

## **GRAMSAT : UTILITY AND EFFECTIVENESS**

### **Background**

The Department of Space and Ministry of Rural Development, Government of India has sponsored the GRAMSAT programme, which is operating in Orissa. While the financial assistance is given by Department of Space, and the Orissa Remote Sensing Agency (ORSAC) is designated as a nodal agency to coordinate with various departments of Government of Orissa for preparation of an annual calendar covering every department/agency that utilises this facility. The GRAMSAT was introduced in the year 2000 to bring Government of Orissa closer to the people. Now GRAMSAT has spread its network in all the 30 districts, 314 blocks and 1190 gram panchayat headquarters in 8 Kalahandi-Bolangir-Koraput (KBK) districts.

Usually the end-user will log onto GRAMSAT via Direct Reception Systems (DRS), which provides a two-way-audio and one-way-video facility supported by Indian Space Research Organisation (ISRO). In Orissa, the GRAMSAT is being used under Interactive Training Programme (ITP) mode for disseminating information and for building capacities of the functionaries at the district, block and village level. Its main aim is to enable direct participation of the officials, elected representatives, stakeholders, grassroots level functionaries and the target audience to interact directly to know the fund allocations, changes if any in the scheme implementing procedures and revisions that occur from time to time. Through GRAMSAT, the Panelists at studio-end would brief the target audience on different issues/topics related to RD programmes with a view to bring about awareness among its citizens/functionaries at the receiving-end. Besides, it allows in clarifying doubts/queries directly from the Ministers, Experts, and Department Heads dealing with concerned subjects and keeping them abreast with the latest information.

Since inception until September 2005, as many as 345 ITPs were organised covering different departments like Panchayati Raj, Planning and Coordination, Agriculture, Animal Husbandry, Food Supplies and Child Welfare, Fisheries and Rural Development, Water Resources, Health and Family Welfare, Revenue, Commercial Tax etc., and a few NGOs have also utilised this mode of transmission to reach out to the poor and weaker sections of the society for whom the Central/State Government programmes are being implemented.

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### **Need**

In the last few years, the Government of Orissa has made significant strides in the Information Technology (IT) front by specially switching over to ITP via GRAMSAT, to enable (rather than conventional method) direct participation in daily governance to address the issues of development administration at the grassroots level. The salient features of ITP are:

- Provides direct interaction between field functionaries and senior officials;
- Facilitates in imparting training and dissemination of information to field functionaries and beneficiaries on development projects and reviewing of projects; and
- Helps in skill development and technology transfer; and maintains transparency, responsibility and accountability in good governance.

Therefore, there is a need for detailed investigation to know the impact of the GRAMSAT from its initial stage to the present stage. There is also a need to examine how the Orissa Government is making use of this technique to meet the present and future challenges of its people to bring transparency, accountability and good governance in the State to enhance the delivery of public services.

### **Objectives**

- To study the processes involved in the implementation and management of GRAMSAT programme;
- To elicit views of the facilitators, resource persons and other officials involved, about implementation and also their perceptions of the benefit derived from GRAMSAT both by functionaries and elected representatives; and
- To suggest appropriate measures for improving the effectiveness of GRAMSAT implementation.

### **Methodology**

The study focusses on the programme telecast using the ITP mode during the first nine months of the year 2005. The selection of sample and the Centres

(DRDAs/Blocks) was done in consultation with authorities concerned involved in the implementation of GRAMSAT. Both KBK and Non-KBK districts of Orissa are considered as two different strata from which two districts are randomly selected. Again, from each district two blocks were selected. Mainly, two districts and four blocks in non-KBK stratum and similarly two districts, four blocks in the KBK stratum, this apart one coastal district with two blocks formed the total sample frame.

All relevant data from both primary and secondary sources was collected. The primary data was obtained from ORSAC, Production Centre *viz.*, Studio and Receiving Centres (RCs) through a structured questionnaire. The secondary data sources include different reports, journals, log books, documents and manuscripts maintained at different offices/agencies.

Both qualitative as well as quantitative data were gathered. Some statistical tools were used to analyse the data such as crosstabs, frequency distributions, percentages, averages and graphs. Various methods like group discussion; PRA, meetings and in-depth interviews were followed to seek information from the concerned officials implementing the GRAMSAT project. Fifty-three functionaries in KBK districts (Bolangir, Rayagada) and fifty functionaries in Non-KBK districts (Khurda, Dhenkanal and Puri) and nine functionaries from State Capital Bhubaneswar constituted the total sample of 112 comprising 76 officials and 34 non-officials.

### **Suggestions and Findings**

- The Government of Orissa and the nodal agency (ORSAC) should identify places where gram panchayats don't have Television (TV) penetration, but has electricity/power to establish GRAMSAT. This will enable the people to view the TV programmes and slowly habituate to view the development documentary exclusively designed and prepared for people's participation. It is interesting to note that movies are being screened on Sundays for sake of viewer's entertainment.
- The GRAMSAT programme should be flexible, so that the utility can be best explored not only by telecasting governmental schemes/programmes, but allow audience to watch and enjoy Doordarshan programmes for which they are willing to use the TV sets.

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- A cadre of youth be trained and equipped to facilitate GRAMSAT activities at Blocks /GPs.
- The respondent's opinion / likings on priority of schemes and issues be accessed, so that the GRAMSAT will emerge as a live screen for a win-win situation.
- In almost every Gram Panchayat the foodgrains are stocked in the same premises, where the TV set is located, and as a result the room is fully occupied giving no chance for the audience to witness the GRAMSAT programmes as envisaged. Moreover, in most of the instances, the Secretary / EO is preoccupied with distribution and other routine works and unable to give proper attention to GRAMSAT activity.
- Incentives to those who operate the system and make GRAMSAT more popular be identified and suitably rewarded.
- Another important factor that needs attention is a vigorous publicity campaign for promoting the technology by IEC or posters to make real dent on the use of GRAMSAT may be explored.
- The continuum of ITPs should be maintained and reinforced by the user departments to keep in constant touch with concerned officers/ functionaries at different levels.
- Access to technical service support at all receiving centres play an important role and should be ensured properly.
- Seating arrangement for 20-30 at Blocks and GPs be made mandatory as prevalent at DRDAs.
- The functioning of GRAMSAT at GPs has to be geared-up which needs special attention with reference to manpower, accommodation, electricity, phone and training. Lack of responsibility and technical know-how on DRS, reflects on poor utilisation of GRAMSAT.

#### **Conclusions**

- It is important here to mention that GRAMSAT and in particular ITPs have changed the working environment as noticed in PR department. The officials and field functionaries at district and block level have effectively used this

facility. Much needs to be done to percolate this (development broadcast) to Gram Panchayats, which has not made the desired impact.

- The infrastructure (Conference Halls) created for this purpose at DRDAs and Blocks is commendable. Besides, the recruitment of Computer Programmer and Programme officer to facilitate and manage the ITPs with technical background is an added advantage for the success of GRAMSAT. Similar arrangements should also be made at GP level too.
- The impact of ITPs as well as the usefulness is appreciated by all concerned (Officials and Non-officials) at both district and block levels. Since GRAMSAT is used like a free communication vehicle directly communicating the messages and direction from the higher level of authority to functional level at the lowest unit and could reach-out in large numbers, which otherwise would have taken longer time and incurred lot of expenditure.
- The new technology has created a feeling of togetherness and close rapport among the functionaries and panelists. Interestingly, the audiences at the receiving-ends were more confident to understand and take advantage of resource persons' knowledge located at far-end (studio).
- The ITP is perceived as innovative process by a large section of people which is meant to bring change in the environment and delivery mechanism and cannot be one time affair, but should be a continuous facilitating exercise allowing mutual learning between the trainer and the trainee. Therefore, this mode of training is gaining momentum not only in Orissa State, but also in five other States where it has been implemented. Because of its high potential to reach-out larger audience and covering the un-reached KBK areas within affordable cost; economically viable is the Satellite Based Training (SBT) to be given priority in its usage.
- The satellite based programme operating in six States viz. Karnataka, Rajasthan, Madhya Pradesh, Maharashtra, Goa and Orissa should be shared on a single platform to address problems or issues concerning them in a concerted manner, atleast once a year in a workshop / conference to resolve most of their problems. The sharing of experience with concerned resource persons and experts would enable each participating State to focus on interesting areas that are in demand. Apart from this, it

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enables them to use the best practices available in the respective States to meet the new challenges ahead.

- The ITPs of 4-5 hours duration-a talk-back-mechanism should be introduced.
- On an average, each department should be able to utilise the telecast more than two programmes per month to keep GRAMSAT fully utilised and operational throughout the year. And every programme should be unique and on public demand. Repeat programmes should be lessened.
- The main factor for ITPs' success is directly dependent on the working condition of DRS and receiving signals of appropriate frequency for which the users should be oriented with hands-on skills.
- Finally, if GRAMSAT has to reach upto GP level as expected along with people's participation, operational manuals covering Do's and Dont's on GRAMSAT is very essential and should be circulated to all Centres preferably in local language.

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## Chapter 1

### INTRODUCTION

#### Background

The Department of Space, and Ministry of Rural Development, Government of India has sponsored the GRAMSAT programme, which is in operation in Orissa. While the financial assistance is given by Department of Space, and the Orissa Remote Sensing Agency (ORSAC) is the nodal agency coordinating with various departments of Government of Orissa and to bring out a calendar for arranging different slots for each department/agency to utilise the facility annually.

GRAMSAT was introduced in the year 2000 to bring the Government of Orissa closer to the people. Now GRAMSAT has its network in all the 30 Districts, 314 Blocks and 1190 Gram Panchayat headquarters in 8 Kalahandi-Bolangir-Koraput (KBK) districts.

The end-user will log on to GRAMSAT via Direct Reception Systems (DRS), which provides two-way-audio and one-way-video facility supported by Indian Space Research Organisation (ISRO). In Orissa, the GRAMSAT is being used under Interactive Training Programme (ITP) mode for disseminating information and for building capacities of the functionaries at the district, block and village levels. Its objective is to enable direct participation of the officials, elected representatives, stake holders, grassroot level functionaries and the target audience to interact directly in respect to fund allocations, changes in scheme and grounding procedures along with technical details as laid down in guidelines and revisions that occur from time to time. Through GRAMSAT the Panelists at studio end would brief the target audience on different issues/topics related to the implementation of rural development programmes to bring awareness among its citizens / functionaries at the receiving end. This helps to clarify their doubts/queries directly from the Ministers, Experts, and Department Heads dealing with concerned topics and keep them abreast with the latest information.

Since its inception until September 2005 as many as 345 ITPs were organised covering different departments like Panchayati Raj, Planning and

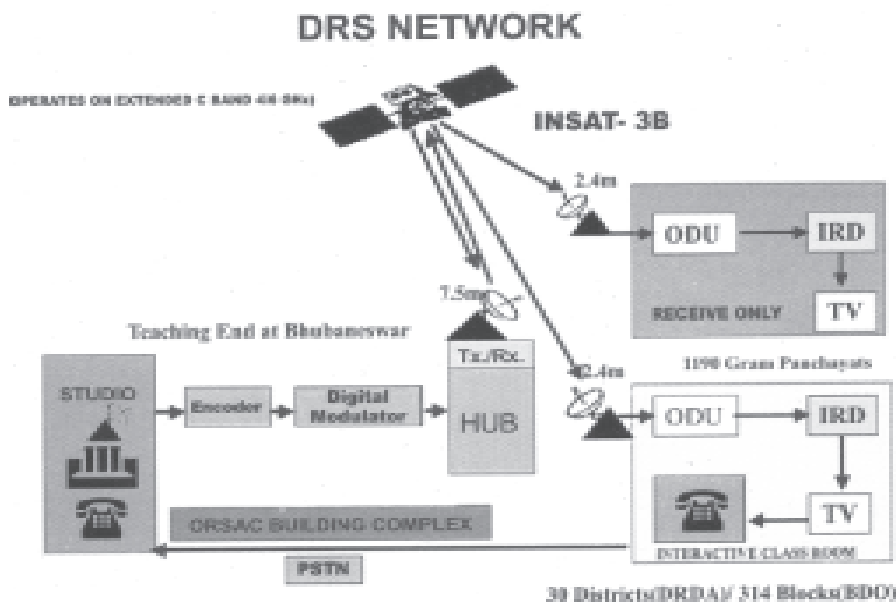
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Coordination, Agriculture, Animal Husbandry, Food Supplies and Child Welfare, Fisheries and Rural Development, Water Resources, Health and Family Welfare, Revenue, Commercial Tax etc. and a few NGOs have also utilised this mode of transmission to reach out to the poor and weaker sections of the society for whom the Central/State Government programmes are being implemented.

### Need

In the last few years, the Government of Orissa has made significant strides on the IT front by specially switching over to Interactive Training Programme (ITP) via GRAMSAT, to enable (rather than conventional method) for direct participation in governance and to address the issues of development administration at the grassroots level. Therefore, there is a need for a thorough investigation to study the impact of the GRAMSAT from its initial stage to the present stage. There is a need to examine as to how the Orissa Government is utilising this technique to meet the present and future challenges of its people to bring transparency, accountability and good governance in the State to enhance delivery of public services.

### Architecture of Network





### Interactive Training Programme (ITP)

Satellite communication networks have been an indispensable part of most major telecommunication systems. Satellites have a unique capability to provide coverage over large geographical areas. The resulting interconnectivity between communication sources provide major advantages in applications such as interconnecting large number of districts, blocks and gram panchayats, by the launch of the GRAMSAT project. The network provides end-to-end connections directly to users and more so in the case of Interactive Training Programmes (ITP) which facilitates one-way video and two-way audio to connect people from administration and policy making bodies to streamline down to local administrative units and common people to reduce the gap between policy makers and the beneficiaries.

#### Salient Features of ITP

- Provides direct interaction between field functionaries and senior officials;
- Facilitates imparting of training and dissemination of information to field functionaries and beneficiaries on development projects and reviewing of projects;
- Helps in skill development and technology transfer; and maintaining transparency, responsibility and accountability in governance;
- Enhances competencies among the field officials of the State; and
- Development broadcasting for awareness about government schemes and programmes.

#### Financial Outlay for GRAMSAT Project

S.No.	Particulars	Amount (Rs. in Crores)
1.	Department of Space	15.10
2.	Ministry of Rural Development	14.50
3.	Government of Orissa	10.00
Total		39.60

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The Ministry of Rural Development, Government of India, has released an amount of Rs.7.25 crore and the remaining balance amount is expected to be released shortly. While the Government of Orissa has released Rs.9.00 crore the annual expenditure of ORSAC on an average is estimated at Rs.2.00 crore.

### Status of DRS Installed and Yet to be Installed in KBK Districts

S.No.	Name of the District	Total G.P Hqrs.	DRS Already Installed			DRS to be Installed 2005-06 + 06-07	
			1 <sup>st</sup> Phase	2003-04	2004-05		Total
1	Bolangir	285	159	55	25	239	46
2	Kalahandi	273	152	55	24	231	42
3	Koraput	226	126	45	20	191	35
4	Nawarangpur	169	94	35	15	144	25
5	Nuapada	109	61	22	9	88	21
6	Subarnapur	96	53	19	8	80	16
7	Malkangiri	108	60	21	6	87	21
8	Rayagada	171	95	35		130	41
Total		1437	800	287	107	1190	247

Source: Panchayati Raj Department.

### Progress

GRAMSAT was initially started with 16 ITPs in 2000 and the number of ITPs gradually increased to 95 in 2005. From its inception up to September 2005, a total of 345 ITPs were conducted, covering different user Departments (28) of Government of Orissa. Besides, two NGOs also utilised this facility. The detailed information on ITPs is given in Annexure – I.

### Objectives

- To study the processes involved in the implementation and management of GRAMSAT programme;
- To elicit views of the facilitators, resource persons and other officials involved, about implementation and also their perceptions of the benefit derived from GRAMSAT both by functionaries and elected representatives; and
- To suggest appropriate measures for improving the effectiveness of GRAMSAT implementation.

## Chapter 2

### METHODOLOGY

The Direct Reception System (DRS) network has been installed in all the 30 district headquarters covering 314 blocks and 1190 gram panchayat headquarters in eight Kalahandi-Bolangir-Koraput (KBK) districts. Out of 345 Interactive Training Programmes (ITP) conducted so far using GRAMSAT mechanism, 40 programmes focussed on issues relating to Panchayati Raj and Rural Development and the Interactive Training Programme (ITP) mode. The proposed study is based on the programmes telecast using the ITP mode. The other programmes mostly were concerned with review of sectoral programmes performance etc. Further, to avoid the problem of memory recall, the study would consider only those ITPs, conducted during the first nine months of the year in 2005. As per the information provided by Orissa Remote Sensing Application Centre (ORSAC) the Departments of Panchayati Raj, OPEPA, Forest and Environment, Rural Development, Women and Child Development and Centre for Youth and Social Development (CYSD) programmes conducted during January to September 2005 were covered.

Out of 30 districts in Orissa, the GRAMSAT programme has been extended up to the Panchayat level in 8 KBK districts while in other 22 districts (Non-KBK), the programme was covered up to the block panchayat level only. Keeping this in view, KBK and non-KBK type of districts were treated as two different strata and from each stratum two districts were randomly selected from the total stratum. Again from each district, two blocks were selected. Thus, two districts and four blocks in non-KBK stratum, two districts, four blocks in the KBK stratum and one coastal district with two blocks formed the total sample frame for the study.

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The study proposed to elicit the views of functionaries also five functionaries were interviewed at each level namely State, District, Block and Gram Panchayati. Fifty-three functionaries have been covered in KBK districts (Bolangir, Rayagada) and fifty functionaries in Non-KBK districts (Khurda, Dhenkanal and Puri) and nine functionaries have been covered at State Capital Bhubaneswar to constitute a total sample of 112, comprising of 76 officials and 36 non-officials.

The selection of ITPs was done after close discussion/interaction with ORSAC officials and keeping in view the user departments, which conducted maximum number of ITPs during the period (January - September 2005). The following Departments viz. Panchayati Raj (PR), Rural Development (RD), Orissa Primary Education Programme Authority (OPEPA), Women and Child Development (W&CD), Forest and Environment Department (F and ED) and Centre for Youth and Social Development (CYSD) were considered.

### Sample Size and Respondents

Sample size

Centre	Officials	Non-Officials	Total
BOLANGIR	10	19	29
RAYAGADA	22	2	24
PURI	13	1	14
KHURDA	12	6	18
DHENKANAL	13	5	18
STATE	6	3	9
Total	76	36	112

\* Numbers indicate sample size.

### **Data Collection Tools and Techniques**

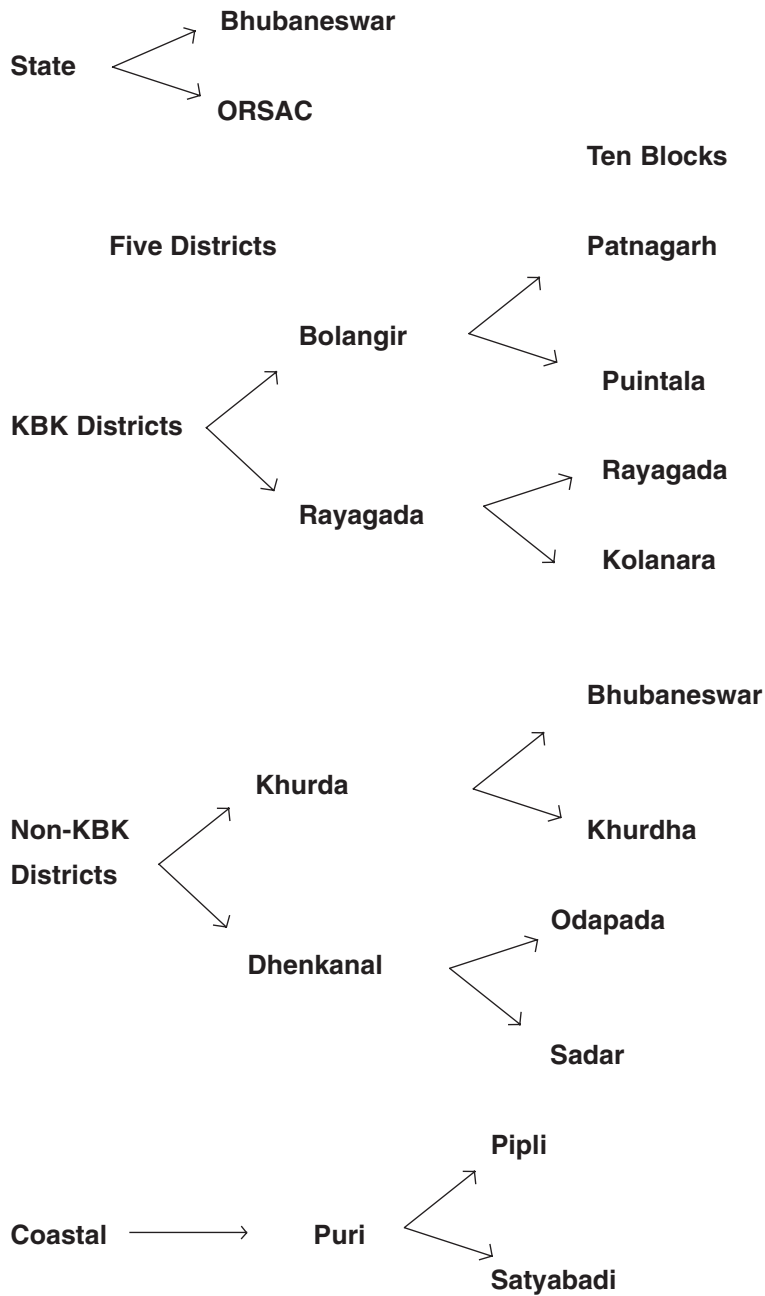
The data were collected from both primary and secondary sources. The primary data were gathered from ORSAC, Production Centre viz. Studio and Receiving Centres (RCs) through a structured questionnaire. The selection of sample and the Centers (DRDAs/Blocks) were done in consultation with authorities concerned involved in the implementation of GRAMSAT. Visits were undertaken to the selected districts, and a separate meeting was held with the authorities to select the blocks and respondents. The respondents were functionaries mostly belonging to various line departments who actually participated in the ITPs held during the reference period (January to September 2005). Since no ITPs were in progress at the time of the survey undertaken during December 2005. The selection of ITPs held during January to September 2005 was restricted to avoid memory bias of respondents while furnishing the information.

As indicated above, a representative sample of five to six respondents at each level viz. State, district and block formed the sample size for the study. And accordingly the data were collected at respective units of administration.

Both qualitative and quantitative type of data has been collected. Different tools were used to analyse the data such as cross tabs, frequency distributions, percentages, averages and graphs. Information was also collected which had direct bearing on the study to give insights to the access to ITPs utility and effectiveness.

Methods like group discussions; PRA, meetings and in-depth interviews were held to gather information from the concerned officials in the implementation of GRAMSAT project. This includes resource persons, nodal persons, facilitators, producers and policy makers engaged in the design and production of ITPs from different user departments. The secondary data sources include different reports, journals, log books, documents and manuscripts maintained at different offices/agencies.

**Sample Frame:**



### Chapter 3

## SOCIO-ECONOMIC PROFILE OF RESPONDENTS

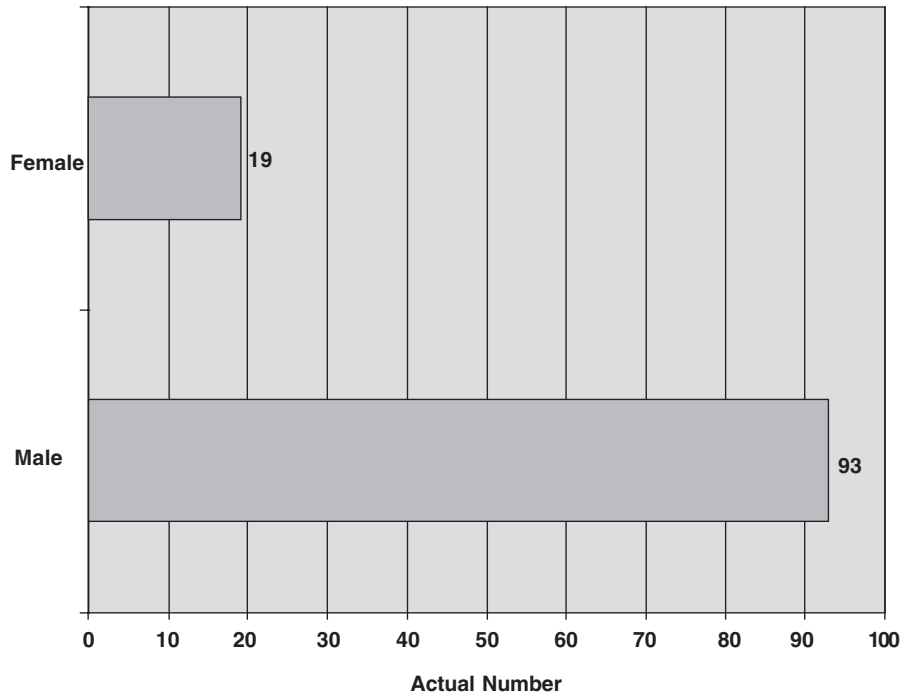
### Gender

The table 1 below reveals that among the sample respondents majority i.e. 83 per cent are male and only 17 per cent are female. Whereas, in Rayagada district the representation of male is as high 96 per cent and female is less i.e. 4 per cent followed by Bolangir district with 86 per cent male and the rest are female. While in non-KBK Dhenkanal district, male constitute 94 per cent and female are 6 per cent. In coastal Puri district, 86 per cent are male and 14 per cent are female followed by Khurda district 61 per cent male and 39 per cent female. Here, the percentage of female respondents is higher when compared to other districts. While at the State level, 56 per cent are male and 44 per cent are female. In general, majority of them are male respondents when compared to female respondents in the select districts.

Table 1

Centre		Gender		Total
		Male	Female	
BOLANGIR		25	4	29
	% within District	86.2	13.8	100.0
RAYAGADA		23	1	24
	% within District	95.8	4.2	100.0
PURI		12	2	14
	% within District	85.7	14.3	100.0
KHURDA		11	7	18
	% within District	61.1	38.9	100.0
DHENKANAL		17	1	18
	% within District	94.4	5.6	100.0
STATE		5	4	9
	% within State	55.6	44.4	100.0
Total		93	19	112
	% of Total	83.0	17.0	100.0

### Gender Distribution



### Age Classification

As far as the age group of the respondents is concerned, the minimum is 25 years, while the maximum is 62 years. The median age of the group is around 48 years, which implies that they are all adults. The table-2 shows four broad classifications of the respondents. On the whole, the age group of 36-45 years dominates the other three classes. The next significant group is 46-55 years, in which 32 per cent are categorised, followed by 17 per cent of the respondents in 25-35 years. A large number of respondents are within 36-45 years and these respondents belong to Dhenkanal district and equally same from Rayagada, Khurdha, Bolangir and Puri. However, the representation of senior citizens is very less which is only 4 per cent.

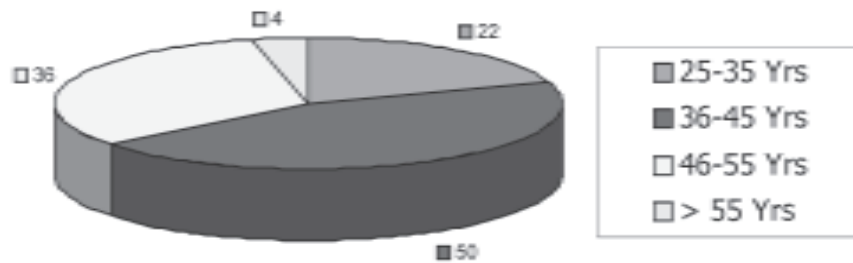


*Socio-economic Profile of Respondents 17*

**Table 2**

Centre	Age				Total
	25-35	36-45	46-55	>55	
BOLANGIR	8	9	9	3	29
% within District	27.6	31.0	31.0	10.3	100.0
RAYAGADA	4	10	10	-	24
% within District	16.7	41.7	41.7	-	100.0
PURI	3	5	6	-	14
% within District	21.4	35.7	42.9	-	100.0
KHURDA	2	10	5	1	18
% within District	11.1	55.6	27.8	5.6	100.0
DHENKANAL	2	14	2	-	18
% within District	11.1	77.8	11.1	-	100.0
STATE	3	2	4	-	9
% within State	33.3	22.2	44.4	-	100.0
Total	22	50	36	4	112
% of Total	19.6	44.6	32.1	3.6	100.0

**Age Distribution of Respondents**



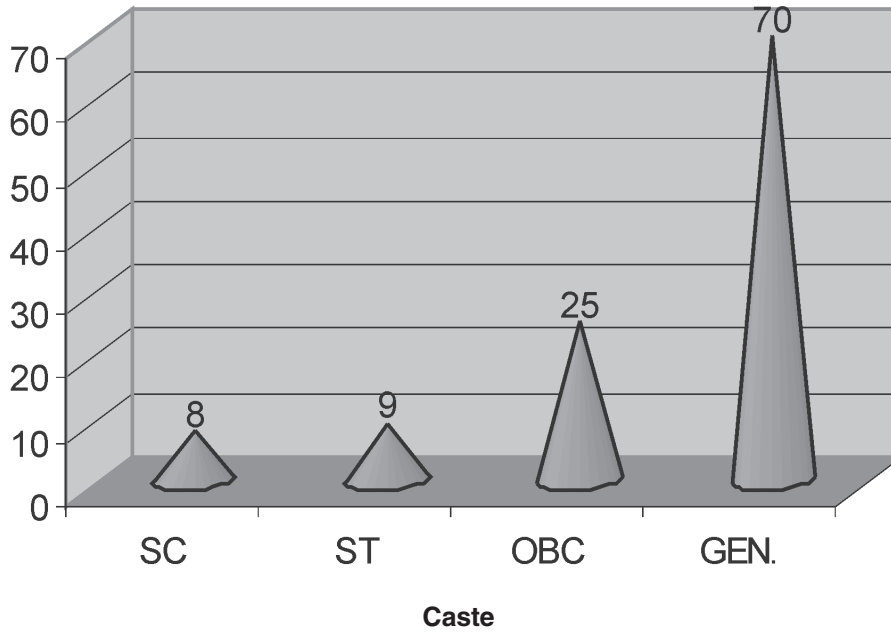
**Caste Composition**

The caste composition in the study area is reflected in table-3 where majority of the respondents belong to general category 62 per cent, followed by OBC category with 22 per cent, whereas SC and ST category has almost equal proportion with 7 and 8 per cent, respectively. The general category of respondents in all districts is high compared to other castes.

**Table 3**

Centre	Caste				Total
	SC	ST	OBC	GEN	
Bolangir	4	3	10	12	29
% within District	13.8	10.3	34.5	41.4	100.0
Rayagada	2	5	4	13	24
% within District	8.3	20.8	16.7	54.2	100.0
Puri			4	10	14
% within District	-	-	28.6	71.4	100.0
Khurda	1		5	12	18
% within District	5.6	-	27.8	66.7	100.0
Dhenkanal	1		2	15	18
% within District	5.6	-	11.1	83.3	100.0
State		1		8	9
% within State	-	11.1	-	88.9	100.0
Total	8	9	25	70	112
% of Total	7.1	8.0	22.3	62.5	100.0

**Caste of Participants**



**Nomenclature of Respondents**

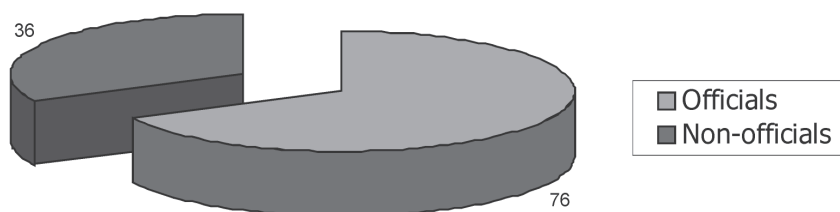
Both officials and non-officials formed a part of the total sample (112) who have actually viewed the ITPs. About 68 per cent of respondents are officials and only 32 per cent are non-officials. Table 4 also depicts the same trend. A large number of officials i.e. 92 per cent are from Rayagada, followed by officials from Dhenkanal, Puri and Bolangir. As far as non-officials are concerned Bolangir is first with 66 per cent, followed by Khurdha and Dhenkanal. A small proportion of respondents belong to Rayagada and Puri districts. While canvassing the schedules importance is not attached to the type of service, but participation of respondents in any of the ITPs held during the reference period was considered.

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**Table 4**

Centre	Category		Total
	Officials	Non-officials	
Bolangir	10	19	29
% within District	34.5	65.5	100.0
Rayagada	22	2	24
% within District	91.7	8.3	100.0
Puri	13	1	14
% within District	92.9	7.1	100.0
Khurda	12	6	18
% within District	66.7	33.3	100.0
Dhenkanal	13	5	18
% within District	72.2	27.8	100.0
State	6	3	9
% within State	66.7	33.3	100.0
Total	76	36	112
% of Total	67.9	32.1	100.0

**Category of Respondents**



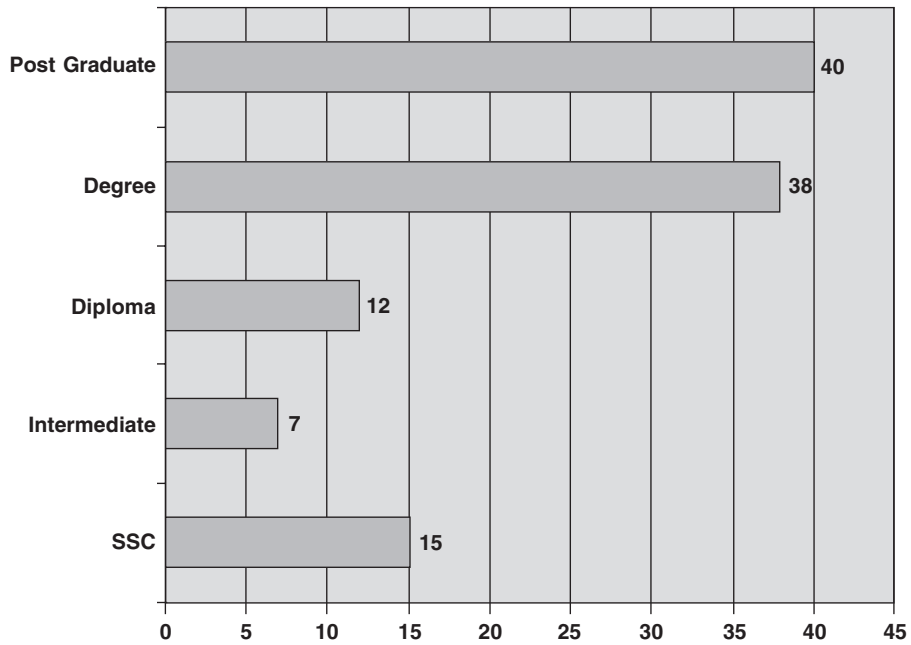
### Educational Level

As far as educational level is concerned about 70 per cent studied up to Degree or Post Graduate. In particular 36 per cent of them are Post Graduates and 34 per cent of respondents are degree holders. This establishes the fact that most of the respondents are employed in Government service, whereas respondents with less educational qualifications namely SSC and Intermediate constitute 20 per cent and remaining 10 per cent of the respondents possessed vocational or diploma. A large proportion of respondents are highly educated and employed as officials/non-officials. As far as illiterates is concerned they are willing to participate in the ITPs to know and learn new aspects directly through this technology, They are able to interact with senior officials in the area of planning, policy formulation and strategies for various programmes/schemes implemented in the State from time to time.

Table 5

Centre	Educational Level					Total
	SSC	Inter	Degree	P.G	Diploma	
Bolangir	9	5	7	7	1	29
% within District	31.0	17.2	24.1	24.1	3.4	100.0
Rayagada	1		7	11	5	24
% within District	4.2	-	29.2	45.8	20.8	100.0
Puri			6	7	1	14
% within District	-	-	42.9	50.0	7.1	100.0
Khurda	2	1	9	6		18
% within District	11.1	5.6	50.0	33.3	-	100.0
Dhenkanal	3	1	8	2	4	18
% within District	16.7	5.6	44.4	11.1	22.2	100.0
State			1	7	1	9
% within State	-	-	11.1	77.8	11.1	100.0
Total	15	7	38	40	12	112
% of Total	13.4	6.3	33.9	35.7	10.7	100.0

### Educational Qualifications of the Participants



### Work Experience

No specific choice was made in selecting the respondents based on their gender or work experience. Forty two per cent of them had work experience between 1-5 years, followed by 18 per cent who possessed more than 20 years of experience. And 17 per cent of respondents had 6-10 years and 13 per cent possessed 16-20 years of work experience. Around 10 per cent had experience of 11-15 years. By and large, the experienced respondents were evenly distributed in all districts in one district or the other while 19 per cent had more than 20 years of experience.

**Table 6**

Centre	Work Experience in Years					Total
	1-5	6-10	11-15	16-20	>20	
Bolangir	13	3	2	3	8	29
% within District	44.8	10.3	6.9	10.3	27.6	100.0
Rayagada	11	4	2	4	3	24
% within District	45.8	16.7	8.3	16.7	12.5	100.0
Puri	5	4	1	1	3	14
% within District	35.7	28.6	7.1	7.1	21.4	100.0
Khurda	9	3	4	1	1	18
% within District	50.0	16.7	22.2	5.6	5.6	100.0
Dhenkanal	7	2	2	4	3	18
% within District	38.9	11.1	11.1	22.2	16.7	100.0
State	2	3		1	3	9
% within State	22.2	33.3	-	11.1	33.3	100.0
Total	47	19	11	14	21	112
% of Total	42.0	17.0	9.8	12.5	18.8	100.0

**Work Experience of Participants**



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### Type of ITP Telecast

The respondents who were attached to DRDAs and PRI Institutions at district and block levels, mostly viewed the programmes related to the subject Panchayati Raj followed by programmes concerned to rural development. The programmes beamed by Women and Child Department and that of Forest and Environment Department impressed the respondents as well. Besides government departments, two lead NGOs, Centre for Youth and Social Development and others could make use of the ITP facilities offered by ORSAC in KBK districts.

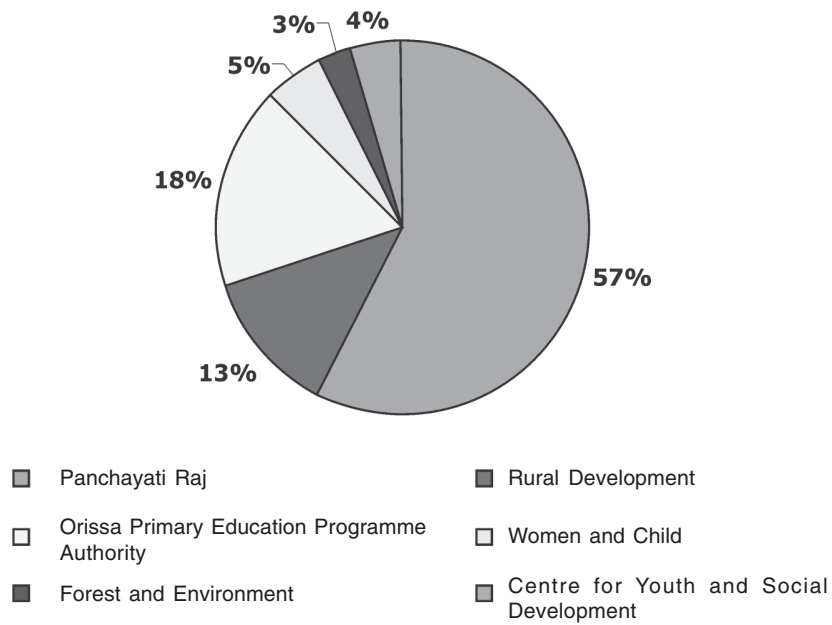
**Table 7**

Centre	User Department/Agency						Total
	PR	CYSD	OPEPA	FED	WCD	RD	
Bolangir	15	1	7	1	1	4	29
%within District	51.70	3.40	24.10	3.40	3.40	13.80	100.00
Rayagada	9		5	2	1	7	24
%within District	37.50	-	20.80	8.30	4.20	29.20	100.00
Puri	9	2	3				14
%within District	64.30	14.30	21.40	-	-	-	100.00
Khurda	10	1	4		3		18
%within District	55.60	5.60	22.20	-	16.70	-	100.00
Dhenkanal	13	1	1		1	2	18
%within District	72.20	5.60	5.60	-	5.60	11.10	100.00
State	8					1	9
%within State	88.90	-	-	-	-	11.10	100.00
Total	64	5	20	3	6	14	112
% of Total	57.10	4.50	17.90	2.70	5.40	12.50	100.00



Table-7 clearly depicts that in all the select districts and blocks Panchayati Raj programmes were viewed/attended by 58 per cent followed by programmes of OPEPA and rural development. Nevertheless, the ITP programmes organised by OPEPA, Women and Child, Forest and Environment departments and that of CYSD did not contribute much to viewing at the State level.

**Respondents Across Different User Departments**



Some respondents suggested improvements in content, timing, and themes relevant to job and they preferred new programmes attaching less importance to repeat programmes.

## Chapter 4

### ITP : UTILITY AND EFFECTIVENESS

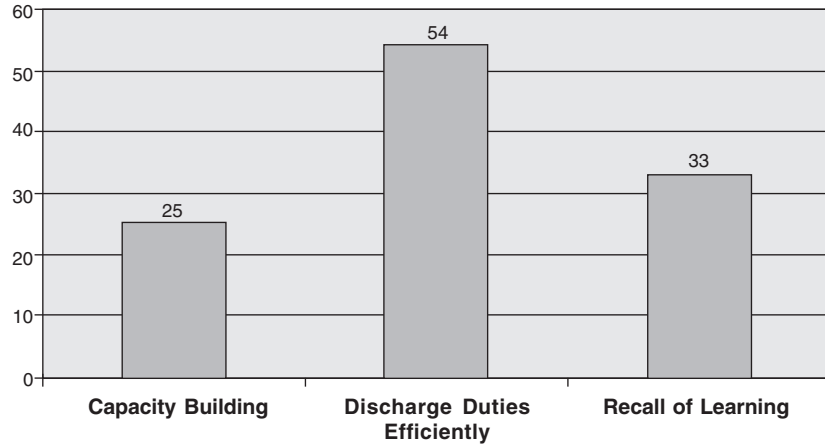
Being effective is doing the right job, being efficient is doing the job right. To ensure that the Government of Orissa is using satellite technology effectively the State need to make sure that the combination of hardware and software are appropriately used for the job that they are trying to do. This type of technology has proved to be useful elsewhere. The programme is implemented in Orissa jointly by Department of Science and Technology and Ministry of Rural Development, Government of India. This GRAMSAT Pilot Project of Orissa is one such initiative in this direction to help the Government reach out to common people at their door step and the features inbuilt in the system will certainly enable to achieve the same. This implies that effective use of appropriate technology brings in value addition to the processes involved in the system.

#### Impact of ITP

The impact is examined according to ITP's content, language, delivery, usefulness and also infrastructure and physical facilities available at each level i.e. district, block and gram panchayat. The results revealed that ITPs have enabled the respondents to reduce bottlenecks at the initial stage itself. Also the funds released for various schemes were best utilised for in quick execution of works and the prevailing wage rates as well as the payment details were transparent to them.

Around 50 per cent of the respondents in each of the selected districts have rated the programme as good, which reflects that by and large that ITP is able to improve the performance of officials at district and block level. About 30 per cent of the audience have judged the ITP to be a recall of learning mechanism and in this regard Dhenkanal district ranks first next to Bolangir followed by Puri and Khurda. Around 22 per cent of the respondents felt that ITP is a capacity building programme.

**Impact of ITPs on Performance**



**Table - 8**

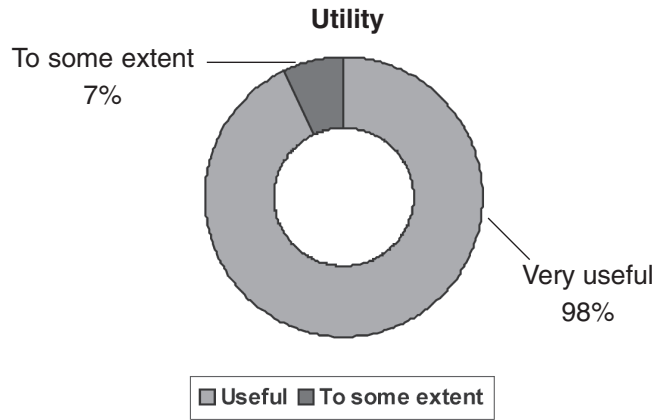
Centre	Impact of ITP			Total
	Recall of Learning	Discharge Duties Efficiently	Capacity Building	
Bolangir	7	14	8	29
% within District	24.1	48.3	27.6	100.0
Rayagada	3	13	8	24
% within District	12.5	54.2	33.3	100.0
Puri	5	7	2	14
% within District	35.7	50.0	14.3	100.0
Khurda	4	10	4	18
% within District	22.2	55.6	22.2	100.0
Dhenkanal	11	5	2	18
% within District	61.1	27.8	11.1	100.0
State	3	5	1	9
% within State	33.3	55.6	11.1	100.0
Total	33	54	25	112
% of Total	29.5	48.2%	22.3	100.0

### Usefulness

About 93 per cent of respondents observed that ITP is very useful while the rest of the respondents only 7 per cent did not feel it useful and the same is true in respect of select districts as well. Incidentally, respondents of Khurda, Puri, Dhenkanal, and Bhubaneswar felt that the technology is useful, whereas in Bolangir and Rayagada respondents felt that the programmes is useful only to some extent. Hence, ITP can be seen as a very useful technique and played a major role as far as interactive training is concerned.

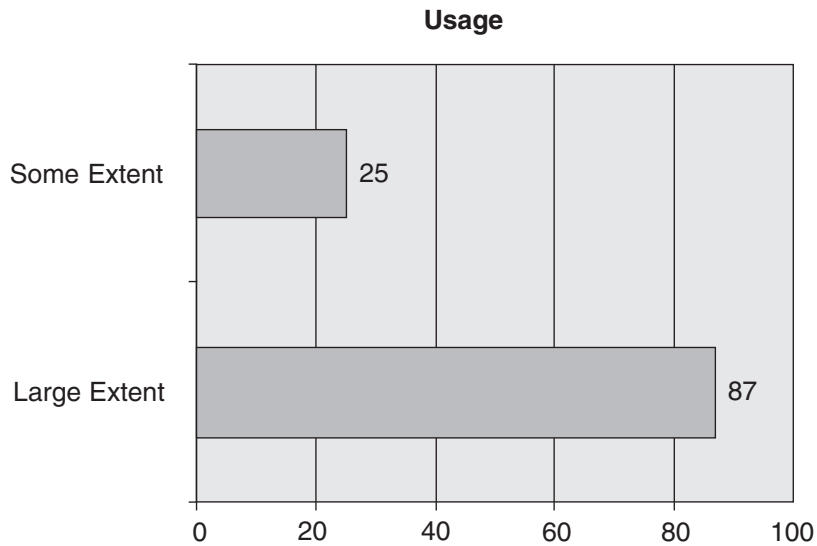
**Table 9**

Centre	Utility		Total
	Very Useful	To Some Extent	
Bolangir	26	3	29
% within District	89.7	10.3	100.0
Rayagada	21	3	24
% within District	87.5	12.5	100.0
Puri	14		14
% within District	100.0	-	100.0
Khurda	18		18
% within District	100.0	-	100.0
Dhenkanal	17	1	18
% within District	94.4	5.6	100.0
State	8	1	9
% within State	88.9	11.1	100.0
Total	104	8	112
% of Total	92.9	7.1	100.0



### Whether Participants Benefited from ITP

The training programme started by Government of Orissa through satellite benefit as many as 78 per cent of the respondents and only 22 per cent could not benefit from the programme. The same trend exists in select districts who are in a position to gain cent per cent followed by Rayagada i.e., 88 per cent.



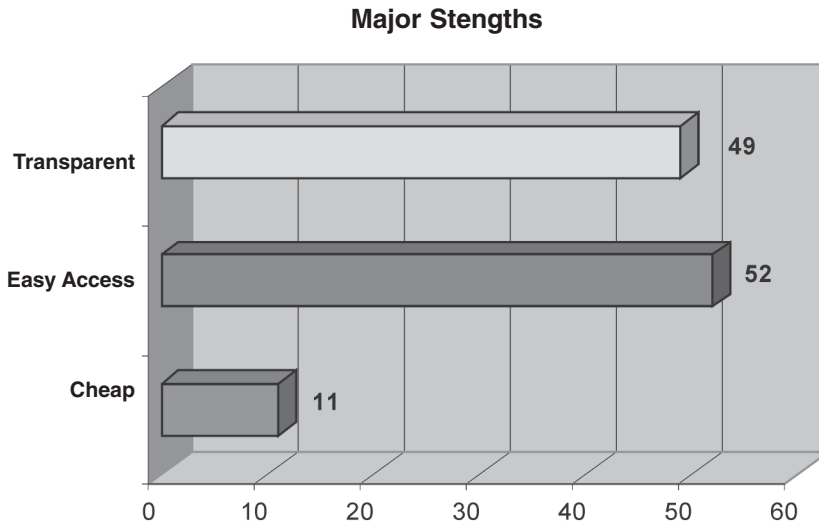
### 30 Gramsat : Utility and Effectiveness

**Table 10**

Centre	Need		Total
	To large extent	To some extent	
Bolangir	21	8	29
% within District	72.4	27.6	100.0
Rayagada	21	3	24
% within District	87.5	12.5	100.0
Puri	14		14
% within District	100.0	-	100.0
Khurda	11	7	18
% within District	61.1	38.9	100.0
Dhenkanal	14	4	18
% within District	77.8	22.2	100.0
State	6	3	9
% within State	66.7	33.3	100.0
Total	87	25	112
% of Total	77.7	22.3	100.0

#### ITP Strengths

The foremost among the three parameters (transparent, easy access and cost) the respondents had easy access up to 46 per cent, while 44 per cent appreciated the transparent component of ITP and only 10 per cent felt ITP is economical. More or less the same opinion is prevalent among the districts.



**Table 11**

Centre	ITPs Major Strengths			Total
	Cheap mode of transmission	Can reach out easily	Transparent	
Bolangir	1	9	19	29
% within District	3.4%	31.0%	65.5%	100.0%
Rayagada	4	9	11	24
% within District	16.7%	37.5%	45.8%	100.0%
Puri	2	5	7	14
% within District	14.3%	35.7%	50.0%	100.0%
Khurda	2	14	2	18
% within District	11.1%	77.8%	11.1%	100.0%
Dhenkanal	1	10	7	18
% within District	5.6%	55.6%	38.9%	100.0%
State	1	5	3	9
% within State	11.1%	55.6%	33.3%	100.0%
<b>Total</b>	<b>11</b>	<b>52</b>	<b>49</b>	<b>112</b>
% of Total	9.8%	46.4%	43.8%	100.0%

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#### The System is Induced with

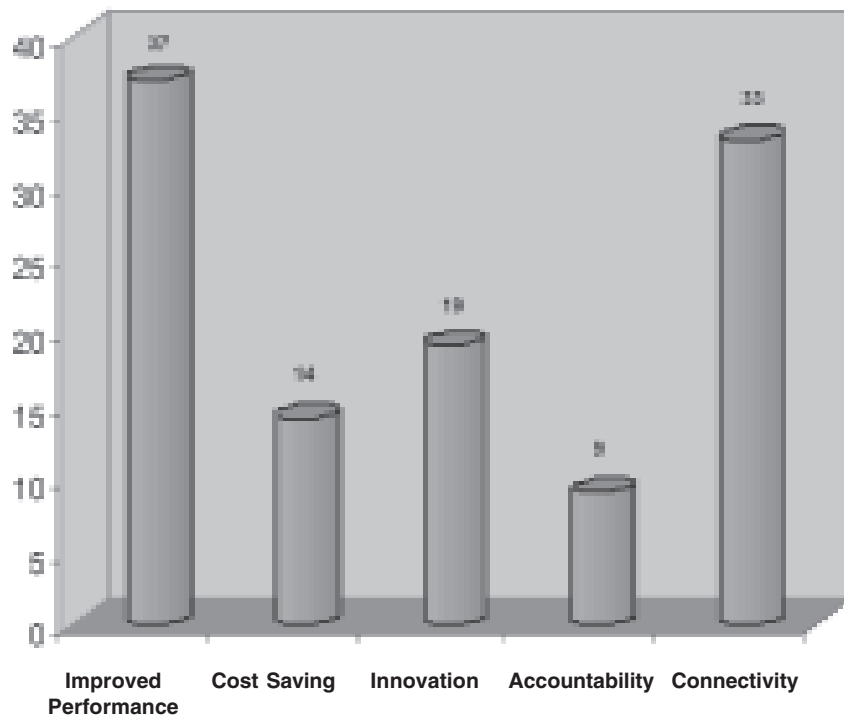
For any new technology to make headway, like ITP in the present context, there is a need for special attraction or contribution for its acceptance like improved performance (33 per cent), improved communication (30 per cent) and (17 per cent) innovativeness for the respondents to participate in ITP. The cost saving is another factor for bringing participants closer to ITP (13 per cent) followed by openness and accountability i.e.; 8 per cent.

**Table 12**

Centre	The system is Induced with					Total
	Improved performance	Cost savings	Innovation	Accountability	Improved Communication	
BALANGIR	7	5	11	2	4	29
% within District	24.1	17.2	37.9	6.9	13.8	100.0
RAYAGADA	7	4	3	3	7	24
% within District	29.2	16.7	12.5	12.5	29.2	100.0
PURI	3	2	2	4	3	14
% within District	21.4	14.3	14.3	28.6	21.4	100.0
KHURDA	11				7	18
% within District	61.1	-	-	-	38.9	100.0
DHENKANAL	6	1	1		10	18
% within District	33.3	5.6	5.6	-	55.6	100.0
STATE	3	2	2		2	9
% within State	33.3	22.2	22.2	-	22.2	100.0
Total	37	14	19	9	33	112
% of Total	33.0	12.5	17.0	8.0	29.5	100.0



**System Induced With**



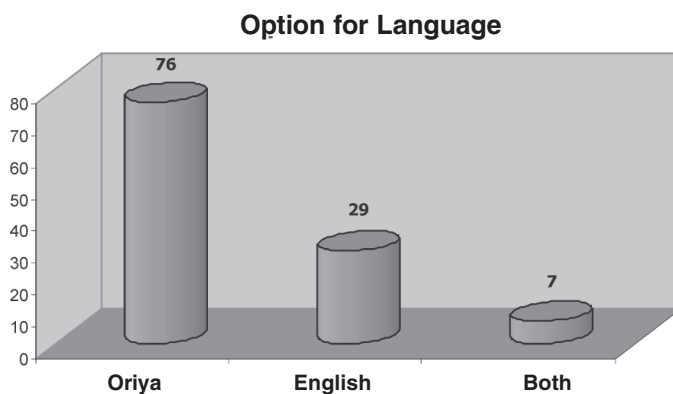
**Language for ITP**

The respondents prefer Oriya as prominent language (68 per cent) in all districts ranging between 86-35 per cent. Hence, the vernacular language i.e. (regional language) dominated in the ITPs. However, a small 26 per cent, prefer English language than Oriya. About 6 per cent prefer programmes in both Oriya and English for beaming the ITPs which suggests that majority of the respondents are conversant in Oriya language from top to bottom at the grassroots.

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Table 13

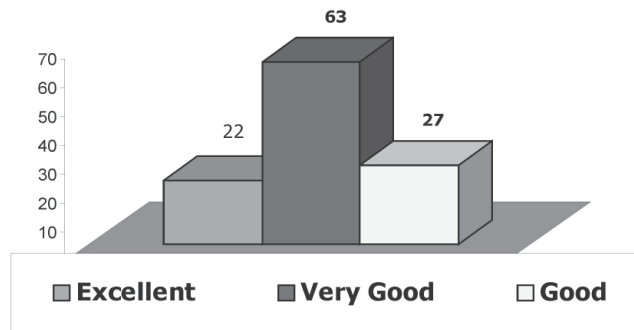
Centre	Language			Total
	English	Oriya	Both	
Bolangir	4	25		29
% within District	13.8	86.2	-	100.0
Rayagada	8	16		24
% within District	33.3	66.7	-	100.0
Puri	4	5	5	14
% within District	28.6	35.7	35.7	100.0
Khurda	4	14		18
% within District	22.2	77.8	-	100.0
Dhenkanal	7	10	1	18
% within District	38.9	55.6	5.6	100.0
State	2	6	1	9
% within State	22.2	66.7	11.1	100.0
Total	29	76	7	112
% of Total	25.9	67.9	6.3	100.0



**Programme Content**

About 56 per cent of the respondents expressed that the content of ITP programmes found to be good and the same opinion follows within the districts also. About 20 per cent of the respondents expressed that the content is excellent, while 24 per cent said it is good. Most of the respondents are satisfied as far as the content aspect is concerned. The programmes are well received by the functionaries both at the district and block level.

**Rating of ITP Content**



**Table 14**

Centre	Are You Satisfied with the Contents of ITP			Total
	Excellent	Very Good	Good	
Bolangir	7	15	7	29
% within District	24.1	51.7	24.1	100.0
Rayagada	1	16	7	24
% within District	4.2	66.7	29.2	100.0
Puri	5	5	4	14
% within District	35.7	35.7	28.6	100.0
Khurda	2	11	5	18
% within District	11.1	61.1	27.8	100.0
Dhenkanal	6	9	3	18
% within District	33.3	50.0	16.7	100.0
State	1	7	1	9
% within State	11.1	77.8	11.1	100.0
<b>Total</b>	<b>22</b>	<b>63</b>	<b>27</b>	<b>112</b>

### Duration of Session

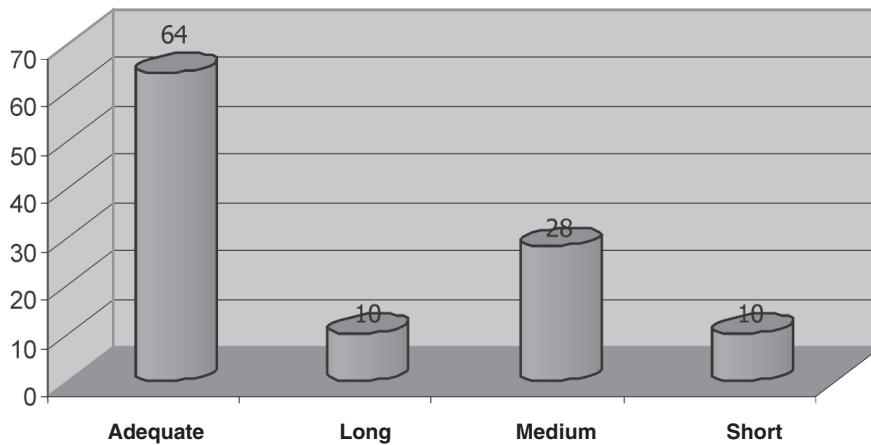
To retain the participants' interest and listening capacity with a view that he/she can interact lively in further discussions the duration of an ITP assumes importance. To keep the concentration as well as attention of the audience in an interactive mode, patience and good packaging of the programme is required. Majority of respondents (58 per cent) expressed that the duration of the programme seems to be adequate, followed by similar pattern in sample districts as well; whereas 25 per cent expressed the duration as satisfactory and 9 per cent of respondents observed that the duration is too lengthy.

The maximum number of respondents (98 per cent) are willing to participate in the ITPs of their own and only 2 per cent of respondents participated due to compulsions from higher-ups.

**Table 15**

Centre	Session Duration				Total
	Adequate	Long	Medium	Very short	
Bolangir	13	9	4	3	29
% within District	44.8	31.0	13.8	10.3	100.0
Rayagada	17		5	2	24
% within District	70.8	-	20.8	8.3	100.0
Puri	10		2	2	14
% within District	71.4	-	14.3	14.3	100.0
Khurda	11	1	6		18
% within District	61.1	5.6	33.3	-	100.0
Dhenkanal	8		7	3	18
% within District	44.4	-	38.9	16.7	100.0
State	5		4		9
% within State	55.6	-	44.4	-	100.0
Total	64	10	28	10	112
% of Total	57.1	8.9	25.0	8.9	100.0

### Rating on Duration



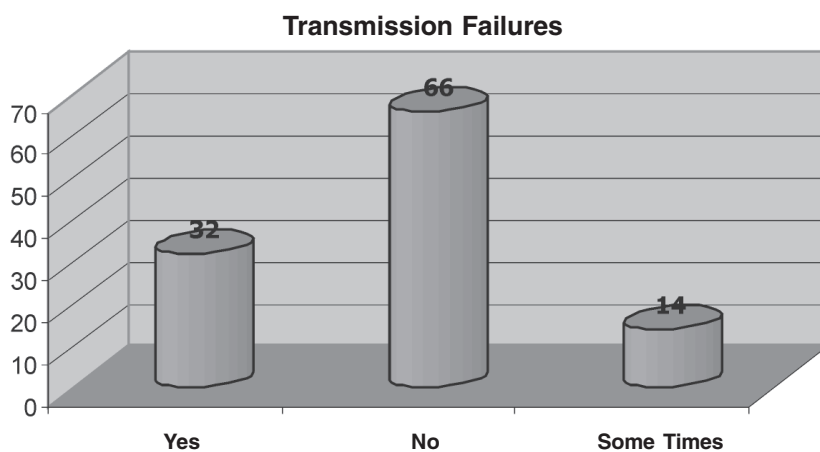
### Disturbance / Transmission Failure

For an interactive programme of this magnitude, many measures might have been meticulously planned for proper and timely conduct of the scheduled ITPs, because transmission signals are well received, especially at receiving end resulting in successful conduct of ITP. Keeping this in view, the ORSAC and others at the Studio have ensured that no transmission error creeps in when the programme begins. During the activities the electricity and antenna alignment were disturbed and caused transmission problems to an extent of 37 per cent and on a few occasions up to 12 per cent which explains how one can get prepared to overcome such an eventuality. The distance or the location of the Centre (DRDA/Block) determines the participation level of the participants in any ITP. It is found that most of the times the centre is located nearby or within the same compound. This is one of the key factors, while establishing a new centre or administration and other agencies involved for all officials to attend.

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Table 16

Centre	Transmission Failure			Total
	Yes	No	Sometimes	
Bolangir	10	19		29
% within District	34.5	65.5	-	100.0
Rayagada	7	12	5	24
% within District	29.2	50.0	20.8	100.0
Puri	3	11		14
% within District	21.4	78.6	-	100.0
Khurda	8	7	3	18
% within District	44.4	38.9	16.7	100.0
Dhenkanal	4	14		18
% within District	22.2	77.8	-	100.0
State		3	6	9
% within State	-	33.3	66.7	100.0
Total	32	66	14	112
% within Total	28.6	58.9	12.5	100.0



**Facilities like Phone / Fax / E-Mail**

For optimal usage of GRAMSAT and to facilitate debate and interaction from the receiving ends with Panelists on the other hand, facilities like phone, fax and e-mail assume prime importance. As ITP can only provide two-way-audio and one-way-video communication between the receiver or the recipient, the devices like phone, fax and e-mail are most essential to talk, ask, inquire or seek clarifications from the experts and it is a must to have any one of these equipment for proper dialogue. A relatively 83 per cent of the respondents have access to this facility. But 13 per cent of respondents expressed that they have no access to them. A small proportion of 4 per cent said ITP was not in working condition. For this purpose the ORSAC has introduced a toll free number to interact with them without incurring any expenditure.

**Table 16**

Centre	Phone / Fax / E-mail Facility			Total
	Yes	No	Function sometimes	
Bolangir	20	8	1	29
% within District	69.0	27.6	3.4	100.0
Rayagada	19	5		24
% within District	79.2	20.8	-	100.0
Puri	12	1	1	14
% within District	85.7	7.1	7.1	100.0
Khurda	16		2	18
% within District	88.9	-	11.1	100.0
Dhenkanal	17	1		18
% within District	94.4	5.6	-	100.0
State	9			9
% within State	100.0	-	-	100.0
Total	93	15	4	112
% of Total	83.0	13.4	3.6	100.0

**Duration for Questions and Answers**

To conduct the ITPs on large scale involving various departments and also to make an impact on people it requires an intervention to know what influences the end-user (recipients) and more so in the present environment of interactive mode. After each programme ends, the panelists would like to interact with the audience for sometime to react and respond to them. For this to happen, sufficient time and slot has been earmarked for this purpose. Around 57 per cent of them said the duration was sufficient, whereas 40 per cent wanted more time and only 3 per cent wanted the duration to be slightly reduced.

**Table 18**

Centre	Duration for Question and Answers			Total
	Sufficient	Require More time	Need to Reduce	
Bolangir	14	14	1	29
% within District	48.3	48.3	3.4	100.0
Rayagada	11	12	1	24
% within District	45.8	50.0	4.2	100.0
Puri	10	4		14
% within District	71.4	28.6	-	100.0
Khurda	12	6		18
% within District	66.7	33.3	-	100.0
Dhenkanal	11	7		18
% within District	61.1	38.9	-	100.0
State	6	2	1	9
% within State	66.7	22.2	11.1	100.0
Total	64	45	3	112
% of Total	57.1	40.2	2.7	100.0



In addition to this, 33 per cent wanted to put two questions, if they were given an opportunity and equally same 32 per cent wanted to clarify one question/doubt in the allotted time. Whereas 18 per cent desired to put more than two questions. As such 17 per cent preferred not to ask any question during that time.

**Table 19**

Centre	Number of Questions Raised				Total
	One	Two	More than Two	None	
Bolangir	6	6	5	12	29
% within District	20.7	20.7	17.2	41.4	100.0
Rayagada	6	13	4	1	24
% within District	25.0	54.2	16.7	4.2	100.0
Puri	4	6	4		14
% within District	28.6	42.9	28.6	-	100.0
Khurda	9	6	3		18
% within District	50.0	33.3	16.7	-	100.0
Dhenkanal	6	2	4	6	18
% within District	33.3	11.1	22.2	33.3	100.0
State	5	4			9
% within State	55.6	44.4	-	-	100.0
Total	36	37	20	19	112
% of Total	32.1	33.0	17.9	17.0	100.0

**Overall Quality of ITP**

The overall quality of the ITP programmes has made significant impact on the officials and non-officials at both district as well as at block level which can be observed from the table-17. As many as 52 per cent said the programme is very good and 24 per cent rated the programme to be excellent, whereas 22 per cent of the respondents wanted few improvements in the programme. However, 2 per cent of the respondents were of the opinion that the programme is not satisfactory. The officials and non-officials at districts and blocks have rated the quality of ITP to be excellent and very good.

**Table 20**

Centre	Overall Quality of the ITP				Total
	Excellent	Need improvement	Very Good	Not upto the mark	
Bolangir	4	2	23		29
% within District	13.8	6.9	79.3	-	100.0
Rayagada	3	8	11	2	24
% within District	12.5	33.3	45.8	8.3	100.0
Puri	5	4	5		14
% within District	35.7	28.6	35.7	-	100.0
Khurda	4	6	8		18
% within District	22.2	33.3	44.4	-	100.0
Dhenkanal	8	2	8		18
% within District	44.4	11.1	44.4	-	100.0
State	3	3	3		9
% within State	33.3	33.3	33.3	-	100.0
Total	27	25	58	2	112
% of Total	24.1	22.3	51.8	1.8	100.0

### Ideal Timing

As far as ideal timing of ITP is concerned, 50 per cent of the respondents preferred that ITP should be shown in the morning between (10AM – 1PM) and 50 per cent opted for telecast in the afternoon between (2PM – 6PM). Most of them wanted to take part in the ITP with colleagues, rather than attend the programme individually.

**Table 21**

Centre	Appropriate Timing for ITP				Total
	10.00-12.00	12.00-2.00	2.00-4.00	4.00-6.00	
Bolangir		10		19	29
% within District	-	34.5	-	65.5	100.0
Rayagada	1	5	5	13	24
% within District	4.2	20.8	20.8	54.2	100.0
Puri	5	4	1	4	14
% within District	35.7	28.6	7.1	28.6	100.0
Khurda	1	14		3	18
% within District	5.6	77.8	-	16.7	100.0
Dhenkanal	2	12		4	18
% within District	11.1	66.7	-	22.2	100.0
State	3	3		3	9
% within State	33.3	33.3	-	33.3	100.0
Total	12	48	6	46	112
% of Total	10.7	42.9	5.4	41.1	100.0

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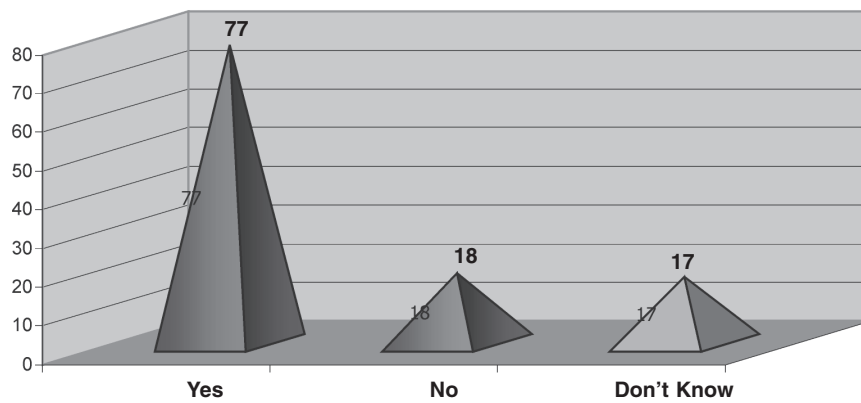
##### Awareness

The success of the programme mainly depends upon the awareness and also its prior communication to all concerned. So ORSAC and user departments have coordinated this aspect in a systematic manner for everyone to participate. Accordingly, 69 per cent of official and non-official respondents at district and block were communicated in advance about the programme. And 15-16 per cent of respondents were not informed or could not get the message on time. However, communicating to the target audience about the ITP was easy at DRDA when compared to blocks. The responsibility of informing the audience rests mainly on the user departments only.

**Table 22**

Centre	Aware of Schedule Programme			Total
	Yes	No	Don't Know	
Bolangir	12	12	5	29
% within District	41.4	41.4	17.2	100.0
Rayagada	21	2	1	24
% within District	87.5	8.3	4.2	100.0
Puri	14			14
% within District	100.0	-	-	100.0
Khurda	10	1	7	18
% within District	55.6	5.6	38.9	100.0
Dhenkanal	14	2	2	18
% within District	77.8	11.1	11.1	100.0
State	6	1	2	9
% within State	66.7	11.1	22.2	100.0
Total	77	18	17	112
% of Total	68.8	16.1	15.2	100.0

### Awareness about ITP



### In What Manner Respondents Benefited

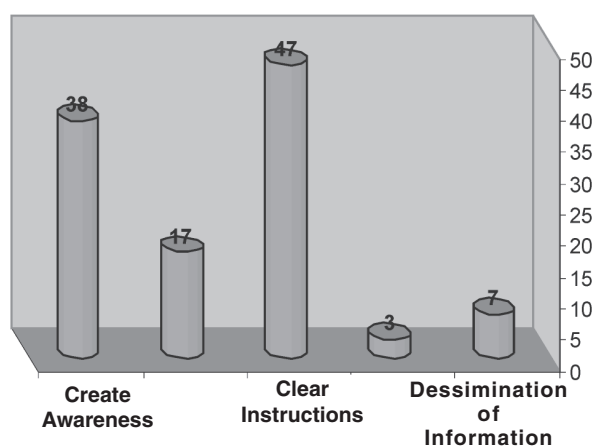
All those who attended the programme have benefited in one way or the other, and about 42 per cent of them got clear instructions; and guidelines about general awareness among 34 per cent respondents. And 15 per cent of the respondents received programme details, and the rest 9 per cent could know the changes / modifications and additional information about a particular programme.

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**Table 23**

Centre	In What Way ITP Helps				All	Total
	Create Awareness	Provide All Details	Gives Clear Guidelines/ Instructions	To Know Change if any of a Prg.		
Bolangir	7	5	16	1		29
% within District	24.1	17.2	55.2	3.4	-	100.0
Rayagada	5	4	11		4	24
% within District	20.8	16.7	45.8	-	16.7	100.0
Puri	6	3	5			14
% within District	42.9	21.4	35.7	-	-	100.0
Khurda	6	2	6	2	2	18
% within District	33.3	11.1	33.3	11.1	11.1	100.0
Dhenkanal	11	1	6			18
% within District	61.1	5.6	33.3	-	-	100.0
State	3	2	3		1	9
% within State	33.3	22.2	33.3	-	11.1	100.0
Total	38	17	47	3	7	112
% of Total	33.9	15.	42.0	2.7	6.3	100.0

**How ITP helped**



### How Technology Can be Used

Any new technology especially GRAMSAT network and ITP in particular had different approach. Forty respondents mentioned that ITP was an excellent enabler, forty per cent for training purposes, followed by 32 per cent respondents as capacity building programme for both officials and non-officials at district / block, whereas 21 per cent felt that it can be used for empowering masses. A small proportion of respondents 2-4 per cent preferred for making announcements and reviewing ongoing projects/schemes.

**Table 24**

Centre	Technology					Total
	Training	Make Announcements	Review Relief Operations	Empowering Masses	Capacity Building	
Bolangir	4	2	2	12	9	29
% within District	13.8	6.9	6.9	41.4	31.0	100.0
Rayagada	14	1	-	2	7	24
% within District	58.3	4.2		8.3	29.2	100.0
Puri	8	-	-	3	3	14
% within District	57.1			21.4	21.4	100.0
Khurda	5	1	-	2	10	18
% within District	27.8	5.6		11.1	55.6	100.0
Dhenkanal	11	-	1	2	4	18
% within District	61.1	-	5.6	11.1	22.2	100.0
State	2	1	-	2	4	9
% within State	22.2	11.1	-	22.2	44.4	100.0
Total	44	5	3	23	37	112
% of Total	39.3	4.5	2.7	20.5	33.0	100.0

## Chapter 5

### INTERVIEW WITH THE USER AGENCIES AND RESOURCE PERSONS

#### **Forest and Environment Department (F&ED)**

The Forest and Environment department is one of the users' that is utilising the GRAMSAT facility to a large extent. The ORSAC has given the facility of DRS for its requirements at their premises. The ITP is found to be useful in bringing about a change in the area of training to cover a larger target audience. Every month one slot is reserved for a duration of 3 hours to train functionaries based at district and block level. The focus of subject revolves around participatory forest management, bio-diversity concerns and forest related aspects. Most of these programmes are intended for creating awareness and programme implementation. Through this technology, they are able to impart training on capacity building for officials and beneficiaries in a simple manner and also the follow up could be done effectively. They are in a position to know the ground realities and issues to be addressed. The only limitation is that there is no face-to-face interaction for which the latest video-conferencing feature may be added.

They expressed that if a D.O. letter is sent to all concerned, the functionaries at district and block would certainly attend the ITP and benefit a lot.

#### **Panchayati Raj Department (PR)**

As far as ITPs are concerned, the PR department was made the nodal agency to co-ordinate with ORSAC to oversee its activities. The whole ITPs implementation of ITPs at district/block to various user departments are under the control of PR department. Preference may be given to the audience to ask questions or seek clarifications from panelists. The time allotted for this purpose should be increased. The theory and interaction part needs to be balanced and be of equal ratio and importance for ensuring connectivity at receiving ends need to be strengthened especially at GP level. Some of them observed that it



is an excellent opportunity to directly interact with decision makers and VIPs, where the role of a facilitator plays a crucial role in the process. The online monitoring system should be evolved to take care of accountability and responsibility aspects of the management.

ITP is very useful to convey messages to field officers who find it difficult to get sufficient time to look into files/documents/circulars about the relevant procedures/rules/guidelines of a specific scheme/programme. ITP provides an opportunity on vital issues to know from Experts / Ministers / Policy makers relating to Panchayati Raj concerning different aspects

#### **State Institute of Rural Development (SIRD)**

The State Institute of Rural Development (SIRD), Bhubaneswar is associated as nodal agency in organising Interactive Training Programmes (ITPs) using Training Development Communication Channel (TDCC) Network. In a phased manner all the DRDAs (30) of the State, 5 Capital Centres, 314 Blocks and 1179 KBK Gram Panchayats have been connected. The SIRD identifies the priority of programmes and also topics/themes relevant for training to PR/RD officials. Its main focus is on monitoring and reviews of projects on regular basis.

#### **Orissa Remote Sensing and Application Centre (ORSAC)**

The discussions held with ORSAC officials looking after the GRAMSAT activities revealed many useful insights that concerns its operations. The Chief Executive Officer of GRAMSAT project is also Commissioner-cum-Secretary, PR and IT, Government of Orissa. The ITPs are meant only for district and block level functionaries. The ITP has set an example for many user departments through their success story to make use of this facility, instead of the conventional training method which was used earlier. When ITP was started the GRAMSAT (in-charge) convinced various departments to book slots for their individual programmes. Now the situation has changed completely and respective departments themselves are wanting to book slots from ORSAC. The present procedure is that each department has been given a prescribed day (Monday to Saturday) in a week. This method ensured that the concerned department

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functionaries at district / block know in advance when the ITP is conducted and accordingly they can participate. However, these programmes are not restricted to district/block but if some Gram Panchayats are interested they can open and watch. To cater to the Gram Panchayat needs, a development broadcast programme was introduced from July 2004 which is relayed from Monday to Saturday between 6.00 p.m.- 7.15 p.m. mostly focussing on socio-economic issues. However on Sundays films/movies are telecast for entertainment purposes between 4.00 p.m. – 7.00 p.m.. The ORSAC wanted the studio to be shifted from Cuttack to Bhubaneswar with a view that all VIPs like Chief Minister, Chief Secretary and Secretaries of different departments could participate in ITPs.

The ORSAC has a modern studio, which was launched and it began functioning from Bhubaneswar itself. Initially the telecast of ITP programmes was 50, which later increased to 70, and it is likely to increase to 150 per annum.

The training should be imparted for 2-3 persons from each GP and for operations a DRS/TV set and dish antenna are required. However, at district and blocks the Computer Programmer and Programme Officer are well equipped in its operation for looking after the systems.

So far, 28 Government Departments of Orissa are making use of this facility. So far 18 departments used frequently and two NGOs are also using the TDCC network for a variety of purposes. The major departments include Panchayati Raj, School and Mass Education, Women and Child Development, Forest and Environment, Rural Development, Energy, Health and Family Welfare, District Primary Education Programme, Agriculture, Industries, Water Resources, Schedule Caste and Schedule Tribe Development. Being a nodal agency it oversees all programmes slated for a month in advance. It helps the Panelists/ VIPs /Ministers to turn up 45 minutes before the telecast so that the content, other inputs are appropriately packaged in each ITP, so that resource persons feel more confident to follow the CUE sheet (Annexure VII) which gives the actual gist of whole programme. The passing of information or communication of an ITP is usually done by the respective user to the required target audience. In case of satellite failure they keep the audience informed and the resonance

disturbance is avoided completely. The anchor person of the programme modulates the sequencing of events. The field level officials/viewers get due recognition during the course of interaction. It is not only the responsibility of ORSAC but even the DRDAs/Blocks/Collectors are supposed to make use of this facility as and when they require. The CEO, ORSAC wants the ITPs to be small and purposeful.

ORSAC reserves slots for ITPs of each department and informs the concerned department. In turn the department Secretaries identify the Resource Persons/Experts and Topics/Themes for all such telecasts.

To a question on how to know that right audience is participating in any ITP?

For this exercise the ORSAC wants to engage a private agency to take-up an independent study to access the number of persons attending the ITPs and their impact on job performance. The spectrum of ITPs has widened from 5-6 to 27–28 per month as of now. Around 15-20 departments are availing this facility every month.

### **New Innovations**

Conducted so far 345 ITPs by 28 departments including two NGOs, the other mandate include:

- To improve the frequency of programme 15-20 ITPs per month; and
- Increase total capacity to 150 ITPs per year.

For this purpose, the proposed staff are 16 who can operate the GRAMSAT programmes and other staff from the departments of Orissa will be deployed soon.

Education Satellite (EDUSAT) is on anvil to cover 100 schools and later go up to 1000. It is proposed to cover 50,000 schools by 2007-08. The Sarva Siksha Abhiyan will fund the entire share. Each school will prepare its content and subjects. The Ministry of Human Resource Development would provide the hub.

### Highlights

- Interactive receiving units at high school level with Rs. 2-5 lakh investment.
- Provides two-way audio and two-way video.
- In a phased manner old DRS will be updated with one way talk possible over phone. Orissa is the first State to launch this programme in October 2005.
- Two boys and two girls schools are selected for their best performance in Koraput district under GRAMSAT.
- GPs face electricity and transmission problems. Hence the State government had decided to provide electricity for all by the year 2007.
- The Secretary PR is extensively using the GRAMSAT for programmes e-governance and agreed to take up AMC to make the programme more variable and sustainable. The strategy to place two qualified staff at district and one at block level to manage the affairs of GRAMSAT effectively.
- GRAMSAT presently working on C-band will soon be switched over to Ku band through EDUSAT.
- ISRO has decided in a phased manner to provide Ku band to all new systems and to cover Annual Maintenance Contract (AMC) for next five years.
- In a few years from now, there will be no problem of electricity in GPs as the responsibility is taken by Panchayati Raj department.

### Education Department (OPEPA)

The Orissa Primary Education Programme Authority (OPEPA) is actively utilising the GRAMSAT and the slot allotted is for a larger duration 11.00 a.m. - 4.00 p.m. on certain days of the week. As far as the users are concerned, the Mother-Teacher, Parent-Teacher, NGOs, Local Education Coordinators, School Inspectors and PRI members do watch and receive up-to-date information. Pertaining to uniform, government school text books (1-7 class) and reading and writing materials are provided free under National Policy on Education 2003 scheme. This facility is made available to backward blocks of (KBK) where

the literacy level is too low. The ITP on Child Census has created awareness among the teachers, parents in the country who are asked to record the pre-school (0-5) and primary school (6-14 years) of age group, of children in the household survey of their locality by identifying the child, and childless homes. So that OPEPA would know the number of children and their status, so that proper strategies could be formulated to bring the children on mainstream, especially who are out of school and are on the streets. The programme which was telecast on October 2, 2005 is just a beginning in this direction.

#### **Centre for Youth and Social Development (CYSD)**

CYSD is one of the potential users of GRAMSAT, a leading NGO which has been established in Orissa and is doing good work in the field of rural development, poverty alleviation, and social security related issues. They were able to reach out to a large region through this mode. GRAMSAT seems to be a very good technology if it is used properly and effectively. The difficulty while using this technology is that sometimes the connectivity fails due to technical snags. Good marketing strategy seems to be missing. They also wanted all DRS to be in good working condition. To get maximum out of GRAMSAT two or three transmission centres were created. Both the government and NGOs need to collaborate to share their respective expertise and experiences for wider dissemination.

#### **Child and Women Development Department (C&WD)**

The C&WD department is utilising the GRAMSAT facility to a large extent. The ITP programmes mostly revolves around women and child health aspects and monitoring of nutrition disability. The department also uses this mode to create awareness among women about child immunisation campaigns to protect their wards against diseases.

#### **Rural Development Department (RDD)**

The Rural Development department avails the GRAMSAT facility as and when required. Rural Development plays an important role in rural water supply and sanitation schemes in the rural areas. Through this medium, the RD department has been able to reach its masses. Technical details/guidelines pertaining to the schemes are beamed through GRAMSAT.

## Chapter 6

### SUMMARY AND CONCLUSIONS

#### Some Insights about ITPs

- The line department functionaries/officials attended for whose sake these ITPs were conceived initially and derived maximum benefit apart from seeking clarifications on vital problems and issues concerning them.
- The respondents found that the programme is very useful in understanding the achievements made by neighbouring States, districts and blocks on different indicators related to PR/RD schemes.
- The elected representatives (women) Sarpanches and Upa Sarpanches are raising issues/problems with experts and as a result acquainting themselves with decision-making capabilities to tackle local situations.
- Earlier the queries, correspondence / letters consumed a lot of time, but things are happening now much faster, through direct interactions with higher-ups' to resolve problems/issues.
- The visible advantages people felt from ITPs at district/block were immediate decisions taken by Ministers, Policy Makers and Department Heads on important matters/issues.
- The key administrators involved in the implementation of various Central and State schemes could easily bank upon this latest satellite communication in reaching out to a large and mixed audience situated in different geographical locations.

#### General Observations

- The role of a facilitator is very crucial as far as educational ITPs are concerned. It requires a well-trained and competent trainer to deal with end-user needs for making the session to be a self-explanatory-exercise.
- The ITPs having panel discussions should be properly followed up and actions thereon should be communicated to all the concerned.

- The respondents' feedback on theme specific ITPs should be properly analysed, based on which the performance of future ITPs can certainly be improved. Presently, a formal system exists, but the format perhaps needs a change to accommodate the present demands of the user (Annexure - V).
- In order to improve the quality of ITPs, the identified facilitator/coordinator should play a major role to understand the programme and later build a rapport keeping in view the end-user interests like background, language and grasping power. And he/she should also be able to communicate on the same wavelength with the experts.
- The district and block level officials felt that GRAMSAT is a good tool in providing them an opportunity to discuss on a wide range of new and old topics/issues that emerge from the interactions with experts.
- The functionaries of Education Department observed that GRAMSAT is playing a pivotal role in beaming educational ITPs of longer duration focussing on NPEGEL scheme covering 30 districts of Orissa.
- Use of telephone facility is allowed at district / block for short duration queries, but for longer duration questions, staff has been asked to use their own department phone/fax machines, which are located at different locations, which needs attention of higher-ups.
- Since question hour time is restricted to 30–45 minutes only, it is suggested that Talk-Back-Mechanism be introduced. As a result participants can clear their doubts/queries.

### **Suggestions and Findings**

- The Government of Orissa and the Nodal Agency (ORSAC) should identify places where the GPs don't have television penetration, but has electricity/power to establish GRAMSAT to enable people to watch TV programmes and to habituate them to view the development documentary exclusively designed and prepared for people's participation. It is interesting to note that movies are being screened on Sundays for the sake of entertainment of viewers.

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- The GRAMSAT programme should be made flexible so that the utility can be best explored not only by telecasting governmental schemes/ programmes, but allow audience to watch and enjoy Doordarshan programmes for which they are willing to use the TV sets.
- As in case of selection of **Best Sarpanch** in each District/ Block/Gram Panchayat is followed to improve his/her local area by providing incentives. On the same lines **Best Sarpanch/Executive Officer** may be selected to improve the GRAMSAT activities also.
- As far as possible, a display board indicating Toll Free Number of phone/ fax may be clearly notified at important places within the GP premises where the GRAMSAT is installed. Besides the date of installation, cost of the equipment, the type of schemes/programmes and the timing of the development broadcast should be widely made public.
- A **Cadre of Youth** be trained and equipped to facilitate the GRAMSAT activities at Blocks/GPs.
- The respondent's option/likings be accessed on priority of schemes and issues, so that the GRAMSAT will emerge as a **Live Screen** for a **Win-Win** situation.
- As such GRAMSAT Pilot Project of Orissa is completing its implementation phase (2000-05) and its sustainability as well as its replicability depends on the funding and manpower requirement.
- Awareness building camps about GRAMSAT including the **Do's and Don'ts** at Gram Panchayat level needs to be organised involving all concerned, so that the utility is used for the intended purpose.
  - a) Educate the people about the benefits of viewing GRAMSAT programmes;
  - b) Provide prior information on items like the exact day, date, timing and type of programmes;
  - c) Impart basic operational and technical skills to adjust the antenna direction and setting of TV channels to receive correct signals;
  - d) Explain procedures how to give a complaint and whom to approach when the system fails or does not respond;



- e) Training on the above may be organised for one day to half-a-day if needed for all GP Secretaries and Executive officers preferably at their own sites.
- To motivate the personnel at Gram Panchayats, the **Best User of GRAMSAT** award be introduced based on number of viewers, hours used and working conditions of DRS etc. Then, such **Best User** should act as a **Role Model** in articulating other users in different locations.
  - All Gram Panchayats may be instructed to maintain a register / logbook and keep DRS systems open to public to participate and give their suggestions/views and feedback for further improvement in the programme.
  - Since the responsibility of GRAMSAT is assigned to Secretary/Executive Officer at Gram Panchayat level, hence he/she should ensure its smooth functioning and usage, so that the benefits reach the masses.
  - In almost every Gram Panchayat, the foodgrains are stocked in the same premises, where the TV set is located, as a result the room is fully occupied leaving no space for the audience to witness the GRAMSAT programmes as envisaged. Moreover, in most of the instances, the Secretary / EO is preoccupied with distribution and other routine works and unable to pay due attention to GRAMSAT activity.
  - Incentives to those who operate the system and make GRAMSAT more popular be identified and suitably rewarded.
  - While ITP is on, if end-user wants to contact ORSAC (studio) by their own mobile cell phones, he/she be reimbursed, since telephones are non-existent at some GPs. This facility will enable the people to actively participate in ITPs as well as to ask questions directly with panelists located at far-end.
  - At present, only three vendors in each district are identified to provide technical support and give annual maintenance for three years. Similar support must be available at blocks and GPs. However, overall supervision will still be continued only by ORSAC.

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- Another important factor that needs attention is a vigorous publicity campaign for promoting the technology may be thought of by IEC or posters to make real dent on the use of GRAMSAT.
- The continuum of ITPs should be maintained and reinforced by the user departments to keep in constant touch with concerned officers/ functionaries at different levels.
- At blocks the e-mail/fax/phone facility should be made available within the conference hall/room allotted for this purpose.
- Seating arrangement for a minimum of 20-30 at Blocks and GPs be made mandatory as prevalent at district DRDA offices.
- All Centres should maintain a register indicating the details about the ITPs held, so that the strength as well as the usage of the system can be ascertained. This is not followed in letter and spirit. (See Annexure-VI).
- As far as possible, all DRS should be of uniform make, so that technical problems can be easily resolved.
- The functioning of GRAMSAT at GPs has to be geared-up which needs special attention with reference to (Manpower, accommodation, electricity, phone and training). Lack of responsibility and technical know-how on DRS reflects poor utilisation of GRAMSAT.

#### **Some Limitations**

- Actually during the survey period (December 2005) no ITPs were in progress, so the researchers could not literally witness and capture online comments/ views of general public.
- Due to time constraint the coverage of sample was restricted.
- The inferences/views that emerge out of the study are confined only to study area and scope for generalisation is limited.

#### **Conclusions**

- It is interesting to mention that GRAMSAT and in particular ITP has changed the working environment as noticed in PR department. The officials and

field functionaries at District and Block level have effectively used this facility. Much needs to be done to percolate this (development broadcast) to Gram Panchayats which has not made the desired impact.

- The infrastructure (Conference Halls) created for this purpose at DRDAs and Blocks is commendable. Besides, the recruitment of Computer Programmer and Programme Officer to facilitate and manage the ITPs with technical background is an added advantage for the success of GRAMSAT. Similar arrangements should also be made at GP level too.
- The impact of ITPs as well as the usefulness was appreciated by all concerned (officials and non-officials) at both District and Block level. Since GRAMSAT is used like a free communication vehicle directly communicating the messages and direction from the higher level functionaries to the lower level could reach to large numbers, which otherwise would have taken longer time and incurred lot of expenditure.
- The new technology has created a feeling of togetherness and close rapport among the functionaries and panelists. Interestingly, the audiences at the receiving-ends were more confident to understand and take advantage of resource persons' knowledge located at the far-end (studio).
- Apart from this, the common user derived a sense of belonging while responding directly through multi-mode phone, fax, e-mail on a wide-ranging subjects thoroughly, which was not possible some years ago. This utility has overcome their inhibitions hitherto one had to seek doubts, clarifications and need to update information on any specific topics/ issues is now possible via ITPs incidentally when the Right to Information was enacted.
- The ITP is perceived as innovative process by a large section of people actually meant to bring change in the environment and delivery mechanism which can't be a one time affair, but should be a continuous facilitating exercise allowing mutual learning between the trainer and the trainee. Therefore, this mode of training is gaining momentum not only in the State of Orissa, but also in five other States where it has been implemented. Because of its high potential to reach-out larger audience and covering those KBK areas not reached and within affordable cost the 'satellite

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based training (SBT)' seems to be economically viable and needs to be given priority in its usage.

- The satellite based programme operating in six States viz., Karnataka, Rajasthan, Madhya Pradesh, Maharashtra, Goa and Orissa should share a single platform to address problems or issues concerning to them in a concerted manner, atleast once a year in a workshop/conference to resolve most of their problems. This sharing of experience with the concerned resource persons and experts would enable each participating State to focus on interesting areas that are in demand. Apart from this, it enables them to use the best practices available in the respective States which can lead to ways and means to meet the challenges ahead.
- The ITPs of 4-5 hours duration, a talk-back-mechanism should be introduced.
- On an average, each department should be able to utilise the telecast for more than two programmes every month to keep GRAMAT operational throughout the year. And every programme should be unique and on public demand.
- Unless the Sarpanch/Executive Officer takes special interest and is fully conversant with the advantages of GRAMSAT he/she may not be able to play a catalyst role to motivate others.
- A team of proactive peoples' involvement is the need of the hour to manage the ITPs in an effective manner, especially at the receiving-end in order to percolate the results to the desired levels.
- The success of ITP's is directly proportional to the working conditions of DRS and receiving signals of appropriate frequency. Hence, the end-users should be imparted with sufficient hands-on skills.
- Access to technical service support at all receiving-centres play a prominent role for voluntary participation of masses. At some Centres the information of ITPs is not reaching timely, which requires prior intimation.
- Now that ORSAC has grown into full-fledged organ with modern gadgets on par with international standards, it should be possible to explore the

technology and enhance the utilisation of ITPs and development broadcast facilities to its user department in general and common public in particular.

- For a project like GRAMSAT, regular sensitisation of officials, functionaries and community people at different stages be considered for training on GRAMSAT activities at all levels to understand and appreciate the technology to its full capacity by themselves first and if need be, familiarised through IEC, publicity campaigns, posters, and display boards.
- Provision for a Suggestion Box at all Centres will enable the authorities of GRAMSAT, to seek new ideas, views and complaints from all sections of people for taking remedial measures.
- Better coordination between user departments, ORSAC, SIRD and other agencies needs to be strengthened for making ITP a vibrant programme.
- For promoting the technology at grassroots more awareness is required by all concerned on urgent basis.
- Finally, if GRAMSAT has to reach at the GP level as expected with peoples' participation, Operational Manuals covering Do's and Don'ts on GRAMSAT must be circulated to all Centres preferably in local language.

**MENU OF OPTIONS FOR IMPROVING ITP<sub>s</sub>**

<b>Category</b>	<b>Option / Measure</b>
Technical	<ul style="list-style-type: none"> <li>• Selection of suitable persons to look after GRAMSAT particularly at the GP level</li> <li>• Technical know-how and basic operations on GRAMSAT to users</li> <li>• Technical service support w.r.t (DRS, Antenna, TV Set and UPS)</li> <li>• Ensure continued power supply</li> <li>• Phase out obsolete equipment</li> </ul>
Managerial	<ul style="list-style-type: none"> <li>• Better ITP scheduling</li> <li>• Dissemination of ITP information at all levels</li> <li>• Appropriate selection of timings</li> <li>• Packaging of relevant topics/themes/social issues to cater client requirements</li> <li>• Analysis of feedback /follow up action</li> <li>• Better maintenance of transmission and equipment</li> <li>• Redressal mechanism to address GRAMSAT grievances</li> </ul>
Institutional	<ul style="list-style-type: none"> <li>• Proactive role of ORSAC/SIRD/Agencies and user departments for better utilisation of technology</li> <li>• Preparation of action plan</li> <li>• Strengthen training and extension efforts</li> <li>• Design of operation manual in regional language</li> <li>• Networking rural infrastructure for effective use of technology</li> <li>• Establishing user groups for better involvement of officials /field functionaries</li> <li>• Regular awareness camps/campaigns on ITP to be organised</li> <li>• Phone/Cell facility be made available at each Centre for better monitoring</li> </ul>

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## Annexure - I

## UTILISATION OF GRAMSAT FOR ITPs DURING 2005

S. No.	Month/ Date	Duration	Hours	Name of the Department	Subject of the ITP
1	January 03, 2005	10.30-13.30	3.0	Forest and Environment Dept.	Forestry in Orissa – An Overview and Challenges Ahead
2	January 05, 2005	15.00-16.30	1.3	Panchayati Raj Department	e-Governance
3	January 06, 2005	10.30-3.30	3.0	Centre for Youth and Social Development (CYSD)	Community Health and Community Workers – Role and Responsibility
4	January 13, 2005	10.30-13.30	3.0	Centre for Youth and Social Development (CYSD)	Community Installation and Primary Education
5	January 14, 2005	10.30-13.30	3.0	Rural Development	Water Supply and Sanitation
6	January 19, 2005	14.00-17.00	3.0	Panchayati Raj Department	Preparation of Estimates for Income Generating Assets
7	January 20, 2005	10.30-13.30	3.0	Women and Child development Department	Review of Mission Shakti and Swayam Sidha and Improving the quality of data under ICDS
8	January 31, 2005	10.30-16.00	5.3	Centre for Youth and Social Development (CYSD)	Micro Planning and Village Infrastructure in Orissa : Situation and Direction.
9	February 02, 2005	14.00-16.00	2.0	Panchayati Raj Department	BETAN
10	February 3, 2005	10.30-13.30	3.0	Centre for Youth and Social Development (CYSD)	Improving Class Room Transaction at the Primary Level Language Education



## Annexure - I

S. No.	Month/ Date	Duration	Hours	Name of the Department	Subject of the ITP
11	February 07,2005	10.30-13.30	3.0	Forest and Environment Dept.	Kendu Leaf –A Unique Resource of Orissa Production System
12	February 14,2005	10.30-12.30	2.0	Orissa Renewal Energy Development Agency (S and T Dept.)	Remote Area Village Electrification Programme
13	February 15,2005	10.30-16.00	5.3	Centre for Youth and Social Development (CYSD)	Domestic Violence and its Implications.
14	February 16,2005	15.00-17.00	2.0	Panchayati Raj Department	NFFWP
15	February 22, 2005	10.30-13.30	3.0	Industries Department	Self Employment Programme
16	February 28, 2005	10.30-16.00	5.3	Centre for Youth and Social Development (CYSD)	Panchayati Raj in Scheduled Areas – Current Practices and Trends
17	March 03,2005	10.30-13.30	3.0	Centre for Youth and Social Development (CYSD)	Class Room Teaching at the Primary Level/Development (CYSD) (Class 1 and 2). Facilitation Process/and Use of TLMs.
18	March 04,2005	10.30-16.30	6.0	Orissa Primary Education Programme Authority	Translation of Teachers Training Module Sikhya under NPEGEL and Girls Education.
19	March 07,2005	10.30-13.30	3.0	Forest and Environment Dept.	Wild/life Management with / Special Reference to the Sanctuaries and National Parks of Orissa.
20	March 08, 2005	14.00-18.00	4.0	Women and Child Development,	Swayamsidha-Regarding

## Annexure - I

S. No.	Month/ Date	Duration	Hours	Name of the Department	Subject of the ITP
21	March 09, 2005	12.30-18.00	5.3	Panchayati Raj Department	Review of SGRY,SGSY,IAY and NFFWP and Training on PAMIS, BETAN and ORACLE.
22	March 10, 2005	10.30-13.30	3.0	Centre for Youth and Social Development (CYSD)	School Management and Citizens Participation in Primary Education.
23	March 15, 2005	10.30-12.30	2.0	Orissa Renewal Energy Development Agency (S and T Dept.)	Solar Energy as a Source of Renewal Energy
24	March 21, 2005	12.30-14.00	2.3	Panchayati Raj Department	Review of National Food For Work Programme.
25	March 29, 2005	10.30-16.00	5.3	Orissa Primary Education Programme Authority	Transaction of Teacher Training Module UNMESH-II
26	March 30, 2005	10.30-16.00	5.3	Orissa Primary Education Programme Authority	Transaction of Teacher Training Module UNMESH-II
27	March 31, 2005	10.30-14.00	3.3	Centre for Youth and Social Development (CYSD)	Trading in NTFP and Panchayati Raj Institutions
28	April 4, 2005	10.30-13.30	3.0	Forest and Environment Dept.	Contribution of Forestry in Economic Development of KBK Area and Bamboo Sector Development in Orissa
29	April 5, 05	15.30-17.30	2.0	Revenue Department	Natural Calamities

## Annexure - I

S. No.	Month/ Date	Duration	Hours	Name of the Department	Subject of the ITP
30	April 6, 2005	15.00-17.00	2.0	Panchayati Raj Department	Sensitisation of BDOs on PR Dept./ MORD portal, NIC Mail, PRIA Soft and Rural Soft
31	April 7, 2005	10.30-14.00	3.3	Centre for Youth and Social Development (CYSO)	Classroom Teaching – Learning at the Primary Level (Class-II, III, IV) Facilitation and Use of TLMs
32	11 April, 2005	10.30-12.30	2.0	Orissa Renewal Energy Development Agency (S & T Dept.)	National Biogas and Manure Management Programme (NBMMP)
33	12 April, 2005	10.30-17.00	6.3	Commercial Taxes (Finance Department)	Value Added Tax (VAT)
34	15 April, 2005	10.30-13.30	3.0	General Administration Dept. (Vigilance)	Peoples' Cooperation in Eradication of Corruption.
35	April 18, 2005	10.30-16.00	5.3	Orissa Primary Education Programme Authority	English Training for Teachers Translation of Module
36	April 19, 2005	10.30-16.00	5.3	Orissa Primary Education Programme Authority	English Training for Teachers Translation of Module
37	April 21, 2005	10.30-13.30	3.0	Women and Child Development Dept.	Review of U.C Positions Mid-day – Meal .Block Wise NOAP Advances etc.
38	April 23, 2005	10.30-13.30	3.0	Fisheries Department	Design and Pre-stocking Care of Fish pond, Broad Stock Management and Scampi Farming

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S. No.	Month/ Date	Duration	Hours	Name of the Department	Subject of the ITP
39	April 25,2005	11.00-13.30	2.3	Food Supply and Consumer Welfare	Review with VCOs and Consumer Activists Market Intelligence
40	April 28,2005	10.30-13.30	3.0	Centre for Youth and Social Development (CYSD)	Resources Rights of Gram Panchayats
41	April 29,2005	10.30-13.30	3.0	Rural Development	Water Supply and Sanitation
42	April 30,2005	10.30-13.30	3.0	Industries Department	Single Window System and Self Employment.
43	May 03,2005	10.30-13.00	3.0	Revenue Department	Registration of Movable and Immovable Properties
44	May 04,2005	15.00-17.00	2.0	Panchayati Raj Department	Quality Control in Rural Connectivity
45	May 05,2005	11.30-14.00	2.3	Centre for Youth and Social Development (CYSD)	Classroom Teaching – Learning of the Primary Level Class II,III & IV Facilitation Process and Use of TLM's
46	May 09,2005	10.30-12.30	2.0	Orissa Renewal Energy Development Agency (S & T Dept.)	Renewal Energy Programme
47	May 09,2005	14.00-17.00	3.0	Forest and Environment Dept.	Biodiversity Conservation in Orissa with Emphasis on Working Plan
48	May 12,2005	11.00-14.00	3.0	Centre for Youth and Social Development (CYSD)	Enrolment in Primary Education : Girl children and Children in Difficult Circumstances

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S. No.	Month/ Date	Duration	Hours	Name of the Department	Subject of the ITP
49	May 19, 2005	10.30-13.00	2.3	Women and Child Development Dept.	Sanitation and Hygiene
50	May 26, 2005	11.00-14.00	3.0	Centre for Youth and Social Development (CYSD)	Development of Power to PRIs in Orissa
51	May 30, 2005	10.30-12.30	2.0	Planning and Coordination Dept.	Self-Employment Programmes
52	May 31, 2005	10.30-12.30	2.0	Planning and Coordination Dept.	RLTAP/RSVY
53	June 1, 2005	15.00-17.00	2.0	Panchayati Raj Department	Pipe Water Scheme Through GP
54	June 2, 2005	10.30-14.00	3.3	Centre for Youth and Social Development (CYSD)	Classroom Teaching Facilitation Process through Lesson Notes
55	June 6, 2005	10.30-13.30	3.0	Forest and Environment Dept.	National Afforestation Programme in Orissa through Forest Development Agency
56	June 7, 2005	15.00-17.00	2.0	Panchayati Raj Department	Natural Calamities
57	June 7, 2005	10.30-13.30	3.0	Revenue Department	Convergence of SGRY with 12 <sup>th</sup> Finance Commission Award Fund
58	June 8, 2005	10.30-13.30	3.0	Orissa Renewal Energy Development Agency (S and T Dept.)	Explanation of Renewable Energy Sources
59	June 9, 2005	10.30-14.00	3.3	Centre for Youth and Social Development (CYSD)	Forest Eviction Issues in Orissa

## Annexure - I

S. No.	Month/ Date	Duration	Hours	Name of the Department	Subject of the ITP
60	June 17, 2005	10:30-13:30	3:0	Udyog Vikas (NGO)	Programme on Career Counseling
61	June 18, 2005	10:30-13:30	3:0	Rural Development Dept.	Water and Sanitation
62	June 20, 2005	10:30-14:00	3:3	Food Supply and Consumer Welfare Dept.	Consumer Affairs and Legal Meteorology
63	June 22, 2005	15:00-17:00	2:0	Panchayati Raj Dept	Pipe Water Scheme through GP
64	June 23, 2005	10:30-15:00	4:3	Industries Dept.	Career Counselling
65	June 24, 2005	10:30-17:00	6:3	Orissa Primary Education Programme Authority	Teleconference on Classroom Transmission
66	June 25, 2005	10:30-13:30	3:0	Labour and Employment Dept.	State Employment Mission – Orissa
67	June 30, 2005	10:30-13:30	3:0	Centre for Youth and Social Development (CYSD)	Panchayat Finances and Local Development
68	July 01, 2005	10:30-13:30	3:0	Health and Family Welfare Dept.	Control of Malaria Death from Orissa
69	July 04, 2005	10:30-13:30	3:0	Forest and Environment Dept.	Increasing Forest Cover through Afforestation and Extension Activities.
70	July 05, 2005	10:30-13:30	3:0	Revenue Department Dept.	Computerisation of ROR and e-Governance
71	July 11, 2005	10:30-13:30	3:0	Orissa Renewal Energy Development Agency (S & T Dept.)	Renewable Energy and its future in Orissa

## Annexure - I

S. No.	Month/ Date	Duration	Hours	Name of the Department	Subject of the ITP
72	14 July, 2005	10.30-13.30	3.0	Centre for Youth and Social Development (CYSD)	Financing Elementary Education in Orissa - Issues and Challenges
73	July 15, 2005	10.30-13.30	3.0	Rural Development Dept.	Rural Water Supply and Sanitation
74	July 21, 2005	10.30-13.30	3.0	Women and Child Development Dept.	Review of W and CD Dept. Programmes
75	July 23, 2005	10.30-13.30	3.0	Planning and Coordination Dept.	Economic Census and Other Activities of Bureau of Economic and Statistics
76	30 July, 2005	10.30-16.30	6.0	Orissa Primary Education Programme Authority	VER its Completion, Compilation and Use of School Chala Abhiyan
77	August 03, 2005	15.00-17.00	2.0	Panchayati Raj Dept	Review of NFFWP
78	August 04, 2005	10.30-14.00	3.3	Centre for Youth and Social Development (CYSD)	Multigrade Classroom Teaching at the Primary School.
79	August 05, 2005	10.30-13.30	3.0	Health and Family Welfare	How to Prevent Filarial Cases
80	August 16, 2005	10.30-13.30	3.0	Forest and Environment Dept.	Uniqueness in K.L Processing in Orissa, NTFP based Livelihood Generation / Options
81	August 17, 2005	15.00-18.00	3.0	Panchayati Raj Dept	Automation and Computerisation Rural Soft, Priya Soft, Betan and PAMIS.
82	August 22, 2005	10.30-13.30	3.0	Food Supply and Consumer Welfare Dept.	Review of Food Supply and Consumer Welfare Activities through GRAMSAT

## Annexure - I

S. No.	Month/ Date	Duration	Hours	Name of the Department	Subject of the ITP
83	23 August, 2005	10.30-13.30	3.0	Orissa Renewal Energy Development Agency (S and T Dept.)	Application of Renewable Energy
84	17 August, 2005	15.00-17.00	2.0	Panchayati Raj Dept	GP and PS Act and Rules
85	25 August, 2005	10.30-14.00	3.3	Centre for Youth and Social Development (CYSD)	Women's Participation in Panchayati Raj Institutions in Orissa- Issues and Challenges.
86	1 September, 2005	10.30-14.00	3.3	Centre for Youth and Social Development (CYSD)	Classroom Teaching
87	2 September, 2005	10.00-16.30	6.3	Orissa Primary Education Programme Authority	Child Census in Orissa-2005
88	12 September, 2005	10.30-12.30	2.0	Orissa Renewal Energy Development Agency (S and T Dept.)	Appropriate Rural Technology
89	13 September, 2005	10.30-14.00	3.3	Fisheries Department	Quality production, Self Employment Opportunities in Fisheries Sector
90	15 September, 2005	10.30-13.30	3.0	Women and Child Development Dept.	Review of W and CD Dept. Programmes
91	19 September, 2005	10.30-13.30	3.0	Forest and Environment Dept.	Forest Protection An Integrated Approach



## Annexure - I

S. No.	Month/ Date	Duration	Hours	Name of the Department	Subject of the ITP
92	20 September, 2005	10.30-16.30	6.0	Orissa Primary Education Programme Authority	Implementation of NPEGEL in Orissa
93	21 September, 2005	10.30-16.30	6.0	Orissa Primary Education Programme Authority	Implementation of NPEGEL in Orissa
94	22 September, 2005	10.30-14.00	3.3	Centre for Youth and Social Development (CYSD)	National Curriculum Framework 2005
95	26 September, 2005	10.30-12.30	2.0	Health and Family Welfare Dept.	How to Minimise Child Death Ratio

**Annexure - II**

**ORISSA REMOTE SENSING APPLICATION CENTRE  
BHUBANESWAR**

M/S S.V.H Tech. Pvt. Ltd.  
Modi Nagar-201204

<b>S.No.</b>	<b>Item</b>
1.	8 ft. Dish Antenna Reflector with Stand DA 824 (Special Design) Spacelink Tripod Stand
2.	Non-Motorised Feed Horn with Tripod Feed/Monopole Mount. Ft Spacelink
3.	Extended C-Band LNBC (Digital Reception) Gardiner
4.	Low Loss Co-Axial Cable (25 Mtrs) RG-6 Mx/Eurocoax / Triscope
5.	MPEG-LI DVB-SIRD Consumer Type F 10m-Humax
6.	21" colour TV 21 Ht 1532 Philips
7.	RF Cable-VHF/UHF Cable (Ird To TV) Eurocoax / Triscope
8.	Voltage Safty Devive to Protect TV and IRD EVR Sukam / XE-BEC
9.	Cabinet for Electronics Painted with Red-oxide and then Oil Painted Spacelilk
<b>Optional Items</b>	
10.	Low Loss Co-Axial Cable RG-6 or Equivalent Per Meter Eurocoax / Triscope
11.	Video-Audio Cable (2 Meters) MX
12.	Bullet Amplifier (Site Dependent) Protopia

**Annexure - III**

**ORISSA REMOTE SENSING APPLICATION CENTRE  
BHUBANESWAR**

**Dedicated Earthing for Protecting DRS Antenna and Lnb From Lighting**

<b>S.No.</b>	<b>Nature of work</b>
1.	Earth Digging (Dimension of the Earthing Pit 1 Mtr x 1Mtr 2 Mtr)
2.	Salt One Quintal
3.	Charcoal 10 bags 25Kg/bag
4.	2" dia GI PIPE 2 Mtrs
5.	3 mm dia Copper Wire 10 Mtr
6.	Cable End, Nut bolt Solder and Wall Wiring as Necessary

**Annexure - IV**

**FLY AWAY TERMINAL**

Satellite Operation	:	INSAT-3B
Location of Satellite	:	83.5° E
Station Location	:	Longitude: 85.5° E Latitude: 20.13° N
Azimuth	:	185.79°
Elevation	:	66.30°
Polar station	:	Linear Horizontal
Transponder	:	No. C-15
Uplink Frequency	:	6849 MHz
Downlink Frequency	:	4624 MHz
C-band Frequency	:	1326 MHz
Symbol Rate	:	3.333 MSPS
Central Transmission Room		
Vision Mix/Video Mix and Other inputs	:	Sony Make

**Annexure - V**

**FEEDBACK REPORT ON ITP**

01. Which Department/Organisation conducted ITP :
02. Date of ITP :
03. Time Duration of ITP :
04. Subject/Theme of ITP :
05. How many target viewers attended :
06. Categorywise target viewers :
07. How many other departments officers attended the ITP :
08. How many questions/statements made through telephone for interaction :
09. How many questions/statements made through fax :
10. How many questions/statements responded by the resource persons. :
11. General opinion raised by participant on the presentation of resource persons. :
12. General opinion raised by participant on the interactions conducted by telephone and responses from the resource persons. :
13. Overall evaluation of ITP by participants and their suggestions for making ITP more effective. :

Mail by return post/fax to:  
Chief Remote Sensing Application Centre,  
2<sup>nd</sup> Floor, Suryakiran Building Complex,  
Sahid Nagar, Bhubaneswar-751007,  
Fax No. 0674-501854

Name and Signature of  
the Departments' Link  
person offering the  
feedback.  
Date :



**Annexures - VII****PROGRAMME CUE-SHEET**

Subject : Role and Responsibility of PRIs in Primary  
Education and Total Literacy Campaign

Date : 20.10.2004 Time : 11.00 a.m -13.30 p.m

Time	Sequence	Resource Person
11.00 AM - 11.10 AM	Opening Statement - Today's Programme - Introduction Receiving End - Target audience (President, ZP, PD, CI, DI, SI, Chairman, PS & Sarpanches	Asst. Director, SIRD
11.10 AM - 11.20 AM	Introduction to the Topic	Commissioner-cum- Secretary, Panchayati Raj
11.20 AM - 11.40 AM	Role and Responsibility of PRIs in Primary Education and Total Literacy Campaign - Accountability of Teachers to PRIs - Transfer - Monitoring and Supervision of Attendance of teachers - DPEP	Hon'ble Minister, Panchayati Raj and Hon'ble Minister of State, School and Mass Education
11.40 AM - 12.00 PM	Panel Discussion	Comm.- cum - Secretary, S & ME, Comm.- cum- Secretary, PR & Director, Elementary Education

**Annexure - VII**

Time	Sequence	Resource Person
12.00 PM - 13.00 PM	Interaction	Receiving End
13.00 PM - 13.15 PM	Concluding Observations	Hon'ble Minister, PR and Comm.-cum-Secretary, PR
13.15 PM - 13.25 PM	Concluding Observations	Hon'ble Minister of State, S and ME and Commissioner - cum - Secretary, S&ME
13.25 PM - 14.00 PM	Information to the Receiving Ends and offering of thanks	Asst. Director, SIRD



# **GRAMSAT : UTILITY AND EFFECTIVENESS**

**S.V. Rangacharyulu**

**P. Satish Chandra**

**Saroj Kumar Dash**



*Centre for Information Technology and Quantitative Techniques*

**NATIONAL INSTITUTE OF RURAL DEVELOPMENT**

*(The Ministry of Rural Development, GOI)*

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December, 2007

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Published by : National Institute of Rural Development, Rajendranagar,  
Hyderabad - 500 030. Telephone : 24008522 / 6, Fax : +91 (40) 24008469  
E-mail : [ciec@nird.gov.in](mailto:ciec@nird.gov.in) Website : [www.nird.ap.nic.in](http://www.nird.ap.nic.in)

Printed at : Vaishnavi Laser Graphics, Hyderabad. Ph : 040-27552178

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## ACKNOWLEDGEMENTS

The report on **GRAMSAT : Utility and Effectiveness** with special reference to Interactive Training Programme (ITP) has been taken up to know and see how this utility is working in the State of Orissa. Firstly, we would like to place on record the help and guidance received from Shri Chinmay Basu, IAS, Deputy Director General, NIRD for his kind cooperation, otherwise this study would not have been attempted. Our special thanks are to shri Lalit Mathur, IAS, former Director General, NIRD who gave necessary encouragement and support.

We deeply appreciate the following Institutions/Agencies *viz.* Orissa Remote Sensing Application Centre (ORSAC), Bhubaneswar, State Institute of Rural Development (SIRD), Bhubaneswar, Orissa Primary Education Programme Authority (OPEPA), Centre for Youth and Social Development (CYSD) and concerned Departments *viz.* Panchayati Raj, Rural Development, Forest and Environment and Child and Women Development, who have extended full cooperation and support for this study.

We specially thank all officials at three levels of administration, namely District, Block and Gram Panchayat for sparing their valuable time and providing with necessary information and ideas.

We also thank for the help and suggestions rendered by friends and colleagues for completion of this report on time.

The participants, facilitators, producers, resource persons, decision makers and anchor persons and many others deserve special mention for their cooperation and providing useful suggestions.

We specially thank Dr. Jaya Patil, for going through the draft report and offering her valuable comments and suggestions. We also thank Ms. K. Jayasree, for her secretarial assistance and Mr. P.S.N. Balasubramanyam who has carefully fed the data into the computer and generated all the tables, graphs and typing the manuscript neatly.



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