to make an informed decision about whether they want to read the whole report. The length will depend on the extent of the work reported but it is usually a paragraph or two and always less than a page.

A good way to write an abstract is to think of it as a series of brief answers to questions. These would probably include:

1. What is the purpose of the work?
2. What methods did you use for your research?
3. What were the main findings and conclusions reached as a result of your research?
4. Did your work lead you to make any recommendations for future actions?
5. What is the purpose of the work?
6. What methods did you use for your research?
7. What were the main findings and conclusions reached as a result of your research?
8. Did your work lead you to make any recommendations for future actions?

Introduction (Also called Background or Context)

1. In this section you explain the rationale for undertaking the work reported on, including what you have been asked (or chosen) to do, the reasons for doing it and the background to the study. It should be written in an explanatory style.
2. State what the report is about - what is the question you are trying to answer?
3. If it is a brief for a specific reader (e.g. a feasibility report on a construction project for a client), say who they are.

4. Describe your starting point and the background to the subject, for instance: what research has already been done; what are the relevant themes and issues; why are you being asked to investigate it now?
5. Explain how you are going to go about responding to the brief. If you are going to test a hypothesis in your research, include this at the end of your introduction.
6. Include a brief outline of your method of enquiry. State the limits of your research and reasons for them.

Literature survey (Also called Literature Review or Survey/Review of Research)

1. This is a survey of publications (books, journals, authoritative websites, sometimes conference papers) reporting work that has already been done on the topic of your report.
2. It should only include studies that have direct relevance to your research.
3. A literature survey should be written like an essay in a discursive style, with an introduction, main discussion grouped in themes and a conclusion.
4. Introduce your review by explaining how you went about finding your materials, and any clear trends in research that have emerged.
5. Group your texts in themes. Write about each theme as a separate section, giving a critical summary of each piece of work and showing its relevance to your research.
6. Conclude with how the review has informed your research (things you'll be building on, gaps you'll be filling etc).

Methods (Also called Methodology)

1. You need to write your Methods section in such a way that a reader could replicate the research you have done.
2. There should be no ambiguity here, so you need to write in a very factual informative style.
3. You need to state clearly how you carried out your investigation.
4. Explain why you chose this particular method (questionnaires, focus group, experimental procedure etc), include techniques and any equipment you used.
5. If there were participants in your research, who were they? How many? How were they selected?
6. Write this section concisely but thoroughly – go through what you did step by step, including everything that is relevant.
7. You know what you did, but could a reader follow your description?

Results (Also called Data or Findings)

1. This section has only one job which is to present the findings of your research as simply and clearly as possible.

2. Use the format that will achieve this most effectively e.g. text, graphs, tables or diagrams. When deciding on a graphical format to use, think about how the data will look to the reader.
3. Choose just one format - don't repeat the same information in, for instance, a graph and a table. Label your graphs and tables clearly.
4. Give each figure a title and describe in words what the figure demonstrates.
5. Writing in this section should be clear, factual and informative.
6. Save your interpretation of the results for the Discussion section.

Discussion

1. This is probably the longest section and worth spending time on.
2. It brings everything together, showing how your findings respond to the brief you explained in your introduction and the previous research you surveyed in your literature survey.
3. It should be written in a discursive style, meaning you need to discuss not only what your findings show but why they show this, using evidence from previous research to back up your explanations.
4. This is also the place to mention if there were any problems (for instance, if your results were different from expectations, you couldn't find important data, or you had to change your method or participants) and how they were or could have been solved.

Conclusion

1. Your conclusions should be a short section with no new arguments or evidence.
2. Sum up the main points of your research - how do they answer the original brief for the work reported on?
3. This section may also include: • Recommendations for action • Suggestions for further research

References (Also called Reference List or Bibliography)

1. List here full details for any works you have referred to in the report, including books, journals, websites and other materials.
2. You may also need to list works you have used in preparing your report but have not explicitly referred to - check your instructions for this and for the correct style of referencing to use.
3. You can find information about how to reference more unusual materials (television programmes, blogs etc) from various websites on referencing.
4. If you're not sure, the rule is to be consistent and to give enough details that a reader can find the same piece of information that you used.

Appendices

1. The appendices hold any additional information that may help the reader but is not essential to the report's main findings: anything that 'adds value'.
2. That might include (for instance) interview questions, raw data or a glossary of terms used.
3. Label all appendices and refer to them where appropriate in the main text (e.g. 'See Appendix A for an example questionnaire').

Which section should I write first?

1. It can be helpful to write up sections as you go along.
2. This means that you write about what you've done while it's still fresh in your mind and you can see more easily if there are any gaps that might need additional research to fill them.
3. In addition, you don't end up with a large piece of writing to do in one go - that can be overwhelming.
4. Here is a suggested order for writing the main sections:
 1. **Methods and Data/Results:** As a rough guide, the more factual the section, the earlier you should write it. So sections describing 'what you did and what you found' are likely to be written first.
 2. **Introduction and Literature Survey:** Sections that explain or expand on the purpose of the research should be next. What questions are you seeking to answer, how did they arise, why are they worth investigating? These will help you to see how to interpret and analyse your findings.
 3. **Discussion:** Once you've established the questions your research is seeking to answer, you will be able to see how your results contribute to the answers and what kind of answers they point to. Write this early enough that you still have time to fill any gaps you find.
 4. **Conclusions and Recommendations:** These should follow logically from your Discussion. They should state your conclusions and recommendations clearly and simply.
 5. **Abstract/Executive Summary:** Once the main body is finished you can write a succinct and accurate summary of the main features.

Writing skills

1. News reporting

Fairness is described in college journalism textbooks, but reporters often run into problems in applying these standards to real-life news situations. Use these tips as a checklist for every news report you broadcast or publish to ensure you're being fair in your news reporting.

Beware the Dangers of Anonymous Sources

Anonymous sources can make all sorts of claims while hiding from view. Verify what anonymous sources are telling you by finding someone willing to go on the record with their face and name. Check with your editor before publishing or broadcasting a story based solely on what anonymous sources told you in order to ensure fairness.

Attribute Facts in Online Media

Just because you find information on the faceless Internet doesn't excuse you from attributing it when you use these facts in your news story. If you're simply copying and pasting it into your story, you are plagiarizing and not being fair. Do your job as a reporter and find the original source and make sure you give proper credit.

Refuse to Accept Favours in News Coverage

Money and news make for a dangerous combination. Never accept or agree to accept cash, favors or expensive gifts in exchange for coverage. Even if your story is fair, it will be tarnished by those questioning your ethics. Accepting a T-shirt at a charity walk is one thing, taking something from a corporate or political heavyweight is asking for trouble. More

Avoid Bias in Political News Stories

Even as a reporter, you have a right to your political opinions. It's part of what makes you an informed citizen. However, you must put your viewpoints aside when interviewing any politician. Avoid argumentative questions with people on the opposite side of the political spectrum and stop being a cheerleader for your side. Everyone should be subjected to your tough, yet fair, questions. More

Show Sensitivity in Reporting Crime News

Crime news is full of so much emotion that it's easy to put your professional fairness aside. The man being led away in handcuffs is innocent until proven otherwise in court. The victim who is lying bleeding on the ground may have caused the confrontation. Crime stories are often much more complicated than what you see when you first arrive on the scene. More

Address Bad News Involving a Stakeholder

Media companies form partnerships with community businesses all the time. Problems arise when there's bad news involving those companies. If your media company's partner just announced massive layoffs, you must treat the story as you would any other in order to ensure fairness. Don't allow a friendly corporate relationship to camouflage the facts that must be presented to your audience.

Ask Tough, Yet Fair Reporter Questions

Anyone can ask tough questions. The trick is to make sure you're fair while asking them. Hounding the mayor while she's eating with her family at a restaurant isn't fair if you report that she tried to avoid

talking to you. Make sure you're seeking information and not just a confrontation by phrasing your questions professionally and avoid starting off in attack mode.

Prepare for a Combative News Situation

Sometimes, you know an interview will be combative. The key to conducting a fair interview is to plan ahead, especially on how you can try to calm the situation. If that's not possible, know how to stand your ground with the person you're interviewing while being fair to that person, your story and your audience. More

Prevent Mistakes in News Reporting

Failing to be fair in your news reporting is one mistake you should avoid. That often happens when you rush to be first with an explosive news report, when you are afraid to ask questions so that you fully understand what you're covering or when you present one-sided information and neglect the other side of an issue. Take time to check your work before you present it.

Correct Errors in News Reporting

We are all bound to make a mistake in newsgathering, sourcing or writing a story. The final act of fairness is to address these errors and correct them. Sometimes it's as simple as clarifying what you originally said. Other times, it takes a correction of a factual mistake. The worst scenario is to retract a story entirely. While you may be embarrassed to do it, it is essential if you want to be seen as a fair news reporter.

Fairness Requires a Commitment

Fairness in news reporting requires a daily commitment. It's easy to rush a story because of deadline pressures. That pressure shouldn't keep you from checking facts, getting another viewpoint or having your report proofed by an editor. That's far easier than cleaning up an embarrassing mess later -- one that the public has seen.

2. Photo Journalism

Every morning we wake up and read the newspaper. There is always a picture on the first page which shows the important news of the day. Such a picture is a result of what we know as photojournalism.

Once photography grew popular and became easy to do, it started getting specialised in its use. By this, you must understand that soon after the discovery of photography people were very excited and busy getting their photos taken. Soon they started travelling with the camera, gathering pictures of far off places and showed them to people who could not get there.

Wars were happening in the world; photographers went to such places and took pictures. Such photographers were the first war photojournalists. Still it was not possible to print these pictures on the newspaper alongside the written news.

Around the 1880s, a technology called half tone developed by which photographs could be printed in the newspapers. Photojournalism as we know today is news photography. Photographs that support the story of a news event fall in this category and photographers who specialise in this are called

photojournalists.

Types Of Photojournalism

Photojournalism has grown into a very specialised form of photography and it has many more avenues. This is because news itself has many areas wherein a particular person is assigned to work in. So photographers according to their likes and dislikes have gone into specific areas. When a photographer is gifted with the ability to write in support of his photograph in a few words, he becomes a photojournalist.

Different types of photojournalism.

- **Sports photojournalism:** As sports events are a big part of news, there are photojournalists who specialise in photographing sports. This is also because sports photography requires a specialised skill as well as equipment. Nowadays there are photojournalists who specialise in photographing individual sports. For example in India, there are photojournalists who are dedicated to cricket photography as it is the most popular sport and is now played throughout the year irrespective of it being day or night.

War photojournalism: This is the earliest form of photojournalism, where photojournalists have covered wars and sent photos from the centre of action. In India we see a lot of photographs in newspapers, of conflicts within the country such a terrorist activity or a riot where the photographer is in a dangerous situation and yet he manages to send us pictures, risking his life.

Any photograph must speak for itself. This means that on seeing a photograph the person watching it must immediately understand what it is trying to convey. There is a saying that “a single picture is worth a thousand words”. This means that a picture can convey a message more convincingly than a thousand words . You may have seen many photographs that leave a lasting impression on you. Have you wondered why it is so? This is because the subject which is photographed is placed in the picture frame in such an intelligent manner that it leaves an impact on the viewer. This placement of the subject or subjects within the picture frame is called composition. Composition has a special meaning when it has to convey news to the public as is the case in photojournalism. It is the placement of the subject being photographed

3. Copy Editing

Copy editing (also **copy-editing** or **copyediting**, sometimes abbreviated **ce**) is the process of reviewing and correcting written material to improve accuracy, readability, and fitness for its purpose, and to ensure that it is free of error, omission, inconsistency, and repetition. In the context of publication in print, copy editing is done before typesetting and again before proofreading, the final step in the editorial cycle

In the context of the Internet, online copy refers to the text content of web pages. Similar to print, online copy editing is the process of revising the raw or draft text of web pages and reworking it to make it ready for publication.

and make sure that all collected data is relevant. Unlike a scientific report, there is no strict set of rules so the most important part is making sure that the study is focused and concise; otherwise you will end up having to wade through a lot of irrelevant information.

It is best if you make yourself a short list of 4 or 5 bullet points that you are going to try and address during the study. If you make sure that all research refers back to these then you will not be far wrong.

With a case study, even more than a questionnaire or survey, it is important to be passive in your research. You are much more of an observer than an experimenter and you must remember that, even in a multi-subject case, each case must be treated individually and then cross case conclusions can be drawn.

How to Analyze the Results

Analyzing results for a case study tends to be more opinion based than statistical methods. The usual idea is to try and collate your data into a manageable form and construct a narrative around it.

Use examples in your narrative whilst keeping things concise and interesting. It is useful to show some numerical data but remember that you are only trying to judge trends and not analyze every last piece of data. Constantly refer back to your bullet points so that you do not lose focus.

It is always a good idea to assume that a person reading your research may not possess a lot of knowledge of the subject so try to write accordingly. In addition, unlike a scientific study which deals with facts, a case study is based on opinion and is very much designed to provoke reasoned debate. There really is no right or wrong answer in a case study

2. Focus Group Discussion

A focus group discussion (FGD) is a good way to gather together people from similar backgrounds or experiences to discuss a specific topic of interest. The group of participants is guided by a moderator (or group facilitator) who introduces topics for discussion and helps the group to participate in a lively and natural discussion amongst themselves.

The strength of FGD relies on allowing the participants to agree or disagree with each other so that it provides an insight into how a group thinks about an issue, about the range of opinion and ideas, and the inconsistencies and variation that exists in a particular community in terms of beliefs and their experiences and practices.

FGDs can be used to explore the meanings of survey findings that cannot be explained statistically, the range of opinions/views on a topic of interest and to collect a wide variety of local terms. In bridging research and policy, FGD can be useful in providing an insight into different opinions among different parties involved in the change process, thus enabling the process to be managed more smoothly. It is also a good method to employ prior to designing questionnaires.

FGD sessions need to be prepared carefully through identifying the main objective(s) of the meeting, developing key questions, developing an agenda, and planning how to record the session. The next step is to identify and invite suitable discussion participants; the ideal number is between six and eight.

The crucial element of FGD is the facilitation. Some important points to bear in mind in facilitating FGDs are to ensure even participation, careful wording of the key questions, maintaining a neutral attitude and appearance, and summarising the session to reflect the opinions evenly and fairly. A detailed report should be prepared after the session is finished. Any observations during the session should be noted and included in the report.

FGDs can be also done online. This is particularly useful for overcoming the barrier of distance. While discussion is constrained, the written format can help with reporting on the discussion.

3. Niche blogging,

Niche blogging is the act of creating a blog with the intent of using it to market to a particular niche market. Niche blogs (also commonly referred to as "niche websites") may appeal to "geographic areas, a specialty industry, ethnic or age groups, or any other particular group of people." While it could be argued that every blog is, in some form, a niche blog, the term as it applies to marketing refers to a particular kind of blog.

4. Video Recording

Ten Helpful Tips for Shooting Great Video

- Use manual focus if your camcorder has it.
- Set white balance at every location.
- When shooting outdoors, keep the sun behind you.
- Use a tripod or other image stabilization device.
- For handheld stability, imagine that your camcorder is a very full cup of hot coffee.
- Use the zoom to compose your shot. Avoid zooming while the tape is rolling.
- Move the camcorder only when necessary.
- Keep your average shot length between 5 and 10 seconds.
- Keep the shot steady (no zoom or pan) for at least 10 seconds.
- While shooting, be as inconspicuous as possible to best capture the true behavior of your subject.

5. Radio Programming

Top rules on **radio presenting**, compiled by veterans of the business.

- **The maximum time between periods of mentioning your station name is 15 minutes.** Do it even more if possible. If you are playing a block of songs make sure to use radio imaging regularly.
- **If you are not hitting at least one of these three things in your commentary:** Trivial, topical or relevant information, then you are not making engaging radio.
- **Know where you are.** Local listeners want to listen to someone who knows their area, you should have a broad knowledge of places and events happening in the region, and be able to say all the names correctly especially those trickier ones.

- **Break out your descriptive language and imagery**, you only have your words and produced sound to create an experience for your listeners, use liberally.
- **You're a family.** Never forget that the support team, news and sports presenters are all there to work with you in creating a full listener experience. Treat them well; they are just as important as the announcer.
- **Nothing sounds as unprofessional as when an announcer goes on with no real purpose** or logical conclusion. Think about who you are aiming your message at and what you want to say prior to getting on the air. Stay clear, concise and if the worst comes to the worst, just hit play on the music.
- In a similar vein, **try to keep the information to one key point per segment**, humans can only process a moderate amount of information at once so don't over complicate things.
- **Keep your listeners on the hook** by promoting into the next upcoming item. Always be thinking forward, teasing them into staying listening.
- **Make sure** you know all the ins, outs, rules and limitations of any contest or promotion and exactly what your role is during its run.
- **Double check any scripts before reading them live**, finding mistakes or problem while on air interrupts flow and looks unprofessional.
- **Your scheduling program is great but not perfect.** Prefade all tracks to avoid messy talking over any vocals.
- **Talking about the upcoming weather is as boring on radio as it is in small talk on the street.** Just short informational snippets about imminently occurring weather will work. Exceptions include the potential for extreme weather or occasions when people like to know well in advance.
- **Never mention rival presenters or stations**, including during newsworthy items. The only station that needs your publicity is yours!
- **Be nice to your listeners**, they are the reason you are there. Be friendly and professional, it's the best way to develop a loyal, interactive community of fans.
- **Don't leave your listeners in the lurch if you have moved a show to a different time.** Discuss the change at its original broadcast time, let them know they haven't been abandoned and when they can tune in to catch their favourite show. Make sure you sound upbeat about the move to your listeners.
- **Regularly check your correspondence, emails and social media during the show.** What if one of your listeners or contacts has a new original angle or update that you could use during the broadcast. You could be the first to report on it.
- **Remember your role as a presenter** is to be a trusted friend and entertainer on your station and in the community. Respect the power and benefits that come with this role.
- **Always present as you are talking to a friend** one on one rather than a larger audience as it makes the experience more intimate and engaging to listen to.
- **After an ad break, always play a song preceded by** Radio Imaging
- Consistently air check your performance. Always be your toughest critic.

6. Video editing

Video editing is the manipulation and arrangement of video shots. Video editing is used to structure and present all video information, including films and television shows, video advertisements and video essays. Video editing has been dramatically democratized in recent years by editing software available for personal computers.

Video editing is the process of editing segments of motion video production footage, special effects and sound recordings in the post-production process. Motion picture film editing is a predecessor to video editing and, in several ways, video editing simulates motion picture film editing, in theory and the use of linear video editing and video editing software on non-linear editing systems (NLE). Using video, a director can communicate non-fictional and fictional events. The goals of editing is to manipulate these events to bring the communication closer to the original goal or target. It is a visual art

7. Script writing

Whether it's a work of fiction, a poem, or the narrative of a soul, good writing pulls the reader into the reality of its words and imprints an experience in the mind's eye as real as any staged play.

Script Writing Conventions:

1. **Have a title page.** Your script will need a title page. This will include the title and your name
2. **Use the correct font, margins and breaks.** You will need to use Courier font (typewriter font) (12 point) when writing your script. This will give it a more professional appearance but it is also key for making it easier to read. Similarly, you should use the correct indentations for each part of your script, as it will help the reader differentiate between dialogue, scene description, etc.
3. **Give helpful details about the setting and characters.** Use Scene Heading lines before each scene. These say whether the action is taking place inside or outside, what the location is, and if it is day or night. A character's name should go in all caps above, or next to, their dialogue (depending on what you're writing for). You can also put instructions, such as pauses, in parentheses.
4. **Use the correct formatting for your intended method of presentation.** If you want to write a movie script, then you will have to write your script in that format. If you want to write a play script, then you will have to write your script in that format. While they are largely similar, there are distinct differences and learning them all can take time. Read lots of scripts in your intended medium to see how the pros do it.
5. **Make sure you haven't written too much.** Scripts usually last about one minute per page, though there is certainly some wiggle room. Scripts are not like books in that word counts. It is a definitive way to gauge length.

Developing a Story

1. **Formulate a premise.** Write a short sentence or phrase of the fundamental concept which drives the plot. This can be something which is the message or idea behind your story, an extremely short plot idea, or something else to give you a goal and unifying idea to work toward

2. **Create an outline or treatment.** Before you begin actually writing dialog and script, it might help to create a basic road-map/story of what will happen in your story so you don't get sidetracked and can work out any plot holes or kinks. Sketch out a general plan and envision how events will unfold. This should be told in the third-person
3. **Flesh out your story.** Write the entire premise of the play, movie, etc. with lots of details and ideas, paying no mind to style, format, repetition, or anything else that gets in the way of your creative flow. Your finished product should cover the plot, personalities, relationships, character arcs, and a larger point to the story. Sometimes, drawings or diagrams may be used as a temporary storyboard to show to other persons to demonstrate facets of your plot and characters, etc.
 - a. Your characters should drive the action on the stage or screen, so make sure they are interesting and innovative. It may not be necessary for you to **fully** develop them right away, however, as they tend to take on lives of their own as the script-writing continues.
4. **Trim the story down.** Now that you have everything on paper, look for dead weight, weak links, irrelevant details, over-explaining, sidetracking, elements that drag, and anything else that weakens the overall trajectory. Be harsh; just because you fell in love with something you worked on in the exploratory phase doesn't mean it should survive the revision phase.

Improving Your Script

1. **Research after writing your first draft.** Watch plays, tv shows, and movies which are similar to the work you've just written. Examine your own work in comparison to these others. Do you fall into to many tropes? Is your story over done? See if you can find ways to distinguish yourself from these works.
 - a. Work on making profound contributions to the subject you've written. Take a philosophical approach to the topic and challenge conventional ideas. This will make your work much more engaging
2. **Simplify your writing.** You don't need overly fancy dialogue or crazy scenes to keep your audience engaged. Much like with writing a book, our work shines the most when we are showing, not telling. Make your character's choices speak for them and put more meaning into what they don't say than what they do
3. **Write the plot in script format.** The exact format will vary depending on whether you're writing for theater, TV, or the silver screen – and in what country. Use proper headers to introduce scenes, identify each speaker, and so on; many production companies won't even look at a script if it isn't properly formatted.
 - a. Consider purchasing script-writing software for this phase of the process. There are several programs that will guide you through the formatting or even convert an already-written script into the correct layout.

4. **Maintain your style.** Remember, scripts are all about action and dialog. Make sure your characters speak realistically, and try not to mix styles of speech and vocabulary too much unless you are going for a certain effect.

Engaging Your Audience

1. **Set the scene.** Don't forget to include important details such as time of day, setting, and actions of the characters in the scene. These are nearly as important as the dialog that occurs
2. **Describe action only briefly.** Provide a sense of what's happening on screen, but leave it to the director to fill in the details. Writing out all of the action is not the writer's job. Trying to include too much of this will only leave you disappointed when things are changed.
3. **Spend a lot of time working on your dialogue.** Dialogue will make or break your characters and their relationships. What's worse, dialogue is extremely difficult for most people to write. To get your bearings, write down or record real conversations to see how people really speak and which expressions they use.
 - a. Be sure to listen to a variety of speakers so that you can give your own characters more flavor and individuality.
 - b. Ensuring that different characters have their own "voice" and "persona" based on their background will keep them from blending into one another. Remember, their persona will affect their attitude, word choices and dialect.
 - c. Read your dialogue aloud as you go, paying extra attention to whether or not it sounds halting, stereotyped, over-the-top, or totally uniform.

Finalizing Your Script

1. **Edit your work.** Polish it, but don't be a perfectionist; work *toward* perfection, not *to* it.
2. **Show your finished work to people whose opinion you respect.** Choose people who not only come from different backgrounds and have varied personal tastes, but are also willing to provide honest feedback.
 - a. Don't let yourself feel insulted, controlled, upset, or angered by a critiques or remarks; they're opinion, not fact. Laugh and be enthusiastic about help and advice, but weigh your critics' opinions against your own judgment before implementing any changes.
3. **Revise your work as many times as necessary.** Painful as it may be, you'll be glad when you're finally able to convey your vision.

Ethnographic Research

The word 'ethnography' is derived from the Greek ἔθνος (ethnos), meaning "a company, later a people, nation" and -graphy meaning "field of study". Ethnographic studies focus on large cultural groups of

people who interact over time. Ethnography is a set of qualitative methods that are used in social sciences that focus on the observation of social practices and interactions. Its aim is to observe a situation without imposing any deductive structure or framework upon it and to view everything as strange or unique.

Forms of ethnography

There are different forms of ethnography: confessional ethnography; life history; feminist ethnography etc. Two popular forms of ethnography are **realist ethnography** and **critical ethnography**.

Realist ethnography:

1. It is a traditional approach used by cultural anthropologists.
2. It reflects a particular instance taken by the researcher toward the individual being studied.
3. It's an objective study of the situation.
4. It's composed from a third person's perspective by getting the data from the members on the site.
5. The ethnographer stays as omniscient correspondent of actualities out of sight.
6. The realist reports information in a measured style ostensibly uncontaminated by individual predisposition, political objectives, and judgment.
7. The analyst will give a detailed report of the everyday life of the individuals under study.
8. The ethnographer also uses standard categories for cultural description (e.g., family life, communication network).
9. The ethnographer produces the participant's views through closely edited quotations and has the final work on how the culture is to be interpreted and presented.

Critical ethnography:

1. It is a kind of ethnographic research in which the creators advocate for the liberation of groups which are marginalized in society.
2. Critical researchers typically are politically minded people who look to take a stand of opposition to inequality and domination. For example, a critical ethnographer might study schools that provide privileges to certain types of students, or counseling practices that serve to overlook the needs of underrepresented groups.
3. The important components of a critical ethnographer are to incorporate a value- laden introduction, empower people by giving them more authority, challenging the status quo, and addressing concerns about power and control.
4. A critical ethnographer will study issues of power, empowerment, inequality inequity, dominance, repression, hegemony, and victimization.

Features of ethnographic research

1. Involves investigation of very few cases, maybe just one case, in detail.
2. Often involves working with primarily unconstructed data. This data had not been coded at the point of data collection in terms of a closed set of analytic categories.
3. Emphasizes on exploring social phenomena rather than testing hypotheses.
4. Data analysis involves interpretation of the functions and meanings of human actions. The product of this is mainly verbal explanations, where statistical analysis and quantification play a subordinate role.
5. Methodological discussions focus more on questions about how to report findings in the field than on methods of data collection and interpretation.
6. Ethnographies focus on describing the culture of a group in very detailed and complex manner. The ethnography can be of the entire group or a subpart of it.
7. It involves engaging in extensive field work where data collection is mainly by interviews, symbols, artifacts, observations, and many other sources of data.
8. The researcher in ethnography type of research looks for patterns of the group's mental activities, that is their ideas and beliefs expressed through language or other activities, and how they behave in their groups as expressed through their actions that the researcher observed.
9. In ethnography, the researcher gathers what is available, what is normal, what it is that people do, what they say, and how they work.

Procedures for conducting ethnography

1. Determine if ethnography is the most appropriate design to use to study the research problem. Ethnography is suitable if the needs are to describe how a cultural group works and to explore their beliefs, language, behaviours and also issues faced by the group, such as power, resistance, and dominance.
2. Then identify and locate a culture-sharing group to study. This group is one whose members have been together for an extended period of time, so that their shared language, patterns of behaviour and attitudes have merged into discernible patterns. This group can also be a group that has been marginalized by society.
3. Select cultural themes, issues or theories to study about the group. These themes, issues, and theories provide an orienting framework for the study of the culture-sharing group as discussed by Hammersley and Atkinson (2007), Wolcott (1987, 1994b, 2008-1), and Fetterman (2009). The ethnographer begins the study by examining people in interaction in ordinary settings and discerns pervasive patterns such as life cycles, events, and cultural themes.
4. For studying cultural concepts, determine which type of ethnography to use. Perhaps how the group works need to be described, or a critical ethnography can expose issues such as power, hegemony, and advocacy for certain groups
5. The researcher should collect information in the context or setting where the group

study.

8. It can also be used in other methodological frameworks, for instance, an action research program of study where one of the goals is to change and improve the situation.

Data collection methods

1. According to the leading social scientist, John Brewer, data collection methods are meant to capture the "social meanings and ordinary activities" of people (informants) in "naturally occurring settings" that are commonly referred to as "the field."
2. The goal is to collect data in such a way that the researcher imposes a minimal amount of personal bias in the data.
3. Multiple methods of data collection may be employed to facilitate a relationship that allows for a more personal and in-depth portrait of the informants and their community. These can include participant observation, field notes, interviews, and surveys.
4. Interviews are often taped and later transcribed, allowing the interview to proceed unimpaired of note-taking, but with all information available later for full analysis.
5. Secondary research and document analysis are also used to provide insight into the research topic.
6. In the past, kinship charts were commonly used to "discover logical patterns and social structure in non-Western societies".[14] In the 21st century, anthropology focuses more on the study of people in urban settings and the use of kinship charts is seldom employed.
7. In order to make the data collection and interpretation transparent, researchers creating ethnographies often attempt to be "reflexive".
8. Reflexivity refers to the researcher's aim "to explore the ways in which [the] researcher's involvement with a particular study influences, acts upon and informs such research". Despite these attempts of reflexivity, no researcher can be totally unbiased. This factor has provided a basis to criticize ethnography.
9. Traditionally, the ethnographer focuses attention on a community, selecting knowledgeable informants who know the activities of the community well.
10. These informants are typically asked to identify other informants who represent the community, often using snowball or chain sampling.
11. This process is often effective in revealing common cultural denominators connected to the topic being studied.
12. Ethnography relies greatly on up-close, personal experience. Participation, rather than just observation, is one of the keys to this process. Ethnography is very useful in social research.
13. Ethnographic research can range from a realist perspective, in which behavior is observed, to a constructivist perspective where understanding is socially constructed by the researcher and subjects.

14. Research can range from an objectivist account of fixed, observable behaviors to an interpretive narrative describing "the interplay of individual agency and social structure.
15. "Critical theory researchers address "issues of power within the researcher-researched relationships and the links between knowledge and power."
16. Another form of data collection is that of the "image." The image is the projection that an individual puts on an object or abstract idea. An image can be contained within the physical world through a particular individual's perspective, primarily based on that individual's past experiences. Effectively, the idea of the image is a primary tool for ethnographers to collect data. The image presents the perspective, experiences, and influences of an individual as a single entity and in consequence, the individual will always contain this image in the group under study.

Cultural and social anthropology

17. Cultural anthropology and social anthropology were developed around ethnographic research and their canonical texts, which are mostly ethnographies .
18. Cultural and social anthropologists today place a high value on doing ethnographic research.
19. The typical ethnography is a document written about a particular people, almost always based at least in part on emic views of where the culture begins and ends.
20. Using language or community boundaries to bound the ethnography is common.[22] Ethnographies are also sometimes called "case studies."
21. Ethnographers study and interpret culture, its universalities, and its variations through the ethnographic study based on fieldwork.
22. Ethnography is a specific kind of written observational science which provides an account of a particular culture, society, or community.
23. The fieldwork usually involves spending a year or more in another society, living with the local people and learning about their ways of life.
24. Neophyte Ethnographers are strongly encouraged to develop extensive familiarity with their subject prior to entering the field; otherwise, they may find themselves in difficult situations.
25. Ethnographers are participant observers. They take part in events they study because it helps with understanding local behavior and thought.

Ethnography as a research methodology by communication scholars

Beginning in the 1960s and 1970s, ethnographic research methods began to be widely used by communication scholars. As the purpose of ethnography is to describe and interpret the shared and learned patterns of values, behaviors, beliefs, and language of a culture-sharing group, Harris, (1968), also Agar (1980) note that ethnography is both a process and an outcome of the research.

Scholars of communication studies use ethnographic research methods to analyze communicative

little is known about a topic and it is necessary to first learn about what variables to study through qualitative research, and then study those variables with a large sample of individuals using quantitative research.

3. When one wants to continuously look at a research question from different angles, and clarify unexpected findings and/or potential contradictions.
4. When one wants to elaborate, clarify, or build on findings from other methods. For instance, if a causal relationship has been established through experimental research but one wants to understand and explain the causal processes involved through qualitative research.
5. When one wants to develop a theory about a phenomenon of interest and then test it. Usually, qualitative research is more suitable to build theory, while quantitative research provides a better way of testing theories.
6. When one wants to generalize findings from qualitative research.

Advantages of using Mixed Methods:

The use of mixed method research provides a number of advantages, namely:

1. Provides strengths that offset the weaknesses of both quantitative and qualitative research. For instance, quantitative research is weak in understanding the context or setting in which people behave, something that qualitative research makes up for. On the other hand, qualitative research is seen as deficient because of the potential for biased interpretations made by the researcher and the difficulty in generalizing findings to a large group. Quantitative research does not have these weaknesses. Thus, by using both types of research, the strengths of each approach can make up for the weaknesses of the other.
2. Provides a more complete and comprehensive understanding of the research problem than either quantitative or qualitative approaches alone.
3. Provides an approach for developing better, more context specific instruments. For instance, by using qualitative research it is possible to gather information about a certain topic or construct in order to develop an instrument with greater construct validity, i.e., that measures the construct that it intends to measure.
4. Helps to explain findings or how causal processes work.

Disadvantages and Limitations of using Mixed Methods

Mixed method research has some disadvantages and limitations, namely:

1. The research design can be very complex.
2. Takes much more time and resources to plan and implement this type of research.
3. It may be difficult to plan and implement one method by drawing on the findings of another.

4. It may be unclear how to resolve discrepancies that arise in the interpretation of the findings

Types of Mixed Methods Research Designs

When deciding what type of mixed methods design to use, it is important to take into account the overall purpose of the research (e.g., exploration or generalization), the specific research questions, and the strengths and weaknesses of each design.

The four major mixed methods designs are identified below and compared in terms of their purposes, strengths and weaknesses. Examples of each design are also described.

Sequential explanatory design

This design involves the collection and analysis of quantitative data followed by the collection and analysis of qualitative data. The priority is given to the quantitative data, and the findings are integrated during the interpretation phase of the study.

This is used when one needs to help explain, interpret or contextualize quantitative findings and to examine in more detail unexpected results from a quantitative study.

Sequential exploratory design

In this design, qualitative data collection and analysis is followed by quantitative data collection and analysis. The priority is given to the qualitative aspect of the study, and the findings are integrated during the interpretation phase of the study.

This is used when one needs to explore a phenomenon and to expand on qualitative findings; to test elements of an emergent theory resulting from the qualitative research; to generalize qualitative findings to different samples in order to determine the distribution of a phenomenon within a chosen population and to develop and test a new instrument

Concurrent triangulation

In this design only one data collection phase is used, during which quantitative and qualitative data collection and analysis are conducted separately yet concurrently. The findings are integrated during the interpretation phase of the study. Usually, equal priority is given to both types of research.

This is used when one needs to develop a more complete understanding of a topic or phenomenon and to cross-validate or corroborate findings

Concurrent nested

In this design only one data collection phase is used, during which a predominant method (quantitative or qualitative) nests or embeds the other less priority method (qualitative or quantitative, respectively). This nesting may mean that the embedded method addresses a different question than the dominant method or seeks information from different levels. The data collected from the two methods are mixed

expertise, and making the results accessible and understandable to community members and the broader public. Service learning or education is a closely related endeavour designed to encourage students to actively apply knowledge and skills to local situations, in response to local needs and with the active involvement of community members. Many online or printed guides now show how students and faculty can engage in community-based participatory research and meet academic standards at the same time.

Collaborative research in education is community-based research where university teachers are the community and scientific knowledge is built on top of teachers' own interpretation of their experience and reality, with or without immediate engagement in transformative action.

Participatory Rural Appraisal

Participatory Rural Appraisal (PRA) is a set of participatory and largely visual techniques for assessing group and community resources, identifying and prioritizing problems and appraising strategies for solving them. It is a research/planning methodology in which a local community (with or without the assistance of outsiders) studies an issue that concerns the population, prioritizes problems, evaluates options for solving the problem(s) and comes up with a Community Action Plan to address the concerns that have been raised.

PRA is particularly concerned that the multiple perspectives that exist in any community are represented in the analysis and that the community itself takes the lead in evaluating its situation and finding solutions. Outsiders may participate as facilitators or in providing technical information but they should not 'take charge' of the process.

In PRA, a number of different tools are used to gather and analyse information. These tools encourage participation, make it easier for people to express their views and help to organize information in a way that makes it more useful and more accessible to the group that is trying to analyse a given situation.

Some features of PRA which make it well-suited as a learning and problem-solving tool for the rural poor are:

- It encourages group participation and discussion
- The information to be processed is collected by group members themselves
- It is presented in highly visual form, usually out in the open and on the ground, using pictures, symbols and locally available materials
- Once displayed, the information is “transparent rather than hidden” - all members can comment on it, revise it and criticize it. This assists in cross-checking and verifying collected data.

History

Participatory rural appraisal evolved from rapid rural appraisal-a set of informal techniques used by development practitioners in rural areas to collect and analyze data. Rapid rural appraisal developed in the 1970s and 1980s in response to the perceived problems of outsiders missing or miscommunicating with local people in the context of development work. In PRA, data collection and analysis are undertaken by local people, with outsiders facilitating rather than controlling.

When to use PRA

PRA supports the direct participation of communities, with rural people themselves becoming the main investigators and analysts. Rural people set the priorities; determine needs; select and train community workers; collect, document, and analyse data; and plan and implement solutions based on their findings. Actions stemming from this research tend to serve the local community. Outsiders are there to facilitate the process but do not direct it. PRA uses group animation and exercises to facilitate information sharing, analysis, and action among stakeholders.

PRA is an exercise in communication and transfer of knowledge. Regardless of whether it is carried out as part of project identification or appraisal or as part of country economic and sector work, the learning-by-doing and teamwork spirit of PRA requires transparent procedures. For that reason, a series of open meetings (an initial open meeting, final meeting, and follow-up meeting) generally frame the sequence of PRA activities. A typical PRA activity involves a team of people working for two to three weeks on workshop discussions, analyses, and fieldwork.

PRA Techniques

Over the years techniques and tools have been described in a variety of books and newsletters, or taught at training courses. However, the field has been criticized for lacking a systematic evidence-based methodology.

The basic techniques used include

- Understanding group dynamics, e.g. through learning contracts, role reversals, feedback sessions
- Surveying and sampling, e.g. transect walks, wealth ranking, social mapping
- Interviewing, e.g. focus group discussions, semi-structured interviews, triangulation
- Community mapping, e.g. Venn diagrams, matrix scoring, ecograms, timelines

To ensure that people are not excluded from participation, these techniques avoid writing wherever possible, relying instead on the tools of oral communication and visual communication such as pictures, symbols, physical objects and group memory. Efforts are made in many projects, however, to build a bridge to formal literacy; for example by teaching people how to sign their names or recognize their signatures. Often developing communities are reluctant to permit invasive audio-visual recording.

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6. CASE STUDIES

Case Study 1 : AGRICULTURE

Agriculture with no pollution

The Palamuru region in Maaboobnagar district is perhaps the only place in Telangana state, where famine conditions prevail due to scanty rainfall. People migrate from here in large numbers, as they cannot cultivate for want of water or do not get any other livelihood. However, some people resort to farming depending on rain. But, as they use chemical fertilisers, soil gets polluted. High investment costs and unreliable output push them, ultimately, into debt traps.

Kasireddi Lavanya, a resident of Karuvamka village in Telakapalli mandal, with her hard work transformed a barren land into a fertile farm. She, along with her husband Ramana Reddy used to grow cotton, green chilli, castor and corn in their 25 acres, and apply chemical fertilisers. The over usage of chemical fertilisers led to soil acidification and caused drastic decrease of nutrient levels. This situation gradually created them financial troubles and stuck them in huge debts.

In such a miserable condition, having heard about the benefits of organic farming, they switched over. Over a period, the productivity of soil increased for future crops. Organic practices avoided high investment on costly chemicals, and thereby, they were benefitted financially.

How did they convert their farm to organic agriculture

Lavanya said, "For about a decade, like all others, we had used chemical fertilisers and pesticides, and hence the investment on inputs steeply increased. As the investment and the yield were inversely proportional, by 2005 we were stuck with a debt of Rs.5 lakhs. In a particular year we had an income of just Rs.11/-. As the cumulated interest on our debts pushed us into an irrecoverable position, we had only one option of selling some of the land. Accordingly, we had disposed off 10 acres at a very meagre rate of Rs.10,000 per acre, and cleared off some of our debts. Dependence on chemical fertilisers and pesticides made our farming unsustainable, on all fronts."

"During that period we came to know about organic farming, and realised that it retains the fertility of the soil and also reduces input costs. We immediately opted it and switched over to organic cultivation. Since then, we have been nourishing the soil with composted cow manure and other organic matter, and managing pests by spraying cow-urine infusion. We also used Jeevamrutham, which is the best organic fertiliser for all types of crops, as it nourishes the plants by increasing bio-nutrients in the field. Due to regular usage of Jeevamrutham, both in liquid and solid forms, earthworms come out. Besides this, we spread vermicompost extensively, throughout the farm. Initially, in an area of one cent of our farm, we had grown

Crossandra orange (kanakaambaram flowers), and now growing all types of crops in our farm of 25 acres. As organic farming was profitable for us, we could clear all our debts,” she added.

Overcoming irrigation issues

Further she said,“At present, in five-and-half acres we are growing green chilli and paddy on dip irrigation. Remaining are rain-fed crops. Earlier, because of the usage of chemical fertilisers like urea and DAP the water absorption capacity of the soil reduced. However, now because of organic cultivation the soil is able to absorb the rainwater and retain the moisture. Due to plowing and also because of the earthworms’ activity, soil gets loosened and mixed up, facilitating the percolation of nutrients and rainwater. Because of this, even if rains are delayed, our crops would survive. We have grown sorghum, corn, bengal gram, cotton, green chilli, mustard, coriander, wheat, fenugreek, foxtail millets, etc., and got an excellent yield. We have two oxen and two cows.”

Here are the results ...

Through organic farming Lavanya could ...

- sustain soil fertility.
- earn between Rs.10 to Rs.15 lakhs on a holding of 25 acres.
- process seeds indigenously in the farm itself. She supplied seeds to more than 1000 farmers.
- reduce inputs costdrastically by using indigenous seeds instead of the hybrid, and jeevamrutam and cattle dung-urine infusions instead of the chemical fertilisers and pesticides.
- earn more by fixing the selling cost of the produce by herself. In the same way, the net profit increased as she sells directly to the consumers with no intermediaries.
- create livelihood to four farm labourers and pay Rs.60,000 per year to each one of them.

Their farm emerged as a model farm, and daily more than ten farmers visit the place and witness the farming methods being adapting.

Lavanya can be contacted on her mobile phone with no. 9951341819.

Case study - 2 : Natural Resource Management

Success Story, how it should be? Here is an example.

The whole village marched behind her

Once it was a famine affected area. Due to acute water scarcity, there was no farming, and livestock died on large scale. People were robbed of their works, and forced to migrate looking for alternative means of livelihood. Children could not attend schools. As the day dawned, women in groups often had to walk several kilometres just to fetch a pot of water for their family.

After a few years, the villagers found a solution. They understood that 'scarcity of water' is the root cause of their travails. As rainfall is the only source to replenish the soil moisture, they all decided to conserve water, whatever little it rains. With the guidance from some of the voluntary organisations, they learnt about water conservation practices. They dug soak pits in the entire village and focused on planting trees. Soon, their efforts started yielding good results. All the ponds, wells filled, bores got recharged, and they took every care that they don't dry up again. The success story of the village, that became self-sufficient with self-help, is inspiring several others.

If men fail in doing things right, it is inevitable for womenfolk to take up the responsibilities. Exactly, same thing had happened at Mahadevapuram village. For decades women have borne the brunt of water scarcity. At last, 30 tribal women formed into groups and dug farm ponds in those areas, where they spotted moisture in the soil. Their hard work resulted in success, and by next year their travails for water ended.

They all united for changing the village

Mahadevapuram is one such village, that faces acute water problem, not only during summer, but throughout the year. Farmers could not grow even a single-crop for want of irrigation. Poverty-stricken people used to migrate for livelihood. Such a village got transformed into a 'lush green area' with the untiring efforts of an innocent tribal woman, Maridi Lakshmidamma. By uniting all, she took the initiative for digging 20 farm ponds and constructing 4 check dams in the village. Thus, water crisis became a thing of the past, and farmers could grow crops happily throughout the year.

Eight years ago, Mahadevapuram (Dummugudem Mandalam, Bhadrachalam District, Telangana) was affected by famine due to acute shortage of irrigation and drinking water. But, Lakshmidamma did not keep quiet as a passive spectator, and determined to improve upon the situation. She visited Battigudem and Dabbanutala, which are the acutely affected villages in their panchayat, and assessed the gravity of the issue. During that time the activists of ASDS voluntary organisation visited the village and suggested her solutions. Accordingly, she swung into action and initiated water conservation works. In her footsteps, the whole village came forward and put their physical efforts voluntarily.

Achieved unitedly ...

Eight months later, they all witnessed, altogether, a different village. Through the training provided by NBARD and ASDS, they all understood about water conservation methods. Soon, 'Mahadevapuram Watershed Village Development Committee of Women' was formed with 15 members. The village is surrounded by big and small hills, and rain water that flows down, goes wasted, as there are no bunds to hold the water. Lakshmidamma proposed to conserve water and increase water table by constructing check dams and stone footwalls, and digging farm ponds and ditches around the farms. Through these low cost measures, they facilitated rainwater absorption in the village itself. These women volunteers group went round the villages in their vicinity and explained the villagers that water conservation is the only solution for combating water scarcity. All those, who were severely suffering from shortage of water, came forward to support Lakshmidamma. With their cooperation watershed works were initiated. Consequently, all the ponds filled with water during the rainy season, ensured irrigation for farming and gave bumper crop that year.

Two crops per annum

This enthusiasm gradually spread to the neighbouring villages. Within a few months, in more than 100 villages in Khammam District, 200 check dams were built. In the past, the farmers of this region were not sure to get water for even one crop. Now, because of these initiatives, they are able to grow two crops. Because of the check dams, water table rose up, and consequently agricultural acreage too enhanced considerably. One can appreciate the change even through the increase in net profits on the crops.

Migration reduced

Those who migrated to other states to work as farm labourers too returned, and doing farming in their own fields. They are able to provide their children good schooling. Even the fields with cracked soils, situated around the farm ponds have become wet. All the dried up hand pumps have been recharged. Women, who earlier used to go for long distance along with their daughters, for fetching a pot of water, are now getting water, right at the doorstep. Thus, girls could go to schools. Women are now earning on dairying.

One of the tribals of Mahadevapur said, "Earlier, we used to go to other states as farm labourers, for feeding our families. With the completion of watershed scheme in our village, we now growing vegetables in our fields, which were barren till recently. We are now owning cattle. In the past, there used be maximum, one or two motor cycles in these villages. Now, every house has a motorbike. Now, we are purchasing tractors for cultivation. It is used be very difficult for getting matches for our sons, as no parents were prepared to send their daughters here. But now, it's no longer a problem."

Following are the results ...

1. The cost of construction of a check dam ranges, anywhere, between Rs.75,000/- to Rs.1 lakh. Of the total cost, 16% was collected from famers, and hence the responsibility of its management lies with the tribal women.
2. People are migrating from rural areas to towns due to scarcity of water for drinking and irrigation. If the same trend continues, it may lead to economic crisis and vulnerability of livelihood. These women successfully attempted in averting such things.
3. Water conservation measures ensured recharging of ground water at Mahadevapur village. All villagers have understood the need for recharging the soil and conserving rain water. They also realised which crop to be grown in which season.
4. Laksmidevamma has proven that even famine can be combatted with unity. Farmers of that village, who once could not get water even for one crop and got very meagre yield of just 7 bags per acre, are now getting an yield of 25 bags per acre.

Celebrating their success they happily said in their Koya language, "*Vanji pantaku kaakumdaa, godikimki manushyakimki, erudokomdi*", which means ... "Water is available in plenty, not only for farming, but also for people and cattle."

Case Study : 3- Solar Power

The Sun Won't Set On this village

Do you know that in Telangana there is a village on which the Sun won't set ? That village is Banjerupalli, situated in Siddipeta District. The Sun, who shines at the sky during the day, glows bright in the night in this village in the form of solar lights. This village got recognition for utilising solar energy in its full potential. This village testifies that solar energy can bring revolutionary changes in the lives of people.

From Setbacks to Sensation...

About three years ago, Banjerupalli was no different from other villages. Like in all other villages, power cuts were usual. Even power resumes, because of low voltage people used to suffer. Even though power cuts exist, current bills will used to be high. At this background, as part of their mission for popularising alternative energy resources, NABARD selected this village and arranged briefing sessions to the villagers. It aimed to put solar lamps in all the houses. All the villagers extended their full cooperation to this power saving scheme. In the villagers' meeting, they all unanimously decided to transform Banjerupalli as a 'completely solar-powered' village, and enthusiastically came forward. Immediately, with financial aid from NABARD and the local APGV Bank, solar panels were installed on all the 120 houses and all the works were carried out quickly. The whole village was well lit with the brilliant glow solar lamps. Now, every house has four lights, four fans, TV, Friz - all running on solar energy. In addition, villagers use the conventional power also. However, thanks to solar power, their current bill reduced drastically. In the past, on an average bill used be around Rs.500/-, and now it ranges between Rs.150/- to 200/-. Besides this, they are all relieved from power cuts. Now, they hardly know when it went off and when it resumed. The moment the conventional power goes off, solar power will be on, simultaneously with no interruption. In addition to houses streets too are well lit with solar power. Altogether, there are sixty five solar street lights in the village. To save the solar power installations from lightnings, lightning arrestors were fixed.

Only Rs 8000/- per house ...

On average , for every house, towards the costs of solar panels, batteries, wiring, it totals to Rs.85,000/-. They collected an initial deposit of Rs.8,000/- from each house. NABARD gave subsidy for 40% of the total bill. Towards the balance amount, it was agreed by villages that all of them will pay in instalments, in time.

Initially, it was proposed to provide solar energy to 147 houses at an estimated total cost of Rs.1,24,95,000/-. Of the total expenditure, 10% (i.e Rs.12,49,500/-) will be borne by all the house owners. Mean while, a miracle took place. Mr. Tanneeru Harish Rao, who got elected as an MLA from Siddipeta constituency and became the minister of Telangana government, visited the village. He felt very happy for Banjerupalli, the completely solar powered village,

being a part of his constituency, and announced that the total share of the villagers will be borne by the government.

This is the result ...

Inspired by the appreciable changes that were brought by solar power in the village, neighbouring villages too initiated plans to save power through solar energy.

1. “Our village changed completely with solar power. Even during rainy season we never face power interruptions. We hardly notice the power cuts and are living happily. We are all indebted to Minister Harish Rao for waiving off our share, and arranging money from Collector’s funds,” said Rajaiah, Village Vice President, and Santha, MPTC.
2. “Our life style improved after we started using solar power. Most importantly, our current bills reduced. Earlier we used to pay a monthly bill of Rs500/-, but during the past one year, never our monthly bill exceeded Rs.150/-,” says Laltamma, a housewife, Banjerupalli.
3. By switching over to solar power, these villagers safeguarding environment. As they stopped using firewood and charcoal, ash is not polluting the area. Also, by reducing usage of thermal power, in a way they are contributing to saving of coal.