

Advancing Communication for Development as a strategy for Social Change in Assam and NE region

(Report for Phase I)

Communication for Development is an emerging discipline of academic interest and the Department of Mass Communication & Journalism, Tezpur University over the years has been constantly engaged in strengthening it within its curriculum as well as other extension activities. The Department, with support from UNICEF, is able to frame a MA Programme in Communication for Development which is launched from the academic session of July 2016.

Because this is a first-of-its-kind initiative, not only in the northeast but also across the country, it is critical that the programme be run within a comprehensive framework to ensure not only the program's success and effectiveness for prospective students, but also to consolidate the larger vision of creating a C4D-responsive development environment in the region. Multiple schemes at both the macro and micro levels are required to stimulate the C4D initiative. These include strengthening the MA curriculum with practical inputs from within the region, as well as effective policy advocacy to include the C4D perspective in all government and non-government projects throughout the region. The programme has come a long way and is on its way to achieving phenomenal results.

As part of this consolidated initiative the Department of Mass Communication and Journalism had taken up three projects under the broad title “ Advancing Communication for Development as a Strategy for Social Change in Assam and Northeast Region” in three phases during 2016 – 17 (Phase I), 2017-18 (Phase II) and 2018-19 (Phase III)

PHASE I

The first phase of the project ‘Advancing C4D as a strategy for Social Change in Assam and NE Region’ during March –December 2016 contributed towards not only strengthening the curriculum and pedagogy of the MA-C4D Programme but also attempted mapping the C4D responsive environment within the NE region through case studies and empirical research. Some practical experiments on developing community specific C4D material has also been undertaken as part of this project which further reinstated the importance of C4D as a strategy for social change.

Ceremonial Inauguration of M.A. Programme in Communication for Development (C4D)

The Department of Mass Communication and Journalism, Tezpur University formally launched the M.A. Programme in Communication for Development (C4D) supported by UNICEF on 26th August, 2016 in the screening hall of the Department. The objectives of the new programme are to upgrade human resources with specialized knowledge and skills in communication for social change; promote entrepreneurship and nurture inclusiveness. The course on C4D is designed in lines with the C4D model curriculum of UNICEF. The new course started from the Autumn academic session, 2016.

The ceremonial inauguration of the new M.A. programme in C4D began in presence of key persons like the Vice Chancellor, Pro Vice Chancellor of Tezpur University, UNICEF officials as guests. Addressing the gathering, Vice-Chancellor Prof. Mihir Kanti Chaudhuri spoke and encouraged the students of the new programme to take everything in a positive manner that comes their way. Applauding the decision of students to be a part of the new programme Prof. Chaudhuri said that as being the first batch into the programme the students will see both success and hurdles in their journey.

Ms. Rania Ellaswari, C4D specialist from UNICEF expressed her belief that Tezpur University with its dynamic leadership will carry ahead the new MA C4D programme to greater heights and success in days to come. After explaining how the course was conceptualized and how after rigorous deliberations and efforts, the new programme has seen the light of the day; she underlined the various objectives of the course. She said that upgrading human resources with knowledge and skills for social transformation is the prime aim of such a programme.

Mr. Debarun Dutta, Director, Drishti, Ahmedabad, Dr. Sameer Pawar, Nutrition Specialist, UNICEF Assam, Ms. Veena Kumari, Communication for Development Officer, UNICEF Assam, Prof. Sunil Kanta Behera, Professor of Eminence, Dept. of MCJ, Tezpur University, Dr. Abhijit Bora, Head of the Dept. MCJ, Tezpur University also shared their opinion towards the programme.

Faculty members from various departments, research scholars, students, members from NGOs and media persons from various media houses also attended the inaugural ceremony.

The inauguration ceremony started with the university anthem sung by the students of the Department followed by the lighting of the lamp by the dignitaries.

The Department of Mass Communication and Journalism of Tezpur University has organized many workshops under its banner. On 29th August 2016 it organized the first workshop for the students of Communication for Development.

International Summer Course on Communication for Development (C4D)

The GIAN (Global Initiative of Academic Networks by Ministry of Human Resource and Development, Govt. of India) summer course on Communication for Development Organized by Department of Mass Communication and Journalism, Tezpur University, an initiative Supported by UNICEF, Assam had its inaugural ceremony on 6th June, 2016 in the screening hall of the Department of Mass Communication and Journalism, TU. The guest for the inaugural ceremony were- Prof. Manabendra Bhuyan, Vice- Chancellor, Tezpur University, Prof. P J Mahanta, Dean, Humanities and Social Sciences, TU, Prof. Sunil Kanta Behera, Professor of Eminence, MCJ, TU, and Dr. Abhijit Bora, HoD, MCJ, TU.

The summer course on Communication for Development had 32 participants of whom 10 were faculty members from various institutes like Banaras Hindu College, Osmania University, Manipur University, Central University of Orissa and 21 research scholars representing various institutes like IIT Patna, Central University of Odissa, Jharkhand Central University, Jamia Milia Islamia etc. One project staff from Tezpur University also joined the course.

Objectives of the Course:

1. To understand key concepts and theories in the fields of communication and development, their historical origins and influence.
2. To critically analyze the role communication can play in promoting and supporting social change.
3. To examine theoretical and methodological approaches to communication for development and social change.
4. To review and critique communication strategies and campaigns to address specific social development needs.
5. To understand how the forces of economic, technological and cultural globalization are shaping the world and to assess future communication and development challenges.

Prof. David Mould, Scripts College of Communication, Ohio University and Dr. Joya Chakraborty, Assistant Professor from the Department of Mass Communication and Journalism, Tezpur University were the Faculty of the Course.

Topics/Themes covered under the Course:

- Theories of communication for development and social change – Revisiting old paradigms and introducing current perspectives
- Case studies on C4D issues in Indian context – Policy and political systems, Media and C4D in India
- Case studies on Gender, Climate change, Environment, Health & Sanitation

- Formative research and Situation analysis in C4D Strategy design and Planning for C4D intervention, Levels of intervention and role of information technology
- Designing theme based messages and dialogic communication material
- Monitoring and evaluation – setting objectives, indicators and techniques

Workshop on Women and Violence for students of MA C4D programme

This workshop was organized under the guidance of Prof. Anjuman Borah. Through this workshop we had the opportunity to interact with Dr. Monisha Behal who is the executive director and founder of the North East Network and Mrs. Sheetal Sharma works as project manager in North East Network which is a women's organization based in the northeast region.

About NEN- North east network is a women's organization working in the northeast region of India with a focus on women's human rights. Ever since its inception in 1995 their role has been that of a facilitator to empower women of northeast around issues of livelihood, health, conflict and governance through capacity building, awareness raising, networking, research and advocacy. Their work has been aimed at bringing out gendered understandings of human rights situations in the region whether it's in the context of violence, livelihood, conflict, natural resource management or health.

Aims and Objectives of the Workshop:

- To know more about feminism.
- Existing gender division of labour.
- To know the deep impacts of Patriarchy.
- To make the C4D participants aware of the acts/laws protecting the rights of women.
- To make aware of the issues in development.

Through this workshop the participants were able to understand the issues concerning women in a more detailed manner from a broader perspective of law and justice.

The session made the participants aware of the two acts namely;

- Protection of Women against Domestic Violence Act, 2005 (PWDVA) and;
- Sexual Harassment of Women at the Work Place Act, 2013 (SHWWP)



*Students of C4D stand together with Dr. Monisha Behal
and Sheetal Sharma after the workshop*

Three-day Workshop on Health Communication

Health communication is what comes in handy. Proper communication should be provided, Health Communication is not just of material production, it is about the power of information and knowledge. It is about seeing things differently and without changing content we should first change the angle of the story.

Behaviour Change Communication is what should be practiced. People may have the information but may not be willing to change. Communication experts should see what are the factors that are stopping them from doing so. They should see things from their perspective and implement the objectives.

The three-day workshop on Health Communication started off with Dr. Sanjeev Kumar, the resource person, asking the participants a few basic questions about television like when did the first cable and satellite television come to India. He also asked the participants questions regarding the first population census. The mentor then talked about ICPD, which is the international Council on Population and Development that was held in 1994 at Cairo, Egypt. He also talked about the importance of family planning and about a few important planning programmes.

During the second half of the session the mentor Dr. Sanjeev Kumar talked about various health initiatives that were taken up by the government. like NHM and NHRM etc. He then talked about the National Health Mission which envisages achievement of universal access to equitable, affordable and quality health care services that are accountable and responsive to people's needs. NHM is an initiative undertaken by the government of India to address the health needs of under-served rural areas. Each NHM was given a target approach on how to

achieve its goals and objectives. Even though NHM, NRHM etc. are present and doing their best, why do people still have so many health issues, why do the majority of people still do not have proper hygienic conditions to live; these were some of the questions raised by the mentor himself. This is where the role of behavior **change communication comes in**. The mentor talked about how the communication officer or the worker should see things or issues from the perspectives of the stakeholders. Each one 's perception and perception differs and everyone has different views regarding different issues. He stated that to work for the ground level people things should be seen from their perspective and then only things can be seen differently. Perception matters a lot and different problems require different angles on how it should be seen. How we view and address different problems differently varies a lot. Communication generally fails because people are conditioned to think in a one straight path or way from the start.

The mentor then discussed IEC which is Information, Education and Communication which is basically Information: On how proper information should reach to the people; Education: On how people should be made aware and Communication: On how proper communication should be done regarding any issues. For any proper communication regarding any issues one of the main tools is mass media campaign. The mentor talked to the participants on how the mass media tools are effective in communication process and how each of the campaigns are made creatively .He emphasized on how these campaign are made and how the most successful campaigns are both attractive as well as informative.Under this media campaigns comes various ads which are made to highlight different development issues.He advised the participants how they should be informative, not too long ,catchy and if possible a bit of humour should be included. Mass media campaigns ads should be planned according to the sources available and according to the perspective of the people. It should be somehow related and at par with the audience. The mentor guided the participant on how to make campaigns ads and the most important thing of any ad is to find out its USP that is its Unique Selling Propositions and if possible they should also listen to the suggestions of the people for whom they are making this ad because social communication means listening. He also stressed on the fact how sometimes the visuals / words should be changed to be at par with the stakeholder. The participants were screened several campaign ads regarding many social issues which gave them an idea on how a campaign ad should be.

The mentor also talked about formative research which is a baseline research trying to understand what people do, inform what is the ground situation and what one ends up doing.

Behaviour, the mentor explained is action which is both qualitatively and quantitatively. The meaning of the word 'behaviour' in behavior change communication is one. In health communication the word 'behaviour' has only one meaning even if it is associated with NREGA, family planning etc., behavior change communication is related to everyone. The mentor explained how at the end of the day behavior means action, it is about what people want and how much are they willing to get that. At the end of the day people should do, not think. People

should do something; they should act because only actions can be measured. The mentor also discussed how different problems require different approaches, different solutions, different perceptions.

The main idea behind these various tools that the mentor talked about was to make the participants aware of how through the use of these various tools change is possible. Behaviour change is not something that happens in a day. It takes time but through proper communication tools it can be possible. Behaviour change in terms of health communication is what the mentor stressed on. Different problems require different approaches, different solutions and every problem has to be worked out in terms of the stakeholder's perspective.

The mentor then discussed another communication approach which is the SBCC that is Social and Behaviour Change Communication. There are many social determinants that shape human interaction. These social determinants include factors such as knowledge, attitudes, norms and cultural practices etc. SBCC, the mentor implied, uses communication as a tool to influence these social dimensions of health and wellbeing. Communication programs can increase knowledge, change attitudes and cultural norms and produce changes in the behavior of the people.

The mentor talked about how to bring a change into something. first the change should be brought to oneself. Everything starts with self, with individuals. There are many factors which may prove to be a barrier to communication. Behaviour change communication is a tough process. To influence a person and to change his thoughts and beliefs one needs to go through the various bars like family, peers, partner, environment, religion etc. that surrounds the individual. A proper way should be thought about how to reach the person in his environment, how to influence his thought or behavior. Things should be seen from his perspective and should try to understand a proper communicative way to reach the person be it through its culture, norms etc. We have to try to figure out a person's touch points, that is it should be seen in how many different points or different ways a person can be reached, that is the person can be influenced.

The mentor then emphasized on the most important topic and that was how to properly plan a communication strategy. He discussed the principles competencies planning tools which will come in handy while developing any strategy and in bringing behavioural changes.

Video Documentation and Awareness Campaign on Salt Consumption Habits among the Tea Communities of Sonitpur, Assam

It is understood that the salt consumption behaviour of the women of this community have a bearing on their maternal health. Hence it was planned to engage some students and alumni of the Department of Mass Communication and Journalism, Tezpur University in preparing a video documentary for creating awareness on this issue among the people of Tea community of

Sonitpur district. This was expected to not only initiate the students into active research and advocacy on social causes but also sensitize them into becoming responsible and alert communication professionals in their future endeavours.

Objectives:

- To observe the salt consumption behaviour and perception about salt consumption among the Tea Community women
- To understand the social norms with regard to tea and salt consumption
- To identify possible messages that could be delivered to induce behaviour change with regard to salt consumption and nutrition among the tea garden community
- To prepare awareness video to deliver messages about positive health and nutrition behaviour

The key aspects of the videos, which are decided by the project team, were as follows:

- Address health related misconceptions with regard to salt consumption e.g. salt consumption is needed to supplement body salt lost in sweating, swelling of feet of pregnant women is due to some spirit
- Inform excessive salt consumption is bad for everybody, especially women, as it leads to high blood pressure and can become fatal coupled with commonly prevalent anaemia
- There are commonly available nutritious green vegetables which can be accessed free of cost or can be cultivated in kitchen garden
- Reach out to children within the community as agents of social change (animation will be used in this video to make it more appealing to children)

Tea gardens where the activity is taken up

The activity is taken up in Sonabheel, Rupajuli, Hanhsora, Nahoroni, Dhekiajuli and Singri Tea Estates within the Sonitpur district of Assam

Process

Background Research

A group of three students was formed to take up the project. Two of the group members were alumni of the Dept. of MCJ, TU and one was an on-going student from the same dept. After forming the team, they visited tea gardens and during their visit they met people from



management of the tea estates, people related to the healthcare system and the common people.

The main idea of the visit to the tea garden community was to build a rapport with the community and to observe the existing pattern of salt consumption behaviour among the tea garden community and especially among the women. The team also tried to understand major health issues prevalent in the community and the beliefs and traditions related to tea and salt consumption.

After interacting with the tea garden community they found that there is a lot of

prevalence of skin diseases, and anaemia among them. After conducting the pilot survey and based on observation the team selected six tea gardens for the project- Sonabheel, Rupajuli, Hanhsora, Nahoroni, Dhekiajuli and Singri Tea Estates.



Salted Tea being prepared for serving to workers



Distribution of Salted Tea during Working Hour

In the selected tea gardens also, the team tried to understand actual behaviour patterns and the reasons and possible social norms associated with the behaviour of salt consumption. Here they found that salted tea was provided during the working hour and there was a general belief that salt is very much important for their body as through sweat the salt from the body goes away which needs to be replenished by consuming salted tea. The team also understood that pregnant women in the community are not very conscious about their health during pregnancy and

so continue to consume salted tea.

They identified cultural, economic and social factors that influence the daily habits of the people of the tea gardens which in turn form the backdrop to the patterns of tea and salt consumption within them. Based on these interactions it was understood that awareness strategy regarding salt consumption within the community has to be multi-pronged.

Since the habit of salt consumption has multiple effects on community based on gender and age hence it was decided to make multiple short videos highlighting different aspects related to salt consumption and maternal health among the tea garden communities.

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Scripting and Shooting for the Video

For the first video initially the idea was to talk about hypertension induced by salt consumption. But after understanding about anaemia during the field visit the team decided to focus on anaemia also and they understood that in the same video, anaemia and hypertension should be talked together for a better understanding. As the pregnant women in the community are not conscious about nutrition due to income factor so it was also important to showcase a cost effective nutrition plan which should be locally available green vegetables in a cost effective manner.

The role of local level health functionaries also needed to be highlighted in the video so that people approach them in need. Again children are very much important as they can become important change agents in the family and through them sustained behaviour change can be achieved for better community health. So the team decided to engage children in the video to create a better health practices in the family.



For authenticity of the video and for appropriate treatment of the issues, it was decided that people from the community should become part of the video. So a script was developed by the students in consultation with the community. Some members of the community were identified with their consent to act in the video and were counselled based on their capacity to take part in a scripted film. The students tried to be realistic while developing the script and field experiences were weaved into the script. The

Highlighting the role of Local Health Functionaries

script was entirely based on the findings of the field visits. People from the community also volunteered to act.

Talents for the video were identified from the community members. To identify the talents a one day audition was organized by the project team in the study area. Hridoy Rajowar was selected for the role of Bej as he was having prior experience in acting; the lead role was given to Juri Rajowar on the basis of her performance in the audition. Anita Rajowar, Poornima Keot, and Girija Saikia are working as Asha worker, Anganwadi Worker and ANM



respectively in their real life and as they are having knowledge on the issue so they were given the same role in the video also. Momi Orang acted as the educated girl in the video as she is the only girl with higher education in the locality. Majoni Rajowar was selected to act as Majoni based on her performance in the audition round. Mangri Rajowar, Shitaram Rajowar and Minati Rajowar acted as Aunty, Uncle and Water Lifter respectively. Child artists acted in the video were Dimpy Orang, Moromi Rajowar, Lucky Rajowar, Rinki Rajowar, Papu Rajowar, Krishna Rajowar, Morom Rajowar, Kamal Rajowar and Rima Rajowar.

Rough training was given to the people by the students. The team decided to shoot the video at Bahbari Tea Estate, Sonitpur. Before the shoot the team went to the site for recae and other logistical arrangements.

There was no fixed script for the video. The team narrated the situation to the community in Assamese language and then the member of the community themselves decided the dialogues for the video in their own language i.e. Sadri. The dialogues were composed on spot by the community members. Before the final shoot, the talents rehearsed for the video as directed by the team.

After completing the shoot, the video was shown to the District Administration of Sonitpur and to the nutrition specialists. The District Administration as well as the nutrition specialists then suggested few changes in the video for executing the nutrition factor in a better way. After that the video was again taken back to the community and shooting was done based on the recommendations provided by the nutrition specialists and the District Administration.

Community Screening:

After completing the shoot the team edited the final video and it was screened in the village where it was shot i.e. Bahbari village on 1st October. During the screening the supervisor of the project Dr. Joya Chakraborty was also present. Almost 150 people from the village came for the screening. In an Anganwadi centre, multiple screenings of the video were done. Given the huge enthusiasm of the people, separate screenings were done for children, men and women of the village.

During the screening of the video the team members also had an interaction with the village people where one man from the village said that they know that excess salt consumption is not good for them but in this issue women should be more active as the male members of the family always go out for work. So this habit can be minimised if the women members of the family are made conscious about the adverse effects of the use of excessive salt.



Screening of the video

Another man also said that whatever is shown in the video is true and they always prefer going to some *bej* (traditional healer) rather than visiting a doctor when in need. The team member also interacted with the women from the village and in the interaction the women also said that they know about the vegetables shown in the video but they were not aware of the consequences of consuming salted tea. A woman also said that during her pregnancy she also had salted tea and was unaware about the effects. Now as she knows the effects of consuming salted tea she will reduce the use of salt in tea gradually. Another man from the tea garden community highlighted the importance of cleanliness and hygiene for a healthy life and encouraged the community members to keep their surroundings clean.

Case Study of Communication for Development (C4D) Interventions in various Development Projects

Documentation of case studies of successful C4D initiatives from NE region

In order that the viability and appropriateness of C4D as a development approach is recognized within the region it is important that evidence of its success is available for the different stakeholders in the public domain. This will facilitate cross-sectional learning from empirical evidence from within the region and help prevent redundancy in experimental research. It is thus proposed to create a repository of such C4D case studies from within the region. The details of the same then can be made available in a digital platform for larger sharing and discussion.

The core objectives of the initiative are:

- Identify and network with NGOs using C4D as part of their project initiatives in northeast
- Develop repository of such case studies
- Digitization and online delivery of case studies

Communication for Development (C4D) Interventions in Projects

In order to successfully implement the project, some organisations are using almost all forms of communication for development interventions. This is to ensure that the community involved in the project understands the project's concept and that the project team is able to engage them in the project through effective communication.

Here are some examples of case studies in which the various C4D interventions used in projects are tailored to the project's needs and capacity.

Case I: Catalysing Robust Livelihoods with Small & Marginal Women Farmers in Endemically Poor Regions of Assam

SeSTA engages with the most vulnerable—especially women and their collectives, and young members of the communities, in the rural north-eastern region of India (Assam, in particular) in facilitating them from a position of ill-being to well-being, while working towards a vibrant local

community, with secure and sustainable livelihoods, functional governance systems, and a prevailing sense of harmony.

With the aim of mobilizing 5000 women of small and marginal farming families residing in remote areas of Bongaigaon & Goalpara districts of Assam into 400 SHGs and their collectives and assist 3000 of these to get sustainable livelihoods and enhance their family incomes by INR 25000 -30000 per annum through productivity enhancement, crop diversification, enhancing irrigation potential and collectivization into Farmers Producer Organization, SeSTA took up the project “ Catalysing Robust Livelihoods with Small and Marginal Women Farmers in Endemically Poor Regions of Assam”

According to the VO members, the various C4D interventions used in the project are developed according to their needs and capacity. The pamphlets and handouts given to them are in Assamese language which everybody can read and understand easily. The language used in the handouts and in pamphlets is simple and easy to understand. The main purpose of the handouts is that the people can carry the handouts to their home for future references.

In various awareness camps, videos are used which helps the community to see how things work practically in the field. The project team also takes care about the language used in the videos so that people can understand and the language is multi-lingual based on location. The pictorials used in the videos are self-explanatory which also helps to make things clear.

In the training, various presentations are used which are again multi-lingual and contain pictorials which are self-explanatory. Along with the presentations the project team also explains everything verbally in a simple manner.

In the exposure visits to various places are one of the best parts of the project according to the SHG and VO members of Shankarghola, Bongaigaon. They have found that by visiting various places and various works of other SHGs and VOs they can understand how things work practically. In those visits they can see everything they have learnt in the training and can clarify all their doubts with practical solutions.

The games that are used during the training programmes and exposure visits are helpful for the SHG and VO members because if they would not have played any participatory games then they would never be able to interact with various members from different villages. After playing the games they become friendly with each other and then they can discuss everything going on in the SHGs and VOs and also learn various new things from each other. They also believe that by building contacts they can get help and support from each other whenever they need any help from them.

The training sessions carried out by the project team are interactive and activity based. As the sessions are activity based, people do not get bored in the training. The various activities/games also help the people to concentrate more on the training.

The project 'Catalysing Robust Livelihoods with Small & Marginal Women Farmers in Endemically Poor Regions of Assam' by SeSTA is using almost all types of communication in order to implement the project successfully. The community engaged with the project are able to understand the concept of the project clearly and with proper communication the project team has been able to engage them in the project. The communications are done based on the capacity of the community and in a proper way which helps the community to clarify their doubts.

Case II: The "End Maternal Mortality Now" Project: Closing the Gap

To address some of the abovementioned gaps, Nazdeek, PAJHRA (Promotion, and Advancement of Justice, Harmony and Human Rights of Adivasi) and ICAAD (International Centre for Advocates Against Discrimination), developed and implemented the "End Maternity Mortality Now" Project ("End MM Now Project" or "Project"), which combines social accountability, legal empowerment and technology. The project seeks to empower patients and their communities to monitor and report instances of lack of access to health services.

The project is extensively using messaging as one of the key features. Though most of the volunteers from the community did not know the use of mobile or messaging but after getting the training they were able to message properly. The volunteers also said they were satisfied that they have learnt how to message or operate a phone as earlier they had to rely on others. They were also given the coding sheets so that they can send the codes for each issue correctly.

The various participatory games used in the training helped them to concentrate on the training sessions and clarify their doubts and learn many things through question and answer. The posters provided to them are easy to understand and multi-lingual based on the capacity of the volunteers and location. The training was given in Assamese language but few volunteers also explained everything in Sadri language so that the fellow volunteers could understand the sessions in a better way.

In the games, to ask the questions to the other group the questions were given by the project team itself. And if there are any questions from the volunteers they were allowed to include those questions also. The volunteers felt that by giving the questions the project team helped them to see things in a broader way and by including questions from their side they felt that the project also takes their suggestions to make it better.

The various presentations also included more pictorials which helped them to understand things clearly. The volunteers who are working in the project are from the community itself which makes the other people from the community to accept them and also the project. As the volunteers know each and every one from the community so whenever any issue rises it becomes easy for them to identify the person associated with the issue and then inform or

message the project team. To message or to call the project team, the volunteers have been provided with mobile phones and with mobile recharges from time to time. Also when the volunteers inform the project team about any issue or incident the identity of the volunteer is kept secret so that they don't have to face any trouble.

The project 'End Maternity Mortality Now' has various C4D components in its approach. Though participatory games, training, advocacy, posters are used in the training or in the awareness programmes; the volunteer feels that if there were few videos which simply explained about the issues were played then the community could have understood the issues better. They also feel that the community should have been provided with some pamphlets or handouts as in the meetings after hearing the things they simply forget everything after reaching their houses. Explorations of new areas are also suggested by the volunteers.

The volunteers also mentioned the training as useful and informative as earlier they did not know about various issues, schemes. The C4D interventions used in the project are carried out well though there is a need for inclusion of other C4D interventions in the project.

STATEMENT OF EXPENDITURE (SOE)

NAME OF THE ORGANISATION : Tezpur University R and D

FOR THE PERIOD FROM : 1st March to 31st December 2016

PROGRAMME DESCRIPTION: Advancing Communication for Development as a strategy for Social Change in Assam and NE region

Amount in Rs.

Sl. No.	Budget Head / Activity	TOTAL APPROVED BUDGET	SOE Q1 March-May 2016	SOE Q2 June 2106	SOE Q3 July-Aug 2016	SOE Q4 Sep-Nov 2016	SOE Q5 December 2016	Cumulative Expenditure	Balance	Variance %	Remarks/ Reasons for excess expenses if any	Vrs Ref / Ledger Folio ref for expenses reported for current period.
A	B	C	D	E	F	G	H	I = D-E+F+G+H	J = C-I	K = I/C*100		
1	One Day C4D Advocacy with Government Officials at Guwahati											
1 1	Travel for national level resource persons from Hyderabad/Chennai/ Ahmedabad (On Actuals)	40,000.00										
1 2	Honorarium for national level resource persons (including RPs from Assam) (On Actuals)	15,000.00							40,000.00	-		
1 3	To and fro travel for organizers from Tezpur to Guwahati with three trips for liaison with govt officials prior to workshop and two vehicles on day of workshop for 6 participants from tezpur (3 person per vehicle) (On Actuals)	35,000.00							15,000.00	-		
1 4	Travel for district officials from different districts to Guwahati (to & fro) (On Actuals)	15,000.00							35,000.00	-		
1 5	Venue for workshop	8,000.00							15,000.00	-		
1 6	Lunch & Tea and snacks for 60 person	30,000.00							8,000.00	-		
1 7	Workshop File and Kits (Jute bag, note pad, pen, CD/DVD/photocopy of lecture notes and documents)	15,000.00							30,000.00	-		
1 8	Documentation, banners	6,000.00							15,000.00	-		
	SubTotal	1,64,000.00							6,000.00			
2	3-day Consultation for CCRC vision framing								1,64,000.00	-		
2 1	Remuneration (7 National Resource Persons for 2 days)	98,000.00										
2 2	Remuneration (7 Regional Resource Persons for 2 days)	42,000.00							98,000.00	-		
2 3	To and fro Air Travel for national resource persons from Hyderabad/Chennai/ Ahmedabad (On Actuals)	1,40,000.00							42,000.00	-		
2 4	Local conveyance at place of origin (7 National Resource Persons) (On Actuals)	11,200.00							1,40,000.00	-		
2 5	To and fro Taxifare from LGBI Airport to TU campus (7 National Resource Persons) (On Actuals)	49,000.00							11,200.00	-		
2 6	To and fro interstate conveyance for regional resource persons from other NE states (On Actuals)	70,000.00							49,000.00	-		
2 7	Accommodation (14 Resource Persons for 3 days)	42,000.00							70,000.00	-		
2 8	Food and Refreshments for 50 participants (RPs, Seniro faculty members from different different universities, TU officials) for 3 days	75,000.00							42,000.00	-		
2 9	Venue for workshop	9,000.00							75,000.00	-		
2 10	To and fro Local conveyance from Tezpur town to TU campus for outstation participants staying at Tezpur town during three days of workshop (on actuals)	2,400.00							9,000.00	-		
2 11	Workshop File and Kits (Jute bag, note pad, pen, CD/DVD, photocopying of lecture notes)	15,000.00							2,400.00	-		
2 12	Documentation of the programme	8,000.00							15,000.00	-		
2 13	Banner	1,500.00							8,000.00	-		
	SubTotal	5,63,100.00							1,500.00	-		
3	C4D workshop under GIAN								5,63,100.00	-		

B. K. Sharma
Finance Officer
Tezpur University

3.1	Food and accommodation for 50 participants (Faculties and Research Scholars from different universities from across India) for 10 days	2,50,000.00											
3.2	Workshop File and Kits (Jute bag, note pad, pen, CD/DVD, study material pertaining to C4D)	25,000.00		2,50,420.00				2,50,420.00	(420.00)	1.00			V1, V2
4	Launch and Inauguration of MA C4D programme			19,635.00				19,635.00	5,365.00	0.79			V3, V4, V5, V6
4.1	Travel for panelists from Hyderabad/Chennai/ Ahmedabad/ Delhi for inauguration programme (On Actuals)												
4.2	Honorarium for panelists of inauguration programme	80,000.00				23,653.00		23,653.00	56,347.00	0.30			V18, V19, V20, V21
4.3	Accommodation for panelists of inauguration programme (2days) (Panelist will arrive oneday prior to the programme)	28,000.00				14,000.00		14,000.00	14,000.00	0.50			V22, V23
4.4	Food and refreshments of inauguration programme	8,000.00				1,500.00		1,500.00	6,500.00	0.19			V24
4.5	Reachout and dissemination about programme objective and scope through leaflets/posters/pamphlets at multiple locations within and outside northeast region	60,000.00				50,000.00		50,000.00	10,000.00	0.83			V25, V26
4.6	Kits for guests during inaugural function (bag/ pen/notebook)	20,000.00		9,285.00		100.00		9,385.00	10,615.00	0.47			V7, V8, V27
4.7	Local conveyance for reachout to academic institutions and organization of event (On Actuals)	9,000.00				8,895.00		8,895.00	105.00	0.99			V28, V29, V29-A
4.8	Banner, phone fax, printing/photocopying of material etc	10,000.00				6,279.00		6,279.00	3,721.00	0.63			V30, V31, V32, V33, V34
4.9	A/V documentation of inauguration	3,000.00				3,034.00		3,034.00	(34.00)	1.01			V35, V36, V37, V38, V39, V40, V41
	SubTotal	5,000.00											
5	Orientation on MA C4D Programme	2,23,000.00		9,285.00	1,07,461.00			1,16,746.00	1,06,254.00	0.52			
5.1	To and fro travel for 4 National Visiting Faculty for C4D programme (On Actuals)	80,000.00											
5.2	Travel for 4 interstate regional visiting faculty for C4D (On Actuals)					57,669.00		57,669.00	22,331.00	0.72			V70, V71, V72, V73, V74, V75, V42, V43, V44, V45, V76, V77, V78, V79, V80, V81, V82, V83, V84
5.3	Honorarium for 4 national visiting faculty for C4D for 5 days	25,000.00				10,358.00	33,308.00	43,666.00	(18,666.00)	1.75			More regional RP was invited rather than national
5.4	Honorarium for 4 interstate regional visiting faculty for C4D launch programme for 5 days	1,40,000.00				18,000.00	70,000.00	88,000.00	52,000.00	0.63			V85, V86, V87, V46, V47, V88, V89, V90, V91, V92, V93
5.5	Accommodation and food for 8 visiting faculty for 7 days each (Faculties will reach one day prior to the training and will leave next of end of the programme)	60,000.00				48,000.00		48,000.00	12,000.00	0.80			V94, V95, V96, V97, V98, V99, V100, V101, V102, V103, V104, V105, V106, V107
5.6	A/V document of visiting faculty lectures and preparation of study material	56,000.00				24,020.00		24,020.00	31,980.00	0.43			
	SubTotal	25,000.00					25,000.00	25,000.00		1.00			V108, V109
6	Documentation of C4D initiatives in NE states	3,86,000.00			28,358.00	2,57,997.00		2,86,355.00	99,645.00	0.74			
6.1	Food and accommodation during fieldwork at different states of NE region including Assam with three trips to each state (8 NE States) (For 2 person per trip)	1,20,000.00											V110, V111, V112, V113, V114, V115, V116, V117, V118, V119
6.2	Travel during fieldwork at different states of NE region including Assam with three trips to each state (On Actuals)					10,107.00		10,107.00	1,09,893.00	0.08			V120, V121, V122, V123
6.3	Documentation of case studies of successful C4D initiatives from NE states (minimum 15 cases from across 8 states @ two days of documentation for each case)	1,20,000.00				6,612.00		6,612.00	1,13,388.00	0.06			
6.4	Compilation & printing of cases into a compendium, Report writing and preparing multiple (300 @ 200/-) copies to be used as academic resource material for C4D MA programme	1,80,000.00				48,000.00		48,000.00	1,32,000.00	0.27			V124
	SubTotal	60,000.00							60,000.00				
7	ICT for women and adolescents	4,80,000.00				64,719.00		64,719.00	4,15,281.00	0.13			

7.1	Travel during fieldwork at different districts of Assam with three trips to each district on an average (On Actuals)	1,78,200.00			28,452.00		28,452.00	1,49,748.00	0.16		V48, V49, V50, V51, V52, V53
7.2	Food and Accommodation during fieldwork at different districts of Assam with three trips to each district on an average	1,78,200.00					-	1,78,200.00	-		
7.3	IC audio recorder for field work (3 IC audio recorders @7500)	22,500.00			5,800.00		5,800.00	16,700.00	0.26		V54
7.4	Report designing, editing and layout for publication and dissemination of findings (300 copies @ 200/-)	75,000.00					-	75,000.00	-		
7.5	Honorarium for field investigator @ 20000/- per month for 10 months	2,00,000.00		19,333.00	60,000.00	60,000.00	1,39,333.00	60,667.00	0.70		R2, R3, R4, R5, R6, R7
	SubTotal	6,53,900.00		19,333.00	94,252.00	60,000.00	1,73,585.00	4,80,315.00	0.27		
8	Symposia on C4D research in NE										
8.1	Travel for chairpersons and panelists (national) from Delhi, Mumbai, Pondicherry, Shimla, Kolkata, Hyderabad (On Actuals)	2,00,000.00					-	2,00,000.00	-		
8.2	Travel (railroad) for selected paper presenters from different parts of the country including NE states (On Actuals)	1,00,000.00					-	1,00,000.00	-		
8.3	Accommodation for panelists and participants for two days	30,000.00					-	30,000.00	-		
8.4	Food and refreshment	24,000.00					-	24,000.00	-		
8.5	Workshop File and Kits (Jute bag, note pad, pen, CD/DVD, Certificate, lecture note, banner)	15,000.00					-	15,000.00	-		
8.6	Documentation and printing of proceedings of presentation (150 copies @ 200/-). This document will be provided to the students of Dept of Mass Communication & Journalism, Tezpur University	30,000.00					-	30,000.00	-		
	SubTotal	3,99,000.00					-	3,99,000.00	-		
9	Video documentation and Community mobilization campaign on salt consumption habits of tea garden population										
9.1	Travel for research and video shoot to six tea gardens of Sonitpur @ 6 trips to each garden (On Actuals)	72,000.00	37,079.00		38,692.00	6,443.00	82,214.00	(10,214.00)	1.14	Additional cost incurred for community screening	V9, V10, V11, V12, V13, V14, V15, V16, V17, V55, V56, V57, V58, V59, V60, V61, V62, V63, V64, V125, V126, V127
9.2	Script and story board	10,000.00				10,880.00	10,880.00	(880.00)	1.09	Two videos made in place of one	V128, V129, V130, V131, V132
9.3	Voice over and background score	10,000.00				10,000.00	10,000.00	-	1.00		V133, V134
9.4	Audio and video editing for 2 days	30,000.00				30,000.00	30,000.00	-	1.00		V135, V136
9.5	Rent for equipment (camera, mic, tripod, recorder, memory card, card reader, headphone, cables, edit suite) (for minimum 2 days)	30,000.00			30,150.00		30,150.00	(150.00)	1.01		V65, V66
9.6	Refreshment for conducting meetings in Tea Gardens	9,000.00			2,372.00	5,090.00	7,462.00	1,538.00	0.83		V67, V68, V69, V137, V138
	SubTotal	1,61,000.00	37,079.00		71,214.00	62,413.00	-	1,70,706.00	(9,706.00)	1.06	
	Total	2,20,30,000.00	37,079.00	2,98,673.00	3,01,285.00	4,45,129.00	-	10,82,166.00	19,47,834.00	0.36	

Rs.

Advance Opening Balance if any 0.00

Add :Advance received during reporting period 0.00

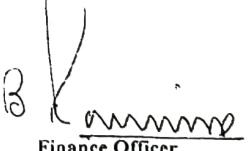
TOTAL 0.00

Less : Expenses for the reporting period 4,45,129.00

Closing Balance (+/-) (4,45,129.00)


Registrar, TU

कुलसचिव
तेजपुर विश्वविद्यालय
Registrar
Tezpur University


Finance Officer
30/01/17

Finance Officer
Tezpur University


Project
Coordinator

Associate Professor,
Deptt. of Mass Communication
and Journalism
Tezpur University, Tezpur-784028