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Notes

11 pp

Memos and notes from David P. Haxton, Regional Director, New Delhi, and Razia Ismail, Information Officer, New Delhi, dealing with implementing radio programmes in collaboration with the Indian Ministry of Information and Broadcasting. Also a map of India showing the number of ICSD projects in 1984, and another map showing the location of AIR radio stations.

Print Name of Person Submit Image

Signature of Person Submit

Number of images without cover

Saroja Douglas

Saroja Douglas

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INTEROFFICE MEMORANDUM

UNICEF/ROSCA, NEW DELHI



UNICEF

TO: All ZORs

DATE: 20 July 1984

FROM: David P. Haxton
Regional Director

REF. NO.: 542/84

SUBJECT: Plan of Action for Accelerated Implementation of Radio/Media
Orientation in Support of ICDS Programme

As you know, the experiment in using radio and other media in support of the ICDS programme has proved successful, and has been expanded. We now have an opportunity to increase the scale of implementation if we can accelerate the orientation activities over the coming 6-8 months. The Ministry of Social Welfare is in favour, and the Ministry of Information and Broadcasting, which is the implementing ministry, has agreed to an acceleration of the schedule. This area of cooperation with Government is already a major component in our proposed cooperation during 1985-89.

Our acceleration of the programme during the remainder of 1984 and the first quarter of 1985 calls for and deserves your cooperation and participation. As you know, the orientation formula begins with profiling of selected areas by institutions selected for their ability to gather the data and monitor and evaluate the subsequent stages of the programme. The Government has agreed to the proposal that the profiling phase can be initiated in 18 locations, in different parts of India, and that 6-8 orientation workshops can be held by the end of March 1985. This would prepare approximately 18 project areas for the exercise, and carry the exercise to the operational stage in at least one third of them. Razia Ismail will be writing to you giving further details to enlist your cooperation and support for the implementation of the first phase. An external agency is being contracted to organise and conduct the workshops. I am writing now to ask you to give this programme priority, and to provide such staff support as you can.

I am enclosing some memoranda which have been shared with me by Razia Ismail, and which contain additional information on the subject.

With best wishes.

INTEROFFICE MEMORANDUM

UNICEF/ROSCA NEW DELHI

UNICEF

UNICEF

DATE: 20 July 1984

DPH

REF. NO.: PSC/248

TO: Mr D.P. Haxton

FROM: R.S. Ismail

SUBJECT: Plan of Action for Accelerated Implementation of Radio/Media Orientation in Support of ICDS Programme

With reference to my note 2.11/279 of 11 July on this subject, I am glad to report that All India Radio has agreed to the schedule we have proposed; it has suggested alternative states in a few cases, which we can easily accept, and is quite willing to step up the pace of implementation. We now propose the following immediate action:

1. We confirm in writing with the Information and Broadcasting Ministry, that the enhanced schedule will cover 18 locations, which will be jointly finalised.
2. We can get to work with Zone Offices to identify suitable institutions at state level to undertake the profiling phase of this activity.
3. We commission the orientation/ planning discussions with the selected institutions, and commission the profiling.
4. We accept the Ministry's suggestion that for this present accelerated implementation we retain the basic formula already in force, so that All India Radio's central commitment remains unchanged, and All India Radio, and Zone Office staff who have been involved in previous workshops, can be used as resource persons.
5. That we commission, by a contract, the same media experts who have so far taken on the organisation of the workshops, to take on this expanded assignment, and be responsible, under our supervision, for its completion on schedule.
6. That we plan for completion of profiling in 18 locations by March 1985, and the completion of 3-4 complete orientation exercises by end-84, and a further 3-4 in the first quarter of 1985.
7. That we contract out to appropriate media producers (selected for language ability) to design and prepare prototypes of print materials for the use of the ICDS and Health field functionaries. (All India Radio will provide the programme transcripts for production of texts in each area.)

We have discussed the orientation programme and its implications with Zone Office colleagues during this week, and have consulted them on the locations, time-frame, etc. We have explained that we need whatever cooperation they can give, including whatever professional staff support is possible, since, I believe, this is a priority activity for the India programme. Zone Office Representatives have been very helpful, and have already provided us with useful suggestions for the successful execution of this work commitment.

I would very much appreciate your writing to all Zone Offices (draft attached) to endorse the proposals given in this memo, and to request their cooperation in facilitating the work we propose. We shall certainly require their cooperation in negotiating with state governments, which is an integral part of each orientation exercise.

c.c. Dr Dalal/Dr Sadka

TENTATIVE SCHEDULE OF AREA PROFILING FOR MEDIA ORIENTATION IN SUPPORT OF ICDS

<u>Zone/State</u>	<u>AIR Station</u>	<u>Proposed Time</u>	<u>Possible Agencies</u>
<u>UIO</u>			
U.P.	Gorakhpur	September 1984	Gorakhpur University (Centre for Continuing Education & Medical College)
Bihar	Ranchi	"	St. Xaviers Institute.
	Patna	October 1984	A.N. Sinha Institute
UP	Varanasi	October 1984	BHU (Centre for Continuing Education, Medical Institute, Department of Rural Development
<u>WIO</u>			
Maharashtra	Ratnagiri	September 1984	Konkan Krishi Vidyapeeth, Dapol Institute of Education, Poona.
Gujarat	Bhuj	October 1984	SAC, Ahmedabad. GAU, Dantiwada.
Maharashtra	Nagpur	December 1984	Dept. of Journalism. Centre of Continuing Education, Nagpur University Medical College.
<u>MNIO</u>			
MP	Indore	December 1984	Kasturba Rural Institute School of Social Work.
	Rewa	January 1985	JNK Vishvavidyalaya, Jabalpur and Medical College
	Raipur	November 1984	JNK Vishvavidyalaya, Jabalpur and Medical College
J&K	Srinagar	January 1985	Medical College and Agricultural University Home Science College
Rajasthan	Jaipur	January 1985	Sukhadia University
Himachal Pradesh	Simla	January 1985	Medical College, NIHS.

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31 August 1984

RECOMMENDATIONS AND NOTE FOR THE RECORD
FROM INFORMATION/PSC SECTION

Acceleration of Radio Orientation Programme
in support of ICDS

Following the success of the UNICEF-GOI cooperation in improving radio broadcasting in support of mother and child health and nutrition and specifically in support of the ICDS programme, we have had fruitful discussions with the Ministry of Information & Broadcasting on the acceleration of this cooperation during the latter half of 1984 and the first half of 1985, so that by the end of 1985 almost all the 86 radio stations in India will have participated in orientation training for improving their producers' understanding of ICDS communication requirements and enhancing the quality of their programming on child survival and development subjects directly related to ICDS objectives but equally related to general public education.

As you know, the Ministry of Information & Broadcasting continues its commitment to produce and broadcast special weekly programmes for a period of six months from each radio station that participates in these orientation projects. In certain states, the life of the programme has already been extended for an additional 6 to 12 months and the programmes have been relayed on additional channels to reach additional audiences. This expansion is a result of positive listener feedback in all the states where broadcasting of the special programmes is already under way.

As you will recall from our earlier reports and discussions on this subject, UNICEF cooperation has already extended this orientation to 32 of the 86 radio stations in the country. The accelerated programme will encompass another 36 radio stations by the end of 1985. The initial phase of audience profiling and determination of area-specific child survival and development programmes has already been initiated in 18 new radio command areas in 13 states and union territories and work has already begun in 4 of these. More than half the country is now covered by this communication programme, and much more than half the radio listening audience, since we are giving special attention to the densely populated Hindi belt.

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All India Radio has already issued instructions to the Directors of all the radio stations we proposed for the accelerated programme, directing them to give the orientation the highest priority. We have already taken steps to commission an expert media and community education team to undertake the negotiations and the organisation of each of the 18 accelerated projects with the concerned AIR station directorates and state governments.

As you know, Mr. Haxton had sent out a note to all the Zone Offices to also assist the programme and we are glad to report that all of them have extended their cooperation; we have had planning meetings with all of the Zone Offices except MNIO, with whom meetings are scheduled. UIO and WIO are already at work on the profiling phase of projects in their zones.

State governments have shown great interest in the programme and following our circulation of reports of project work already completed, additional states are asking for projects in their areas. The Central Health Education Bureau of the Ministry of Health & Family Welfare, has also agreed to participate in the entire orientation programme series and to contribute community education material for the use of both ICDS and health services workers in the field. This will provide valuable back up material to the listening groups led by the Anganwadi Workers in the radio broadcasting project areas.

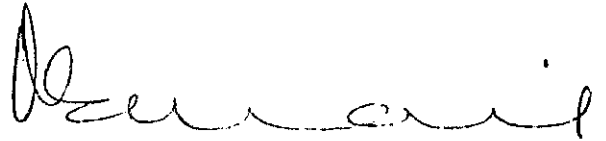
The provision of radios to Anganwadis was identified as an essential input in many of the project areas as long ago as 1982 when this activity was in its experimental phase. Most state governments continue to stress the value of having radios in position in as large a proportion of anganwadis as possible before the actual six months of broadcasting begin. With the present schedule of implementation, a minimum of 6,000 and an optimum of 11,000 radios need to be distributed to anganwadis between October and December, 1984.

It is technically feasible to provide battery operated transistor radios if provision can also be made to supply batteries to the State Social Welfare Directorates (or their local purchase cost reimbursed) for at least 2 years. We would foresee a requirement of 4 battery cells per radio per month. We would recommend at this time that the radios be locally

procured unless we can be certain that the distribution deadlines generated by the successful software development can be met.

With reference to our interest in developing and providing solar-powered radios for such programmes, I believe it would be feasible to request the supply of solar-cell panels for the adaptation of 5357 battery/mains powered radios already distributed and the 11,000 which we must now arrange to provide. At the same time, the test quantity of imported radios, with or without solar power, can be incorporated in the total of 11,000. /also

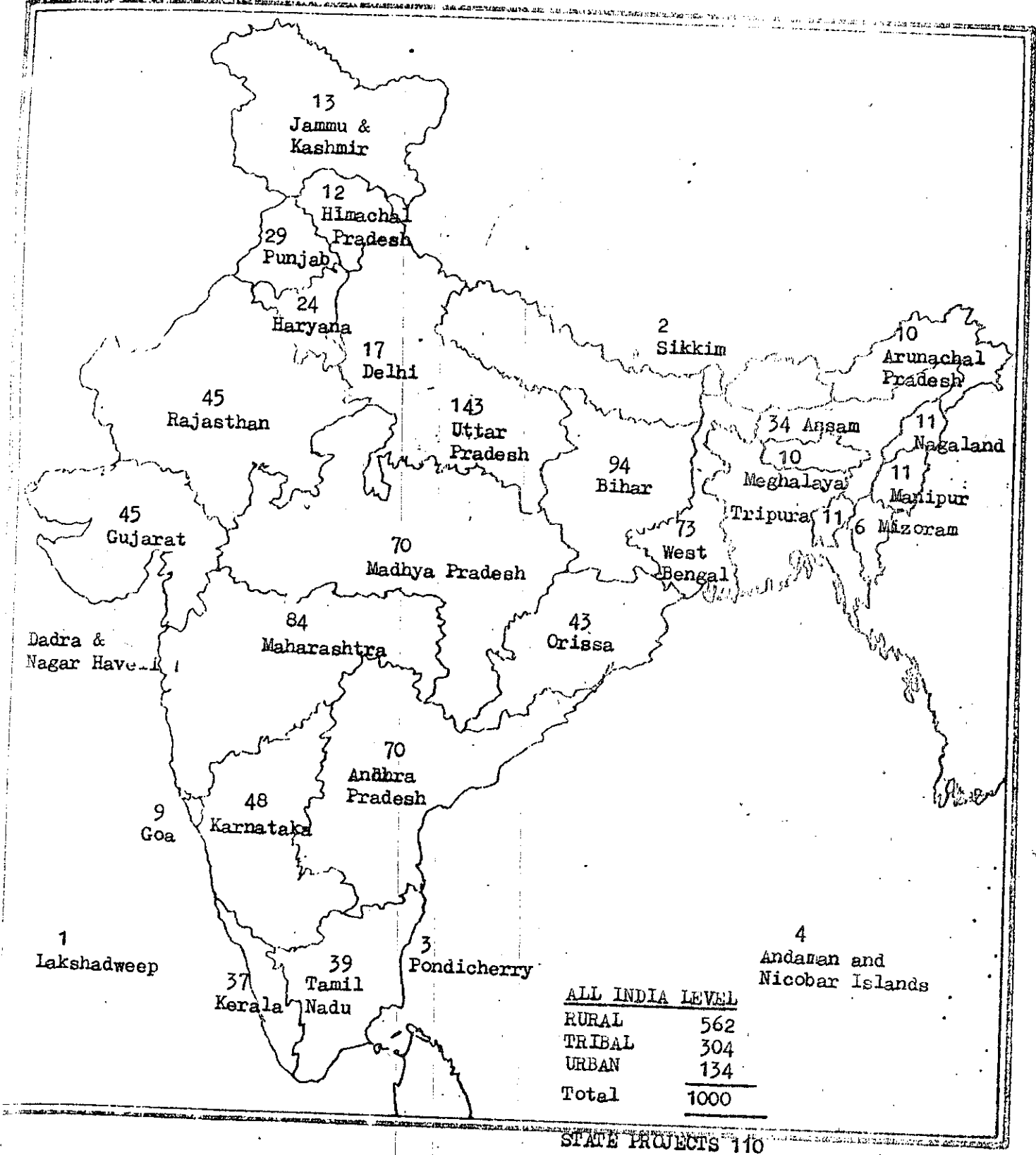
We have already recommended that distribution should first focus on present command areas for the expansion of listenership and the multiplication of listening groups, and then be distributed in phases to new project areas where profiling activities have been undertaken.



Razia Ismail

31 August 1984

RI:vw

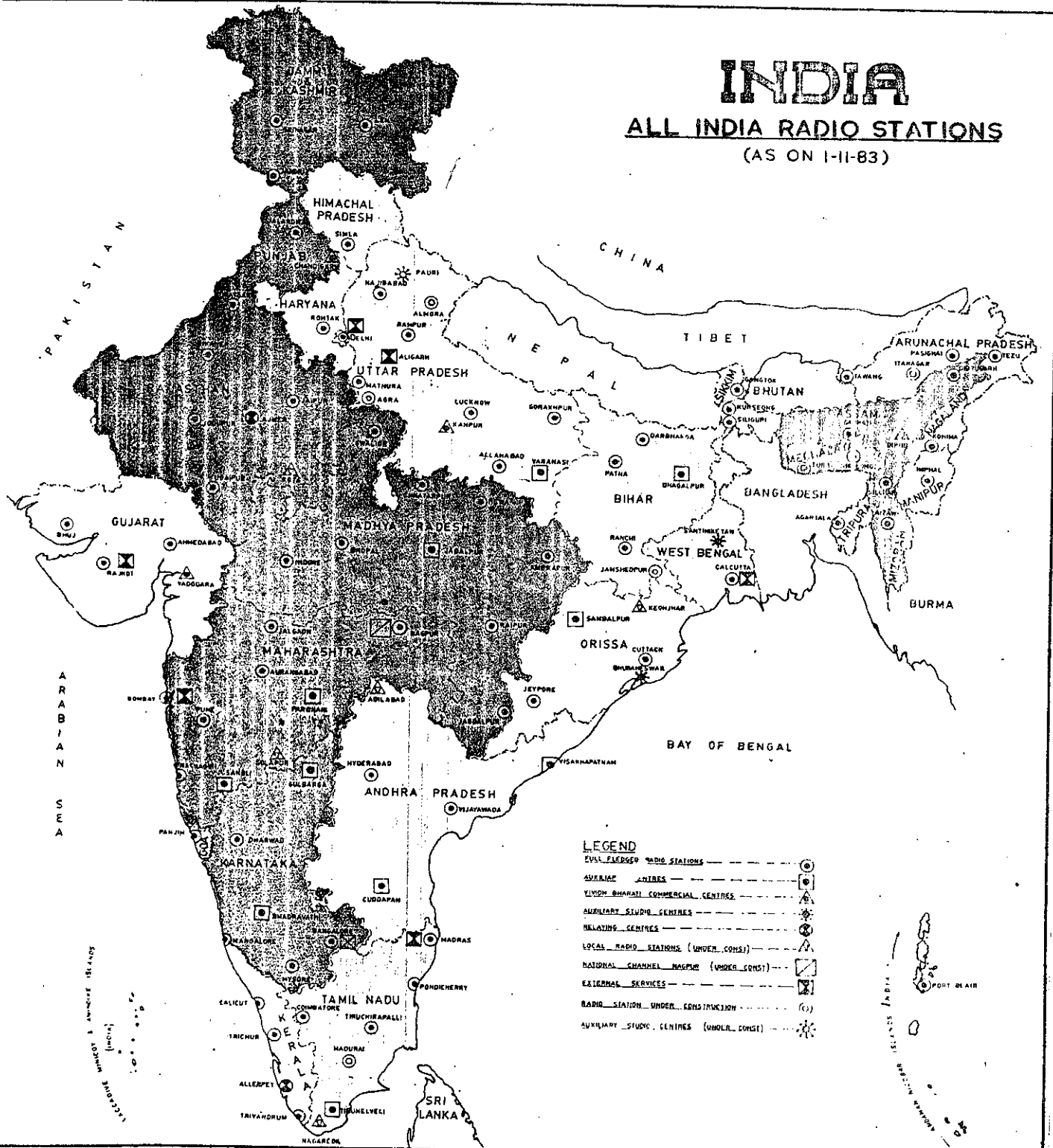


STATE PROJECTS 110

INDIA

ALL INDIA RADIO STATIONS

(AS ON 1-II-83)



LEGEND

- ESTABLISHED RADIO STATIONS ———— (●)
- AMERICAN AIRBARS ———— (□)
- VISUM BHARATI COMMERCIAL CENTRES ———— (△)
- AUXILIARY STUDIO CENTRES ———— (★)
- RELAYING CENTRES ———— (○)
- LOCAL RADIO STATIONS (UNDER CONST) ———— (△)
- NATIONAL CHANNEL MASTERS (UNDER CONST) ———— (□)
- EXTERNAL SERVICES ———— (X)
- RADIO STATION UNDER CONSTRUCTION ———— (○)
- AUXILIARY STUDIO CENTRES (UNDER CONST) ———— (★)

Map is not according to scale.
This map is only to indicate the location of AIR stations

8 August 1984

REQUEST FOR APPROVAL OF THE PROPOSAL BY MESSRS KRISHNAMOORTHY ASSOCIATES
TO CARRY OUT AN ACCELERATED RADIO AND MEDIA ORIENTATION PROGRAMME
ACTIVITY IN SUPPORT OF ICDS

The 1981-83 country programme ushered in a formal link with the Ministry of Information and Broadcasting; this has grown into a durable partnership reinforced by joint planning. In the process, UNICEF has graduated from being a supplier of 'goods' to being a source of ideas. The one-way supply commitments of the Master Plan have been consciously revised to joint commitments to cooperative activity.

A good example is the series of joint orientation projects for All India Radio producers on the theme "The First Year of the Child's Life." Initiated in 1981-82 with the Information and Broadcasting Ministry, these created a forum for face-to-face discussion among broadcasters and community-level "anganwadi" workers with the objective of improving broadcast focus, content and style. The workshops include two resource groups: subject matter specialists and senior decision-makers of the state governments and the media units. Each workshop leads to the formation of hundreds of listeners' groups led by community workers, and the broadcast of a six-month series of weekly radio programmes on key child survival and development topics identified by the workshops.

The workshops have proved to be a catalytic base for the formulation of key messages and the production of relevant broadcasts. They also generated grass-roots interest in working with radio broadcasters.

This initiative has rejuvenated a languishing national programme to promote community discussion and utilization of radio information; it has also for the first time made it the joint concern of the broadcasting authorities and the state governments.

Following the discussion on the prospects for a stepped-up programme of orientation of All India Radio producers' and other media unit producers of the Information and Broadcasting Ministry, we prepared a schedule for 18 workshops which has now been approved by the Ministry.

To take on this expanded assignment, and be responsible, under our supervision, for its completion on schedule, we propose that we commission the same media experts who have so far taken on the organisation of the 8 workshops so far held under this orientation venture.

Messrs Krishnamoorthy Associates is led by Mr P.V. Krishnamoorthy, former Director-General, Doordarshan and Director, All India Radio Farm and Home Services.

We recommend that KRISHNAMOORTHY ASSOCIATES be contracted, as proposed, for undertaking certain responsibilities in the conceptualization, preparatory planning, organisation and actual conduct and follow up of future workshops as per attached schedule.

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Budget Justification

1. We are retaining the basic formula and cost levels already in force with regard to this project. The proposed contractor has agreed to accept this.
2. Similarly, the approximate number of work-days, travels and duration of out-station stay have been computed based on our previous experience in implementing the three phases of the project. However, payment will be made against actuals.
3. As heretofore, the professional fee and out-station allowance of Mr.P.V. Krishnamoorthy remain the same.

R.S. Ismail
Regional Inf. Officer