

Contents

Foreword	2
CMS Symbols	3
Message	4
Programme	6
CMS Symbols Team	11
The Organizers	12
Steering Committee	15
Thematic Paper – Abstracts	19
Plenary Session- Abstracts	59
Workshops	62
Book Stall & Exhibition	64

Foreword

Communication plays a crucial role in every sector. For instance, in the business sector, it informs people of products, services, policies, consumer rights etc. In the development sector, it helps to create awareness towards equitable and sustainable development. Communication through the performing and fine arts helps us to depict our life, values and culture. Among these various functions of communication in multiple domains, the purpose of this conference is to study and discuss the role of communication in development initiatives. Initiatives like using ICT for education, creating a media campaign for polio eradication, making a film on tribal rights, addressing gender issues through legal regulations, are all instances of using communication for social development.

The significance of communication in development has long been recognized and is studied under “Development Communication”. Though there are several conferences and spaces that discuss communication or development, there are few that discuss communication for development. Realizing this, CMS, a pioneer in research for social development in India, has taken the initiative of establishing such a platform. It is envisaged that in a developing region like South Asia such a symposia will help to bring into focus this important component in development initiatives. It will also provide an opportunity for professionals and students in this area to discuss on pertinent communication issues and share their findings and learn from those of others. This will be a rare opportunity to showcase regional and local projects that exemplify the process of communication-sparked social change. The conference will thus be a platform for deliberating on the theory, implementation methods, research, media and approaches used, policies, role of stakeholders in development communication.

We hope that this symposia will be a beginning of a formal network of those interested, studying and practicing communication for social change.

PN Vasanti

Director

Centre for Media Studies (CMS)

New Delhi

CMS Symbols

Symbols are the means through which communication takes place. As symbols are at the heart of language and communication, CMS chose symbols as the short form to represent its initiative to organize international symposia on communication for social development.

The Rangoli pattern with its line connecting all its parts symbolizes the communication processes in a society as well as the communication system through which flow messages touching the different parts creating the environment for development pattern and change.

The principal objective of this **CMS Symbols** initiative is to bring closer development efforts and social and development communication and its research. Where as socio economic development particularly economic growth gathered profile and momentum in the so-called underdeveloped countries in Latin America, Africa and Asia and Pacific in the latter half of the 20th century, social development is a running theme in both developed and developing countries (irrespective of the stage of development). It is agreed that the development story is incomplete without social development. The Communication for development and social development has engaged the attention of researchers for assessing the communication needs of such development, communication's role and relevance and impact ever since development programmes became part of national and international discourse. However, the adoption of the millennium development goals by the international community has imparted a new urgency to achieve the development outcomes and in a way has placed development and social development communication under fresh scrutiny. A wide spectrum of development communication efforts and research into communication issues are taking place across the globe. The purpose of such research is to sharpen our understanding of the role of communication in development outcomes and influence communication practice through such research outcomes.

CMS Symbols is an attempt to create a dialogue forum for development planners, implementers, communication practitioners and research efforts in South Asia to come together for sharing experience and exchanging ideas and providing a gateway to international communication practices and research endeavours.



Message from UNESCO Assistant Director-General for Communication and Information

Mr. Abdul Waheed Khan to

CMS Symbols - Symposia on Communication for Social Development

Hyderabad, India

1 to 3 November, 2007

Distinguished Delegates, Ladies and Gentlemen,

It gives me great pleasure to greet you, on behalf of UNESCO, to CMS Symbols - Symposia on Communication for Social Development and congratulate the Centre for Media Studies and the University of Hyderabad for taking on the initiative to organize this important event.

Seven years ago, at the dawn of the new millennium, the world's governments made an unprecedented promise to the victims of global poverty. Gathered at the United Nations, they signed the Millennium Declaration pledging "to free our fellow men, women and children from the abject and dehumanizing conditions of extreme poverty". The Declaration provides a bold vision for the development of all people rooted in the shared commitment to universal human rights and social justice.

Development is a process of expanding freedom that people enjoy. Development as freedom requires that we address the factors that restrict freedom such as the lack of economic opportunities and social exclusion. There are mutually reinforcing interconnections between different kinds of freedoms. If people have the opportunity to be heard, it reinforces their ability to be involved in society.

Communication for Development involves helping people to analyze and prioritize problems, and identify solutions that improve their lives. This two-way communication process brings people together to discuss views and opinions; exchange information and learning; and introduce new concepts and ideas for self-empowerment. Promoting local knowledge and dialogue is an important element in this practice.

UNESCO supports media capacity building around the world, with an emphasis on community media and fosters people's participation at all levels of project planning, monitoring and execution. Dialogue-focused methodologies linked to broader civic education initiatives promote

communication as an overarching rights-based discipline. They illustrate how communication, particularly with and through media, enriches civil society voices and promotes freedom of expression. Dialogue-focused methodologies enhance the role of communication in informing and generating public debates, in amplifying the voices of vulnerable and marginalized groups in such debates, and in promoting accountability and transparency in development policy.

Prominent success stories can be found in people's enhanced participation in governance, disease prevention, the protection of ecosystems, improved agricultural practices and others. Such successes have been achieved through the effective engagement of mass and community-based communication. Furthermore, new information and communication technologies are providing new opportunities for people in the developing world to tell their stories and be heard, allowing an increasing number of communities to become active partners in social development. Testimony to this is the ever-growing number of practitioners actively engaged in various communication platforms, ranging from community-based access centres to community radio stations; in widening the scope of academia by examining new thinking; in exploring impact; in testing new modalities for measuring success; and in expressing a common concern that Communication for Development be recognized as a driver of social change and a means for achieving the objective of sustainable development.

Increasingly, governments around the world are opening up to community media and acknowledging the importance of information and communication technologies in rural areas for self-empowerment. In this regard, UNESCO supports the establishment of community media and community multimedia centres, and provides capacity building assistance to install basic equipment and ensure human resource training. UNESCO also promotes for the integration of Communication for Development principles and methodologies in national development planning processes, and mobilizes political will and resources for this purpose.

Communication for Development can only be completely understood and appreciated through observation and practice. However, academic research and thinking is vital for the credibility and growth of this discipline. I trust that your discussion will infuse new ideas into the rapidly growing body of Communication for Development knowledge and practice. I wish you success in your deliberations.

Abdul Waheed Khan

DAY 1 NOVEMBER 1, 2007

Plenary Session (9.30-11.00 am)

Politics of Development Communication (Inaugural)

1. **Prof Vinod Pavarala**, *Dean Sarojini Naidu School of Performing Arts, Fine Arts & Communication University of Hyderabad – Welcome Address*
2. **Dr N Bhaskara Rao**, *Chairman CMS – Overview of Symposia Theme*
3. **Prof. Seyed E. Hasnain**, *Vice-Chancellor, University of Hyderabad – Presidential Remarks*
4. **Prof Alfonso Gumucio Dagron**, *MD Communication for Social Change Consortium – Keynote Address*

Thematic Paper Session –I (11.15 am – 1:00 pm)

Health Communication

Selected paper presenters:

1. “Capacity Building on Health Reporting among Vernacular Journalists”- **Dr. K S Arul Selvan**, *Tezpur University Assam*
2. “Effects of Mass Media on Knowledge of AIDS in Indian States” - **Swarna Manjari Behera**, *Gokhale Institute Pune & Dr. K.S. Bharath Kumar*, *International Institute for Population Sciences, Mumbai*
3. “Participatory Health Communication Research: A Study on Anemia in the Kumaon division of Uttarakhand”- **Dr. (Ms) Chitra Pathak & Dr. (Mrs.) Neelam Bhardwaj**, *G.B.Pant University of Agriculture and Technology, Nainital, Uttarakhand*

4. “Implementing Information Management Systems in Primary Health Care Sector: Challenges & Prospects - Experiences from a Case Study in India”- **Zubeeda Banu Quraishy**, *University of Oslo, Norway*
5. “Television Exposure & Knowledge of HIV Transmission and Prevention Among Youth in Delhi: Qualitative & Quantitative Findings”- **Devaki Nambiar**, *Johns Hopkins Bloomberg School of Public Health, USA*

Discussant: **Dr Usha Raman**, *Communication Consultant, L.V. Prasad Eye Institute, Hyderabad & Dr S Goyal*, *IIHMR, Jaipur*

Workshop (11.00 am – 1:30 pm)

Participatory Research Methodology

by Jo Tacchi & Seema Nair, UNESCO

Plenary Session (2:00 – 3.30pm)

Community Radio & Social Change

1. **Prof Vinod Pavarala**, *Dean, Sarojini Naidu School of Performing Arts, Fine Arts & Communication University of Hyderabad*
2. **Mr. Raghu Mainali**, *Community Radio Support Centre, Nepal*
3. **Mr. AHM Bazlur Rahman**, *BNNRC, Bangladesh*
4. **Mr. Mujeeb Khalwatgar**, *NAI, Afghanistan*

Thematic Paper Session – 2 (3.45- 5.15 pm)

Education & Critical Pedagogies

Selected paper presenters:

1. “Media Students and Development Communication: The Missing Link” - **Ruchi Jaggi**, *Amity University, Noida UP*
2. ‘By the Students.... For the Students’- **Vedavati Ravindra Jogi**, *Spandan Communications, Pune, Maharashtra*
3. “Importance of ‘Contextual’ Education: Adivasi Children in Andhra Pradesh”-**Dr. G. Nagamallika**, *University of Hyderabad*, & **Ms. Bhanumati**, *Balamitra, Visakhapatnam, Andhra Pradesh*
4. “Answering the Critics: The Potential and Limitations of Communication and Learning Strategies as Practical Responses to Post-development Critiques” - **Ms Tanya Jakimow**, *University of Melbourne, Australia*
5. “Ethnographic (Per) versions and Creative Engagement Through Locally Created Content”-**Ms. Jo Tacchi**, *Queensland University of Technology, Australia*

Discussant: **Dr. P. Thirumal**, *Sarojini Naidu School of Performing Arts, Fine Arts & Communication University of Hyderabad*

Thematic Paper Session -3 (3.45- 5.15 pm)

Human Rights

Selected paper presenters:

1. “Children’s Rights: Making Headlines”- **Kavita Ratna**, *The Concerned for Working Children, Bangalore*

2. “Making Content on Domestic Violence in a Male Dominated & Conservative Society” - **M.S. Kiran**, *Finding a Voice, New Delhi* & **Aseem Asha Usman**, *Datamation Foundation, New Delhi*
3. “Creative Engagement in Marginal Spaces”- **Jerry Watkins**, *Queensland University of Technology, Australia*
4. “Women & Participation: Community Libraries and Social Change” - **Sitha Adhikary**, *READ, Nepal* & **Kirsty Martin**, *Queensland University of Technology, Australia*

Discussant: **Prof G. Hargopal**, *University of Hyderabad*

Open Forum: Media Dialogue (5.30- 7:00 pm)

Speakers:

- **Ms Surekha Sabrawal**, *UNDP*
- **Mr S Narendra**, *Advisor CMS*
- **Mr D Amar**, *AP Academy of Journalists*
- **Ms Kalpana Sharma**, *Columnist & Independent Journalist*
- **Ms. R. Akhileshwari**, *Deccan Herald, Hyderabad*
- **Dr. K Nageshwar**, *MLC, A.P, Osmania University*
- **Mr Shyam Tekwani**, *NTU, Singapore*

Book Release (7.00-7.30 pm)

Other Voices: The Struggle for Community Radio in India (Sage, 2007)

By **Vinod Pavarala and Kanchan K. Malik**.

Release & Comment by Columnist and Independent Journalist, **Kalpana Sharma**

DAY 2- NOVEMBER 2, 2007

Plenary Session (9.30- 11 am)

Research and Evaluation in Communication for Social Change and Development

Speakers:

1. **Prof Jo Tacchi**, *Queensland University of Technology, Australia*
2. **Prof B P Sanjay**, *Pro-Vice Chancellor, University of Hyderabad*
3. **Dr. Pradeep Krishnatray**, *Director, CREED, Hyderabad*
4. **Ms. P N Vasanti**, *Director, CMS New Delhi*

Thematic Paper Session – 4 (11.15 am-1:30 pm)

Governance, Democracy & Culture

Selected paper presenters:

1. “Information, Communication & Technology (ICT) in Development: The Experience Of West Bengal”- **Subrata Dutta**, *New Delhi*
2. “Media Utilization in Development Communication” - **Snehasis Sur**, *Independent Journalist, Mumbai*
3. “Documenting the Socio-Cultural Expression of Rural Communities for Religious Harmony: Learning Avenue for Multicultural Global Citizenship” - **Govind Dhaske**, *Local Knowledge Saviours, Thane, Maharashtra* & **Mr. Somdutta Nhavakar**, *Shari Academy Mumbai*
4. “Mediating’ the Budget - Consequences for Development” - **Dr. E. Satya Prakash**, *S N School of Communication University of Hyderabad*

5. “The Role of Makkal Television in Promoting Tamil Culture”-- **Uma Maheswari. P.**, *Department of Media Sciences, Anna University, Chennai Tamil Nadu*
6. “Media Ecology, Globalization and Development Communication” - **Saima Saeed**, *Centre for Culture, Media and Governance, Jamia Millia Islamia, New Delhi*
7. “Will a Common Telecom-Market Make a More Communicative South Asia?” - **Nalin Bharti**, *Nalsar University of Law Hyderabad, AP*
8. “Aangan ke Paar (‘Beyond the Courtyard’) - a Platform for Unheard Women’s Voices” – **Lubna Khan**, *BBC WST India*
Discussant – **Prof B P Sanjay**, *Pro-Vice Chancellor, University of Hyderabad*

Thematic Paper Session – 5 (11.15 am-1:30 pm)

Information & Communication Technologies

Selected paper presenters:

1. “The value of socio-cultural animators in poverty reduction, technological knowledge and ICTs”- **Jo Fildes**, *University of Adelaide, Australia*
2. “ICT for Development: A World Vision Initiative in Tsunami affected communities” - **Kalpna Bindu & Paramita Dasgupta**, *CMS New Delhi*
3. “Projecting Indian Village as Enterprise Unit: Commercialising the Traditional Occupations using ICT”- **S B Misra**, *BITS, Pilani Rajasthan*
4. “Village Information & Resource Centers (VIRC): A collaborative approach to introduce ICT based extension for marginalized agricultural communities in dry Zone, Sri Lanka” - **D. L. Chamila Jayashantha**, *CARE International, Colombo Sri Lanka*

5. "Empowering Rural Women and Youth Using ICT in Tamil Nadu - An Exploratory Study of RASI Project" - **Dr. R Subramani**, *Anna University Chennai Tamil Nadu*
6. "Participatory Approach in the Identification of Themes for Local Content Creation: Akshaya Field Researcher's 'FaV' Experience" - **Jancy Francis**, *Akshaya Project, Kannur, Kerala*
7. "Promoting an Inclusive Community in the blogosphere" - **Namrata Bansal**, *Deepstambha- Light Forever, New Delhi*
8. "Opinion Leadership in Indian Villages and Diffusion of E-Choupal" - **Do Kyun Kim**, *Northeastern University, Boston USA, P N Vasanti CMS New Delhi & others*

Discussant - **Sajan Venniyoor**, *UNESCO*

Plenary Session (2.30 pm - 4.00 pm)

ICT & New Media for Development

1. **Ms Jocelyn Josiah**, *UNESCO*
2. **Mr. Basheerhamad Shadrach**, *IDRC*
3. **Mr. Anuj Sinha**, *Department of Science & Technology*
4. **Mr Sachin Sahay**, *GM, ITC E Chaupal*

Workshop (4:00 - 6:30 pm)

Communication for Social Change

by *Alfonso Gumucio Dagron, MD Communication for Social Change Consortium*

Thematic Paper Session - 6 (4:15 - 5:45 pm)

Community Media

Selected paper presenters:

1. "Community video for empowering women panchayat leaders in villages/towns of Bihar: Prospects and problems" - **Sweta Singh**, *New Delhi*
2. "Community Media: Potential and possibilities for Social Change" - **Dr. Kanchan K. Malik**, *S N School of Communication University of Hyderabad*
3. "Campus Community Radio Stations in Chennai-A Listenership Survey" - **S Hemamalini & I. Arul Aram**, *Anna University, Chennai Tamil Nadu*
4. "Community Radio and Livelihood: A study in remote hills of Uttaranchal" - **Atul Sharma**, *Ideosync Media Combine, Faridabad, NCR Delhi*
5. "Kothmale community radio and its role as a provider of mobile media technology to the rural poor" - **Kosala Keerthirathne**, *Kothmale Community Radio, Sri Lanka*
6. "Community Media model in Rural Andhra Pradesh" - **Srinivas Bangaru & Veena Yamini**, *Byrraju Foundation, Hyderabad*

Discussant: **Seema Nair**, *UNESCO*

"Nightingale" -- A Contemporary Dance Ballet by Students of Sarojini Naidu School, University of Hyderabad, Choreographed by Bharat Sharma (7:00-8:00 pm)

DAY 3, NOVEMBER 3, 2007

Plenary Session (9:30 am – 11:00 am)

Program Innovations in Communicating for Social Change

1. **Usha Bhasin**, *Development Communication Division, Prasar Bharati, New Delhi*
2. **Yvonne MacPherson**, *BBC-WST*
3. **Michael' Castlen**, *PCI, New York*
4. **Mr. Ashok Kumar**, *PD, Andhra Pradesh State AIDS Control Society (APSACS)*

Workshop (11.00 am – 1:30 pm)

Learning from the Advertising Industry for Behavior Change

Ms Radharani Mitra, *BBC World Service Trust*

Thematic Paper session 7 (11.15 am – 1:00 pm)

Theme: Sustainable Development

Selected paper presenters:

1. “Study on the Expert - Journalist Communication in Reporting Environmental News in Indian Print Media.”- **Mr. Gokul C**, *Anna University Chennai Tamil Nadu*
2. “Communication at Grassroots” - **Sayeed Khalid Jamal**, *Lucknow Uttar Pradesh*
3. “Role of Media in Environmental Consciousness and Policy Initiatives” - **Malini Shankar**, *Bangalore, Karnataka*

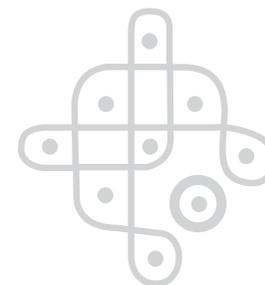
4. “Community Radio as a Tool for Rural Development and Social Upliftment”- **Dr K Thangaraj**, *Kongu Engineering College, Perundurai, Erode, Tamil Nadu*
5. “ICT for Development – Towards a Perspective for Northeast India” – **Joya Chakraborty**, *SN School of Communication, University of Hyderabad*

Discussant: **Prof. Sheela Prasad**, *Centre for Regional Studies, University of Hyderabad*

Plenary Session (2:30 pm – 4:00 pm)

Evolution and Future of the Discipline of ‘Development Communication’ (Valedictory)

1. **Ms Zohra Chatterjee**, *Joint Secretary, Ministry of Information & Broadcasting, Gol*
2. **Prof. Cleofe Torres**, *Dean, CDC Philippines*
3. **Prof. B P Sanjay**, *Pro Vice-Chancellor, University of Hyderabad*
4. **P N Vasanti**, *Director CMS – Vote of Thanks*



CMS Symbols Team

CMS New Delhi

Ms. P N Vasanti

Mr. S Narendra

Ms. Kalpana Bindu

Mr. Rohit Singh

Ms. Dipti Kulkarni

Ms. Priya Verma

Mr. Krishna Rao

Mr. Prakash

Mr. Amrendra Pathak

S N School Hyderabad

Prof. B P Sanjay

Prof. Vinod Pavarala

Dr. P. Thirumal

Mr. Vasuki Belavadi

Dr. Sathya Prakash

Designing Support

Ms. Ivy D' Souza



Centre for Media Studies (CMS) is an independent professional forum engaged in research, policy advocacy, advisory services and programme evaluation. CMS endeavors for accountability, responsiveness and transparency in policymaking and public systems and services. CMS initiatives, debates and dialogues on important public issues are well appreciated nationally.

CMS is an inter-disciplinary professional body with a wide range of concerns and capability in areas of communication studies, environment, social research, social development, public opinion research, training and performance appraisal. CMS initiatives with regard to regulatory framework, including in the media sector, are well known.

Over the past 18 years, CMS has taken up lead initiatives in evolving citizens' charter, social auditing, capacity building, transparency in public utilities, electoral reforms, information equity, good governance and campaign strategies. CMS Media Lab that specializes in tracking electronic and print news media trends and its analysis has come to be recognized by media and communication experts.



CMS Academy is another dimension of the organization's continuing engagement with issues of public concern. It has been conducting symposia and seminars, offering training programmes for official functionaries and persons in the non-government sector in a wide range of fields such as behaviour change, communication design for social development, social marketing. CMS Academy is now setting out to tap more into the resources, research and public advocacy background and formally launch into a full fledged professional educational and training entity known as the CMS Academy of Communication and Convergence Studies offering programmes which aims to make a difference to the professionals and the emerging media scene. (www.cmsacademy.org)

Centre for Media Studies (CMS)

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The Communication Discipline of the School offers a highly rated two-year Masters degree in Communication as well as a Doctoral programme. Rooted in the television boom of the 1990s, the department's skill base is in video production.

Along with rigorous training in the craft, the programme has a strong theoretical curriculum that fosters critical thinking among students. The department is poised to offer four different streams at the Masters level, viz., radio and video production, print and new media, advertising and corporate communication, and media studies. The department pioneered a holistic approach to the study of communication and development in the country and has distinguished faculty members who have played a role in policymaking both in media education as well as in expanding institutional spaces for media practice. The research areas of the faculty include, among other things: political economy of new media, community media, historiography, cultural studies, print cultures, digital production pedagogies, and cinema.

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Finding a Voice: Making Technological Change Socially Effective and Culturally Empowering

Finding a Voice is a network of fifteen local community media and ICT initiatives across India, Nepal, Sri Lanka and Indonesia. Local embedded ethnographic action researchers work in each of these initiatives, with the goal of understanding how creative engagement with ICTs can be both effective and empowering for positive social change.

Information and Communication Technologies (ICTs) can contribute to the development of marginalised communities, but they need to be introduced in ways that recognise local social networks and cultural contexts. This research takes a participatory approach, aiming to empower people through finding their own ‘voice’, which is defined as: inclusion and participation in social, political and economic processes, meaning making, autonomy and expression.

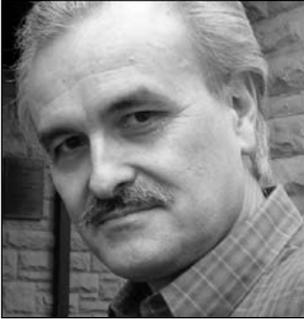
One of the main aims of Finding a Voice is to investigate the most effective ways of articulating information and communication networks (both social and technological) to empower poor people to communicate their ‘voices’ within their communities. Research investigates opportunities and constraints for local content creation (content created by and for specific local communities) for the development and communication of ideas, information and perspectives appropriate to those communities.

Finding a Voice has two main activities and outcomes:

1. Ethnographic Action Research (EAR) - a research and development methodology for improving the effectiveness of community-based media and ICT centres.
2. Participatory local content creation - a variety of content creation activities are being undertaken and researched across the ICT initiatives and a transferable set of principles and processes for participatory content creation is being developed.

Using ethnographic principles and methods along with participatory techniques to guide the research process and action research is used to link the findings back in to the initiative through the development and planning of new activities. Twelve local EAR researchers are embedded in the 15 community media and ICT initiatives. The idea is to build the capacity of these centres by giving them the skills to conduct ongoing action research that will help them become more effective. At the same time, experimentation across the sites with mechanisms and tools for participatory content creation continues. The embedded researchers are both feeding into and reporting and reflecting on these content creation processes.

The project is a collaboration between Queensland University of Technology, University of Adelaide, UNESCO (New Delhi) and UNDP (Jakarta) with support from Australian Research Council.

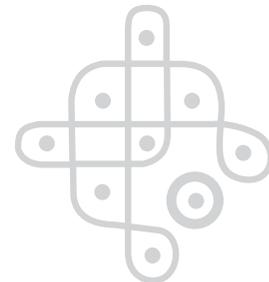


Mr. Alfonso Gumucio-Dagron
*Managing Director, Communication for
 Social Change Consortium*

“ I celebrate the leadership of India in calling for the first global conference in Asia on Communication for Social Development. Many previous international events on this topic have taken place in the Western world, including the World Congress of Communication for Development (WCCD) in Rome, in 2006. This seems to be the first opportunity to turn things around, allowing the global South to facilitate the interactions. The experience of Latin America, Asia and Africa in developing communication processes for social change that go beyond a conventional media-based approach, has been enormous during the past 50 years. We have learned that communication for social change is a process of participation, and not the accrual of messages and information. We have a clear leadership in terms of experience and reflection. This conference will help to develop it further, on the basis of strengthening South-to-South exchanges. ”

Alfonso Gumucio (Bolivia, 1950) is a development communication specialist and author with wide experience in Africa, Asia, South Pacific, Latin America and The Caribbean. Mr. Gumucio is the Managing Director for Programmes at the Communication for Social Change Consortium, and previously worked for seven years with UNICEF in Nigeria and Haiti. He served several other United Nations agencies as an international communication specialist, as well as The Rockefeller Foundation, Conservation International and AusAid.

He is the author of many studies on communication, and has also published several books of his poetry and narrative. Among his books: “Communication for Social Change Anthology: Historical and Contemporary Readings” (2006), “Making Waves, participatory development for social change” (2001), “Conservación, Desarrollo y Comunicación” (1990), “Las Radios Mineras de Bolivia” (1989), “Comunicación Alternativa y Cambio Social” (1989), “Popular Theatre” (1995), “El Cine de los Trabajadores” (1981) and “Les Cinemas d’Amerique Latine” (1981).





Dr. Arvind Singhal
Professor, University of Texas

“ *This conference provides a forum for scholars and practitioners to come together to move practice and scholarship on communication and social change onward and upward.* ”

Dr. Arvind Singhal is Professor in the Scripps College of Communication, Ohio University, and from Fall, 2007 will be the Samuel Shirley and Edna Holt Marston Professor of Communication, and Senior Research Fellow, Sam Donaldson Center for Communication Studies, University of Texas, El Paso. His teaching and research interests lie in the areas of diffusion of innovations, organizing and communicating for social change, and the entertainment-education communication strategy. He is author or editor of eight books and three of Singhal's books have won competitive awards. In addition, he is author of some 85 scholarly articles in journals such as the *Journal of Communication*, *Communication Theory*, *Communication Monographs*, *Journal of Broadcasting and Electronic Media*, *Communication Quarterly*, *International Communication Gazette*, and over 30 book chapters.

Prof. Vinod Pavarala

Dean,

*Sarojini Naidu School of Performing Arts, Fine Arts & Communication,
University of Hyderabad*

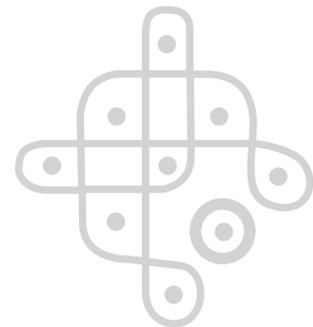
Vinod Pavarala is Professor of Communication and Dean, Sarojini Naidu School of Communication, Hyderabad. After completing a dual Masters in Communication & Journalism and Sociology, he obtained his PhD from the University of Pittsburgh, USA. He has taught at the University of Pittsburgh, Virginia Tech (Blacksburg, USA), and the Indian Institute of Technology, Mumbai, and has been a Visiting Fellow at Princeton University. For over five years he has been one of the leading campaigners for a national policy on community radio in India and has played a significant role in the drafting of the policy approved by the Union Cabinet in late 2006, permitting community-based organizations to start their own radio stations. Pavarala is the author of *Interpreting Corruption* (Sage, 1996) which looks at the social construction of corruption in India. His book, *Other Voices: the struggle for community radio in India*, co-authored with Kanchan Kumar Malik, is due from Sage Publications in July/August 2007. In addition, he has published a number of articles on participatory communication and development and community media.



Dr. N Bhaskar Rao
Chairman, CMS

“ *The Conference on Communication in November 2007 is going to be a landmark event for all those engaged in social development, development communication, reforms communication and concerned with global media policies and shifts in the media paradigm sweeping developing countries. There is so much to share, debate, experiment and explore in these areas. I am sure the Hyderabad Conference is going to be more than symbolic towards a new coalition, exploring synergies and in putting the issues on a more serious pedestal or perspective.* ”

A pioneer of social research in India and an eminent mass communication expert with 40 years of distinguished background, Professor N. Bhaskara Rao is founder Chairman of Centre for Media Studies (CMS) and also founder chairman of prestigious market research and forecasting outfit, Marketing & Development Research Associates (MDRA). He has successfully led several national level consultancy assignments especially in the areas of Health & Family Welfare, Environment, Rural Development, communication strategies, etc. as Project Leader, which have benefited various departments of central and state government and international agencies. The idea of social audit and wildlife & environment film festival, VATAVARAN, are two examples for his ingenuity where research and activism are brought together to serve a larger national cause. His books/monographs/writings over three decades had profound impact on policies, programmes and perspectives of more than a couple of sectors.





Dr. Cleofe S. Torres
Dean,
CDC Philippines

“ *Communication is a natural activity among humans. When deliberately designed to pursue the value goals of empowerment, equity, environmentalism, and entrepreneurship, it acquires the power to be a catalyst for social change. Because social realities differ, then development communication is highly contextual and cultural. There could be as many variants. The common threads that bind this unique process together is that it remains pro-people (referring to the poor, marginalized, and disadvantaged) and pro-choice. We can only initiate and facilitate the process; but the substance of discourse and the final decision rest on the people. I believe that the symposium will be a good avenue to celebrate the rich diversity in the practice of development communication.* ”

Dr. Cleofe S. Torres is a development communicator by education and experience. A graduate of BS and MS in Development Communication and PhD in Extension Education, all from the University of the Philippines Los Banos (UPLB), she spent most of her years applying the art and science of development communication in the natural resources, environment, agriculture, and health sectors. Having been trained also in rural sociology, she conducted studies on sociological interventions for eradicating poverty and enhancing environmental integrity especially in upland areas.

Dr. Torres has written articles on social aspects of upland community development; books on communication planning, monitoring and evaluation, social organization and mobilization; manuals on e-facilitation and interactive learning. She has also presented a number of papers in local and international conferences on the concept and practice of communication for development in varying contexts.

Likewise, she also rendered consultancy services for USAID, FAO, IDRC, JICA, ADB, EU, DANIDA, World Bank, and ITTO. She has worked in Cambodia, Vietnam, Thailand, Indonesia, and Myanmar and has traveled to Taiwan, Malaysia, US, Switzerland, and Rome, Italy as part of her participation in trainings and conferences.

While she spent almost half of her career as a researcher-cum-community development worker at the then UPLB College of Forestry, she is now an associate professor and dean of the UPLB College of Development Communication.

ABSTRACTS

Thematic Papers

Aangan Ke Paar ('Beyond The Courtyard') - A Platform For Unheard Women's Voices

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Aangan ke Paar' [Beyond the Courtyard] is a radio programme in Hindi which provided a platform for hitherto unheard women's voices in Uttar Pradesh, Bihar and Jharkhand. Produced by BBC World Service Trust, and broadcast from October 2006 to April 2007 by All India Radio and the BBC, it focused on women's empowerment and health issues.

The programme was a thirty-minute weekly, mainly factual, and magazine style. Central to it was the contribution of twelve women development workers, from the three states, who gathered stories and voices from their communities, which then were broadcast to a wider audience. Efforts were made to establish interactivity with the audience through letters, listener groups, promotional activities and rigorous audience research. Findings from evaluation studies indicate that the local voices gathered by the reporters strongly resonated with the audience, and that the programme has had a positive impact on regular listeners.

A Study of HIV/AIDS in India

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India has over 60 percent of the continent's estimated HIV infections with approximately 40 percent of the Asia's population. Although, overall prevalence remains low, even relatively minor increases in HIV infection rate could translate into very large numbers of people becoming infected.

With an estimated 5.7 million people living with HIV/AIDS, India has the highest HIV/AIDS prevalence in the world, according to the UNAIDS at the end of 2005. (HIV/AIDS Policy Fact Sheet, September 2006)

The first case of HIV/AIDS disease was documented in India in 1986. Then, the Government of India established a National AIDS Control Organization (NACO), which was managed by the Ministry of Health and Family Welfare in 1989 to deal the National AIDS Control Programme (NACP).

The Present study reveals that with the declining trends of HIV/AIDS to provide better HIV/AIDS services/health impute activities in future.

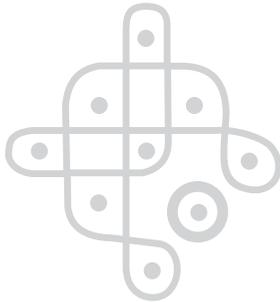
“Differentials in Infant Mortality Rate: A Study of Selected States in India”

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However, nearly 5 million neonates die each year in the world, of which 96 percent are in developing countries. In India Neonatal Mortality contributes 60 percent in the Infants Mortality. Empowered Action Group (EAG) states, which are demographically regressive and area lagging behind in development, have Neo-natal and Infant Mortality higher than the national average.

Based on the estimates of Infant Mortality Rate available through the Sample Registration System (SRS), present study measures levels and analyses trends in inter-state inequality in the probability of death during infancy in India and the seven selected states by rural and urban residence for the period of 1995 through 2005. The analysis reveals that with the declining levels of Infants Mortality, the absolute inter-stated inequality in the probability of death during infancy has also decreased for the country.



Effects of Mass Media on Knowledge of AIDS in Indian States

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Mass media is one of the prominent developments in communication achieved by human being. It is very powerful in contemplating and plays very vital role in enhancing the life style of the people. The objectives are to study knowledge of basic information about AIDS among the people with access to different source of information with special reference to mass media; and to see the controlled effect of media on knowledge by controlling background characteristics and the factors showing accessibility to mass media. Data for this study is from National Family Health Survey 1998-99 which provides information on 90,303 ever married women in the age group 15-49 years. The result shows that mass media plays a prominent role in being a source of knowledge of AIDS in almost all the states. Among different mass medias, television is most dominant in many of the states. Even the percentage exposed to posters/pamphlets is considerably high in many states. Percentage of women with higher knowledge is those who are exposed to mass media as a source of AIDS compared to other sources of information. The overall conclusion shows that mass media is a good source of outreach of sensitive issues to the people than any other sources of information.

Experimenting with Magazine EE Format: The 'Kalyani' Experience

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Doordarshan has been a crusader in the area of development communication, more particularly in the area of health and well-being. For a long time the institution was addressing particular aspects of health like family planning or specific diseases control programmes. Kalyani by looking at health as a composite of many inputs and outputs touching the daily lives of the people belongs to a new genre of participatory dialogue based communication. It has vastly benefited from the experience of its many predecessors and tries to meet in a very flexible format the diverse communication needs of a federal nation in which the subject of health is assigned to the states. In its attempt to create a constituency for itself and the broader issues of health as human well being, it has overcome the development communication problems posed by clutter.

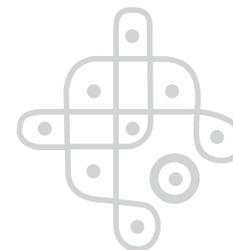
Implementing Information Management Systems in Primary Health Care Sector: Challenges & Prospects - Experiences from a Case Study in India

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Health care sector is very complex and different from other sectors due to the high level of unpredictability in processes. For ex, an epidemic might break out, or emergency situation may suddenly occur and totally change the schedules of trajectories. The available resources in terms of drugs and equipments might also affect the articulation of work. Articulation here refers to collaboration and reaching common understanding which is imperative in this field. Introducing computers and implementing health information management systems requires not only new work practices which are quite challenging but also to make the implementation process sustainable organisational issues have to be taken in to consideration.

Using case study as a method this paper will highlight the prospects as well as the different challenges faced both by the implementation team and the users in making the project a sustainable one.



On the Inside Looking in: Youth Involvement with HIV/AIDS Related Programming and HIV/AIDS Related Stigma

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HIV/AIDS related stigma has great bearing on the quality of life of People Living with HIV/AIDS (PLWHA) and heavily affects HIV prevention, care, and treatment efforts. In stigma reduction efforts worldwide, programmers are finding that levels of stigma are high within HIV/AIDS related organizations and their interpersonal networks and that this is affecting their ability to provide care, services, support and education. No such data has yet been systematically gathered and analyzed in India. In this analysis, tabular and regression analysis of quantitative survey data from a snowball sample of youth involved with HIV/AIDS related programming and randomly sampled non HIV-involved youth. Involvement with HIV/AIDS related programming is not related to having lower levels of HIV/AIDS related stigma in youth populations. Gender and education are associated with stigma: females and more educated individuals report less agreement with stigmatizing statements. Further, the number and types of partners are different for HIV involved and uninvolved youth. All these findings have implication for how HIV/AIDS programming – specifically that pertaining to stigma reduction - should be undertaken.

Participatory Health Communication Research: A Study on Anemia in the Kumaon Division of Uttarakhand

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This participatory health communication research was carried out in the Kumaon division of Uttarakhand with an objective to identify the health and nutrition information needs of women and develop participatory message on the identified need.

The Participatory Action Research was at the core of the research methodology. The study was conducted in two phases to gather quantitative and qualitative information respectively.

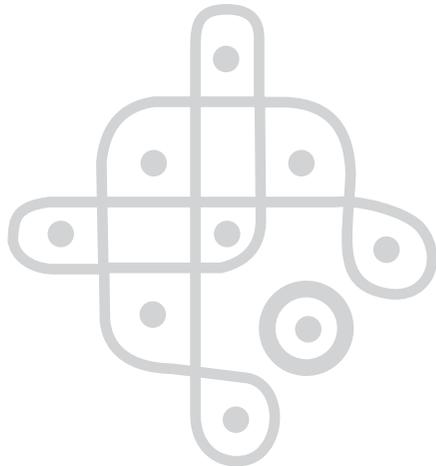
Irrespective of the age group, caste, family type, family size, source of information, etc., the level of awareness regarding health issues in general and anemia in particular was very low. People do not perceive anemia a problem at all even though almost everyone is suffering from anemia, partially or completely. The study reiterates that the participatory message development process is a dynamic and not a static process. The process should be planned with in-built flexibility so that the process can adapt itself to the demand of the situation.

Quiz as a Strategy for Advocating Adolescent's Health Issues-An Exploratory Study

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The present study entitled "Quiz as a Strategy for Advocating Adolescent Health Issues- An Exploratory Study" was an attempt to assess the effectiveness of quiz as a strategy for imparting information on sensitive issues related to adolescents reproductive and sexual health. The study explored the perception of students regarding quiz as a strategy, assess the gain in knowledge amongst adolescents after pre-quiz activities.



Television Exposure and Knowledge of HIV Transmission and Prevention Among Youth in New Delhi, India: Qualitative And Quantitative Findings

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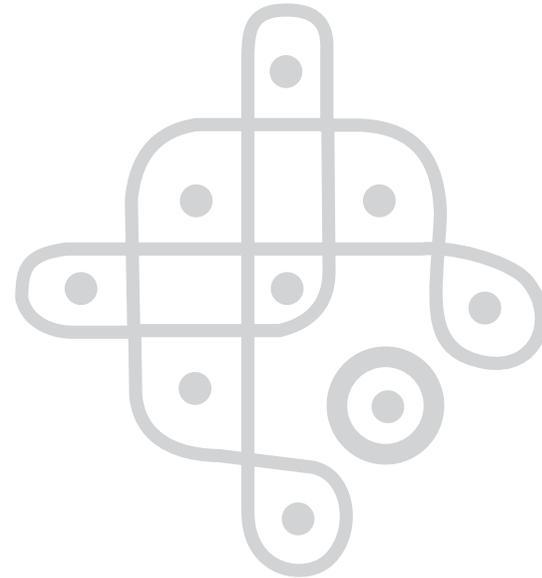
One in three AIDS cases in India is in 15-29 year age group. A key element of the National AIDS Control Policy (NACP) has been the use of mass communication strategies – including television and cinema – to increase knowledge of HIV transmission and prevention. Little is known, however, about the content of these media products, whether they are recalled, and their relationship to HIV knowledge. To determine this, content analysis was undertaken of televised media products (N=79) recently released in Delhi and a quantitative survey data was administered to a random sample of Delhi youth (N=430). Thematic coding, descriptive tabular analyses and multivariate logistic regression techniques were employed. There is great emphasis in media on condom use, reflected in high message recall of condom messaging (those recalling messaging are almost five times as likely to be aware that condom use prevents HIV). The proportion aware of HIV transmission modes is upwards of 85% and over 80% are aware of HIV prevention modes. However, sizeable proportions harbour misconceptions around prevention. These findings have bearing on the how HIV education can be undertaken on the one hand, and the targeting of mass media approaches on the other.

The Burden of Maternal Mortality in India

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Reduction of maternal mortality ratio is one of the policy goals articulated in National Rural Health Mission. All interventions for the reduction of maternal mortality should be aimed at 1) preventing teenage pregnancies and unwanted pregnancies in the population, 2) reducing the incidence of complications of pregnancy and childbirth, and 3) reducing death/disability for women with complications. In addition to preventing unwanted pregnancies through family welfare programme, special efforts are needed to focus attention of providing all components of antenatal care to pregnant women, promoting institutional deliveries under medical supervision and developing an efficient management system whereby complicated pregnancy cases are attended to through appropriate referral system with good transportation network. The intervention programmes also need to focus on provision of safe and legal abortion services, improvements in emergency obstetric care, training of birth attendants, nutrition programmes for young girls and mobilization of the community for making motherhood safer.



Campus Community Radio Stations in Chennai – A Listenership Survey

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Nowadays, community radios are been encouraged by the government of India. Added to Anna FM and MOP FM, Loyola College has started a FM station in Chennai. Apart from universities and other educational institutions, of late NGOs have been given approval for starting FM stations. This atmosphere has raised many queries among the communication researchers. Community FMs are said to be broadcast for the welfare of the society. In the field of education and development as well, Anna FM has taken varies steps to kindle the children in and around the Anna University campus. Its programmes have reached beyond the campus. Volunteers from the university are sent to the nearby households to get the feedback of the respondents. If any household is not having an FM set, the volunteers provide them with the facility and ask them to listen to community stations and observe their actions after hearing them. Community channels can serve as a link with the illiterates and the underprivileged, and educate them in their daily life habits and inform them about the surrounding they live. It not only acts as a social reformer but also as tutor if monitored well. The study is a listenership survey to know the effectiveness of campus community radio stations in Chennai.

Community Radio as a Tool for Rural Development and Social Upliftment

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Community Radio (CR) is primarily established to enhance the welfare and social fabric of common man. The CR can help improve health, nutrition, child care, women empowerment, environment amongst other aspects. The study aims to assess the present level of health consciousness, child welfare, eco-balance, nutrition and attempts to develop radio programmes which would change the mindset of rural people.

The major findings of the study were: a) Mosquitos' eradication, better supply of drinking water and common toilet facilities are the immediate requirement of the community. b) Chikun kunya has afflicted the rural folks greatly off late. c) Self medication seems to be prevalent. d) The villagers do not know adverse impact of pollution. e) To improve the literacy level greater awareness needs to be created.



Community Radio: Not Policy Dependent

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Community radio plays a significant role in facilitating community ownership of development agendas. It also enforces accountability among stakeholders. It is in these contexts, as a means of providing access to communication, particularly for marginalized poor and urban population, that the role of community radio has begun. Today Community Radio is very common in western countries. In India also there are various examples where civil societies have set up their own community radio using All India radio as the broadcasting vehicle. Community radio as a tool for empowering and aware the masses on health and social issues have been used in States like Karnantaka, Bihar, Gujarat, Uttar Pradesh, Rajasthan, Andhra Pradesh and parts of Orissa.

The new community radio policy is a definite proof of the government's recognition of the power of community radio. A lot of credit for the new policy goes to the civil societies.

But do we really need a community radio license policy to prove the effectiveness and impact of community radio. I personally believe AIR is the world's largest community radio. AIR provides the best platform for a community radio intervention as it gives the solution to some of the biggest challenges of community radio—sustainability and reach.

Community Media: Potential and Possibilities for Social Change

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Community-based independent media, such as community radio, participatory video and popular theatre are perceived by media activists and grassroots organizations as a means of enabling rural people to manage their own development and to acquire a sense of control over its course through self-management. This paper fathoms the three significant characteristics that identify community media i.e. community participation, non-profit making, and community ownership and management for an understanding of 'community media' as a conceptual category. The first aspect of community media is explained in terms of its mandate to involve and serve a 'community'. The second feature sets community media apart as an 'alternative' to mainstream media, while the third characteristic links community media to 'civil society'. The paper suggests that these three processes facilitate the shifting of control of media technologies to those excluded and marginalized from the dominant public sphere. This helps to expand the discursive space which could eventually facilitate collective action and offer a realistic emancipatory potential.

Community Radio and Livelihood: A Study in Remote Hills of Uttaranchal

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Livelihood, safe migration, gender disparity, poverty, health are the related issues to migration and these issues are attempt to address by the two active groups supported by Ideosync Media Combine with funding support from UNESCO, Ford, Equal Access – with research support from Adelaide University and QUT. Mandakni ki awaz and Henva vani are the two community radio groups working in Bhanaj and Chamba 200 km apart. In the social development process, community radio is an important initiative in tough to reach areas where the geographical conditions make it one of the best and cheapest sources of communication and information provision. Many issues can be addressed even in far to reach areas and it facilitates community participation. Community radio generates greater involvement of people and helps to identify ways to migrate safely or explore other local means of livelihood in their home districts.

This paper will help in addressing what content should be produced and how community radio can contribute to safe migration process and enhance the information on livelihood opportunities. The ongoing Ethnographic Action Research helps in the content creation process and with more innovative ideas to address the other issues related to migration. The previous research and the data gathered from the previous findings provide more concrete solutions to merge the development gaps.

Folk Media –The Key to Rural Development of India

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Folk Media has a crucial role to perform in the process of socio-economic development of India. It provides an important and indigenous tool in the process of motivating rural masses towards accepting changes that are initiated through various developmental agencies. Born and expressed in the idiom of the people's culture, the folk media consisting of folk theatres, puppetry, story telling, folk dance, ballads serve as important, functional, cultural institutions of communication, entertainment and education.

The folk forms satisfy the innate desire for self-expression, preservation, and dissemination of traditional culture. The wide accessibility, high flexibility, interest arousal capacity, low operational abilities enables it become a potent and a powerful medium of communication. It is effective in dispelling superstitions, archaic perceptions and unscientific attitudes. Practitioners of traditional media use a subtle form of persuasion abound in songs, dance, and drama to promote against social evils. In India, both Governmental and NGOs have been the biggest users of the traditional media.

In the present paper an attempt has been made to identify the existing folk media forms and explore its various dimensions that could be used for developmental activities.

Kothmale Community Radio and its Role as a Provider of Mobile Media Technology to the Rural poor

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Kothmale community radio (KCR) station is equipped with a telecentre which provides computer training, communication services & Internet access to the local community that would help the marginalized with media access and content. Given these services, there are still many challenges. One such challenge is mobility.

KCR is located on top of the hill and there are no frequent affordable modes of transport to reach the center. And even, as KCR caters to a large geographical area, in terms of participation, mobility is an issue. As a result of this challenge a new initiative – eTuktuk – was started to explore possible opportunities to deal with mobility issue in terms of inclusion. The eTuktuk is a mobile radio studio and access point housed within a three wheeler (tuktuk). This paper would attempt to examine the role and capabilities of eTuktuk in participatory content creation.



Prospective Retrospect: Study of Radio Jamia 90.4 FM

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Radio Jamia is one of the pioneer institutions in North India to receive a license from the Ministry of Information and Broadcasting to run a Campus Community radio. It adheres itself to the All India Radio Code.

Radio Jamia FM 90.4 began its 1st trial transmission (live) for 60 minutes on 15th March 2005. The broadcast material was collected from the archives of MCRC, which included old recording of ghazals. The regular transmission commenced from 26th May 2005 for sixty minutes each weekday.

The reach of Jamia Radio is 8-10 km within the campus. The frequency of transmission is 90.4 Hz. The chief purpose is the maximum participation of people living in the neighborhood though the students under the able guidance of Dr.G.R. Syed (Reader and Station Manager, Radio Jamia) and Mr. S.K.Verma (Lecturer) prepare most of the programmes. Radio Jamia is a space that provides an excellent learning experience for the students. Programmes are also produced in collaboration with different groups and organizations in Delhi.

Keeping up with the spirit of participatory and development communication, Radio Jamia conducts dial-outs to percolate to the most impenetrable strata of the vicinity and bring out their problems to light.

Puppets for Change

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Edutainment through local medium over the years has proved to be an effective tool to influence human behaviors in a positive manner.

This research paper is based on evaluation findings from 81 traditional Putlee Tamasha Shows held in two remote districts of Southern Punjab, Pakistan. This medium was selected for its cost effectiveness and local acceptability as means of entertainment. Objective was to increase awareness among married men and women in the districts on maternal and newborn health.

Local puppet show groups were trained to deliver specific MNH messages through their traditional puppet shows. Questionnaire was administered to the viewers at the end of each show. Strikingly more than 90% of the respondents' including males and females liked the show and received message/s related to MNH from the show.

Results propose strategic employment of this edutainment means in similar scenarios for effectively reaching out to communities with health communication messages.

Research in Action: Experiences from a 'Community Media' Model in Rural Andhra Pradesh

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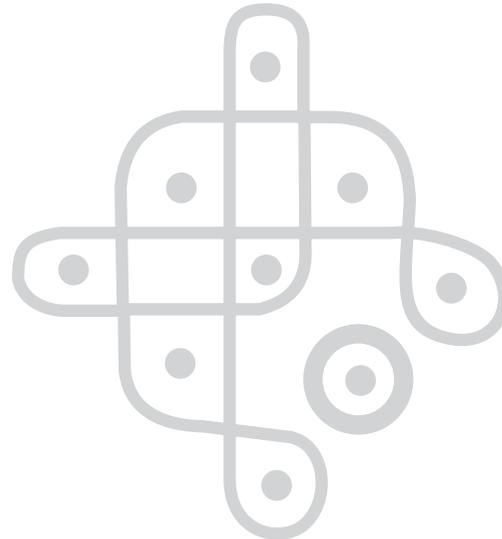
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Byrraju Foundation, Hyderabad

Byrraju Foundation in collaboration with UNESCO initiated an Ethnographic Action Research project called 'Community Television'. It is one of the Community Media models in India where video is being used to 'communicate' with the communities and facilitate the rural communities build a media / informatics of their own.

The paper highlights how the 'Ethnographic Action Research' methodology (a) helped in understanding the communities (and their information needs) better (b) helped in building a unique 'technological and social network' in rural areas (that fosters social capital and trust) and (c) helped in build a 'community media' model for enabling the poor and the marginalized have their own 'voice' and a platform for self-expression. The paper though specially focuses on the research methodology, a brief discussion on the project, its objectives, activities, proposed outcomes and challenges will also find place.





Role of Community Media in Development Communication: Community Radio

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Community Radio a new tool to revolutionise the development of communication all over the country, as the government is set to give more than 50,000 licence and 4,000 to 8,000 by 2008, the stage has been set for this development.

With the help of International organisation, such as UNDP, UNESCO, etc and indeginoius help of AIR, universities, NGOs, it is possible.

The development in community radio will transform the whole country in digital age, including rural and tribal areas. It will bridge the gap between metro cities and village to form a global village all over India, as well connect them with the world.

World is changing, even any major issue happens in other corner of the world concerns us. The community development will be successful only when people living in village and tribal areas know what is the latest technology and development happening in the cities, country and foreign countries.

Children's Rights – Making Headlines

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Increasingly, media is becoming an industry and its audiences are morphed into the 'consumers' role, and in their attempts to sell more, they increasingly sensationalise or tow the popular line - at the cost of their integrity and credibility. In this cacophony, the voice of the marginalised gets muffled – most of all children's.

Children are only seen as either 'cute copies' or 'sensational news'. Child victims are routinely written about in gory detail, violating all norms of decency and privacy rights. Children's Rights are hardly talked about, nor are children provided with opportunities to express themselves.

There is no lack of well formulated International and Regional Declarations and Resolutions on what media policies should be in relation to children. But they remain mostly violated, with violators going unquestioned because neither children nor their guardians have the means or the support systems to hold the media and society accountable.

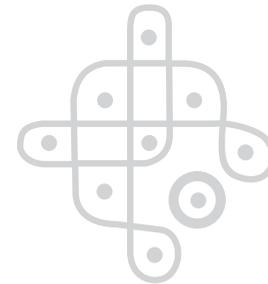
As an organisation committed to advocate children's rights and ensure children's protagonism in order to realise their rights, we, the Concerned for Working Children have evolved A Media Code of Conduct, in consultation with children. It attempts to ensure children's participation in decision-making and governance on all matters that concern them.

Creative Engagement in Marginal Spaces

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Exclusion from new information and communication technology (ICT) in many underserved communities is considered to be a critical problem that forces the attention of development workers, researchers and technologists. These problems demand innovative solutions. Whilst issues of engagement and participation are proving problematic in the field of development communications, this study will focus on the concept of 'creative engagement' as a way of advancing these debates beyond the strict development agenda. This paper describes a new research project that will seek out instances of digital media creation and consumption in low infrastructure areas of India. Researchers from India, Australia and the USA will integrate discipline knowledge from both anthropology and participatory design in order to investigate spaces and communities on the margins of these activities that are struggling to be brought into what UNESCO terms the 'knowledge society'.

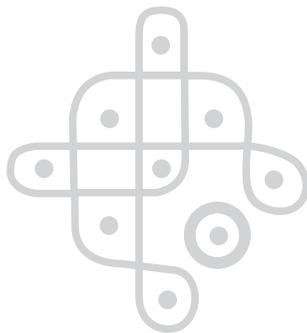


India's International Human Rights Obligations vis-à-vis its Security Legislations: A Paradox

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India may claim to be the largest democracy in the world, but this democracy is of no use for most of its people whose basic rights the state cannot protect. India may have ratified and signed a number of international treaties and conventions on human rights, but the security laws which it has formulated stand in sharp contrast to the ideals of human rights. The draconian legislations like the TADA, POTA, MESA, and AFSPA have violated the principles of the Universal Declaration of Human Rights and International Covenant on Civil and Political Rights, to be India is a party since decades. The security laws have been counter-productive and are short-sighted. The Indian establishment has indulged in 'state terrorism' and is at war against its own people.



Making Content on Domestic Violence in a Male Dominated and Conservative Society

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Domestic violence is a human rights issue. In a male dominated conservative society, largely, women will not come forward to voice their problems. This paper will discuss how content was created with the participation of local community overcoming the above inhibitions.

The paper shows how a researcher cum animator working at the local level, using Ethnographic Action Research methodology, probes: the challenges for content creation on this socially "sensitive" issue; how one of the content formats – digital short stories – were made by children who were witnessing domestic violence; and how cooperating with another local NGO that works on the same issue in the same community helped creating content for the community newspaper.

In addition, the paper will discuss alternative ways of creating personalized content (by children) when the direct victims (women) are hesitant to voice their problems. And, will try and attempt to answer: how effective is this alternative way?

Women's Parliament

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Women's Parliament, Michmoret, Israel

Israel's Women's Parliament is a platform for critical and feminist debates on the prevailing policies and discourse in Israel. Since its foundation in 1999 it held 45 sessions (6 sessions a year), which took place all over Israel. The debates discussed social, economic, political cultural and other topics.

The Women's Parliament sessions promoted some significant initiatives, such as the coalition against pornography; a forum against sexual harassment; Jewish-Arab women's leadership group and more.

The Women's Parliament debates had an evident impact on the public discourse and policy concerning trafficking in women and pornography. It had put on the public agenda issues like the economic discrimination against women in the labor market and their exclusion from power centers.

The Women's Parliament provides public exposure for women with evident accomplishments. They express the multiplicity of Israeli women's voices emanating from a variety of groups: religious, secular, Jewish, Arab, lesbian, Ashkenazi, Mizrahi and others.

Women and Participation: Community Libraries and Social Change

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Social life in Nepal is shaped by gender roles. This paper will explore the way that socialised gender roles and expectations influence the nature of women's participation in the community and in particular their participation two community libraries in Nepal; Jhuwani community library in Chitwan and Agyauli community library in Nawalparisi. The concept 'participation' is broad and in this paper it is discussed in three ways; gender and community, gender and the library, and gender and ICTs. Although they are discussed as three separate issues at the same time these three themes intersect and in this paper I will explore the ways in which they overlap and the implications of this for local women. The findings of the research in Jhuwani and Agyauli are part of an international study about the potential of ICT for poverty reduction. This paper shows how gendered participation in community and social space impacts on the way women engage with ICTs in these two communities. Through raising social awareness around the issue of gender and participation at all levels there is potential to overcome barriers to women's participation in ICT's and increase their presence in the wider community.

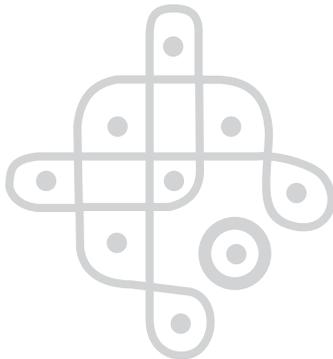
‘By the Students ... For the Students’

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This paper aims at studying the effectiveness of video films produced with participatory approach for teaching Science to Socio-economically underprivileged high school students.

Three workshops each of one week’s duration were conducted in 2006-2007 jointly by the researcher & ‘Swaroopwardhini’ for 75 such students. With low cost video equipment, they were given basic knowledge of skills like video camera operations, editing, direction & script writing using different formats. Under the guidance of panel of Science teachers, these students produced some video clips on different subjects based on their school texts books.

So far educational programmes have been produced by qualified producers & teachers. In this experiment, learners as creative individuals produced programmes with exploratory method for their own benefit.



Communicating Farm Technologies to Farm Women through IMCD for Social Development

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Rathakrishnan. T, Sujhi. G, Gayathri. G and Ramasubramanian. M,

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Rural women form a very significant part of a productive work force in the agriculture sector in India and most of developing countries. Farmwomen continue to be the most important stakeholders in farming activity of India. Still, they have been neglected in the process of communication of latest agricultural technologies. In essence, they have not been considered as potential extension clients.

Efforts are in vogue in different parts of the country to consider rural women as vehicles of rural development. On the other side, population growth and demanding food production are on par threatening food security and sustainability. Hence, rural women who are being organized into groups encouraging thrift habits and credit activities should also be considered as potential farm clientele.

In this regard, a project entitled “Diffusion of Farm Technologies to Farm Women through User-Friendly Interactive Multimedia Compact Disc (IMCD) is being operated at the Department of Agricultural Extension and Rural Sociology, Agricultural College and Research Institute, Madurai.

Community Video for Empowering Women Panchayat Leaders in Villages/Towns of Bihar: Prospects and Problems

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We live in an audio-video world, therefore only words or audio can never create that specific picture in our minds. While there is a lot of excitement floating around the newly liberated community radio broadcasting in India, there are only a few who are talking about the potential of community video as a tool for empowering marginalized people especially women. As the author of 'Participatory Video' Shirley A White says, 'Video programmes should be produced with and by the people, about their social problems, themselves and not just produced by outsiders, when produced by outsiders the professional quality of the communication programmes becomes secondary to the content and process involved in the production of a message or a programme.'

Encouraged by the above idea, I initiated an independent project titled 'MYOWN', an acronym for Making My Own News. The idea was to conduct workshops for newly elected women panchayat leaders from various villages of Bihar to use video as a tool to tell their stories and share information with whosoever was interested in them.

Digital Video: Sharing Lessons for Poverty Reduction

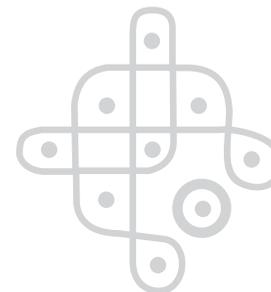
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This paper reflects findings of ENRAP's experiences in the use of digital video as a tool for development over the period April 2004 to February 2006. In working with projects and partners of IFAD across Asia-Pacific region, some of the questions that ENRAP wanted to find answers for are: How could a short training on digital video spread over 10 days support poverty alleviation activities? Would this help improve awareness and appreciation of the medium? To what extent could it build skills, if any? What kind of post-training support would be required and what mechanisms need to be put in place to ensure this? What kind of financial and other support would be needed for the equipment?



E-governance in India: A New Wave?

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The paper explores the use of Information Technology in governance and how e-governance has generated lots of interest and initiatives. E-governance, enabled by IT, requires a fundamental change in how the government operates by constantly reinventing itself by delivering its obligations to the citizens with greater accountability and a responsive sensitivity. Therefore, the quality of e-governance shall eventually depend on the intent of the government and the set of people behind the computers. For an effective and efficient e-governance model, IT deployment has to be backed by flat structures, a healthy work ethos, transparent systems and simple procedures. The paper explores some projects of the Indian government and observes their contemporary status. It finally endeavors to analyze the strengths that have helped these projects succeed as well as the loopholes of effective implementation. Precisely, it is a descriptive research based on extensive survey of available literature on the subject.

Empowering Rural Women and Youth Using ICT in Tamil Nadu - An Exploratory Study of RASI Project

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The purpose of this paper is to examine critically and trace the impact of information communication technology (ICT) in the empowerment of rural women and youth in Tamil Nadu. The paper also details the issues associated with the implementation of ICT in the rural areas and sketch out the success stories of the Rural Access to Services through Internet (RASI) project which is implemented by the state government. The aim of the paper is to explore the possibilities of popularizing the ICT to other part of the country and to explain the problems facing rural access of ICT. This paper makes recommendations to improve the access and uses of ICT. The study included the field visits and in depth interview.



ICT for Development - Towards a Perspective for Northeast India

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There is consensus among various agencies about the social and economic benefits of Information and Communication Technologies in development. Following this basic assumption we have been witness to various ICT projects being launched in developing nations targeting to bridge the 'digital divide', create an enabling framework for the 'marginalized' and promote 'good governance'. Asia has the largest share of all ICT projects in the world, of which 60% are located in India. More than half of these Indian ICT projects are located in the four southern states of Andhra Pradesh, Karnataka, Tamil Nadu and Kerala. Majority of them are Telecentre initiatives providing a variety of services.

The preponderance of ICT projects and initiatives in India seem to be skewed in favour of a few states particularly southern states. This paper attempts to bring forth a perspective from the eight northeastern states of India which in spite of being described as strategically significant, politically unstable, economically underdeveloped and culturally divergent have no significant ICT4D intervention. Through an analysis of the lone ICT/e-governance module operational there and by evaluating it vis-à-vis the unique socio-cultural nuances of the region, questions are raised about usability, adaptability and need fulfillment of such centrally developed uniform plans for ICT4D projects. The questions are relevant and need to be probed through case studies combining both policy options and implementation parameters.

ICT for Development: A World Vision Initiative in Tsunami Affected Communities

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Contemporary information technologies can be used to integrate rural and poor urban communities into economic life. The World Vision India Tsunami Response Team (ITRT) started rehabilitation initiative in the Tsunami affected areas in Chennai, Pondicherry and Cuddalore through Information and Communication Technology for Development. The initiative aimed at having a direct impact of technology on the affected community to bring their lives back to normal. Tele-centers for improving access to information on livelihood were established with basic communication facilities while the schools in the affected communities were given computers. The fisherman folk were given Fish Finders and Global Positioning Systems to navigate their way with ease and mark fishing points. For children in the communities, Child Friendly Spaces (CFS) were started within the villages to help them overcome the Tsunami trauma by spending time with peers while learning and playing. With a view of sustainability the concept of group ownership and community participation were introduced and the stakeholders along with community members were involved in all the programs. Besides monetary benefits this unique intervention paved way for improving the quality of life of all beneficiaries. More so it was a learning experience not only for World Vision but policy makers and others working in the development sector.

Information, Communication & Technology (ICT) in Development: The Experience of West Bengal

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Information and Communication Technology (ICT) is reducing information asymmetries and helping the society to increase responsibility. ICT is also helping align key actions in civil society. The alienation, fragmentation and dislocation of knowledge space make it difficult for creative urges of society at the grassroots level to coalesce. Investment in ICT infrastructure can help to reduce the transaction cost for those whose ability to pay for them is low. A new paradigm of envisioning social change and development are building around in the direction to overcoming information asymmetries.

The coalitions or network of relevant actors in development is evolving very fast. Knowledge has become a means of power for civil society. Knowledge system that enable people to serve, particularly in high risk environment, have involved blending the secular with the sacred, reduction with holism, short-term options with long term ones, specialized with diversified strategies, involving individual or collective material or non- material pursuits.

West Bengal employs a few hundreds extension workers and has a similar number of elected representatives, who have been receiving trainings and regularly updated information related to development. They are the ones who are directly connected with the farming community— helping the resource decline poor farmers, or who lacks market accessibility and knowledge of trend and prices, to get the fair price for their produced goods.

Opinion Leadership in Indian Villages and Diffusion of E-Choupal

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This paper investigated the structure of communication networks among the Indian farmers and analyzed the use of the educational influentials (EIs) to diffuse an innovative farming information source, e-Choupal. Specifically, this study focused on of identifying EIs by using social network analysis and discussed unique attributes of the EIs in the diffusion of e-Choupal in Indian villages.

In order to identify educational influentials (EIs), a sociometric data was constructed by surveys from 225 people in 14 villages in the State of Madhya Pradesh. Based on social network analysis, this study found four communication networks within the social system and identified three EIs. The EIs were Sanchalaks who were selected and trained by the Indian Tobacco Company (ITC). In terms of diffusion of e-Choupal, Sanchalaks were identified as both information sources and opinion leaders. The unique attributes of communication networks and opinion leadership nested in the Indian agricultural communities will certainly contribute to designing opinion leader-based diffusion strategies and conducting social interventions in India.

Projecting Indian Village as Enterprise Unit: Commercializing the Traditional Occupations Using ICT

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Technology and market dominated organized jobs led to aberration of prestige associated to family-endowed occupations. Still the second or third generation professionally occupied service-providers can be encouraged to grow their venture. They are to be motivated and supported to commercialize the avocation. Teaming them up and getting their services delivered to a broad audience are required to be taken up institutionally. A transaction processing system (TPS) can be developed, considering profit – non-profit integration and social capital network. Modular facilitation in ICT can also be devised for single or cluster village approach.

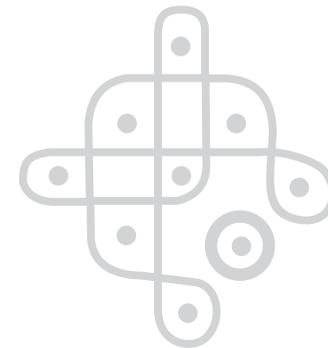
Development initiatives by the NGOs' and CBO's have subsequently generated in-built support and confidence to propagate changes. Achievable results are lagging due to the non-availability of infrastructure and business network. Added to this, is the corruption and pilferage of resources. In the midst of this scenario micro-enterprises promotion through self-help group (SHG) and emerging to show encouraging and sustainable results. This idea speaks of a creative perception of information network, via human actions. This focus a thinking on the innovations in ICT models developed on thrust, exploration, breadth, linkages, support and exchange are intended to endow the technology adopted. For establishing and growing enterprises sustained through age-old traditional occupations at the grass-root, ICT emphasized has a great facilitator in Indian scenario.

Promoting an Inclusive Community in the Blogosphere

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Blogs are the newer forms of communications in the digital space. But already blogs are revolutionizing the whole way we communicate and build communities in the virtual world. This paper deals with how blogs can be effective tools of communication to not only highlight issues related to disability but also how an Inclusive Society can be built both in the virtual world and otherwise. It deals with a study on blogs related to disability conducted by Deepstambha, a virtual volunteer group trying to highlight the positive spirit of the socio-medically disadvantaged. The paper tries to highlight that though not much blogging is happening in disability issues in third world countries, a lot can be done and possible to take up the rights of the persons with disabilities and take up their issues and concerns.



Role of Information and Communication Technologies (ICTs) in Human Development in South Asia

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Technology has been at the heart of human progress, and has been a key feature of human identity and progress right from the days of the printing press and penicillin. 20th century technologies not only improved health standards and food production worldwide, but also had multiplier effects across income levels and innovative capacity. Technical progress accounted for 40-50% of mortality reductions between 1960 and 1990. But today's technology transformations are more rapid than in the past, especially in Information and Communication Technologies (ICTs) areas like processor power (Moore's law), memory storage, bandwidth (Gilder's law), and telecom costs. The Internet - with a projected two billion users in 2007 -- is breaking geographical boundaries, making markets more efficient, and opening up global employment opportunities. But though the market is a powerful engine of technological progress, it is not powerful enough to create and diffuse the technologies needed to eradicate poverty. There are still huge North-South gaps, and divides within North and South as well. This gap is normally called "digital divide". This paper tries to identify the problem of digital divide in South Asia and look into possible options to such technology for the human development of the people in the region.

The Value of Socio-cultural Animators in Poverty Reduction, Technological Knowledge and ICTs

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From the early days of agricultural extension to more recent incarnations of the 'ICT/information worker' or 'socio-cultural animator/mobiliser' a common thread exists in the perceived value of such workers acting as an interface between various types of technological knowledge and ICTs and the poor. Increasingly 'interface workers' are helping to facilitate connection between ICT initiatives and the poorest, partly in response to ongoing concerns that the poor are excluded or 'self-exclude' themselves from involvement in ICT initiatives such as telecentres or community multimedia centres. This raises the question of what 'added value' such 'interface workers' add in the context of ICT initiatives? To what extent do they act as a bridge to the communication and information needs of the poorest within the communities in which they operate? Further, to what extent do such workers provide an opportunity for the poorest to become involved as 'users' or 'participators' in new ICT services?

Clearly a concern with any human interface placed between the poor and a service is the extent to which the 'inclusion' results and social distance (between service providers and the poorest) is reduced. In addressing these questions, this paper will draw on data derived from the UNESCO/UNDP funded Finding a Voice project, which is examining the role of embedded social research in the context of community ICT initiatives across South Asia and Indonesia.

Participatory Approach in the Identification of Themes for Local Content Creation: Akshaya Field Researcher's 'FaV' Experience

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Kerala, even though, the only total literate state in India is experiencing a digital divide to a considerable extent. In this background, The Akshaya Project, aims to impart basic knowledge about the internet and computer technology to broad segments of the populace, thereby assisting to bridge the digital divide, and has already earned a name as one of the most ambitious ICT education and development programmes. The ultimate objective of the collaborative venture – Finding a Voice (FaV) – has been to develop a community web-portal for social development, using Ethnographic Action Research (EAR) as the core methodology in facilitating the identification of themes and issues for local content creation.

The FaV experience in Akshaya through EAR has provided unique insights and ideas in the process of identifying the possible themes and the core issues for content creation. This paper will briefly recapitulate the researcher's experience whilst eliciting the usefulness of different participatory tools in the process, and substantiate through examples the significance of participatory approaches in the identification of possible themes for content creation in ICT initiatives with a focus on social development.

Village Information & Resource Centers (VIRC): A collaborative Approach to Introduce ICT Based Extension for Marginalized Agricultural Communities in Dry Zone, Sri Lanka

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Adopting Information & Communication Technology (ICT) for agricultural extension is increasingly becoming popular and effective worldwide. Dry Zone Agricultural Development Project (DZADP) executed by CARE INTERNATIONAL-SRI LANKA introduced an "inclusive" programmatic approach in order to promote ICT based extension for marginalized agricultural communities in the dry zone, Sri Lanka. While assuring optimum contribution from local actors, the system was institutionalized for better continuity. DZADP encountered various challenges while reaching poorest of poor with ICT. Village Information & Resource Centers (VIRC) were established with basic information & communication facilities & while setting up two feeding Information & Resource Hubs (IRH) at the higher level. In view of sustainability and aiming an effectual resource mobilization, DZADP incorporated all stakeholders concerned, since the very first step of the process. An instant adaptation of stakeholders as well as end-users to the approach couldn't be experienced but through wide array of strategic interventions this situation could be overcome. Program became a platform for a conversation within the organization and among project partners, academia, and district level policy makers over structural, social factors involved & should be envisaged further, but not merely about ICT.

Answering the Critics: The Potential and Limitations of Communication and Learning Strategies as Practical Responses to Post-development Critiques

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The knowledge agenda in development incorporates learning from experiences and the communication of perspectives to better inform development action. This is partly a response to post-development critiques, and the recognised need to promote new paradigms that are based on the knowledge and experience of the marginalized. This paper explores the potentials and limitations of the knowledge agenda in achieving these ends. It argues that while increased communication between different development actors has improved as a result of organizational learning and networking strategies, limitations of the knowledge agenda prevents this from influencing development discourses in substantial ways. This is due to: a disjuncture between practice and rhetoric; a lack of attention on the learning requirements and contexts for smaller development agencies; insufficient reflection on learning within the constraints of discourse; and a focus on organisations to the detriment of seeing how knowledge is generated on a sectoral level. The generation and support of alternative paradigms of development requires that communication and inter-organisational learning strategies overcome these weaknesses.

Effective Communication Method of School Education: A Study

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Communication planning is an integral part of planning for sustained development. The development of Human society has largely been due to its ability to communicate information and ideas with each other and to use such information and ideas for progress. In the age of globalization and information, education is a major indicator of human development. Unfortunately, India, a nation of one billion has the dubious distinction of having the largest single illiterate population in the world.

India said to be a Land of Villages and agriculture has a large segment of rural illiterate population i.e. 43.3% against the urban rate of illiteracy of 19.9%. India has seen massive expansion in School education under the popular programmes from “operation Black Board” to Sarva Shiksha Abhiyan”. Today there are near About 6.50 Lakh primary schools, 2 Lakh middle schools and 1.20 Lakh secondary and senior secondary school in India. One of the perennial problems of school education in India is the unusually high dropout rate. According to statistics, a whopping 40.25% and 54.53% of children dropped out from the primary and higher primary grades respectively. Interestingly, the drop out rate was more among girls. The Fact that nearly 30.58 million children in the age Group of 6 to 11 years do not go to school is alarming. So, Question is this what is the proper solution of this problem?. Firstly, we are identifying effective and interesting communication channels in primary education systems.

Ethnographic (Per)versions and Creative Engagement through Locally Created Content

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In this paper I present some key findings from Finding a Voice, a multi-sited ethnographic study of - and experiment in - local content creation. We have established a research network across 15 local media and ICT initiatives in India, Nepal, Sri Lanka and Indonesia. Twelve local Ethnographic Action Researchers are embedded in these initiatives. We aim to build the capacity of these initiatives by building capacity to conduct ongoing action research that will help them become more effective. At the same time, we are experimenting across the sites with mechanisms and tools for participatory content creation. The embedded researchers are both feeding into and reporting and reflecting on these content creation processes. Terms like creative engagement are necessary to describe the ability to create and manipulate multimedia content in ways that serve vernacular interests and enable relatively autonomous cultural participation.

Importance of 'Contextual' Education: Adivasi Children in Andhra Pradesh

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Bhanumati Balamitra

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Education for every child has been one of the fundamental rights and it is even more so for Adivasi children who need to integrate themselves into the mainstream and make a decent living in the world outside, without losing sight of their rich cultural heritage.

Samata, an organization that works for tribals in Andhra Pradesh has taken up this challenge of providing not just format education but one that does not lose the context in which tribals live. Tribals' life revolves around nature with agriculture, farming and forest produce being primary.

Keeping this in view a model school called Balamitra Badi along the lines of Waldorf education in Germany, has been introduced in Visakhapatnam under the aegis of Samata. The idea is to evolve a curriculum that is different from regular formal schools that can be introduced in all government schools that cater to tribals.

Use of communication tools for social and cultural preservation of tribal life has also been successfully implemented although in a small way.

Radio Broadcast -A Tool for Education and Development: Experiences from Gyan -Vani

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The potential of modern communication technologies has a direct bearing on the education system. If thoughtfully and judiciously used, communication technologies can massively and meaningfully extend educational opportunities and improve the quality of education. The turn of the century has brought a paradigm shift with respect to broadcasting of educational programmes in India, both in Radio and Television. An exclusive free to air cable TV channel dedicated to education called Gyan Darshan was inaugurated on 26th of January 2000.

Later on IGNOU was identified as the nodal agency for coordinating and operating Gyan Vani, the educational FM radio network of the country. In the first phase 40 Radio Stations are to be established. On 7th November 2001 the first FM Radio Station was inaugurated at Allahabad. Up till now 26 stations have started functioning and others are in pipeline.

Gyan Vani programmes and interactive sessions are mainly in the local language and highlight the issues of that region. Each station is an independently functioning set up with sufficient autonomy and guided by a local steering committee of representatives from different stakeholders. Central linkages are only for policy planning monitoring, budgetary and administrative support.

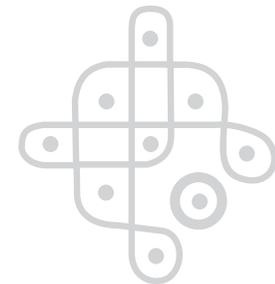
'RTI' Strategy For Educational Development

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'RTI' (Radio, TV and Internet) application is an important strategy for educational development. This RTI also ensures "Right to Information" on learning through mass media. The different forms of mass communication systems has varied and interrelated functions to perform towards improving the quality of teaching-learning process and spreading it to the various parts of the country. RTI has eliminated various educational disparities among the rural-urban, regular-distance modes and medium of instruction in the developed countries. In developing countries these disparities are still high. In countries like India; there is scope for tremendous expansion of RTI facilities. At present India has a large Radio and Television network and Internet connectivity. Expansion and greater utilization of the existing RTI facilities would provide further opportunities towards sustaining education among students who are disadvantaged all over the country.

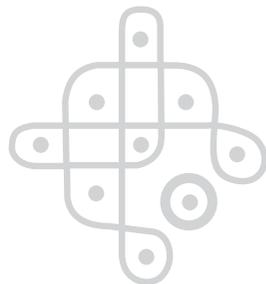


Capacity Building on Health Reporting Among Vernacular Journalists

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A comprehensive media monitoring analysis and survey among journalists on the quality of HIV/AIDS reporting in India indicates that the HIV/AIDS news stories are basically event based and lacks in-depth analysis. To have strong health story ideas, journalists should have a basic understanding of the issue from different perspectives including the understanding of ongoing medical innovations and experiments. However, the Indian media training scenario doesn't support the working journalists in general and vernacular journalists in particular to improve their skills on health reporting. With the experience of previous exercise, this author suggests the blended learning methodology would be highly feasible to meet the demand for health reporting training requirement for vernacular journalists. A health journalism course structure has been proposed in this paper.



Documenting the Socio-Cultural Expression of Rural Communities for Religious Harmony: Learning Avenue for Multicultural Global Citizenship

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This paper is an attempt of advocating the secular traditions developed by rural communities towards collective socio economic and cultural wellbeing. The global process of intercultural transactions among diverse countries has been significantly seen with religious angle inherent to it. Due to multiple developmental disparities the process of globalization creating disharmony among countries as well as various excluded social groups within countries with religion as visible identity feature. This signifies an objective enquiry of the issues surrounding the religious harmony and promoting innovative peace making approaches through the conscious use of participatory media. The paper documents the reflections based on the qualitative interaction during the photo shooting of the historic festival of Muharram in a developing village in south west part Maharashtra state in India. The paper is aimed at function as tool towards intellectual stimulation about the various pertaining issues around social harmony in various institutional domains.

“Ethical Representations and Stereotyping of Women Artist in Media under Question – A critical Review of Tamil Mainstream Media”

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Anyone with good potential can sustain in the Cinema industry irrespective of age, gender or creed, such a talent gets the attention of the crowd and meets up healthy competition. Many male artistes dominating the Tamil Cinema industry who have successfully completed at least two decades of stardom have proved this. Many heroes after holding a predominant position in the Cinema industry attempt to flicker into politics, Tamil Cinema gives a very big hype and privilege to such attempts. Invariably all media do help them in such “image-building”.

On the other hand, ‘news’ on Women Artiste that have been occupying the pages or grabbing the attention of media are nothing but their (personal) problems turned ‘sensational commodities’ to make a higher bidding in the ‘news’ market. In the name of freedom of speech, the media claim the right to represent women as they wish.

Because the present social and legislative structures do not actually reflect feminist perspectives, when women speak out on controversial issues such as pornography, the mainstream media practices and interpretations find it difficult to accept that women are not speaking from within the traditional ‘conservative’ framework.

Media Ecology, Globalisation and Development Communication

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Much of the commonsensical debate surrounding development communication is regarding the media tools and techniques that can bring about social development by being easily understood, propagated and accessed. Efforts are being made to invent and invest in technologies that help reach ‘the last mile’. No doubt new media have an unlimited development potentiality but conventional mainstream media should not be forgotten in this digitised informatisation euphoria. Building information societies is the key to development today but one has to be wary of the ‘global cultural bazaar’ and cultural imperialism.

Even as the field of development communication has undergone major paradigm shifts fresh questions need to be addressed if development communication, a discipline that has been historically ignored by the practitioners of mainstream media, is to be made successful. It has to look beyond a few citizens-based initiatives and find creative ways of asserting itself in the increasingly mediated public sphere.

Media Utilization in DevCom

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All inclusive development, either by government or by NGOs and CSOs is the need of the hour. It should have people's involvement and participation for which awareness is to be created through media.

Media is run by profit maximizing motive and suffer from steep competition. They have their own agenda, which does not match with that of development.

Understanding this, a professional approach to utilize media for creating a congenial atmosphere for development is to be taken up by packaging the development related information suitable to media. IEC component has to become an integral part of development. Information also creates transparency and good governance of the development.

The proposed paper will examine the above along with examples and also with some cases where lack of information and transparency led to various problems including that of law and order and causing the abandonment of the development projects as a whole.

“Mediating” the Budget – Consequences for Development

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Budget is one of the important practices (symbolic & rhetorical) of modern nation states. 'Live' telecasts, 'in-depth' coverages in news papers and magazines mark its happening. Even till date, in spite of the departure from Nehruvian socialism, annual budget is the biggest development initiative in our country. Communicating the initiatives in the budget is the responsibility of the media. But, the media, which is entangled in a web of commercial interests, seems to stand for the corporate rather than for the individual.

This paper reflects on the 2007 budget issues of three leading general interest and three leading business magazines. All these magazines expressed their thorough disillusionment and frustration, with the budget in their cover page articles and editorials. And this happens to coincide with the government's supposedly positive response to the demands for financial inclusion in the light of criticism against increasing economic inequalities, post-liberalisation and globalisation. The apparently huge allocations made for rural employment guarantee, agriculture and social sector seems to be the prime target of criticism. Mainstream media's criticism of the Budget as Political (aam admi politics), Populist, Election Economics and Booth Captive, etc. reflects on its understanding of budget in people's democracies and seems to require critical evaluation. The paper tries to look into the very act of budget mediation by corporate friendly media and its consequences for the development and the democracy.

Media Outreach Strategies To Serve Low-Income Immigrants

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Some of the world's media conglomerates have their headquarters in New York City. With a population of eight million, including three million immigrants, the city is also home to diverse and vibrant community-based media. But wealth and diversity cannot hide the fact that New York City has a poverty rate of 22 percent, which is higher than the US average. Tax credits for the working poor are not well known among hard-working immigrants, who could be beneficiaries themselves. The Cash Back campaign, a citywide initiative with grassroots organizations, provides low-income New Yorkers with information about tax credits and connects them with free tax preparation sites. Media, both mainstream and non-commercial, have been strategically used to reach out to different audiences. Even in these days of Web 2.0, telephone and a simple webpage comes in handy as a "call-to-action" item for the media.

Main Stream Media Clubbed with Communication Additives and a Local Folk Note Evolve into an Appropriate Media for Development Communication

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Communication has an immense potential to make communities move towards the desired behaviour change. It has the power to inform and influence people's action. To achieve this, the process of communication should be a circular dialogue rather than a linear one. It should give due importance to the participatory approach to decide about which media will be best suited for a community for achieving the goals of development communication. The presented paper elaborates the effectiveness of a multimedia mix to motivate communities and involve them in enhancing their quality of life and achieve sustainable development of their environment.



Media Students and Development Communication: The Missing Link

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In this era of information revolution when there is more than what could be digested, the power of media just cannot be underestimated. They are not only the disseminators of information but also shape perspectives. In the wake of this significant role that they play in the society, there are many young minds who aspire to be a part of the media landscape. These youngsters undergo formal training for an emphatic professional launch. The dark side however is the half-baked approach of media education. While there is great focus on the glamour quotient, the real issues are forgotten and not paid much heed. The study of development communication and certain similar areas is misplaced from the students' psyche even though it registers a presence in the course curriculum. The present paper tends to do a critical analysis of this disturbing trend and looks for the reasons behind it. The nature of the paper is that of a descriptive essay.



Role of Media in Development-Pros, Cons and Requirements

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The term 'development' invariably carries the idea of development of people in it. As an infant grows through childhood and adulthood to old age, he or she passes through various phases of life. This process is not only marked by physical growth or degeneration, but also by socio-emotional bonds and linkages besides mental maturity. The survival need is the uppermost in one's mind in human progress, and human needs embrace within its fold, social, emotional, psychological and cultural accomplishments that a person aspires for his or her life (S.R Mehta 1992).

As mankind progressed with its new inventions and discoveries opening new avenues of development, they hit upon an idea where in sharing of their knowledge or information would pave way for better and faster development. They realized that development is arrived at by transforming men and societies to a new material and moral social order and as a cultural process, its thrust should be on the environment, social relations, production and consumption of goods and services and on the wellbeing of people which would collectively help in making happiness and progress compatible with each other. The most important factor in achieving this was communication among the people.

Study on The Expert – Journalist Communication in Reporting Environmental News in Indian Print Media

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A news on environment aimed at promoting awareness tends to lose its potency as it trickles down from the environmentalist to the journalist and then to the readers. The magnitude of the value of the information lost decides the quality of a story. This paper looks into this process of information transfer and on how the platform for communication needs to be enhanced.

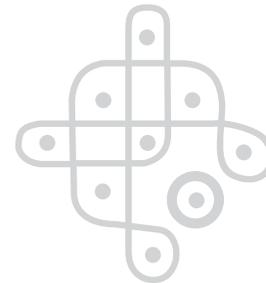
The role of a journalist is a tricky one, converting the complex scientific information obtained from the source into a readable material for the readers of diverse knowledge levels in the subject. This paper analyzes the process undergone by the journalist and strategies adopted in this process of information modulation. This paper also analyzes the work of Media resource center in enhancing interaction between the entities of study and how to further enhance it.

The Role of Makkal Television in Promoting Tamil Culture

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The study presents a case study of “ Makkal TV”, a non- film based channel defined as socially conscious commercial television channel. ‘Makkal TV’ (People’s TV) aims to deliver message to modern generation without changing the traditional richness of our culture and traditions. In this paper, we propose to examine the extent to which an alternate television channel are utilized by society or the process by which they can be made to generate maximum results. In our society cultural disintegration is in its peak and television plays a vital role in shaping the value system of the society. The researcher has done an observation study of Makkal TV programs and has conducted a pilot study in Chennai to understand the reach and popularity of Makkal TV.

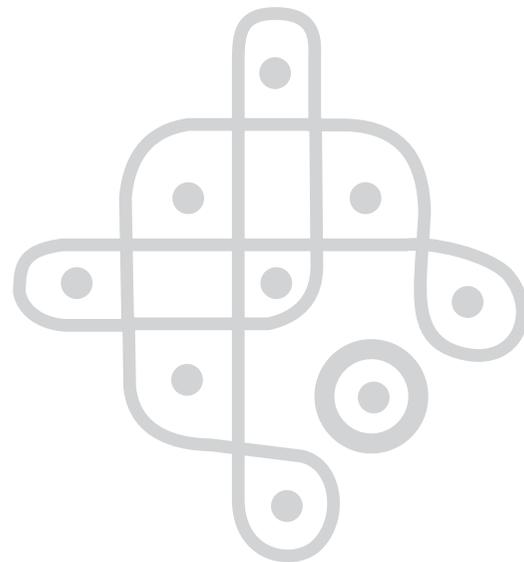


Will a Common Telecom- Market Make a More Communicative South Asia?

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A large part of rural south Asia is still without telecom accesses. Telecom facilities are not less than human rights. Cooperation in telecom has been in discussion at different meetings at SAARC. Telecom market has not been improved as a common market even after the efforts made at different SAARC meetings. In the absence of a common telecom market, subscribers are paying a high tariff and the agenda of people to people contact and a better level of regional cooperation through confidence- building measures in South Asia remain unbound. This paper looks in to the need and the current ongoing intra regional cooperation in telecom sector. It also suggests for a common telecom market through a common telecom regulatory mechanism which may boost a strong and cost effective- communication in South Asia.



A Perspective on Asia's Socio-Economic Problems: A Formidable Challenge for Sustainable Development in the New Millennium

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This paper highlights particularly on South Asian Countries comprising of Bangladesh, Bhutan, India, Maldives, Nepal, Pakistan and Srilanka (popularly known as SAARC nations). The SAARC countries have embarked upon economic and social development since the period of their independence from colonial rule. Initially, they had to face acute problems of development and had a very slow but fluctuating growth. During the last two decades. They could tackle their socio-economic-political developmental problems to a great extent and reach some stability in the growth process. Now, the main question is not the rate of growth as such but whether the growth process could be sustained in the eve of the new millennium. The regional identity of the SAARC countries is expressed in their unique similarity in common socio-economic problems through the last two centuries or so i.e., a object poverty and unbalance population growth.

Communicating with Farmers- An Initiative for Paradigm Shift in Approach and Methodology

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The global trend in Participatory Development Communication (PDC) is evident in the case of farm journalism also. Some of the initiatives have expanded the horizon of farm journalism in India with a view to bringing paradigm shift in existing approach and methodology. One such major initiative is the Centre for Alternative Agricultural Media (CAAM), which was established in Dharwad, Karnataka. CAAM is a forum for farmer friendly communication efforts, working on the twin principles of self help journalism and writing by farmers. The important objectives of CAAM include popularization of self help journalism and establishment of networks in innovative alternative efforts in farm journalism. Some of the important activities of CAAM include publication of issue-based articles through e-bulletins (CAAM-Net) and organizing trainings in farm journalism for practicing farmers. CAAM tries to apply participatory communication processes in the field of farm journalism, which results in effective farmer to farmer communication. The paper highlights the activities and approach of CAAM in this direction.

Communication at Grassroots

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“Communication at Grassroots” is an ongoing pilot project in Rajasthan for the broader well being of the women SHG members through the formation of Communication Cadre. This cadre, at the core of it, is expected to take over a part of work of NGO’s in rural India. This part of work, essentially involves communication at village, block and district level to further the work of development and enhance the defense and advocacy of human rights amongst rural Indian villages. After this pilot, the project is expected to expand to other states like West Bengal, Chattisgarh, and Orissa with others.

This paper explores the aims, methodologies and strategies involved in this project which is intended to empower the women with the tools of communications, so that they may fight the injustices and exploitation through effective communication, on hand, and at the same time, become economically independent through ways of Microfinance, and earn their livelihood as Communicators while working as members of Communication-cadre.



Communication for Sustainable Agriculture Production

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The green, white and blue revolutions gave us food security. The high yielding varieties and new technologies were webbed with chemical farming. Even today we have critical gaps existing in production of food through technology use and at traditional farmer’s field. The chemical farming resulted in the soil degradation, water pollution, soil erosions and soil salinity .By now we face land degradation problems in 173 million hectares which is around 53% of cultivated land. Annually we loose 5000 Million Tones of top soil with NPK losses of 5-8 Million Tones per year. In Mahrastra a survey showed that the depth of black soil was 60 cms in 1910 which has reduced now. About 18% of it has turned as shallow land. Reduced soil depth has resulted into low productivity, increases soil runoffs and drought like conditions. Therefore to avoid these ill effects we have to link strong information and communication methods for soil mapping, annual rainfall data, rain and climatic forecasts with farming operations (Wani, 2005). Resource conservation & proper utilization needs adequate knowledge, which could be obtained through advanced satellite system and relied back through communication mechanism. For enhancing agricultural production communication tools have to be used.

Communication of an Idea to Facilitate Social Change A Case Study of Baba Amte's Idea of the Workers' University

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This research attempts to explain the communication process of an idea to activate social change. Especially in the case of communication of an innovative idea, the process puts additional stress on the part of communicator to convince the idea to the desired audience.

Baba Amte, who is a recipient of various national and international awards wanted to establish a University that would impart education differently from the traditional 'text-book education'. Over the thirty years of the implementation of the idea seven men stayed with Baba Amte, understanding the idea and putting it into action. They were the instruments through which the idea saw itself manifested informally.

This qualitative study, involving descriptive interviews with all the seven workers who worked with Baba Amte, investigates the process involved in the communication of the idea of the Workers' University by Baba Amte to these close aides.

Environmental Communication for Community Development Propagated on Participation through Initiatives at Institutions Modeled as "Eco-parks"

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The Vigyan Vijay Foundation, New Delhi, India

Educational Institutions, organizations passionate to environment, have a large potential for propagating sound principles and practices in many fields including social development. Conservation of natural resources is brought about with in situ environmental initiatives for show-casing its merits and impacts. Presented paper elaborates that these campuses are then modeled as a role model "Eco-park" nurtured with knowledge and sustainable practices in conserving water, energy, safe disposal of wastes, including outdoor and indoor greenery for improving air quality and abating noise, pollution and with organic farming having herbal & medicinal plants.

Eco-park with interpretation centres, models and communicators are thus formed and adopting '3Es-Approach Environment, Education with Entertainment' efforts are enhanced in taking part at festivals, community celebrations tolerant to nature and environment. Inculcate an apt code of conduct of 'caring for nature, naturally' for improving the quality of lives in the communities.

Middle School Students Assist in Conserving the Urban Biodiversity of Kolkata City through Action Projects

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*Association for Social and Environmental Development,
Kolkata, West Bengal*

With the increasing trend of urbanization in the developing world, there is a need to step up efforts to conserve urban biodiversity. Diti Mookherjee and her team from ASED have demonstrated how middle school students can be involved in preserving the urban biodiversity of Kolkata. In their eighteen months “Programme to Conserve the Urban Biodiversity of Kolkata City with school students”. They worked with a Core Group of 25 children of Classes VII and VIII and 2/3 teachers in 14 schools. The Core Group was exposed to the biodiversity of their city through slide-illustrated talks, local field trip and a Biodiversity Hotspot visit. After this they formulated a school-based project to conserve the biodiversity of their area. The success of this Programme has resulted in the Programme to Conserve the Urban Biodiversity of West Bengal in which 5 schools in Kolkata and 2 schools in Durgapur are taking part.



Natural Resource Management - A Prerequisite for Sustainable Development

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School of Journalism & Mass Communication of IMS, NOIDA (UP).

In India 70% of its population lives in rural area where the light of development is still to reach in any true sense of the term, even after 60 year of independence.

The next strata of society above persons below poverty line are that of poor and marginal farmers. For them agriculture has become an unviable proposition. In India agriculture is the only means of livelihood for more than 60% population. Marginal and small farmers, who are the largest constituent of farming community are increasingly abandoning their holdings and migrating desperately in search of wage work.

For the farmers slightly above marginal farmers, the incidents of indebtedness are increasing. National Sample Survey conducted a survey among 51,770 farming households in 16 states in 2003 on the amount and extent of indebtedness, the annual income and expenditure on agriculture and consumptions.

Perpetuating Gender Discrimination through Advertising: A Critical Essay about Two Popular TV Commercials Aired in Sri Lanka

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Discourteous demand supply functionality in highly commercialized social systems allures the producers to use any myopic promotional strategy, irrespectively to the values of the social context. As strong form of social communication, television is often used in this illusive advertising with the assurance of higher commercial impact. Studying on advertising's portrayal of women via roles and stereotypes is internationally a continuum. It is recognized that the dominant images in today advertising support male dominance and continue traditional views towards women's role in the society. This critical review of two TV commercials also concluded that women representation is limited only to direct or indirect sexual expressions or traditional roles. Despite, certain legislative and civil society movements placed against all forms of gender discrimination through media, such discrimination occurs. This situation urges the need of strong advocacy initiatives to influence communication & media policies. Because, ensuring equal opportunities for all is prerequisite for sustainable development and it is perceived to be a primary responsibility of media today.

Role of Media in Environmental Consciousness and Policy Initiatives

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The Media is a vehicle to dislodge the vicious circle of ignorance and poverty. Viewed in this context the relevance of communication to the process of education and human development becomes obvious. The operative words here are communication for human development and education.

The impact of the Media in conservation has been tremendous. Expose`s of pollution of water bodies, poaching incidents or death of wildlife have goaded the administration into action. To that extent the Fourth Estate has done a marvelous job of conscience keeping in India. This conscience keeping is only a small part in the responsibility of the Media. Plural perspectives about development, in sensitizing the society to trends... environmental trends are the larger responsibility. The responsibility of this falls on the huge community who fall under the category of developmental journalists. Most of these specialised writers and producers are freelancers, thus their challenge is doubly more. Their responsibility and credibility are doubly critical.

Weaving Stories for Thriving Nonprofits

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Sense International (India), Ahmedabad

As the nonprofit sector becomes increasingly vibrant and its dependence on self raised funds and donations increases, it becomes imperative for nonprofit organisations to have a competitive edge that helps them stand out amongst the milieu of the large number of nonprofits vying for the same resources. In an increasingly dynamic environment forcing the nonprofits to think radically, the need to modify the traditional approach seems eminent. With the fundamental rule of defining ones mission clearly and streamlining communication strategy to focus on it, in place, it still leaves a large scope for the nonprofit organisation to stand out of the crowd.

In such a scenario story telling could be a crucial component to evoke a sense of belonging and conviction in the target audience. The paper explores the dynamics of the nonprofit world and focuses on the case of Sense International (India) and its effective use of an age old art to create and sustain the interest of funding organisation in the unique cause it espouses.

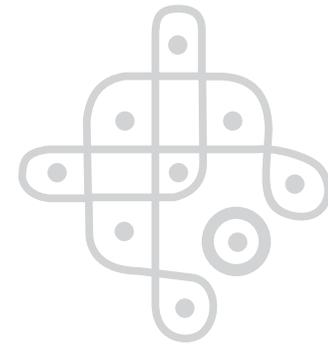
Water Conservation: Government Initiatives Vs Media Interventions

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The states of Tamil Nadu, Kerala and Andhra Pradesh have faced acute water shortage, drought and near famine conditions from the beginning of the millennium. Alternate methods of water conservation are important in alleviating this problem. Media intervention along with participation from the people is key to implementing these methods of water conservation, especially rainwater harvesting.

Through a detailed analysis of news reports and media campaigns, the paper looks at the best way of spreading awareness about water conservation and tries to determine if the bottom-up approach (also known as Information Model) with media intervention is the better way.



ABSTRACTS

Plenary Session Papers

Participatory Approaches: Playing with Fire

Alfonso Gumucio Dagron

Managing Director, Communication for Social Change Consortium

Who wants development communication to be participatory? Isn't it much easier to just continue the old fashion way: large media campaigns that touch people from above? Who wants to real deal with people, have a permanent dialogue with communities? It is much easier to figure out the messages and then send a team to "pre-test" them or "test" them, rather than developing a communication process with the people, within communities. Who wants long-term processes of communication when you can shorten the times with a good campaign? After all, every organization needs to report "success" by the end of the year, so why should they be involved in processes that may not show "benefits" in one year or two?

These questions are mainly political; they have to do at different levels of development, with institutional practices and "red tapes" that, in the background, hide political agendas and the fear of loosing power to the people. The responsibility lies both with local implementers of development (government, state agencies or NGOs) and with donors and organizations that provide external technical assistance. During to many years they have been avoiding to tackle the real needs of participatory development, a process in which communication is an essential component.

Evolution and Future of Development Communication: Southeast Asian Perspective

Cleofe S. Torres

Associate Professor and Dean, College of Development Communication, UP Los Baños, College, Laguna, Philippines

Development communication or devcom occupies the centrality of any development undertaking. What makes devcom unique from other communication disciplines, as noted by Dr. Quebral, pioneer of devcom in Southeast Asia (SEA), is its adherence to the value of "respect for the right of all persons, with marked reference to the poor and marginalized, to better themselves within a society that believes in equality, participation, and self-reliance. Hence, it is labeled as communication with a social conscience. Devcom as practiced in SEA takes any or a combination of the following modalities: policy communication, educational communication, and facilitative or participatory communication. More than the mass media, devcom is a process that catalyzes the development process itself.

Lately, shifts in devcom orientation and strategies indicate the following: from persuasion to capacity building; from mechanical format to an understanding of why people behave the way they do; from broad media to narrow media and emphasis on interpersonal; and from mere information giving to non-formal education and participatory learning. ICTs have also expanded the possibilities of what communication as a development catalyst can do; but they also create some confusion. Challenges facing devcom today involve the following: low appreciation among decision makers of what devcom can do in terms of value added among decision makers; lack of common terminologies; confusion about ICTs; and adaptation of participatory learning in various cultural contexts.

Assessing Communication for Social Change

Jo Tacchi

Queensland University of Technology, Australia

This presentation discusses the need for and challenges inherent in engaging communities in the development and design of ICT initiatives intended to improve their conditions. Sen's long term analysis of development and poverty and his emphasis on capabilities has permeated the work of UN agencies, development departments and donors. Capabilities and human rights have become central to the ways in which poverty and development are understood. However, monitoring and evaluation is not well geared to capture changes in capabilities and substantive freedoms, geared as it is to the measurement of Impacts that are more related to increasingly outmoded indicators of poverty and income deprivation alone. Not only do we need to rethink how we set indicators and measure impact, we need to build the capacity of local ICT initiatives to conduct ongoing evaluation, in such a way that they can adapt to research findings that they both own and understand. This reflects what Mayoux and Chambers call the new agenda in impact assessment. But participatory methods are underdeveloped, not properly invested in, there is inadequate training and the time and resources needed to ensure it is done well are rarely made available. Key principles of a new paradigm defined by Mayoux and Chambers include prioritizing the voices, views and interests of poor people themselves, involving them in the process of impact assessment, and increasing their skills, knowledge and networks through their inclusion in the process.

Politics of Development Communication

N. Bhaskara Rao,

Chairman. CMS, New Delhi, India

Despite considerable efforts and resource allocation over the years for social development, there are no commensurate outcomes in most countries – at a time when communication technologies have proliferated and media are witnessing unprecedented growth. This is apparently because of certain shifts in the very paradigm of channels of communication, on one hand, and limited perspective about the “missing link” in the “process of development”, on the other. As a result of such shifts in the power structure, we are increasingly confronted with “new gate keepers” working in tandem and often counter to the spirit of equity and development objectives.

The “media coverage” in this scenario, has become a yardstick. And, “populist concerns” of those in power, further complicate even at the cost of long term and longer interests for sustainable development. Further, there is a definite decline in “independent and concurrent research” and rise of “sponsored and supportive research”. In the process, academic community has lost its proactive sensitivities and civil society groups their independence, localized and need-based initiatives. The direction now is more towards monopolies, centralization and top down approach, such a way that channels of communication cater more to the market than society, target customers rather than citizens.

A communication perspective with backup of objective research should be an essential component in the development process. Social justice, information equity, social development, decentralized policies and democratic practices have to be the concerns of communication systems. Today, this is a “missing link”.

Workshop on participatory research methodologies (for social change)

Jo Tacchi, *Queensland University of Technology, Australia*

Seema Nair, *UNESCO, New Delhi*

Workshop objectives

To challenge and debate the usefulness of participatory research methodologies.

Workshop outcomes

The outcomes of this workshop will depend on the group – the workshop will be run as a piece of participatory research. Participants in the workshop should, therefore, both contribute to and benefit from the process if the workshop is successful.

One of the key principles of participatory research for social change is involving those who the development project aims to benefit in the research, and in identifying what constitutes positive social change. Participatory Indicators of social change are set in dialogue and negotiation with those people. Thus, at the beginning of the workshop we will, as a group, identify what would constitute positive outcomes from this workshop, and set indicators with which we will measure this at the end.

Likely outcomes might include:

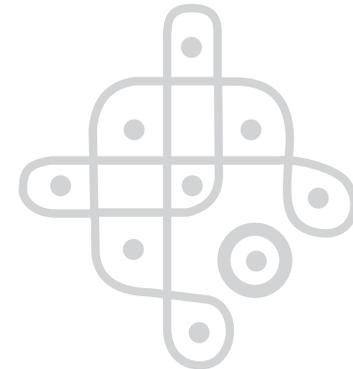
- Clarity (and possibly consensus) on some key concepts in participatory research

- Understanding of when participatory research methodologies might be appropriately used
- Ability to distinguish clearly between concepts/theory of participatory research methodologies and practices and methods
- Increased understanding of the benefits, issues and problems in practicing participatory research

Workshop methods

We will use discussion, dialogue and a series of large and small group exercises and participatory techniques to explore the topic of this workshop. We will draw upon the following examples of participatory methodologies:

- Ethnographic Action research
- Participatory monitoring and evaluation (PM&E)



Workshop on Learning from the Advertising Industry for Behavior Change by BBC World Service Trust

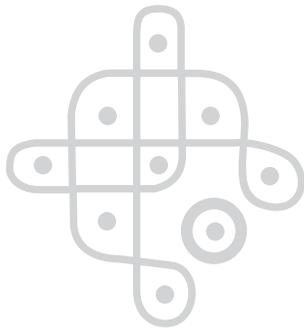
Radharani Mitra

Creative Director, BBC World Service Trust, New Delhi

'Looking Beyond the Message' is a two and a half hour workshop and its objective is capacity building for NGOs and others who design or commission short format communication for development purposes.

The learnings would be twofold: 1) How to come up with a strategic, single-minded and inspired brief for such communication and 2) how to evaluate better the output they commission.

The methodology - A presentation on how to look beyond the message in order to enrich the 'message brief' - the reason for doing so and the process and the tools required to do so. This will be followed by breaking up the participants in groups so that they can apply the process and use the tools through different exercises to understand what we are talking about.



Workshop on Communication for Social Change

Alfonso Gumucio-Dagron

Managing Director, Communication for Social Change Consortium

Mr Alfonso will do this workshop from an historic perspective, tracing the evolution of the thinking about CFSC during the past 40 years based on his latest publication 'Communication For Social Change Anthology: Historical and Contemporary Readings' (Alfonso Gumucio-Dagron and Thomas Tufte (Eds.) & Published By Communication For Social Change Consortium)

After the Second World War, the strategic role of communication in development and social change became clear: The liberation movements of many former colonies, the growing number of non-governmental organisations and the rapid spread of mass media all demonstrated that the communication process is essential to advancing social change, combating poverty and giving people the power to improve their own lives.

Today, there is an urgent need to know: "Which ideas contributed to what we now understand communication for social change to be? Who were the communication experts who helped develop a new communication approach? What are the emerging issues and trends shaping communication for social change?"

Books on Communication for Social Development by Sage Publications India

SAGE PUBLICATIONS INDIA PVT LTD is a quality publisher of topical debates in all areas of the social sciences as well as contemporary business books. Known for its commitment to quality and innovation, SAGE is a world leader in its chosen academic, educational, and professional markets. SAGE strives to be the natural home for authors, editors and societies.

SAGE India began with a mission to serve the South Asian social science community by providing a professional publishing and distribution service that was largely lacking at the beginning of the eighties. SAGE India was also committed to publishing journals unlike most other professional publishers. Over the years, the list has evolved and expanded as the company explores newer publishing avenues. Today, the main SAGE imprint emphasizes titles in the areas of development studies, economics, public policy, gender studies, sociology, social psychology, politics, as also new and emerging debates in fields as diverse as social justice, public health, the environment, human rights, security issues, literacy and education, civil society, empowerment and practical issues in the voluntary sector.

The stalls at CMS SYMBOLS will have books and study materials related to communication and communication for social development.

Exhibition of IEC Materials on HIV /AIDS by APSACS

Andhra Pradesh State AIDS Control Society (APSACS) is the nodal agency working towards prevention and control and treatment of AIDS in the state since 1998. The prevention services include information dissemination to the general public on the routes of transmission, modes of prevention, reduction of stigma discrimination addressing myths and misconceptions. The prevention services offered to the High Risk Groups include Behaviour Change Communication and provision of treatment services for STIs. Over the period, APSACS has taken up massive IEC campaigns and now leading campaigns like the Be Bold which encourage people to go for HIV test in order to normalize the HIV testing and reduce the stigma associated with HIV testing. The stalls at CMS SYMBOLS will exhibit materials developed for HRGs and general populations as well as youth specific materials.

Exhibition by Directorate of Audio Visual Publicity (DAVP)

Exhibition by Information and Public Relations(I&PR)Department, Government of Andhra Pradesh

