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Notes

35 pp
The report notes a significant change in their PSC activities during that year from increased contact with UNICEF's programme sections and involvement with twice as many projects; also working more closely wtih Government counterparts, and creative media persons, film makers, design and layout artists, printing presses and production organisations.

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Attached is the full PSC Annual Report for 1977. We would be grateful if you will comment on our activities, both on-going and contemplated. We value your observations, which will enable us to improve our service to UNHCR programmes and concerns.

2 copies.

DATE 11 October

FROM Gopal Butia

Gopal Butia, PSC

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ANNUAL REPORT - 1977

Project Support Communications Section

The significant change in PSC's activities during the current year has been our increased contact with programme sections and consequent involvement with almost double the number of projects and service requests compared to the previous year. Working more closely with programme sections and government counterparts on the one hand, and creative media resource persons, film-makers, production organisations, especially design/layout artists and printing presses, on the other, has been the satisfying development this year.

A brief description of projects and service requests and their current status, form Sections I and II of this report. Details of the projects briefly described in Section I are given in Section III - Notes on PSC-Assisted Projects. Section IV is the work plan for 1978. Noteworthy has been our involvement with the Water Programme (Projects I.1 and II.3 to 9 and 15), the Health and Nutrition Section (Project I.2 and 3 and II.1, 2) and our first inputs into Urban Affairs (projects I.4-6 and II.10-12).

Our main constraint has been paucity of staff and administrative reluctance to engage short-term resource personnel/consultants to perform technical and other functions. This and the 25% reduction in PSC staff as of July 1977, may mean a curtailment of on-going activities. unless we are permitted to contract out much more than we have hitherto done.

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Staff training and development has been neglected, as became apparent in the PI/PSC Regional Workshop held in Delhi last February. To augment existing skills and aptitudes, PSC staff would benefit tremendously from exposure to selected communications training courses in areas such as Social Development, Research and Evaluation. PSC staff would also profit from interaction with PSC units in other regions, especially East Africa, where many of the problems and methodologies adopted by PSC seem similar to those of India.

Gopal Dutia
PSC
New Delhi

October 4, 1977

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CURRENT STATUS OF PSC-ASSISTED PROJECTS

I. Projects Which Have Major PSC Inputs

Project	Prog. Com-ponent	Description/ Progress	Next Stage
1. PSC-Rural Water Supply Exp. Project	WESS	Project progressing in new location, Tirunelveli District, for one year. 10 blocks out of 28 in district covered by refresher/ training camps. 8 blocks in other districts of Tamil Nadu also covered in expansion phase. Set of training materials produced and in use.	Full coverage of all blocks in district. Evaluation of project by independent agency to assess impact on pump breakdown. With increased coverage of district attempt to use radio and film to spread/ reinforce messages about drinking water & water-borne diseases. Introduce environmental sanitation education, especially use of latrines, into project area.
2. Rural Doctor Radio Serial	H&NS	Twenty 20-25 min. episodes featuring a rural PHC doctor interacting with patients, scripted & taped. Episodes contain messages in entertaining, humourous serial format regarding: health, nutrition, mother/child care, treatment & prevention of	Weekly broadcasts from November 13, 1977 to March 26,1978. Evaluation organisation contracted to field-evaluate impact, especially understanding/acceptance of messages and listnership. Supportive posters and spot-the-message competition instituted. Written feedback from listeners encouraged.

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Project	Prog. Com-ponent	Description/ Progress	Next Stage
		infectious diseases, necessity for clean drinking water, and family welfare.	Publication of scripts as illustrated reader for neo-literates envisaged.
3. Health Education	H&NS	As spin-off from handpump maintenance experiment, Tamil Nadu state government interested in organising a health education/village-level health-worker project to cover 28 PHCs in district. Strong media support envisaged, e.g. poster, wall newspaper, radio film	Draft proposal from state government being vetted. Proposal too media-oriented. Insufficient stress on training and material for village-level workers. Re-working proposal, getting central government approval, and initiating project.
4. Film on Urban Community Development	UA	Hyderabad UCD project request vetted. Film proposal stressing community participation and self-help developed with project staff, UA Adviser, and prospective film-maker.	Filming to start with receipt of supplies. Evaluation of finished film by independent organisation.
5. Slide/sound set for Urban Community Development	UA	Slide set to accompany film so that project staff can orient visitors/ prospective clients about their self-help approach, and display range of services that UCD embodies. Modular design envisaged for easy updating. Photographs taken.	Assemble slides, write commentary and finalise in consultation with project staff and Urban Adviser. Prepare additional modules and update as necessary.

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Project	Prog. Com-ponent	Description/Progress	Next Stage
6. Communication Cell - Urban Community Development	UA	A small production cell to be established, initially to handle fortnightly newsletter and later production of information pamphlets/ posters and training of folk drama troupe for disseminating health, nutrition, child care, clean drinking water, and environmental sanitation messages.	Initiate and help draft proposal and advise on supply component. Help select and train personnel and consult about early production.
7. Communication Aids	RDS	Production of model aids on nutrition and child care nearly completed. Ten posters and three flipbooks in press.	Impact of aids produced under this project and distributed throughout the state of Gujarat to be evaluated.
	RDS	Examine replicability of production of model aids at village level in another state of India.	Follow-up discussions initiated in the state of Haryana for similar project. Assist District health staff in producing aids.
	RDS	Develop appropriate posters and comic books/ photo-nouvelles for disseminating basic child care messages.	Identify and orient artists/writers to produce prototypes. Field-test prototypes and produce and evaluate limited production runs.

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Pro	Prog. Com-ponent	Description/Progress	Next Stage
8. Basic Messages Filmspots	RDS	Produce short, 3-5 min. single-concept film on basic child care messages to take advantage of government Films Division distribution network.	Evaluate impact of disseminating child care concepts through mass media in the form of single-concept film released on an all-India basis.
9. Folk drama for Communication Support	RDS	Discussing possibility of initiating project in some area of the West Bengal Comprehensive Area Development (CADP) scheme to strengthen their health/child care education component.	Continue working towards project proposal with rural development section of CADP. Relate communication support to other UNICEF inputs which are being negotiated with CADP.
10. Training Media Package	ICDS	Three units completed, two sent out and one in process of issue.	Training filmstrips unit in the process of being distributed to ICDS blocks. Evaluate impact and modify units on basis of field survey.
11. Children's Film for SITE	ES/ PSC	Field test of draft report vetted. Report finalised.	Print final version of field-test report and distribute.
12. Filmstrip Production Kit	PSC	Design of kit finalised and 20 kits produced. 12 shipped to East Africa, 1 to NY, HQ, and 1 to DSCS, Bangkok. 4 kits loaned out to training institutions, but feedback very tardy.	Initiate steps to obtain regular feedback from loaned kits to assess use and ease of operation. Oversee outside production of 28 additional

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Project	Prog. Component	Description/Progress	Next Stage
		Kit demonstrated in various government training and production institutions for teacher training in visual aid production.	kits for UNICEF-assisted projects. Supply additional kits to UNICEF-assisted projects as appropriate. Continue field demonstrations of kit to encourage production of user-generated visual aids.
13. Audio Kit	PSC	Six kits being field-tested: 1 in Jakarta, 3 in ICDS blocks, and 2 with training institutes.	Obtain regular feedback on performance and utilisation. Locate Indian manufacturer to supply kits to meet request from UNICEF-assisted programmes.
14. Instal-ation of Windpump	FTS/ Appro-priate Tech.	Proposal to instal wind-pump which has been developed by NAL*, to augment rural water supply, in drought-prone districts mooted.	On acceptance, make and instal wind-pump at project site. Monitor and collect data on performance.
15. Orien-tation in Sexism Slide Set	PREM	The programme, "Orien-tation in Sexism", is intended for school teachers and education-ists. Its purpose is to (a) explain sexism, (b) explain and illustrate how sexism manifests itself in Indian society, and (c) show how sexism is perpetuated in the study material of young school children, by presenting an analysis of overt and covert sexism in children's Hindi and English textbooks.	Develop a slide/ sound set of approximately 240 visuals/30 minutes of playing time. Field-test and turn over to NCERT for duplication.

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National Aeronautical Laboratory

Project	Prog. Com-ponent	Description/Progress	Next Stage
16. Photo-file	PSC	In order to accomodate the large stock of photographs collected by PSC staff members in connection with UNICEF programmes, a photofile has been established. We are classifying and cross-indexing all photographs for easy access.	Develop a system for regularly updating and maintaining photofile.

CURRENT STATUS OF PSC-ASSISTED PROJECTS

II. Service Requests - Project/ Materials Where PSC Has Primarily a Services/ Production Function)

Project/Material/Publication	Prog. Section	Inputs
1. Community Health Workers' Manual	H&NS	Initially requested to commission and supervise artist for additional illustrations in Manual being produced by the Health Ministry, PSC was finally responsible for designing, layout and pre-print preparation of the whole manual.
2. Multi-purpose Health Workers' Manual (Female)	H&NS	The Health Ministry is producing a female manual, based on the male manual which has already been published. PSC is commissioning and supervising an artist for additional drawings and layout. Final dummy for printer will also be prepared.
3. Introduction to Community Handpumps in India	WESS	This illustrated manual was produced by PSC for our zone offices. It is used to orient our field staff about the need for, and UNICEF assistance to, the provision of community handpumps in hard rock areas of the country.
4. Pre-delivery Inspection of New Handpumps and Conversion Heads	WESS	Over 2,000 Sholapur handpumps and conversion heads manufactured by the AFARM group in Maharashtra were inspected in plant, and detailed reports on quality were submitted.

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Project/Material/ Publication	Prog. Sect.	Inputs
5. Rotary-type, Mono Handpumps	WESS	One hundred Mono handpumps which had been imported last year on a trial basis, were installed in two states and groundwater engineers in these states trained to test and instal these new types of pumps. A special platform was designed and installation instructions devised and circulated. Two further states will be similarly covered before the end of 1977.
6. Installation of India Mark II Handpump		The first pre-production prototypes of UNICEF's newly-developed India Mark II handpumps were installed in Coimbatore District. Experience gained resulted in PSC's publication of India Mark II Handpump Installation Manual.
7. Photographic Work	WESS	PSC is in the process of producing wall displays on environmental sanitation; the development of the UNICEF India Mark II handpump; photo-books showing the same; and five series of photographs on various aspects of our water and environmental sanitation programme.
8. Orientation Filmstrip on Village Water Supply	WESS	A prototype colour filmstrip being produced about clean water - where it is obtained, how it should be stored, how waste water should be used or disposed of. The filmstrip will be duplicated for use by groundwater engineers as an audio-visual aid to orient villagers in the proper use and care of handpumps.
9. Film on Handpump Operation	WESS	A silent, one-minute animated colour film showing how a handpump works, has been made as a training aid for village handpump caretakers.

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Project/Material Publication	Prog. Sect.	Inputs.
10. Case Study of UCD Project	UA	PSC is editing and will be responsible for layout and pre-print production of a 200-page book on the Urban Community Development Project in Hyderabad.
11. UCD Training Pamphlet	UA	Editing and pre-print preparation of a pamphlet on group training and group dynamics for use by urban community development officials for training various levels of functionaries.
12. Manual on Low-Cost Housing	UA	Illustrations, layout and pre-print production of a "do-it-yourself" type book on low-cost housing.
13. Child Care Demonstration Workbook and Flipbook	RDS	Commissioning and supervision of artist to prepare 4-colour illustrations. Supervision during printing these books.
14. Nutrition Folders	RDS	Revised version of 7 folders on nutrition, brought out by the National Institute of Nutrition, in English and various Indian languages, are being re-printed by UNICEF. PSC is responsible for providing new photographs, layout and final art-work for these folders.
15. Manual on Environmental Sanitation	RDS	In consultation with RDS, the writer and the WHO Sanitary Adviser, we are supervising the production of an illustrated Environmental Sanitation Manual for the use of village-level workers.

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Project/Material Publication	Prog. Sect.	Inputs
16. Audio and Filmstrip Kits for Integrated Intensive Grain Storage Programme	FVTS	Twelve sets of audio and filmstrip kits are being provided in the Intensive Grain Storage Modernisation Project in 10 development blocks spread over the country. PSC will supervise outside production and train users at project sites.
17. Solar Cell Test	Supply Div., HQ	Field tests are being conducted to determine the technical and economic feasibility of using solar cells to power transistor radios. It is anticipated that solar energy may effectively reduce costs of radio reception in schools.
18. TV Spot	Greeting Cards	An annual feature of the Greeting Cards campaign in India is the use of free TV spots in the metropolitan cities. Still photographs, provided by PSC are used. PSC is also responsible for transfer and duplication of the audio track for distribution to eight TV stations in India.

III. NOTES ON PROJECTS

I.1 PSC-Water Supply Experimental Project

An experimental project, launched with the help of PSC in one district (Salem district, Tamil Nadu) in December 1975, was designed as a field laboratory for finding solutions to programmes, such as handpump maintenance, community participation, communication support, evaluation and monitoring.

Communication support was taken up first. A strategy was devised, using existing Government staff and resources at the Block level, to:

a. provide information on proper handpump care and operation to users in order to reduce the frequency of breakdowns; and

b. to create an understanding of the link between pure water, health, and environmental sanitation.

With the assistance of a Project Coordinator, a former Government official from the state Rural Development Department on contract to UNICEF, work started in one block in Salem district in December 1975. After a promising beginning the project was transferred to another district (Tirunelveli) in May at the request of the State Government, mainly because of a change in priorities among districts with respect to the rural water supply programme.

A sudden and welcome increase in interest by the State Government in handpump maintenance influenced us to change

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the emphasis of the project, for the time being, from communication support to maintenance. A "Three-tier" improved system for handpump maintenance, providing for a mobile repair team at district level, an inspector-mechanic at block level and volunteer handpump caretakers at village level has been in operation in Tirunelveli for a year. It is the first district in the country to adopt such a scheme. Monitoring and evaluation proposals from suitable institutions are presently being examined.

State water supply and sanitation authorities are impressed by the sharp fall in handpump breakdowns and have requested the Project Coordinator to conduct model training camps in 8 of the neighbouring districts, to acquaint block and district-level functionaries with the scheme and train them in the use of the communication materials produced. These are:

1. A"Village Handpump Caretakers' Manual", an illustrated handbook in Tamil to serve as a guide to caretakers for the maintenance of the pumps.

2. A Guide to the Selection and Training of Handpump Caretakers, in English for the use of block and district level officials which also gives caretaker training syllabii and methodology on organisation of training courses.

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3. A training Flipchart, in Tamil.

4. A Certificate to be awarded to caretakers at the end of their two-day training.

5. A two-colour Poster emphasising the importance of clean drinking water.

A sufficient number of these training materials has been produced for distribution throughout Tamil Nadu. Starting December 1977, an evaluation of the project by an outside agency is being undertaken.

I.2 Rural Doctor Radio Serial

The search for effective ways to convey practical information on health, child care and nutrition to rural families, led to the idea of a radio serial in which such messages could be incorporated. After consultation with AIR officials and the UNICEF Programme Officer for Health and Nutrition, it was decided that the radio station at Gauhati (Assam) would be suitable for this purpose.

A local scriptwriter has been commissioned to write the programme, and local resource persons identified to advise on factual content.

Twenty 20-25 minute episodes have been scripted and recorded in Assamese and are due to be broadcast weekly on Sundays, starting November 13, 1977.

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The twenty episodes deal with:

1. Child health and medical treatment - 3 episodes

2. Prevention of infectious diseases and epidemics; and the necessity for clean drinking water - 4 episodes

3. Child nutrition - 3 episodes

4. Maternal and child health care and nutrition - 3 episodes

5. Family welfare and integration of family planning with other welfare inputs - 7 episodes

A well-known Indian field-based survey and evaluative organisation with experience in media and listnership studies has been contracted to conduct a field evaluative study. The study will assess listnership, perception of audience, whether messages are identified by listeners and not lost in the entertainment content, and comprehension and assimilation of the messages. This evaluation is a very important part of the project, as AIR conducts practically no field-based monitoring of their programmes. The methodology used, might enhance AIR capability to conduct such field tests.

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As the serial is a new and unfamiliar format for radio broadcasting in India, it is being supported by other media inputs. Regular press announcements: a specially designed colour poster listing the titles and dates of different episodes to be put up in primary health centres, sub-centres, block and village administrative offices, government village cooperative stores, etc.: and a spot-the-message competition are envisaged.

Enthused by the radio scripts, the Publication Board of the Assam government is to publish the scripts, suitably illustrated, as a resource story-book on rural health for neo-literates.

I 3 Health Education/Community Health Workers in Tirunelveli

Based on the experience gained in Tirunelveli with appointing and utilising village handpump caretakers, the Tamil Nadu Health Department has launched a similar project in the field of health education.

The District Health Education Project in Tirunelveli, was given official sanction by the Tamil Nadu Government with the issuing of G.O. Ms.No. 1018 on 23 April 1977. Following this order, PHC, district and state officials involved in the project held a training camp for village health volunteers (VHVs) and village midwives at Munanjipatti Primary Health Centre, Nanguneri Block, on 3/4 June, 1977.

An important feature of this project is that ideas about how a village health worker should be selected, trained, supervised and supported -- ideas which have been tried and found successful in non government projects such as Jamkhed, Madurai and Tilonia -- can now be tried out in a typical Government rural health set-up, and modified as necessary to make them fit the Government framework. Once such a model has been developed it should be a fairly simple matter to transfer it to the other 28 PHCs in the district.

An attempt has been made in the Nanguneri Block to select one male and one female health worker from the village itself. They have undergone minimal training by the staff of the local PHC, without honorarium, and have now become extension agents for the PHC, especially to reinforce the preventive aspects of health care.

The village Health Volunteer, or Village Health Worker can be more than an agent for transmitting health information. He/She has the potential for helping in the production of information materials as well. Utilising the health worker to develop health education materials ensures that they are attuned to local needs, conditions and cultural variations -- a difficult thing to do with centrally-produced materials. The method is replicable, since the same procedure can be followed in any project where there are village health workers.

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UNICEF's involvement in this project raises certain questions and possibilities. If this project succeeds, and if it comes to be regarded as a replicable model by the Government, UNICEF can think of ways in which it might help to reproduce the model in as many different states as possible, and thereby improve the chances of its being adopted nationwide. One form of assistance might be to help in the production of materials such as slide-sets, printed matter and possibly films, which would explain to government officials both at the planning and implementation levels, the significance of the project and, specifically, how it could be replicated elsewhere. Another appropriate form of UNICEF assistance would be to appoint project officers, carefully selected for the job, who could assist the government in setting up such model projects in other states.

To summarise, the salient features of the proposed project would be:

1. Develop a health education strategy which is suited to the unique health needs and problems of a particular district. Then translate this strategy into action, using whatever resources and channels of communication are already available in the district.

2. Maintain close coordination between health education and health services, in planning as well as action.

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3. Replicate the project in other districts of the state using the Government's own resources. The first stage of expansion would be the seven districts which have already been provided with audio-visual equipment by UNICEF and where media assistants have recently been trained and posted.

4. Evaluate and monitor through an independent institution.

5. Combine traditional and modern methods of communication to convey health information directly to the people, as well as indirectly through the medium of health workers and other government field staff.

6. Implement health education programme in and through the existing institutions in the district (hospitals, primary health centres, sub-centres, schools).

I.4/5 Film and Slide/Sound set for Urban Community Development

As part of UNICEF assistance to the UCD project in Hyderabad, we propose to sponsor a 20-minute colour film on the community participation aspect of this project. An Indian film-maker has been briefed, and a film proposal evolved in cooperation with the UNICEF Urban Adviser and the project staff. The film would stress the self-help modus operandi of this government-run project.

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The film will attempt to capture the community aspiration towards bettering its own lot and stressing its own priorities, rather than trying to conform to an authoritarian master plan. It is, mainly,devised for project personnel, to help them inform their clientele, both existing and prospective, about the range of services/inputs to which they can have access. The film also provides a graphic example of a successful community self-help project in urban development, which UNICEF may use wherever there is a need to reinforce this concept.

I.6 Communication Cell in the UCD Project

The UCD project in Hyderabad is attempting to publish an occasional newsletter in Telegu. UNICEF has been requested to provide media supplies so that the newsletter may appear on a regular weekly or fortnightly basis. This has led to the desire to form a "media cell" for dissemination of information relating to the various activities and personnel of the project, which will shortly number 600.

Local generation of support communication materials (such as teaching aids, posters, etc.) in health, nutrition, maternal/child care, community and family welfare, environmental sanitation, use and maintenance of civic services, information about instructional/training courses organised, etc. is envisaged. This will serve to generate an increased sense of participation and civic awareness. The project would also like to experiment with folk media to disseminate health and nutrition messages. Talks on the establishment of a communication cell to utilise available media and plan and oversee these activities have been initiated. A firm proposal spelling out the government

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and UNICEF inputs will be worked out before the end of 1977.

I.7 Communication Aids

Based on a survey of food habits and nutrition status in Baroda district a three-tier approach has been initiated in Gujarat for producing communication materials at the village level. These materials on nutrition, health and child care are especially related to the needs and conditions of the villagers of the tribal ICDS/ANP block, Chota Udaipur, with particular reference to their food habits and taboos.

The project involves Health, ANP, and ICDS, state, district and block-level officials, village-level workers, and villagers themselves in the production of relevant nutrition and health education materials. Prototypes have been field-tested by village workers. The state government finds the materials so useful that it will distribute them to all field workers, irrespective of location.

At the time of distribution the block staff and village level workers are to be trained in the most effective use of the materials. 5,000 copies each of 9 posters and 1 wall chart and 5,000 copies each of 3 flip-books are being printed in Ahmedabad with funds from the State Public Health Directorate.

PSC, at the request of RDS, has been involved with this project since its inception and is currently supervising the printing. A simple evaluation of the materials is to be conducted with help from UNICEF.

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It is then proposed to publish an illustrated manual describing the project, stressing the cooperation achieved between different government departments at all levels and their involvement at all stages of the project. It is hoped that such a manual would provide a workable methodology for replication of the project by other states and in other countries.

UNICEF has already received requests for assistance in initiating similar projects in other states. It is hoped that some activity will start there by early 1978.

The importance of publicizing the basic child care messages through the printed media is increasingly being recognized, and is a major concern of the RDS section. Posters and comic-books are being developed. Prototypes will be field-tested regionally and pilot-production undertaken. An evaluation exercise will also be part of the project. Photo-novellas have never been attempted in India. Under this project we hope to attempt at least one such book to try out effectiveness of this format because of its relatively easy replicability.

I.8 Film Spots on Basic Child Care Messages

The Indian Government has one of the largest documentary film producing and distribution organisations in the world, the Films Division. They produce and distribute nearly 210 20-minute films every year. By law, every cinema-show in the country must devote 20 minutes playing time to a government sponsored documentary. The audience for the average Films

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Division documentary, translated into 16 languages, approaches nearly 40 million. The relatively high cost of producing films as opposed to other media, is more than offset on a cost-per-person-reached basis.

However, very little is known in India about the relationship between exposure to film messages and behavious change resulting from such exposure. Hence, we would like to attempt a carefully controlled experiment by sponsoring one or two 3/4 minute, single-concept films on some of the basic child care messages and measure the impact of these films in as widely differing parts of the country as possible. While such an evaluation would be expensive, it would provide many clues about the impact of developmental-type messages imparted by the film. Such results would not only be useful in planning film media strategy, but also to the Films Division and the government of India, which has little hard data on the impact of its sizeable annual output.

I.9. Folk Drama for Communication Support

Not enough attention has been given by Government and development agencies to identifying and using resources already available at district, block and village level to provide communication support for development programmes relating to child welfare. One example of a little-used medium which has potential for communication support is folk-drama. Every region of the country has its own traditional form of folk drama, two of the better known being the jatra of West Bengal and the tamasha of Maharashtra.

Experience has shown that it is very difficult to induce creative artists to produce development-oriented folk drama, without being on the spot constantly. It is not possible to run such a project from Delhi with present PSC personnel resources.

Hence, a slightly different approach has been initiated in West Bengal, where folk drama has a time-honoured theatrical appeal. A project for use of folk drama to convey health, nutrition, child care, and family welfare messages is being worked out together with other UNICEF assistance to the project areas. This project may be taken up with the Comprehensive Area Development Corporation, a government-run rural, agricultural input organisation, which currently runs 20 projects. Each of these is 10,000 acres in size, where agro-economic inputs including irrigation, fertilizer, seeds, and bank credit are facilitated. The Planning Officer of this organisation is one of the most famous Indian playwrights and has already used his experience in theatre and actor-training in organising selection and training workshops for rural bank extension agents working in CADC projects.

I.10 ICDS Training Media Package

The need for good training materials to train the women chosen to take charge of the village balwadis and anganwadis (day care centres) in each ICDS block provided the impetus to start work on a "Training Media Package". This package is a joint endeavour of PSC, UNICEF Programme Officers, and specialists from private organizations who have had extensive field experience in child development and education. It is composed of seven units, and utilizes a variety

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of media in English and Hindi such as filmstrips, a slide set, designs for wall charts, illustrated reference booklets.

The material contains information on the following subjects: simple facts on child development, child nutrition and health, organisation and planning of play activities, teaching simple concepts of health and nutrition through play activities, and teaching with locally available materials, and an orientation slide set explaining the organisation and objectives of the ICDS programme.

Progress in this has been slow and only three of the seven units have been finished. The filmstrip unit consisting of 12 filmstrips for use in training anganwadi workers, to run child and mother care centres is in the process of being distributed. The remaining four units will be completed by mid-1978.

I.11 Children's Films for SITE

The objective in producing this set of 12 modules was, to produce a set of short films - rural based, with local performers and folklore material - which could be used in a variety of combinations to entertain rural children in the under-eight age group, and also teach them something about the world around them.

For television producers in India, this project demonstrates the feasibility of producing cheap, relevant programmes for rural audiences in the villages, instead of being bound to a city studio.

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The project is virtually complete, pending the printing of the evaluation report. Due to time constraints this has not yet been widely circulated, but will be brought out early in 1978.

I.12 Filmstrip Production Kit

The UNICEF Filmstrip Production Kit is the culmination of an idea which was born in 1973. It evolved from a conviction that it should be possible to produce a device for communication support work that would be self-contained, and simple enough to enable field staff at district, block and village level to produce and project their own filmstrips without outside help.

This kit incorporates an automatic 35 mm camera, projector (220-volt AC and 12-volt DC), copy stand, daylight developing tank, and an ingenious, one-step system for processing film, and costs approximately $400. It is so simple to use that someone who has never held a camera before can, after a few hours' instruction, take pictures, process the film and produce a 35 mm positive, black-and-white filmstrip.

Of the 20 kits produced, 14 have been shipped out of the country for trials in other UNICEF regional offices. Four kits are currently being field-tested. Feedback forms were provided with each kit but despite written reminders, very little response has been received, although every recipient assures us that the kit is being used extensively. By early

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next year, we hope to determine the cause for this poor feedback and take steps to ensure regular response to enable a proper assessment of the kits' performance in field conditions.

I.13 Audio Kit

Another communication device which has been developed by PSC has been given the name "UNICEF Audio Kit". It is simpler and cheaper ($200) than the filmstrip production kit. But because of its versatility and lower price it may prove more useful in the field.

The heart of the audio kit is an ordinary portable cassette tape-recorder. This rests in a box which also contains an amplifier, microphone, a speaker which is mounted in the lid of the box, and a power-pack of ordinary torch batteries. One can use the kit as a public address system or for playing taped material to a large audience.

Again, systematic feedback from users is hard to come by. Steps are being taken to measure its use in UNICEF-assisted projects like the proposed Science Teacher Training programme and the Intensive Grain Storage Modernisation Project.

I.14 Appropriate Technology - Windpump

A member of the PSC staff has privately put up two windmills for pumping water. From this experience emerged a proposal to instal a government-developed windpump in a very drought-prone, hard-rock district of Tamil Nadu. This windpump would provide the only accessible source of potable water to approximately 700 families with

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approximately 1,500 children between the ages of 1-14. The proposal is currently under consideration.

I.15 Slide/Sound Programme: Orientation to Sexism

This project, sponsored by our Planning, Research, Evaluation and Monitoring section, deals with sexism, and how it is reinforced by Indian school text-books and teacher attitudes. A psychologist has been contracted to undertake the field study; and PSC is responsible for producing the media input. The most appropriate method to communicate the problem to educators in India, seems to be a slide/ sound set, using Indian illustrations. The audio-visual programme is being developed and produced by the PSC section. When complete, the originals will be handed over to a government production organisation for duplication and dissemination to educational institutions all over the country.

I.16 Photofile

As PSC involvement in programme activities has grown and as staff members are competent photographers, an extensive collection of photographs and slides has been built up in the last few years. We currently have about 12,000 negatives and 2,500 catalogued photographs. Areas of UNICEF interest which are covered extensively are maternal and child health care, child nutrition/malnutrition and development; informal education of women; handpumps and community water supply and sources; environmental sanitation; the SITE programme; and urban community development.

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Systematic maintenance, regular updating and cross-indexing are the first casualties in staff time priorities. This is sought to be remedied soon through outside help to bring the photofile up to date and enforce a system for entering fresh additions to the photofile.

IV. PSC WORK PLAN FOR 1978

PSC must perform a dual role in order to effectively serve UNICEF programmes. It must on the one hand be a service unit, responding to specific requests for communication support from programme sections and zone offices. At the same time, it performs most of the functions of a programme section as the provision of communication inputs are supportive of other integrated development activities. There is also a need to convince Government of the necessity of building a PSC component into every development project, as well as helping them to strengthen existing communication support activities. This is a programme function. The ensuing work plan for 1978 incorporates both these roles and is an attempt to provide meaningful communication support to UNICEF activities in India.

Project	Prog. Com-ponent	Anticipated Progress
1. PSC Rural Water Supply Experimental Project	WESS	a. Ensure full coverage of all 28 blocks in the district through training and refresher camps. Institute andmmonitor regular feedback on pump breakdowns in district.
		b. Produce single-concept films, arrange exhibition in district, monitor evaluation of film.
		c. Monitor evaluation conducted by contracted agency. Institute changes in project execution based on evaluation feedback.

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Project	Prog. Component	Anticipated Progress
		d. Conduct a workshop in district for groundwater personnel from other states to demonstrate replicability/ effectiveness of handpump maintenance through 3-tier approach.
2. Rural Doctor Radio Serial	H&NS	a. Supervise evaluation rounds and conduct on-the-spot surveys of broadcast reception.
		b. Finalise evaluation report. Edit, print and circulate report.
		c. Assist Publications Board, Assam to adapt and print radio scripts as illustrated text for neo-literates.
		d. Assist All India Radio in initiating similar health programmes at other radio stations.
3. Health Education	H&NS	a. Re-work draft proposal with state government health authorities.
		b. When approved, initiate implementation by appointing project coordinator and supervise production of media inputs.
		c. Appoint and monitor evaluation by independent agency.
4. Film on UCD - Hyderabad	UA	a. Act as producer for film: supervise editing and liaise with project personnel on content of final version. Arrange for re-recording, check colour matching and place order for release prints.
		b. If successful, arrange for 35 mm blow-up and prints for distribution through Films Division.

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Project	Prog. com-ponent	Anticipated Progress
5. Slide/ Sound Set for UCD	UA	a.Assemble slides, write and finalise commentary in consultation with UCD personnel/Urban Adviser. Duplicate additional sets as necessary. b. Provide additional modules/update set as required.
6. Communication Cell - UCD	UA	a. Help draft formal proposal and when approved, arrange for all supply inputs. b. Consult with, and organise training for project personnel implementing communication activities/producing media materials.
7. Communication Aids	RDS	a. Arrange and supervise evaluation of aids produced in Gujarat. b. Replication of Baroda activities in Haryana and/or other states interested in this method of producing aids. c. Contract artists/writers to do roughs/drafts of posters/comic books on basic child care messages. Produce limited print runs of prototypes and field-test them.
8. Basic Messages Film spots	RDS	Produce 2-3 short, 3-5 minute films in a regional language on two or three of the basic messages. Supply Films Division with prints and evaluate them for viewer-response.
9. Folk Drama for Commun-ication Support	RDS	Evolve project proposal with Comprehen-sive Area Development Corporation, Resident Programme Officer and RDS. Consult with CADC on agreed phased implementation.

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Project	Prog. Com-ponent	Anticipated Progress
10. Training Media Package	ICDS	a. Finish remaining four units of package. b. Evaluate whole package in at least 2 ICDS blocks.
11. Film Module for SITE	ES/ PSC	Print and distribute evaluation report.
12. Filmstrip Production and Audio Kits	PSC	Obtain regular feedback from loaned kits. Iron out any reported snags.
13. Installation of Windpump	PSC	When project approved, arrange for fabrication and installation of wind-pump. Set-up data gathering system for regular feedback on performance.
14. Orientation to Sexism	PREMS	Produce and field-test slide/sound set.
15. Photofile	PSC	Train outside resource person to catalogue and cross-reference last five years' photographs. Develop self-sustaining (by PSC staff) system for regular updating and maintenance of photofile to ensure pertinence and accessibility.
16. Multi-purpose Health Workers' Manual (female)	H&NS	Supervise artist, provide layout and supervise printing of Manual.
17. Communication Aids	WESS	Produce and supply to WESS all wall displays and photographs, etc.
18. Basic Messages Filmspots	WESS	Produce filmstrip and adapt it for urban community use in UCD project in Hyderabad.

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Project	Prog. com-ponent	Anticipated Progress
19. Case Study of UCD Project/UCD Training Pamphlet/ Manual on Low-cost Housing	WESS	Edit, provide illustrations and layout and supervise printing of these three.
20. Nutrition Folders	RDS	Supervise printing.
21. Manual on Environmental Sanitation	RDS	Provide illustrations and edit Manual. Supervise printing.
22. Audio & Filmstrip Kits for Integrated Intensive Grain Storage Programme	RDS	Supervise production and train project personnel to use filmstrip kit to produce their own communication aids in the Intensive Grain Storage Modernisation Project.
23. Solar Cell Test	Supply Div., HQ	Test solar cell performance and report results to Headquarters.
24. Service Requests	PSC	Assistance with and actual production of exhibits, film and TV spots, publications photographs, maps, etc. needed by other programme sections, usually at short notice or requiring specialised UNICEF expertise. Testing and adaptation, maintenance/ repair of audio-visual equipment.