



My idea of Village Swaraj is that it is a complete republic. The government of the village have all the authority and jurisdiction required. This Panchayat will be the legislature, judiciary and executive combined. (*abridged*)

- Mahatma Gandhi

FINAL REPORT

ON

EVALUATION

OF

MEDIA AND PUBLICITY SCHEME

50th Anniversary of Panchayati Raj
and launching of 2009-10 as the
“Year of Gram Sabha”

Ministry of Panchayati Raj on behalf of the
Panchayati Raj Institutions, gratefully
remembers the Father of the Nation,
who fervently advocated “Gram Swaraj”.

National Panchayati Raj Day

SUBMITTED

TO



Ministry of Panchayati Raj
Government of India
website : www.panchayat.nic.in



Panchayati Raj

Active Gram Sabha - for Empowered People and Accountable Panchayats

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CHAPTER – I

BACKGROUND OF THE SCHEME

At the time of the creation of the Union Ministry of Panchayati Raj as a nodal Ministry in the Government of India for Panchayati Raj, there was inadequate awareness at various levels of governance as well as the general public about the concept and relevance of Panchayati Raj. Enlarging the Media and Communication efforts of the Ministry was, then, considered as a vital component of the dialogue aimed at capacity building and empowerment training efforts directed at the State Governments, the PRIs and the rural community. The Plan Scheme titled "Media and Publicity" during the Eleventh Five Year Plan was approved in August 2007. Since the need for developing the necessary awareness about Panchayati Raj warrants wideranging effort utilizing a range of media tools for advocacy and publicity, the Ministry has been making efforts to disseminate information through the print and electronic media alongwith traditional forms of mass communications.

Media and Publicity Scheme primarily aims at better and more effective communication through the electronic and the print media for advocacy and publicity regarding Panchayati Raj and its programmes which aim to build capacity within, and enhance the performance of Panchayats at all levels. Under this scheme, conferences and meetings are also held with Elected Representatives, officers of the Department of Panchayati Raj in States/UTs, Experts, Academicians, Social Activists, NGOs etc. at regular intervals.

Scheme on Media and Publicity

The establishment of the Union Ministry of Panchayati Raj as a nodal Ministry in the Government of India for Panchayati Raj has provided a fresh impetus to the nation's efforts in implementing the provisions of part IX of the Constitution. However, there is inadequate awareness at various levels of governance as well as the general public about the concept and relevance of Panchayati Raj. The need for developing the necessary awareness about Panchayati Raj warrants wide-ranging effort utilizing a range of media tools for advocacy and publicity. Enlarging the media and communication efforts of the Ministry is a vital component.of the dialogue aimed at capacity building and empowerment training efforts directed at the State Governments, the PRIs and the community.

Ministry of Panchayati Raj believes that any Five Year Scheme on Media and Publicity must stand on its own for the reason that the dissemination of messaging, that will build capacity and enhance the performance of Panchayats, may not be a constant. For instance, there may be an epidemic of chikungunya (as indeed there is in some States, even at this point of time), then the radio programmes, newsletters and advertisements over the electronic and print media must address this issue. These States may be different from those states, which are encountering drought, floods or tsunami, and therefore, in those States, the content of the messaging disseminated will be completely different. In each case, the elected members and functionaries of Panchayat are to be equipped and strengthened to deal with wholly disparate and divergent ground reality. It is true that some of the content in the dissemination through any Media Programme is common, but even this is required at different pace and time in different states, depending on the stage of devolution and empowerment of Panchayats.

The success of Panchayati Raj lies in the extent to which it is institutionalized across diverse central and state sector Schemes, and therefore any Programme on Media and Publicity has to eventually also dovetail with these other larger Schemes. This is much easier if we have a stand-alone Media and Publicity Scheme for Ministry of Panchayati Raj.

The success of the programmes and policies of the Ministry of Panchayati Raj demands effective communication. The electronic media including the national **broadcasters**, the **private TV channels** and the **print media** could be suitably mobilized for advocacy and publicity regarding Panchayati Raj. The media campaign will target the elected representatives of the PRIs at the three tiers, staff of the PRIs, officials of the States machinery and the public at large. The media related activities of the Ministry will have several components.

Scheme Components

1. Telefilms

Television is an effective medium for reaching the rural masses considering the huge impact that visuals can have on the viewers' minds. Through this medium, documentaries, short films, spots and advertisements relating to Panchayati Raj will be presented.

2. Radio Programmes through National broadcasters and FM channels

Radio is also a very good medium to reach out to rural India and people who listen to FM radio, which is proving increasingly popular. Through this, messages can be disseminated in spoken languages and

even local dialects. Programmes focusing on Panchayati Raj, may be presented through the network of All India Radio (AIR), FM channels and Community Radio. These programmes could be in the form of spots, jingles, radio talks, features and may focus on important issues like grassroots governance, women's empowerment and mainstreaming the marginalized through developmental programmes. Information on role of Gram Sabha, right to information to promote transparency in public dealings can also be shared.

3. Issue of Quarterly Newsletter to State governments and PRIs.

The newsletter will share information on the status of the Panchayat movement in our country. The content of the Newsletter will comprise of themes such as [unctions, Roles and Responsibility of Gram Sabha, State Government, National Rural Employment Guarantee Act (NREGA), Right to Information Act (RTI), Government Notifications, Government Schemes, Case Studies, Photographs and Events, Experience on Local Self-Governance, etc. Information on initiatives of PRIs themselves, activities of the MoPR, State Governments and success stories would enrich the content of the Newsletter. The MoPR will guide the editorial policy, content, printing, publishing and distribution of the Newsletter. The tasks relating to the Newsletter will be outsourced since the Ministry does not have the resources to do the work in house.

4. Organization of Seminars and Workshops.

Conferences, seminars and workshops will be organized at regular intervals involving elected Panchayati Raj representatives, scholars, academics, eminent personalities, representatives of the State Governments, private organizations, NGOs, Central Government etc. regarding issues relevant to Panchayati Raj. Besides, the meetings of Committee of Chief Secretaries and Secretaries of Panchayati Raj, Committee of Ministers in-charge of Panchayati Raj departments of States are periodically organized to discuss progress on the 73rd Amendment, Resolutions of the Seven Round Tables, etc. These meetings facilitate exchange of ideas on how to take Panchayati Raj forward and resolve any issues that merit consideration at a high level.

5. Advertisements in Print Media

Advertisements will be released through newspapers and prommen, periodicals through DAVP, regarding various schemes and initiatives of the Ministry. Also Panchayat Divas (24th April) will be marked by issue of advertisements every year.

6. Publication of bulletins, reports, annual reports, etc.

The schemes of the Ministry and ongoing initiatives that needs to be publicized through bulletins, reports, annual reports, pamphlets, booklets, folders, etc, material for general circulation and circulation in meetings, media briefings, conferences, seminars, etc. will be published under this scheme.

7. Support to State Media Resource Cells (SMRC).

Since awareness campaigns have to be conducted at all levels of governance and since the States are an active partner in the communication strategies of the Ministry of Panchayati Raj (MoPR), there is need to constitute exclusive State and Regional media resource centers. These resource centers will have to be identified and financially supported by the State Governments with Union Ministry of Panchayati Raj also making a contribution. SMRCs are proposed to be funded from MoPR upto a maximum of Rs. 10 lakh per year on case-to-case basis.

- (i) The SMRCs will function as the Media and Communication cell (nodal centers) in existing State Government Panchayati Raj or Public Relation Departments, NGOs or private sector institutions.
- (ii) Ministry of Panchayati Raj will provide financial assistance to outsource specialized services and content, relevant to Panchayati Raj coordinated by a small team of resource persons in the SMRC.
- (iii) The SMRCs will address PRIs, Government functionaries and the community, with the overall objective of building greater awareness about roles and responsibilities, rights and duties as well as entitlements and procedures related to PRIs. This can be achieved through periodic media releases and sub regional multimedia campaigns. The SMRCs can also provide useful inputs to State level PRI training institutes and incorporate suitable modules in training programmes.

8. Innovative Proposals

This component will be immensely useful in supporting innovative approaches for advocacy on issues that affect PRIs. Obviously what constitutes an innovative proposal cannot be defined within the scheme and has to be considered on case-to-case basis

9. Mode of funding the media related activities

- i) For the production of telefilms, spots, and radio programmes, the Ministry would empanel producers on the basis of EOI to be issued, responses to be screened and the short listed parties to show their best work for the consideration of the Empanelment Committee. The empanelled persons would be assigned work of production on the basis of subjects decided by the Ministry and quality of concept notes prepared by the parties. Payment would not be higher than DAVP notified rates.
- ii) Proposals relating to Newsletter, SMRCs and for funding innovative ideas would be considered on case to case basis by the Empowered Committee constituted as under :
- | | |
|--|------------------|
| 1. Secretary, Ministry of Panchayati Raj | Chairman |
| 2. Additional Secretary, MoPR | Member |
| 3. Financial Advisor, MoPR | Member |
| 4. Joint Secretaries, MoPR | Member |
| 5. Dy. Secretary/Director (Media), MoPR | Member Secretary |
- iii) Issues of advertisements would be governed by DAVP rates.
- iv) Decision regarding organization of seminars, workshops and conferences would be taken by the Administrative Ministry and would be supported in accordance with prescribed financial norms of GOL

After approval by the concerned administrative authority, proposals would be referred for concurrence to IFD and sanction order would only be issued thereafter.

CHAPTER – II

STUDY DESIGN AND METHODOLOGY

Objective of the Study

The main objective of this study was to evaluate the Media and Publicity Scheme of the Ministry of Panchayati Raj vis-a-vis its objectives as well as assess the awareness and impact generated through its various interventions.

Rationale of the Study

Since Media advocacy is one of the most important tools for the decentralizations success, it becomes imperative to study the impact of the various interventions related to media and publicity. Further substantial funds have been allocated from Ministry of Panchayati Raj to various organisations for conducting various activities. Therefore it has decided to commission an All India Study.

Scope of the Study

The scope of work included assessing the awareness and impact generated through the following interventions/activities and give its recommendations :

- i) Observance of the Year of the Gram Sabha (2nd October 2009 -2nd October 2010)
[All over the country]
- ii) Observance of the 24th April of every year as the National Panchayati Raj Day[All over the country]
- iii) Production & telecast of a weekly TV programme "Grameen Bharat" through Doordarshan's National and 18 Regional Kendras during the year 2010-11 [All over the country]
- iv) Intensive Media Campaign on Gram Sabha and other key issues relating to

Panchayati Raj during major fairs/festivals such as (a) Maha-Kumbh Mela 2010 at Haridwar, Uttarakhand; (b) Baisakhi Mela at Talwandi Sabo under Bathinda district in Punjab during 10th April to 13th April 2011; and (c) annual Palkhi Sohlas of Sant Dnyaneshwar Maharaj and Sant Tukaram Maharaj in Maharashtra during the period during 5th July to 21st July 2010 and 22nd June to 11th July 2011.










- v) Newspaper advertisements issued by this Ministry from time-to-time in respect of Gram Sabha and other issues relating to Panchayati Raj [All over the country].
- vi) Production of State-focus training telefilms on various selected themes relating to Panchayati Raj during 2008-2009 and distribution among SIRDs other key stakeholders [All over the country].
- vii) Nationwide distribution of Wall Calendar-2011 on MGNREGA and Active Gram Sabha -for Empowered People and Accountable Panchayats [All over the country].
- viii) Countrywide despatch of the two MGNREGA Booklets in simpler language for making the beneficiaries as well as the functionaries of PRIs aware about their respective rights and roles [All over the country].
- ix) Nation wide drawing and painting competition during “ Year of Gram Sabha”

METHODOLOGY

The methodology adopted tried to take care of all the components the scheme which were to be evaluated as per the TOR. Necessary modifications were made after due consultation with the Ministry. As regards the methodology it was an integrated approach, such that it was an appropriate mix of quantitative and qualitative methods, and was undertaken stepwise in the following manner :

Steps of the Study

An integrated approach for this study comprising of the following steps was adopted :

-  Literature Review
-  Preparation and Pre-Testing of Tools
-  Discussion with the Ministry
-  Secondary Data Collection and Review
-  Primary Data Collection
-  Tabulation & Compilation
-  Analysis and draft report preparation
-  Conclusions
-  Recommendations / Strategy and finalization of the report

The methodology adopted was such that it was suitable for accomplishing the above task. This encompassed primary and secondary data collection and intensive interaction with different stakeholders. The study was at the state level, with adequate representation to the proposed selected districts of the state.

Secondary Data Collection

The secondary data collection essentially started from the Ministry of Panchayati Raj, various Departments, State Governments, 3 tiers of PRIs, etc. Parameters / Indicators were finalized for collection of data from various sources selected for the study. Initially, written communication was sent to all these, followed by visits, to gather the requisite secondary / primary data.

The indicators, tools and sources of secondary data are discussed in the section of Data Collection.

Primary Data Collection

Primary data collection was started once the basic secondary data had been collected, sampling design finalized and sample units selected.

The primary data collection started essentially from the various stakeholders. These stakeholders were amongst the Officials of the Ministry of Panchayati Raj, Departments, States, Officials of the districts, PRIs, villagers, urban/semi urban population, the people who have participated in any of the conferences/ melas, etc. Parameters / Indicators were finalized for collection of data from various stakeholders identified for the study. Field visits were undertaken to collect the requisite primary data using pre-structured tools and pre-determined indicators.

The tentative indicators, tools and sources of secondary data are discussed in the section of Data Collection. Details of sampling for primary data collection are discussed in the section for Sampling Design and Procedure.

The various techniques used for Primary Data Collection were as follows :

i) Questionnaire / Schedule Survey

Pre-designed Questionnaires / Schedules were used for the collection of the primary data, consisting of some open-ended questions also, to enable to gather the views of the respondents in original.

ii) Case Studies

Some Case Studies have been undertaken to elucidate the success stories / failures for selected projects. Case studies were taken up considering the successes or failures regarding, timely completion, minimal cost escalations, overcoming of bottlenecks / constraints, unemployment / employment generation, filling up of critical gaps in physical and social infrastructure, etc.

iii) Group Discussions

Group discussions were held with the villagers/ operators/ beneficiaries and the respondents/ officials at various levels to get the holistic view of the stakeholders regarding the failures and successes in the implementation of the projects and the attainment of the objectives.

SAMPLING DESIGN AND PROCEDURE

Essentially, sampling consists of obtaining information from only a part of a large group or population so as to infer about the whole population. The objective of sampling is thus to secure a sample which will represent the population and reproduce the important characteristics of the population under study as closely as possible.

Keeping the above in view, and since a large geographical area is involved in the states, hence it was proposed to collect the primary data on sampling basis as described in the TOR. The sampling was multistage and at different levels. The sampling plan for this study was as follows :

Universe of the Study

Universe of the Study was the whole country.

Sampling method

A multistage sampling design for selection of states, districts, respondents from PRIs was adopted as described below.

Sampling Design

As per the TOR, The nationwide evaluation was to be conducted on a sample size of about 1000 persons in rural areas and 250 persons in the semi-urban areas. Study was to be conducted in minimum six States representing each region i.e. Central, East, North, South, West and North East. However, representative sample was to cover all the three tier of Panchayati Raj Institutions.” To address the process and outcome indicators underlying the objectives of the study, both primary and secondary

data was to be collected through schedules. Data structured at different levels of sample units by adopting a systematic sampling method.

Selection of States

The country was divided into six zones, namely South, North, East, North-East, West and Central and stratification has been done based on the number of panchayats in each of these states. After due consultations with the Ministry of Panchayat Raj, it was decided to select one of the states amongst the top three states in terms of the number of Gram Panchayats.

Thus the study initially included 6 States from 6 regions. namely Uttarakhand (North), Madhya Pradesh (Central), Assam (NE), Karnataka (South), Rajasthan (West) and Bihar (East).

The states were finalized in consultation with the Ministry since not much data had been given with regard to fund allocation, number of events held, no. of participants in these events, etc.

Selection of Districts

4 districts have been selected from each state. A 3 tier methodology adopted for selection of districts. All the districts in a state were arranged in serially according to the number of Panchayats in the district. The maximum strata consisted 5 districts from which two districts was selected. The minimum strata included 5 district which had minimum number of Panchayats. Two districts were selected from this strata. In all total 4 districts were selected based on the number of Panchayats. This was done to get a representative picture of the impact in the districts with varying number of panchayats.

Sample Districts

Uttarakhand

Sr No.	District Panchayat	No. Of Intermediate Panchayats	No. Of Village Panchayats
1	PAURI GARHWAL	<u>15</u>	1208
2	TEHRI GARHWAL	<u>9</u>	979
3	HARIDWAR	<u>6</u>	316
4	UDAM SINGH NAGAR	<u>7</u>	309

Assam

Sr No.	District Panchayat	No. Of Intermediate Panchayats	No. Of Village Panchayats
1	NAGAON	<u>20</u>	240
2	KAMRUP	<u>14</u>	140
3	NALBARI	<u>7</u>	65
4	KAMRUP METRO	<u>4</u>	22

Karnataka

Sr No.	District Panchayat	No. Of Intermediate Panchayats	No. Of Village Panchayats
1	BELGAUM	<u>10</u>	485
2	TUMKUR	<u>10</u>	321
3	GADAG	<u>5</u>	106
4	BANGALORE RURAL	<u>4</u>	98

Rajasthan

Sr No.	District Panchayat	No. Of Intermediate Panchayats	No. Of Village Panchayats
1	JAIPUR	<u>13</u>	489
2	ALWAR	<u>14</u>	472
3	KOTA	<u>5</u>	157
4	DHOLPUR	<u>4</u>	153

Madhya Pradesh

Sr No.	District Panchayat	No. Of Intermediate Panchayats	No. Of Village Panchayats
1	REWA	<u>9</u>	827
2	SATNA	<u>8</u>	703
3	UMARIA	<u>3</u>	233
4	BHOPAL	<u>2</u>	195

Bihar

Sr No.	District Panchayat	No. Of Intermediate Panchayats	No. Of Village Panchayats
1	MUZAFFARPUR	<u>16</u>	387
2	SAMASTIPUR	<u>20</u>	381
3	LAKHISARAI	<u>7</u>	80
4	SHEOHAR	<u>5</u>	56

Selection of PRIs

PRI members from various levels were selected as per availability for indepth review, in these districts.

Selection of Panchayats

5 Panchayats were selected from each of these selected districts.

Selection of Respondents

Respondents were selected from both Rural as well as Semi-urban areas. This included the Sarpanchs, Members of GP, villagers, ward members, other respondents from semi-urban areas as per availability. For each Panchayat 2 members of the Panchayat were also selected for the study.

Sample size of the study

Sampling Unit	Sample size
States	6
Districts	24(6*4)
Panchayats	120 (24*5) At least 5 Panchayats in a district
Villagers (respondents)	1060 (212*5) 8-9 per Panchayat (including Sarpanches/ members)
Wards	24 wards Atleast 1 in each district
Semi Urban population	288 (24*12) Approx 12-13 in each ward
PRIs	1-2 per Panchayat (as per availability)

Total Sample

Total sample for the study was 1657. An additional survey was undertaken in Punjab in Talwandi, Punjab where approximately 21 respondents from 4 panchayats were contacted.

STATE: KARNATAKA, BIHAR, ASSAM, MP, UK, PUNJAB, RAJASTHAN						
S.NO	State	District	Rural	Urban	PRI Official	Total
(A)	Karnataka					
1	Karnataka	Belgum	40	13	11	64
2	Karnataka	Tumkur	40	13	11	64
3	Karnataka	Devanalli	40	13	11	64
4	Karnataka	Gadag	40	13	11	64
		TOTAL	160	52	44	256
(B)	Bihar					
1	Bihar	Sheohar	40	13	13	66
2	Bihar	Muzaffarpur	40	13	13	66
3	Bihar	Samastipur	40	13	13	66
4	Bihar	Lakhi Sarai	50	13	14	77
		TOTAL	170	52	53	275
(C)	Assam					
1	Assam	Kamrup Metro	40	13	13	66
2	Assam	Nagaon	40	13	13	66
3	Assam	Nalwari	41	13	13	67
4	Assam	KamrupVillage	41	13	13	67
		TOTAL	162	52	52	266

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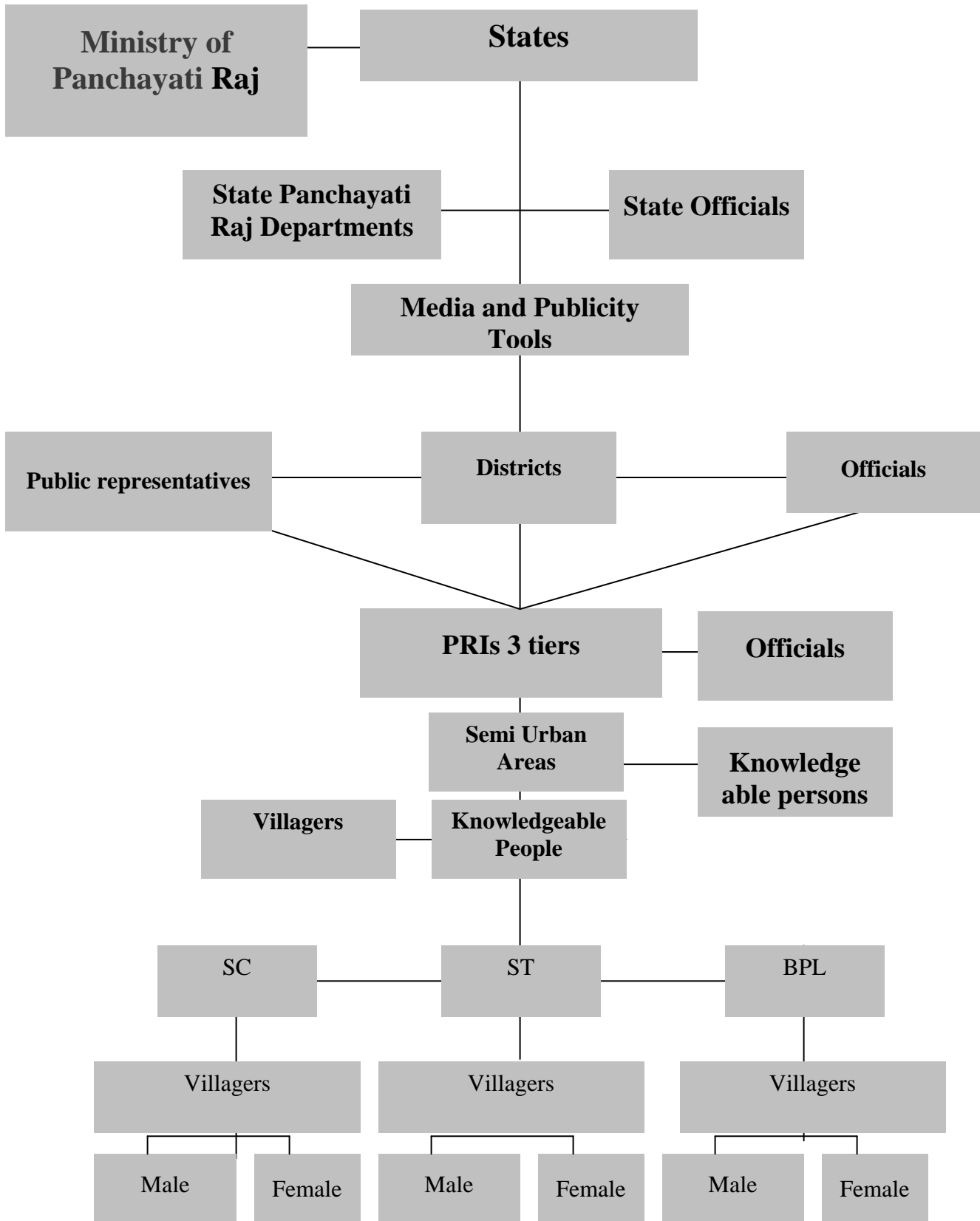
(D)	MP					
1	MP	Umara	40	13	13	66
2	MP	Bhopal	40	13	13	66
3	MP	Rewa	40	13	13	66
4	MP	Satna	40	13	13	66
		TOTAL	160	52	52	264
(E)	UK					
1	UK	Haridwar	51	14	13	78
2	UK	Tehrigarwal	50	14	13	77
3	UK	Udham singh	50	14	13	77
4	UK	Pouri	49	14	13	76
		TOTAL	200	56	52	308
(F)	Punjab					
	Punjab	Bhatenda	21		7	28
		TOTAL	21		7	28
(G)	Rajasthan					
	Rajasthan	Dhoulpur	46	13	10	69
	Rajasthan	Kota	40	12	6	58
	Rajasthan	Alwar	44	12	6	62
	Rajasthan	Jaipur	40	21	10	71
		TOTAL	170	58	32	260
		All TOTAL	1043	322	292	1657

Tools for the Study

Separate questionnaires were prepared for the various respondents. The tools for the study were developed and pre-tested.

1. Questionnaire for the Rural Villagers
2. Questionnaire for the Urban Population
3. Questionnaire for the PRI Members
4. Questionnaire for the Officials

FIGURE NO. 1.1
SAMPLING



DATA COLLECTION

Following are the details of the secondary and primary data sources, indicators and tools.

Secondary Data Collection

Secondary data has been collected from the officials of State Departments, Ministry of Panchayati Raj, Districts, Line Departments, etc. Available published literature, acts, documents, previous works, reports, etc. were also used as a source of secondary data.

Secondary Data

1. Annual Report of Ministry of Panchayati Raj 2008-09
2. Annual Report of Ministry of Panchayati Raj 2009-10
3. Annual Report of Ministry of Panchayati Raj 2011-12
4. Panchayat Sashaktikaran Puraskar 2011-2012 .
5. Mahatma Gandhi Rashtirya Gramin Rojgaar Guarantee Adhiniyam “Manrega. (Gram Panchayat Guidebook.)
6. Annual Report 2010-2011
7. Role of Panchayats to Address the issue of adverse child sex ratio (CSR) (Both in Hindi & English)
8. Rural resurgence through Panchayati Raj.
9. Panchayati Raj News letter of the MoPR – Oct – Nov 2012
10. Panchayati Raj News letter of the MoPR- April- May 2012 (Both in Hindi & English).
11. Panchayati Raj News letter of the MoPR – June –July 2012 (Both in Hindi & English).
12. Panchayati Raj News letter of the MoPR- August – September 2012 (Hindi)

Sources

- ❖ State Panchayati Raj Departments
- ❖ Ministry of Panchayati Raj, Government of India
- ❖ Related Department of State/ District
- ❖ Line Departments of State/ District
- ❖ Other Officials
- ❖ Literature, reports, acts, amendments, Etc.

Indicators

Key indicators were developed for the projects being implemented, etc. These were pertaining to the following :

- ❖ Quantitative (maybe qualitative also) Achievement of targets
- ❖ No. of events held in the states

- ❖ No. of invitees
- ❖ Advertisements/ Publicity material aired on the TV shows, Radio, etc.
- ❖ List of shows shown on National/ Regional Channels
- ❖ Clips of the shows
- ❖ Implementation mechanism
- ❖ Various tools used for publicity
- ❖ Broad and important guidelines being followed
- ❖ Annual action plan
- ❖ Proposed work plans, proposals
- ❖ Major constraints in smooth and effective functioning of scheme
- ❖ Suggestions for addressing these constraints and restructuring
- ❖ Funding patterns, fund allocations etc.
- ❖ Sanctions, Funds allocations, releases, expenditure
- ❖ Targets & Achievements
- ❖ Mechanisms – fund transfers, procedures, time lag, etc.
- ❖ Major constraints in smooth and effective functioning
- ❖ Suggestions for addressing these constraints and restructuring
- ❖ Modifications required

Tools

- Structured Formats
- Structures Checklists
- Questionnaires, etc.

Primary Data Collection

For the collection of the primary data for this study, a multi- pronged strategy was followed depending on the requirement as assessed. Primary data has been collected by Questionnaire/ Schedule Survey. Appropriate number of respondents have been met and surveyed.

Data has been collected using pre-structured questionnaires. These questionnaires were pretested before the actual survey was commenced.

Primary data was collected from officials selected from the following :

Sources

- ✓ State Panchayati Raj Departments
- ✓ Ministry of Panchayati Raj, Government of India
- ✓ Related Department of State/ District
- ✓ District Administration & Line Departments
- ✓ Members of The 3 tiers
- ✓ Officials
- ✓ PRIs
- ✓ Selected Villagers, etc.

SCHEME COMPONENTS

SCHEME COMPONENTS	Data collection	Source of data	Indicators
1. Tele films	Secondary Primary	Ministry State Officials District officials PRI members Respondents/ villagers	No. of telefilms Topics / Theme of telefilms Timing of airing of telefilms Telefilms in regional language/ Hindi/ English No. of Broadcasts in a day/ week/ month/ year Recall of topics by respondents
2. Radio Programmes through National broadcasters and FM channels	Secondary Primary	Ministry State Officials District officials PRI members Respondents/ villagers	No. of Radio Programmes Topics / Theme of Radio programmes Timing of airing of Radio Programmes Radio Programmes in regional language/ Hindi/ English No. of Broadcasts in a day/ week/ month/ year

<p>3. Organization of Seminars and Workshops.</p>	<p>Secondary Primary</p>	<p>State Officials District officials PRI members who attended the conferences/ seminars</p>	<p>Suitable timing of holding workshop Attendance Topic/ theme Action points Learnings Recommendations Recall of topics by respondents</p>
<p>4. Advertisements in Print Media</p>	<p>Secondary Primary</p>	<p>State Officials District officials PRI members Respondents/ villagers</p>	<p>Whether it is received by each panchayat Periodicity Theme/ Topic Learning/ Education from the topics Is the learning utilized in day to day life Improvement in attendance of Gram Sabhas Recall of topics by respondents</p>
<p>5. Publication of bulletins, reports, annual reports, etc.</p>	<p>Secondary Primary</p>	<p>State Officials District officials PRI members Respondents/ villagers</p>	<p>Whether it is received by each panchayat Periodicity Theme/ Topic Learning/ Education from the topics Is the learning utilized in day to day life Improvement in attendance of Gram Sabhas Recall of topics by respondents</p>
<p>6. Innovative Proposals</p>	<p>Secondary Primary</p>	<p>State Officials</p>	<p>Panchayati Raj Proposals Topics of proposals Type of agencies Recommendations Implementation of recommendations, etc.</p>

Indicators

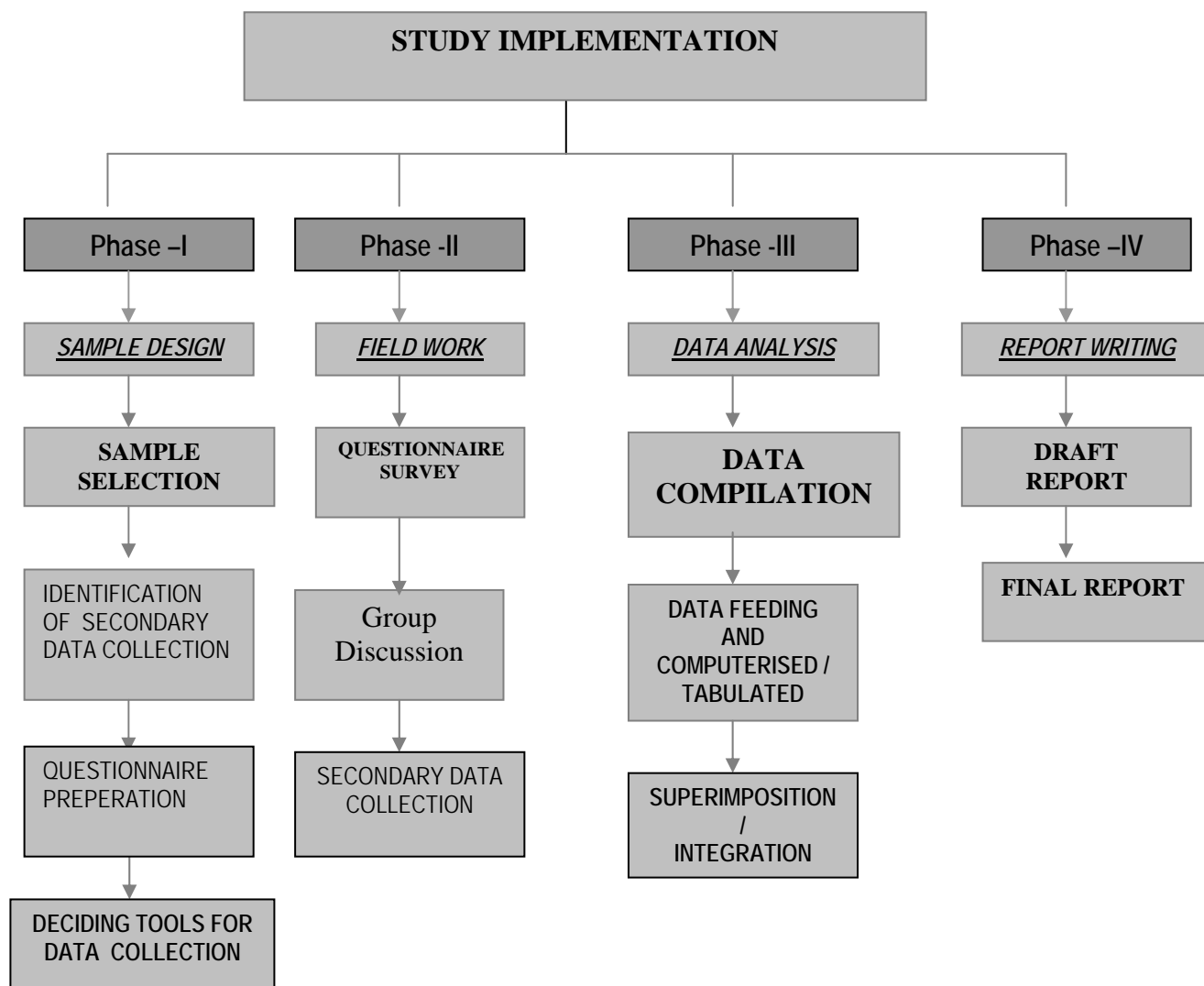
- ❖ Financial & Physical Achievements
- ❖ Short falls in achievements of objectives viz-a-viz the proposed objectives
- ❖ Mechanisms – procedures, etc.
- ❖ Understanding of the TV shows/ Learning's/ Usage in day to day life
- ❖ Attendance of conferences/ events of Panchayati Raj
- ❖ Usefulness/ impact
- ❖ Usefulness of the print material
- ❖ Targets & Achievements
- ❖ Cost benefit ratios
- ❖ Impact on SC/ST
- ❖ Impact (topics covered,)
- ❖ Perception of State level & District level Officials
- ❖ Perception of Villagers, Etc.
- ❖ Effectiveness of scheme
- ❖ Level of satisfaction of respondents
- ❖ Socio-economic impact on the quality of life of beneficiaries specially women
- ❖ Difficulties faced in implementation and
- ❖ Suggesting remedial measures.
- ❖ Recommendations for the new plan scheme

Tools

- ✓ Structured formats
- ✓ Questionnaires/ Schedules/ Interviews
 - State Level Schedule (SLS)
 - District Level Schedule (DLS)
 - Panchayat Level Schedule (PLS)
 - Respondent level Schedule
- ✓ Focus Group Discussions
- ✓ Observations
- ✓ Case Studies (if relevant information is available)

STUDY IMPLEMENTATION

Study has been implemented in four phases as shown in the flow diagram below. A regular interaction has been maintained with the Ministry of Panchayati Raj in various phases of the study, so as to have a close check at the proper results of the study.



CHAPTER – III

ACHIEVEMENTS OF THE SCHEME

The Scheme on Media and Publicity is a multifaceted scheme. It follows a holistic approach and tries to tackle all aspects of Media and resources for Publicity. In the Media it caters to Print Media, Radio, Television, Tele-films, Spots, Serials, etc. Further the Publicity is done through Newspapers, Television, Phamphalets, hoardings, Organisation of seminars workshops, etc.

Funds

The details of the total funds in the 11th 5 year plan are as follows :

(in Rs crores)

Sl. No.	Year	Budget Estimate	Revised Estimate	Actual Expenditure
1.	2007-08	6.90	17.99	14.46
2.	2008-09	6.90	18.90	17.71
3.	2009-10	6.90	8.85	8.85
4.	2010-11	8.00	8.00	12.60
5.	2011-12	15.00	15.00	14.85
			68.47	68.47

There seems to be a variation in the expenditure of funds over the years. Seeing the magnanimity of the task of the Ministry and the rural areas in the country, the budget seems to be miniscule. The Ministry of Panchayati Raj has to cater to almost 6 lakh villages and almost 2.5lakh Panchayats across the country, the IEC activities have to be catered in such a way that it reaches the grassroot. India has 28 states, almost every state has its own language and this makes the task more difficult for the Ministry to take its message to the lowest level. Further since the level of Devolution across the states varies, it makes the work of Ministry of Panchayati Raj more difficult.

Physical Achievements

The Ministry has undertaken the following activities in the 11th 5 year plan :

Advertisements issued by MoPR since 2007 for nationwide publication

Sl. No.	Release Date(s) of advertisement	Occasion/Theme
1.	19.02.2007	Launch of Backward Regions Grant Fund at Barpeta in Assam
2.	24.04.2007	Panchayati Raj Divas
3.	22/23 December 2007	15 th Anniversary of passing of the Constitution 73 rd Amendment Act in the Lok Sabha and the Rajya Sabha
4.	13.03.2008	Highlighting formulation of <i>draft</i> 15 th Anniversary Charter by Core Committee
5.	27.03.2008	Requesting Gram Sabha, Intermediate and District Panchayats to discuss the <i>draft</i> Charter
6.	07.04.2008	Inviting suggestions from Gram Sabha, Intermediate and District Panchayats
7.	15.04.2008	-do-
8.	22.04.2008	Detailed programme of three-days National Convention of Presidents of Intermediate & District Panchayats
9.	24.04.2008	Panchayati Raj Divas
10.	14.11.2008	119 th Birth Anniversary of Pt. Jawaharlal Nehru
11.	18.02.2009	Highlighting achievements during the last five years
12.	19.02.2009	Highlighting the importance of Decentralized Planning.
13.	02.10.2009	Gandhi Jayanti/ launch of the “Year of the Gram Sabha”
14.	26.01.2010	Highlighting the importance of Gram Sabha and Requesting the PRIs to celebrate the Republic Day by organizing special Gram Sabha meetings
15.	22.04.2010	Requesting PRIs/ States/UTs to celebrate National Panchayati Raj Day by organizing purposeful Gram Sabha meetings and discussing Annual Report of Gram Panchayat
16.	23.04.2010	Buildup to the National Panchayati Raj Day
17.	24.04.2010	Welcoming elected representatives of PRIs to the National Conference on National Panchayati Raj Day
18.	15.08.2010	Requesting PRIs to celebrate Independence Day by organizing special Gram Sabha meetings
19.	02.10.2010	Gandhi Jayanti/ conclusion of the “Year of the Gram Sabha” and Emphasizing the importance of Gram Sabha
20.	15.03.2011	Telecast–schedule of the weekly programme “Grameen Bharat” telecast over Doordarshan’s National and 18 Regional Kendras
21.	20.04.2011	Sensitizing the general masses about the observance of 24 th April of every year as “National Panchayati Raj Day”
22.	24.04.2011	Welcoming elected representatives of PRIs to the National Conference on National Panchayati Raj Day
23.	15.08.2011	Emphasizing the importance of Gram Sabha and requesting the PRIs to organize Gram Sabha meetings on the Independence Day
24.	02.10.2011	Gandhi Jayanti – Remembering the Father of the Nation, who fervently advocated “Gram Swaraj”

PROGRAMMES ON DOORDARSHAN :

The Ministry of Panchayati Raj presented the weekly programme “Grameen Bharat” through Doordarshan’s National and 18 Regional Kendras as per following Telecast-Schedule:

Sl. No.	Name of the Doordarshan Kendra	Day	Time of Telecast
1.	Ahmedabad	Tuesday	05:30 PM
2.	Bangalore	Sunday	06:30 PM
3.	Bhopal	Saturday	05:00 PM
4.	Bhubaneswar	Saturday	06:00 PM
5.	Chennai	Sunday	07:00 PM
6.	CPC, Delhi	Wednesday	09:00 AM
7.	Guwahati	Sunday	04:30 PM
8.	Hyderabad	Sunday	03:00 PM
9.	Jaipur	Sunday	07:30 PM
10.	Jalandhar	Sunday	06:30 PM
11.	Kolkata	Sunday	07:30 PM
12.	Lucknow	Tuesday	05:30 PM
13.	Mumbai	Monday	06:00 AM
14.	Patna	Saturday	06:00 PM
15.	Raipur	Saturday	05:00 PM
16.	Ranchi	Sunday	06:30 PM
17.	Shimla	Sunday	06:30 PM
18.	Srinagar	Saturday	06:30 PM
19.	Thiruvananthapuram	Saturday	05:30 PM

TV SPOTS

SPOTS Telecasted in 2008 through Doordarshan’s National & Regional Kendras are as follows:

S. No.	Doordarshan Kendra	Spot ID Name of the SPOT	Duration	Language
1	Ahmedabad	<ol style="list-style-type: none"> 1. Role of Gram Sabha; 2. Rajiv Gandhi’s vision & celebration of 15 glorious years of grassroots democracy; 3. Women’s Empowerment; 4. Empowerment of SCs/ STs; 5. Reservation of Women; 6. Implementation of Development Programme; 7. Key Initiatives of Panchayati Raj; 8. Growth in Women Leadership 	30 sec	Gujarati
2	Bhopal	<ol style="list-style-type: none"> 1. Role of Gram Sabha; 2. Rajiv Gandhi’s vision & celebration of 15 glorious years of grassroots democracy; 3. Women’s Empowerment; 4. Empowerment of SCs/ STs; 5. Reservation of Women; 6. Implementation of Development Programme; 7. Key Initiatives of Panchayati Raj; 8. Growth in Women Leadership; 	30 sec	Hindi
3	Bhubaneswar	<ol style="list-style-type: none"> 1. Reservation of Women; 	30 sec	Oriya

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		<ol style="list-style-type: none"> 2. Implementation of Development Programme; 3. Key Initiatives of Panchayati Raj; 4. Growth in Women Leadership; 		
4	Bangalore	<ol style="list-style-type: none"> 1. Convention 2008 2. Panchayats: Then & Now; 3. Role of Gram Sabha; 4. Rajiv Gandhi's vision & celebration of 15 glorious years of grassroots democracy; 5. Women's Empowerment; 6. Empowerment of SCs/ STs; 	30 sec	Kannada
5	Chandigarh	<ol style="list-style-type: none"> 1. Role of Gram Sabha; 2. Rajiv Gandhi's vision & celebration of 15 glorious years of grassroots democracy; 3. Women's Empowerment; 4. Empowerment of SCs/ STs; 5. Reservation of Women; 6. Implementation of Development Programme; 7. Key Initiatives of Panchayati Raj; 8. Growth in Women Leadership; 	30 sec	Hindi
6	Chennai	<ol style="list-style-type: none"> 1. Convention 2008 2. Panchayats: Then & Now; 3. Role of Gram Sabha; 4. Rajiv Gandhi's vision & celebration of 15 glorious years of grassroots democracy; 5. Women's Empowerment; 6. Empowerment of SCs/ STs; 	30 sec	Tamil
7	Hyderabad	<ol style="list-style-type: none"> 1. Convention 2008 2. Panchayats: Then & Now; 3. Role of Gram Sabha; 4. Rajiv Gandhi's vision & celebration of 15 glorious years of grassroots democracy; 5. Women's Empowerment; 6. Empowerment of SCs/ STs; 	30 sec	Telugu
8	Hissar	<ol style="list-style-type: none"> 1. Role of Gram Sabha; 2. Rajiv Gandhi's vision & celebration of 15 glorious years of grassroots democracy; 3. Women's Empowerment; 4. Empowerment of SCs/ STs; 5. Reservation of Women; 6. Implementation of Development Programme; 7. Key Initiatives of Panchayati Raj; 8. Growth in Women Leadership; 	30 sec	Hindi
9	Delhi	<ol style="list-style-type: none"> 1. Role of Gram Sabha; 2. Rajiv Gandhi's vision & celebration of 15 glorious years of grassroots democracy; 3. Women's Empowerment; 4. Empowerment of SCs/ STs; 5. Reservation of Women; 6. Implementation of Development Programme; 7. Key Initiatives of Panchayati Raj; 8. Growth in Women Leadership; 	30 sec	Hindi

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10	Jammu	<ol style="list-style-type: none"> 1. Role of Gram Sabha; 2. Rajiv Gandhi's vision & celebration of 15 glorious years of grassroots democracy; 3. Women's Empowerment; 4. Empowerment of SCs/ STs; 5. Reservation of Women; 6. Implementation of Development Programme; 7. Key Initiatives of Panchayati Raj; 8. Growth in Women Leadership; 	30 sec	Hindi
11	Jalandhar	<ol style="list-style-type: none"> 1. Role of Gram Sabha; 2. Rajiv Gandhi's vision & celebration of 15 glorious years of grassroots democracy; 3. Women's Empowerment; 4. Empowerment of SCs/ STs; 5. Reservation of Women; 6. Implementation of Development Programme; 7. Key Initiatives of Panchayati Raj; 8. Growth in Women Leadership; 	30 sec	Hindi
12	Jaipur	<ol style="list-style-type: none"> 1. Role of Gram Sabha; 2. Rajiv Gandhi's vision & celebration of 15 glorious years of grassroots democracy; 3. Women's Empowerment; 4. Empowerment of SCs/ STs; 5. Reservation of Women; 6. Implementation of Development Programme; 7. Key Initiatives of Panchayati Raj; 8. Growth in Women Leadership; 	30 sec	Hindi
13	Lucknow	<ol style="list-style-type: none"> 1. Role of Gram Sabha; 2. Rajiv Gandhi's vision & celebration of 15 glorious years of grassroots democracy; 3. Women's Empowerment; 4. Empowerment of SCs/ STs; 5. Reservation of Women; 6. Implementation of Development Programme; 7. Key Initiatives of Panchayati Raj; 8. Growth in Women Leadership; 	30 sec	Hindi
14	Mumbai	<ol style="list-style-type: none"> 1. Role of Gram Sabha; 2. Rajiv Gandhi's vision & celebration of 15 glorious years of grassroots democracy; 3. Women's Empowerment; 4. Empowerment of SCs/ STs; 5. Reservation of Women; 6. Implementation of Development Programme; 7. Key Initiatives of Panchayati Raj; 8. Growth in Women Leadership; 	30 sec	Marathi
15	Kolkata	<ol style="list-style-type: none"> 1. Role of Gram Sabha; 2. Rajiv Gandhi's vision & celebration of 15 glorious years of grassroots democracy; 3. Women's Empowerment; 4. Empowerment of SCs/ STs; 5. Reservation of Women; 	30 sec	Bengali

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		<ul style="list-style-type: none"> 6. Implementation of Development Programme; 7. Key Initiatives of Panchayati Raj; 8. Growth in Women Leadership; 		
16	Patna	<ul style="list-style-type: none"> 1. Role of Gram Sabha; 2. Rajiv Gandhi's vision & celebration of 15 glorious years of grassroots democracy; 3. Women's Empowerment; 4. Empowerment of SCs/ STs; 5. Reservation of Women; 6. Implementation of Development Programme; 7. Key Initiatives of Panchayati Raj; 8. Growth in Women Leadership; 	30 sec	Hindi
17	Ranchi	<ul style="list-style-type: none"> 1. Role of Gram Sabha; 2. Rajiv Gandhi's vision & celebration of 15 glorious years of grassroots democracy; 3. Women's Empowerment; 4. Empowerment of SCs/ STs; 5. Reservation of Women; 6. Implementation of Development Programme; 7. Key Initiatives of Panchayati Raj; 8. Growth in Women Leadership; 	30 sec	Hindi
18	Raipur	<ul style="list-style-type: none"> 1. Role of Gram Sabha; 2. Rajiv Gandhi's vision & celebration of 15 glorious years of grassroots democracy; 3. Women's Empowerment; 4. Empowerment of SCs/ STs; 5. Reservation of Women; 6. Implementation of Development Programme; 7. Key Initiatives of Panchayati Raj; 8. Growth in Women Leadership; 	30 sec	Hindi
19	Srinagar	<ul style="list-style-type: none"> 1. Role of Gram Sabha; 2. Rajiv Gandhi's vision & celebration of 15 glorious years of grassroots democracy; 3. Women's Empowerment; 4. Empowerment of SCs/ STs; 5. Reservation of Women; 6. Implementation of Development Programme; 7. Key Initiatives of Panchayati Raj; 8. Growth in Women Leadership; 	30 sec	Hindi
20	Trivendrum	<ul style="list-style-type: none"> 1. Convention 2008 2. Panchayats: Then & Now; 3. Role of Gram Sabha; 4. Rajiv Gandhi's vision & celebration of 15 glorious years of grassroots democracy; 5. Women's Empowerment; 6. Empowerment of SCs/ STs; 	30 sec	Malayalam
21	Shimla	<ul style="list-style-type: none"> 1. Role of Gram Sabha; 2. Rajiv Gandhi's vision & celebration of 15 glorious years of grassroots democracy; 3. Women's Empowerment; 4. Empowerment of SCs/ STs; 	30 sec	Hindi

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		<ul style="list-style-type: none"> 5. Reservation of Women; 6. Implementation of Development Programme; 7. Key Initiatives of Panchayati Raj; 8. Growth in Women Leadership; 		
22	Dehradun	<ul style="list-style-type: none"> 1. Role of Gram Sabha; 2. Rajiv Gandhi's vision & celebration of 15 glorious years of grassroots democracy; 3. Women's Empowerment; 4. Empowerment of SCs/ STs; 5. Reservation of Women; 6. Implementation of Development Programme; 7. Key Initiatives of Panchayati Raj; 8. Growth in Women Leadership; 	30 sec	Hindi
23	Aizwal			
24	Imphal	<ul style="list-style-type: none"> 1. Role of Gram Sabha; 2. Rajiv Gandhi's vision & celebration of 15 glorious years of grassroots democracy; 3. Women's Empowerment; 4. Empowerment of SCs/ STs; 5. Reservation of Women; 6. Implementation of Development Programme; 7. Key Initiatives of Panchayati Raj; 8. Growth in Women Leadership; 		
25	Kohima	<ul style="list-style-type: none"> 1. Role of Gram Sabha; 2. Rajiv Gandhi's vision & celebration of 15 glorious years of grassroots democracy; 3. Women's Empowerment; 4. Empowerment of SCs/ STs; 5. Reservation of Women; 6. Implementation of Development Programme; 7. Key Initiatives of Panchayati Raj; 8. Growth in Women Leadership; 	30 sec	English
26	Itanagar	<ul style="list-style-type: none"> 1. Role of Gram Sabha; 2. Rajiv Gandhi's vision & celebration of 15 glorious years of grassroots democracy; 3. Women's Empowerment; 4. Empowerment of SCs/ STs; 5. Reservation of Women; 6. Implementation of Development Programme; 7. Key Initiatives of Panchayati Raj; 8. Growth in Women Leadership; 	30 sec	English
27	Shillong			
28	Tura			
29	Agartala	<ul style="list-style-type: none"> 1. Role of Gram Sabha; 2. Rajiv Gandhi's vision & celebration of 15 glorious years of grassroots democracy; 3. Women's Empowerment; 4. Empowerment of SCs/ STs; 	30 sec	Bengali
30	Guwahati	<ul style="list-style-type: none"> 1. Key Initiatives of Panchayati Raj; 2. Growth in Women Leadership. 	30 sec	Assamese

Physical Achievements

The Ministry has provided the details of the Expenditure conducted under the scheme over the years, which is as follows :

Expenditure Details

Sl. No.	Release Date(s) of advertisement	Occasion/Theme	Cost
Financial Year 2009-10			
1.	02.10.2009	Gandhi Jayanti/ launch of the "Year of the Gram Sabha"	Rs.1,10,85,693/-
2.	26.01.2010	Highlighting the importance of Gram Sabha and Requesting the PRIs to celebrate the Republic Day by organizing special Gram Sabha meetings	Rs.56,36,247/-
Financial Year 2010-11			
3.	22.04.2010	Requesting PRIs/ States/UTs to celebrate National Panchayati Raj Day by organizing purposeful Gram Sabha meetings and discussing Annual Report of Gram Panchayat	Rs.56,38,223/-
4.	23.04.2010	Buildup to the National Panchayati Raj Day	Rs.56,95,843/-
5.	24.04.2010	Welcoming elected representatives of PRIs to the National Conference on National Panchayati Raj Day	Rs.54,98,222/-
6.	15.08.2010	Requesting PRIs to celebrate Independence Day by organizing special Gram Sabha meetings	Rs.31,41,353/-
7.	02.10.2010	Gandhi Jayanti/ conclusion of the "Year of the Gram Sabha" and Emphasizing the importance of Gram Sabha	Rs.48,77,942/-
8.	15.03.2011	Telecast-schedule of the weekly programme "Grameen Bharat" telecast over Doordarshan's National and 18 Regional Kendras	Rs.21,55,226/-
Financial Year 2011-12			
9.	20.04.2011	Sensitizing the general masses about the observance of 24 th April of every year as "National Panchayati Raj Day"	Rs.52,08,858/-
10.	24.04.2011	Welcoming elected representatives of PRIs to the National Conference on National Panchayati Raj Day	Rs.1,19,18,750/-
11.	15.08.2011	Emphasizing the importance of Gram Sabha and requesting the PRIs to organize Gram Sabha meetings on the Independence Day	Rs.63,23,038/-
12.	02.10.2011	Gandhi Jayanti - Remembering the Father of the Nation, who fervently advocated "Gram Swaraj"	Rs.21,37,987/-
13.	26.01.2012	Reaffirming commitment to strengthening the Panchayati Raj Institutions on the occasion of Republic Day	Rs.64,80,180/-

Campaign/ advertisement & other publicity and IEC activities conducted by Ministry of Panchayati Raj

For the year 2009-10, 2010-11, 2011-12

Sl. No.	Advertisement/ Campaign undertaken		Category of Advertisement & Publicity i.e. newspaper, electronic/new media, outdoor Publicity, Printed Publicity & other IEC activities	Name of the agency to whom work was allotted i.e. DAVP, Prasar Bharati etc.	Name of the sub-agency to whom to work allotted by the agency	Whether sub-agency is empanelled	Amount (in Rupees)
	Date	Subject of Campaign/ advertisement & other publicity and IEC activities					
1.	March – April 2011	Mass Media Campaign through DAVP	Release of one video spot on National Panchayati Raj Diwas 2011 (30 Sec. video spot on Panchayati Raj) to be telecast on Pvt. C&S Channels.	DAVP	DAVP		Rs. 14,92,510/-
2.	August 2010- March 2011	Directorate of Field Publicity 2010	Outdoor publicity – Special Publicity and sensitization programme for MoPR during the “ year of the Gram Sabha”	Directorate of Field Publicity, MoI & B	Regional units of DFP		Rs.16,20,000/-
3.	March/April 2011	Booking of advt and radio spot buy during ICC world cup on AIR for broadcast of audio spots on “Gram Sabha” through All India Radio during the live coverage/commentary of the ICC Cricket World Cup-2011 matches	Radio Advertisement broadcast of radio spot on “ Gram Sabha”	All India Radio	188 AIR LPT, Vividh Bharti and AIR FM channels		Rs.24,47,006/-
4.	March 2012	Release of Publicity Campaigns through Private Satellite TV / FM channels	Video and Audio spot	NFDC	Various Private T.V and Radio cannels		Rs. 2,29,84,287/-

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Sl. No.	Advertisement/ Campaign undertaken		Category of Advertisement & Publicity i.e. newspaper, electronic/new media, outdoor Publicity, Printed Publicity & other IEC activities	Name of the agency to whom work was allotted i.e. DAVP, Prasar Bharati etc.	Name of the sub-agency to whom to work allotted by the agency	Whether sub-agency is empanelled	Amount (in Rupees)
5.	March 2012	Release of audio spots for 40 days Mass Media Campaign through AIR	Audio spot	All India Radio	188 AIR LPT, Vividh Bharti and AIR FM channels		Rs. 1,72,19,373/-
6.	July 2010	An awareness generation campaign on Gram Sabha during the Saint Dnyaneshwar and Saint Tukaram Maharaj Palkhi Function/Procession	Outdoor Publicity Campaign in major Fairs, Melas	Government of Maharashtra			Rs.34,00,000/-
7.	June – July 2011	A comprehensive mass awareness generation campaign on Gram Sabha during the Saint Dnyaneshwar and Saint Tukaram Maharaj Palkhi Function/Procession	Outdoor Publicity Campaign in major Fairs, Melas	Government of Maharashtra			Rs.25,00,000/-
8.	August 2010		Printing of wall calendar-2011 for the Ministry of Panchayati Raj and its nationwide despatch upto Gram Panchayat level	Directorate of Advertising and Visual Publicity (DAVP)	Printing through Printers on the panel of DAVP and despatch through DAVP's Mass Mailing Wing		Rs.2,00,00,000/-
9.	2009–10, 2010–11, 2011–12		Newspaper advertisements	Directorate of Advertising and Visual Publicity (DAVP)			Rs.7,57,97,562/-

“Number of Wall Calendars Distributed to Panchayati Raj Institutions”

Sl. No	Name of the State	Gram Panchayat					Block Panchayat				District Panchayat				Grand Total of Sets Required (A+B+C)
		Hindi	Non-Hindi	Avg. Pop. in Gram Panchayat	No. of Calendars Sanctioned	Total No. of Calendars Required	Hindi	Non-Hindi	No. of Calendars Sanctioned	No. of Calendars Required	Hindi	Non-Hindi	No. of Calendars Sanctioned	No. of Calendars Required	
						A				B				C	
1	Andhra Pradesh	-	21,807	2538	2	43,614	-	1,097	5	5,485	-	22	5	110	49,209
2	Arunachal Pradesh	1,646	-	531	1	1,646	136	-	5	680	14	-	5	70	2,396
3	Assam	-	2,196	10444	5	10,980	-	189	5	945	-	20	5	100	12,025
4	Bihar	8,463	-	8773	3	25,389	531	-	5	2,655	38	-	5	190	28,234
5	Chhattisgarh	9,820	-	1695	1	9,820	146	-	5	730	16	-	5	80	10,630
6	Goa	-	189	3582	2	378	-	-	5	-	-	2	5	10	388
7	Gujarat	13,693	-	2297	1	13,693	224	-	5	120	-	25	5	125	13,938
8	Haryana	6,187	-	2429	1	6,187	119	-	5	595	19	-	5	95	6,877
9	Himachal Pradesh	3,243	-	1691	1	3,243	75	-	5	375	12	-	5	60	3,678
10	Jharkhand	4,562	-	5593	3	13,686	211	-	5	1,055	22	-	5	110	14,851
11	Jammu & Kashmir	4146	-	1840	1	4146	-	-	5	-	-	-	5	-	4146
12	Karnataka	-	5,628	6199	3	16,884	-	176	5	880	-	29	5	45	17,809
13	Kerala	-	999	23598	8	7,992	-	152	5	760	-	14	5	70	8,822
14	Madhya Pradesh	23,051	-	1925	1	23,051	313	-	5	1,565	48	-	5	240	24,856
15	Maharashtra	-	27,893	2000	1	27,893	-	351	5	1,755	-	33	5	165	29,813
16	Manipur	-	165	9641	2	330	-	-	5	-	-	4	5	20	350
17	Orissa	-	6,234	5019	3	18,702	-	314	5	1,570	-	30	5	150	20,422

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18	Punjab	12,447	-	1294	1	12,447	141	-	5	705	20	-	5	100	13,252
19	Rajasthan	9,188	-	4712	2	18,376	237	-	5	1,185	32	-	5	160	19,721
20	Sikkim	-	166	2951	2	332	-	-	5	-	-	4	5	20	352
21	Tamil Nadu	-	12,618	2768	2	25,236	-	385	5	1,925	-	28	5	140	27,301
22	Tripura	-	513	5172	3	1,539	-	23	5	115	-	4	5	20	1,674
23	Uttar Pradesh	52,000	-	2532	2	1,04,000	820	-	5	4,100	70	-	5	350	1,08,450
24	Uttarakhand	7,227	-	873	1	7,227	95	-	5	475	13	-	5	65	7,767
25	West Bengal	-	3,354	17218	5	16,770	-	341	5	1,705	-	18	5	90	18,565
Name of the UTs															
26	Andaman & Nicobar Island	-	67	3581	2	134	-	7	5	35	-	1	5	5	174
27	Chandigarh	17	-	5419	3	51	1	-	5	5	1	-	5	5	61
28	Dadar & Nagar Haveli	11	-	15457	5	55	-	-	5	-	1	-	5	5	60
29	Daman & Diu	-	114	7204	3	342	114	-	5	570	-	1	5	5	917
30	Lakshadweep	-	10	3368	2	20	10	-	5	50	-	1	5	5	75
31	Puducherry	-	98	3324	2	196	98	-	5	490	-	1	5		691
GRAND TOTAL		1,55,701	82,051	1,65,668	-	4,14,359	3,271	3,035	-	30,530	306	237	-	2,615	4,47,504

Details of Videos Produced under the Scheme

Sr. No.	Date of Telecast	Location	Synopsis(Subjects covered)
1	06.06.2010	Panchayat Thadi Pabad & around (Mashobra block)	Seg-I : Activities of Thadi Panchayat :MANREGA & Anganwadi Centre Seg-II : Road to Pabad Seg-II
2	14.06.2010	Panchayat Nawada (Sirmour)	Seg-I : Activities of Panchayat Seg-II : Total Sanitation in village Seg-II : Nirmal Gram Panchayat (Cleanliness)
3	20.06.2010	Thana Panchayat	Seg-I : Gram Sabha at Thana
		Block Chaupal	Seg-II : MANREGA & Dev. Works(Water
		Distt.Shimla	conservation etc.)
			Seg-II : Nirmal Gram Panchayat (Cleanliness)
4	27.06.2010	Oak Over Shimla	Interview with Chief Minister ofH.P.
			Prof. Prem Kumar Dhumal
			Panchyati Raj Pranali :
5	11.07.2010	Panchayat Deoli Distt.	Seg-I : Activities of Panchayat Deoli Distt. Bilaspur
		Bilaspur Panchayat	Seg-II : Developmental Box of Panchayat Deoli &
		Chanju (Bodhana)	Bodna
		Distt. Shimla	Seg-III: Women Empowerment, Water
			Conservation Total Sanitation Campaign in
			Panchayat
6	1B.07.2010	Block Mashobra & around Distt. Shimla	Seg-I : Activities of Panchayat Baldian
			Seg-II : Development Works of Panchayat Baldian
			Seg-III: Gram Sabha Meeting & Interaction of
			Panchayat Thadi
			Seg.IV Water Conservation & Total Sanitation
7	25.07.2010	Badsar,	Seg-I : Grameen Sabha Meeting at Bijradi Panchayat
		Distt. Hamirpur	Seg-II : Development Works of Panchayat Bijradi
			Se~:rrr: Interaction With Panchayat
B.	01.0B.2010	Panchayat Saanan & around (Distt. Solan)	Seg-I : Activities of Saanan Panchayat
			Seg-II : Development work in Panchayat
			Seg-III : Organic farming & interaction with farmers.
9	OB.OB.2010	Hamirpur around	Seg-I : Activities of Daljeda Panchayat

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		Gram Panchyat Daljeda(Badsar)	Seg-II: Development work in Panchayat & Interaction with Panchayat.
			Seg-III: Watershed &,Natural Resource Management & Women empowerment in Panchayat.
10	15.0B.2010	Nauni Distt.Solan (Award Winning Panchayat)	Seg-I : Energizing the Gram Sabha Seg-II : Model Panchayat, Manrega, women Empowerment. Seg-II : Role of Panchayat in Total Sanitation, Cleanliness, Rain Harvesting Land development & other development works in Panchavat.
11	26.0B.2010	PRTI Craignano (Mashobra)	Seg:I Workshop reg. personal hygiene & use of sanitary napkins SegII Health awareness ,Self Help Group women Empowerment. SegIII: Interaction with officials and SHG Leaders.
12	29.0B.2010	Kunihar Suraj pur, Distt. Solan Kunihar)	Seg-I : How to conduct Gram Sabha meeting. Seg-II : Development work in Panchayat Seg-III: Watershed & Natural Resource Management

CHAPTER – IV

ACHIEVEMENTS OF OUT DOOR PUBLICITY CAMPAIGNS

The out door Publicity campaigns have been conducted by the Ministry for awakening the masses regarding the various programmes of Ministry of Panchayati Raj and the role of Panchayats, Gram Sabha, etc. in the development of the rural areas as well as the country. The Ministry has tried to directly contact the villagers/ stakeholders with their Out door Publicity campaigns.

The out door Publicity campaigns have been undertaken in the states of Punjab, Maharashtra and Uttarakhand during the various religious Melas.

In Punjab, the Baisakhi Mela is one of the most important Melas in the State and is attended by lakhs of rural devotees. The main Mela is organized in Talwandi Sabo and it was targeted by the Ministry of Panchayati Raj for directly accessing large rural population and sending across the message of the Ministry to the targeted audience.

In Maharashtra every year in June July around 10 lakh devotees mostly rural populace participate in Palki Sola and gather at Pandharpur for offering their prayers at the culmination of "wari" pilgrimage undertaken by lakhs of pilgrims from across Maharashtra on the occasion of Ashadi Ekadashi. Palki is a 1000 – year old tradition which was started by some saints of Maharashtra and is still continued by their followers called as warkaris (people who follow a wari, a fundamental ritual). Lakhs of warkaris flock the city with their chants of “Ram Krishna Hari, jai jai Ram Krishna Hari” and Dnyanba-Tukaram (the famous Maharashtrian saints, Dnyaneshwar and Tukaram) reverberated on the streets. There is no definite information available on the origins of this "wari" tradition, which is a pilgrimage on foot to Pandharpur. However, there are some references about Vitthalpant, Saint Dnyaneshwar's father joining the Wari to visit Pandharpur in the month of Aashaad & Kartik (October / November). So it can be inferred that the state of Maharashtra has seen this tradition being followed since the last 1000 years.

For the last 4 years Palki Sola has been targeted by the Ministry in association with the State Panchayati Raj department to spread its message directly to the rural populace.

In Haridwar, Uttarakhand the Kumbh Mela in 2010 was targeted for spreading the message of the Ministry to the rural populace.

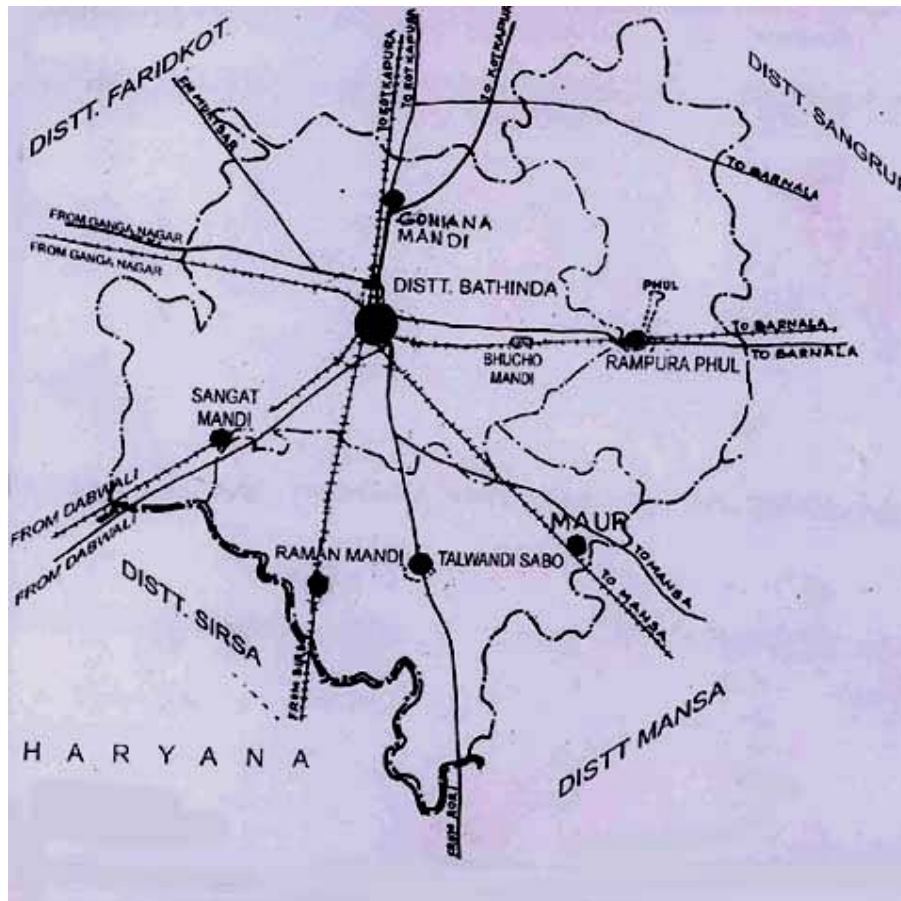
As per the information, the response of the rural population has been very good and they have been benefited by the various interventions of the ministry of Panchayati Raj in these Melas.

BAISAKHI MELA 2011

IEC activities, carried out from 13th to 15th April 2011 (Baisakhi Mela) at Talwandi Sabo District Bathinda

The SIRD Punjab had sent a proposal to Ministry of Panchayati Raj GoI regarding IEC activities, use of the occasions on 13th April to 15th April 2011 Baisakhi Mela at Talwandi Sabo District Bathinda. IEC activities included installation of banners, posters, hoardings Kiosks, organizing of road shows, distribution of pamphlets, handbills, etc.

Proposal was accepted by Ministry of Panchayati Raj GoI. SIRD Punjab with the support of Dist. Administration Bathinda organized a well planned programme on the occasion of Baisakhi Mela 13th April to 15th April 2011. The main stress was given to the sensitization campaign on importance/ proper conduct of Gram Sabha and functions & responsibilities of Village Panchayats.



The detailed activities of the programme undertaken is as follows.

12th April 2011

- i) Banners on Gram Sabha installed at all important places of Talwandi Sabo i.e. Verka Chowk, Dashmesh School, BDPO Talwandi Sabo, Village Lalawalia Kanchia, Market Committee, Guru ki

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Kansi Collage Gurudwara Jand sir Sahib, Darbar Sahib, Bhai Mani Singh Sra and all leading roads. Talwandi Sabo was divided into six zones and BDPO's was the incharge of these zones.

13th April 2011

- i) Posters on Gram Sabha (Functions and Responsibilities) installed at all important places of Talwandi Sabo
- ii) Pamphlets on Gram Sabha, Right to information & MGNREGA distributed to the public at all important places of Talwandi Sabo Dist. Bathinda.
- iii) Use of Mobile Van

14th April 2011

- i) Stall near Darbar Sahib Gurudawara and distributed pamphlets on importance of Gram Sabha and functions and responsibilities on village Panchayats etc to the public and solves their problems.
- ii) Awareness Camp regarding the importance of Gram Sabha, Right to information & MGNREGA was organised at Talwandi Sabo.
- iii) Use of Mobile Van
- iv) Pamphlets were distributed to the public at all important places on 14th April regarding the importance of Gram Sabha, etc.

BDPO Talwandi Sabo & their staff also helped the SIRD in organizing this programme.

On the Baisakhi Mela day more than 2 lakh people joined the Baisakhi Mela and the SIRD Punjab utilized a occasion i.e. on Baisakhi Mela regarding awaring the people about their duties and functions in respect of importance of Gram Sabha etc and functions and responsibilities of villages Panchayats.

Financial Details

An amount of **Rs.1,40,000/-** (Rupees One Lakh Forty Thousand) was released to the State Institute of Rural Development, Punjab for execution of the awareness generation campaign on the occasion of Baisakhi Mela held on 13th April 2011 at Talwandi Sabo under Bhatinda district in Punjab as proposed by the State Institute of Rural Development, Punjab. The details are given as under:

Sl. No.	Particular	No.	Unit Cost	Total Expenditure (in Rupees)
1.	Installation of banners on Gram Sabha	100	500	50,000/-
2.	Posters on Gram Sabha (Functions and Responsibilities)	200	100	20,000/-
3.	Pamphlets	5,000	2	10,000/-
4.	Organising road-shows, hiring mobile-van etc.	2	10,000	20,000/-
5.	Stage, Drama/Natak etc. (one team)	2	10,000	20,000/-
6.	Miscellaneous (Transport)			20,000/-
			Grand Total	1,40,000/-

PALKI SOLA

In Maharashtra, every year in the month of June or July around TEN LAKH *Waarkaris* (Devotees) from all over Maharashtra and neighbouring States participate in a PALKHI SOHALA (a socio-religious rural procession–cum–congregation) and collectively perform singing, dancing, chanting in *Dindis* for eighteen to twenty days on two routes organized (i) from Alandi under Pune District to Pandharpur under Solapur District and (ii) from Dehu to Pandharpur. Although the routes i.e. Alandi-Pune-Saswad-Phaltan-Malshiras-Pandharpur and Dehu-Pune-Hadpasar-Yavat-Baramati-Indapur-Akluj-Pandharpur are different, both the Palkhis converge and halt for two nights at **Pune**.

Special Dindi to spread awareness about Gram Sabha : Taking advantage of the *palkhi procession*, the Union Ministry of Panchayati Raj spread awareness on the importance of Gram Sabha by taking out a special *dindi*. A specially designed chariot accompanied by lakhs of *warkaris* and *maulis* along the procession route highlighted the importance of Gram Sabha among rural masses. The *dindi* also halted at gram panchayats on the route and spread awareness through trained performers.

The Ministry of Panchayati Raj has been utilizing the platform of Palkhi Sohala, which is primarily a rural congregation, to publicize the issues relating to Gram Sabha and Panchayati Raj for the last four years. The details of the current & previous financial assistance are given as under:-

Sl. No.	Financial Year	Proposed Amount	Sanctioned Amount
1	2010–11 (8 th to 21 st July 2010)	Rs.41,49,000/- Rs. 39,66,000/- (revised) (inclusive of activities like wall–painting and display of intended messages on the Inside Panel in 1111 State transport Buses for the period of one year) (no. of artists engaged was 110 and no. of chariots deployed was 10)	Rs.34,00,000/-
2	2011–12 (26 th June to 11 th July 2011)	Rs.40,00,000/- (no. of artists engaged was 110 and no. of chariots deployed was 10)	Rs.25,00,000/-
3	2012–13 (15 th June to 29 th June 2012)	Rs.20,00,000/-	Rs.17,00,000/-
4	2013–14 (3 rd July to 18 th July 2013)	Rs.20,00,000/-	Rs.13,36,711/-

Details of activities undertaken during Palkhi Sohala:

Sl. No.	Activities	Details	Scale/ Volume/ Rate	Amount
1.	50 Participants (Artist, Bhandkar, Volunteers in Tukaram Maharaj Palkhi Sohala and Dnyaneshwar Maharaj Palkhi Sohala) to convey messages of Gram Sabha and Panchayati Raj through Kalapathak Programme.	Each participant will be paid Rs.650/- per day (including Honorarium, Lodging & Boarding) during the Palkhi Sohala from 3.7.2013 to 18.7.2013.	650x50x16	Rs.5,20,000/-

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2.	T-Shirts and Caps for Volunteers participating in Palkhi Sohala	Preparation and distribution of T-Shirts and Caps among volunteers, Officers, Gram Sevak and Staff of Panchayat Samiti and Zilla Parishads on the way.	250 (No.) x 200	Rs.50,000/-
3.	6 Raths (Chariot) with messages of Gram Sabha, Panchayat Raj, which will spread the messages to attract the warkari and also for transportation of participants from their districts.	6 Raths @ Rs.75,000/- per vehicle. -	6 Raths @ Rs.75,000/- per vehicle.	Rs.4,50,000/-
4.	IEC Materials	a) Printing of Gram Sabha Books, Leaflets, Stickers etc. b) Posters, Banners and Hoardings on the routes of Palkhi c) Wall painting message of Gram Sabha and Panchayati Raj on Palkhi Marg under three Districts.	Rs.1,50,000/- Rs.2,50,000/- Rs.50,000/- per District x 3 = Rs.1,50,000/-	Rs.5,50,000/-
5.	a) Gram Sabha awareness on Radio b) Gram Sabha awareness on TV		Rs.1,00,000/- (lumpsum) Rs.1,00,000/- (lumpsum)	Rs.2,00,000/-
6.	Inauguration (at Pune), Exhibition and Valedictory Programme in the presence of Hon'ble Chief Minister, Hon'ble Minister for Rural development & Panchayati Raj, elected representatives of PRIs at Pandharpur	Mandap, Exhibition, Banners, and inauguration valedictory programme.	Rs.2,30,000/- (lumpsum)	Rs.2,30,000/-
TOTAL				Rs.20,00,000/-

KUMBH MELA

An amount of **Rs.91,00,000/-** (Rupees Ninety-One Lakh) as one time full & final payment was released to M/s SPAN Communications, New Delhi for carrying out execution of the comprehensive publicity of the message “Year of the Gram Sabha – for Empowered People and Accountable Panchayats” specifically during the period of the Kumbh Mela–2010 (**April – May 2010**) at Haridwar in Uttarakhand.

SURVEY FINDINGS

Information regarding Media and publicity scheme was collected from various respondents both from the rural areas and the urban areas as well as Panchayat representatives. The data collected from each category was tabulated and analysed separately based on different indicators.

This chapter gives an idea about the profile of the respondents, their awareness about the scheme, effectiveness of media/awareness campaign, different interventions initiated in the Panchayat, their comparative effectiveness, the satisfaction level of the villagers, the bottlenecks of the programme, suggestions for modification, etc.

In this draft report survey findings are being submitted for the all the surveyed state of Madhya Pradesh, Rajasthan, Uttarakhand, Bihar, Karnataka, Assam.

SURVEY FINDINGS PRI OFFICIALS

Personal Particulars

Gender

Among the 283 panchayat representatives surveyed, 68% were male and 32% were female.

Religion

Out of the total sample surveyed, 72% were Hindus and the rest 24% were Minorities and rest were from other religions.

Age

Among the Panchayat representatives surveyed, 58% were in the age group of between 20-40 yrs, 34% were in the age group of between 41-60 yrs, while the rest were below 20 years and above 60 yrs.

Education

Among the surveyed Panchayat representatives, 5% were illiterates, 9% were mere literates, 8% have completed primary education, 12% have completed middle school education, 18% have high school education, 16% have studied upto higher secondary / intermediate, 24% were graduates while the rest 8% were post graduates.

Social Category

Out of the total surveyed Panchayat representatives, 9% belonged to Scheduled Caste, 8% belonged to Scheduled Tribe, 27% belonged to Other Backward Class while the rest 53% belonged to the General and other category.

Annual Income

Among the total surveyed Panchayat representatives, 3% had a mere income below 12000/- 13% had an income between Rs. 12,000/- to Rs.20,000/-, 19% had an income between Rs. 20,000/- to Rs.30,000/-, 11% had an income between Rs. 30,000/- to Rs.60,000/-, 6% had an income between Rs. 60,000/- to Rs.1,20,000/- while 39% did not provide any response regarding income while rest 9% had income of more than Rs.1,20,000/- .

Awareness about Media & Publicity Scheme

Among the total surveyed respondents, 96% were aware of the Media & Publicity Scheme while the rest 4% were not aware about the same.

Awareness about National Panchayati Raj Day

Out of the total surveyed respondents, 64% were aware of National Panchayati Raj Day while the rest 36% were not aware about the same.

Activities Conducted

Out of the total surveyed respondents, 6% have reported that they have conducted puppet show, 56% have conducted Gram Sabha, 17% have conducted awareness programmes for SC/ST, while the rest 21% have reported that they have conducted some other programmes on National Panchayati Raj Day.

Awareness about Year of Gram Sabha

Out of the total surveyed respondents, 77% were aware of Year of Gram Sabha while the rest 23% were not aware about the same.

Awareness about T.V. Programme “Grameen Bharat”

Out of the total surveyed respondents, 76% were aware of the weekly TV Programme “Grameen Bharat”, while the rest were not aware of the same.

Watching TV Programme

Out of the total surveyed respondents, 5% have reported that the programme was viewed by majority, 74% have reported that it was viewed by a few, 12% were not aware of the same, while the rest had reported other answers.

Initiative taken to create awareness about Telecast of the TV Programme

Out of the total surveyed respondents, 39% have reported that they have taken some initiative to make people aware about the telecast of the TV Programme, while the rest 61% have not taken any initiative for the same.

Initiative taken to make the public aware of Gram Sabha

Out of the total surveyed respondents, 75% have reported that they have conducted campaign or taken initiative to make the public aware of Gram Sabha and other key issues related to PRI, while the rest 25% have not taken any initiative of the same.

Receipt of Wall Calendar

Out of the total surveyed respondents, 25% have reported that they received the wall calendar in 2011 from the Ministry of Panchayati Raj, while the rest 75% have not received any wall calendar.

Effectiveness of Wall Calendar

Out of the total surveyed respondents, 25% have reported that the wall calendar was effective in empowering people and generating awareness regarding Gram Sabha / MGNREGA, while the rest 75% have reported that it was not effective.

Initiative taken

Out of the total surveyed respondents, 22% have reported that they have taken some initiatives to ensure that the message given through the calendar has reached the villagers, while the rest 78% have not taken any initiative for the same.

Receipt of MGNREGA Booklets

Out of the total surveyed respondents, 36% have reported that they received two MGNREGA Booklets distributed by the Ministry, while the rest 64% didn't receive any such Booklets.

Effectiveness of MGNREGA booklets

Out of the total surveyed respondents, 30% have reported that the booklet was effective in making the functionaries as well as beneficiaries aware about their rights and roles in MGNREGA, while the rest 70% have reported that it was not effective.

Initiative Taken for the publicity of MGNREGA Booklet

Out of the total surveyed respondents, 24% have reported that they have taken initiative / arrangement to make sure that, the booklets / content of booklet reached the villagers / beneficiaries, while the rest 76% have not taken any initiative for the same.

Receipt of Publication of Bulletins, Reports or Annual Reports

Out of the total surveyed respondents, 39% have reported that they have received the publication of bulletins, reports or annual reports from the ministry, while the rest 61% have not received the same.

Activities conducted in the Panchayat

Out of the total surveyed respondents, 62% have reported that there were some activities conducted in the Panchayat to create awareness about Panchayati Raj / Gram Sabha / Women Empowerment, etc., while the rest 38% have reported that no activities were conducted in the Panchayat for the same.

Awareness about Fairs / Festivals

Maha-Kumbh Mela 2010 at Haridwar

Out of the total surveyed respondents, 85% were aware of “Maha-Kumbh Mela” while the rest were not aware about the same.

Awareness about Media Campaign during Maha-Kumbh Mela

Among those who were aware of Maha-Kumbh Mela, 41.46% have noticed the Media Campaign on Gram Sabha or Panchayat during the festivals while the rest, 58.54% have not witnessed anything about the same.

Baisakhi Mela at Talwandi

Out of the total surveyed respondents, 29% were aware of “Baisakhi Mela” while the rest, 70% were not aware about the same.

Awareness about Media Campaign during Baisakhi Mela

Among those who were aware of Baisakhi Mela, 73.33% have noticed some Media Campaign on Gram Sabha during the festival while the rest have not witnessed any such campaign during Baisakhi Mela.

Annual Palkhi Sohlas

Out of the total surveyed respondents, 33% were aware of “Annual Palkhi Sohlas of Sant Dnyaneshwar Maharaj and Sant Tukaram Maharaj” while the rest were not aware about the same.

Awareness about media Campaign during Palkhi Sohlas

Among those who were aware of Palkhi Sohla, 90 % have witnessed some media campaign on Gram Sabha during Palkhi sohla while the rest have not witnessed anything similar.

Awareness of Central Government / State Government Schemes

Out of the total surveyed respondents, 74% were aware of the schemes of the Central Government / State Government being implemented in the Panchayat while the rest 26% were not aware about the same.

Awareness about Implementation of the Scheme

Out of the total surveyed respondents, 52% have reported that they got some message on the implementation of the scheme through Newspaper, 18% reported that they got some message about the implementation of these schemes through TV Programme, 8% have reported the source of information as Radio programme, 4% have reported the source of information as TV Spots while the rest 18% were getting message through some other modes.

Newspaper Advertisement

Out of the total surveyed respondents, 70% have reported that there were newspaper advertisements issued by the Ministry of Gram Sabha and other issues related to Panchayati Raj, while the rest 30% have reported that there were no advertisement of the same.

Medium of advertisement

Among those who were aware of the news paper advertisements, 97.87% have reported that the advertisement was in their local language while the rest have reported that the advertisement was not in their local language.

Content of Advertisement

Out of the total surveyed respondents, 8% have reported that the content of newspaper advertisement was about Panchayat Raj Day Celebrations, 20% have reported that it was Gram Sabha, 34% have reported that it was MGNREGA, 16% have reported that it was the Role and responsibilities of PRI, 6% have reported that it was about the Role of Women while the rest 10% have reported that it was about the Role of SC/ST while 6 % had other responses.

Facility of Reading Room or Library

Out of the total surveyed respondents, 49% have reported that they are having the common facility of Reading Room or Library in their Panchayat where the villagers can gather and read newspaper or listen to radio programmes while the rest, 51% have reported that there is no such facility in their panchayat.

Attending Seminar / Workshop / Training

Out of the total surveyed respondents, 78% have reported that they attended some seminar / workshops / training organized by the ministry to enhance the performance of the Panchayat, while the rest, 22% have never attended any such workshop / training.

Periodicity of Gram Sabha meeting

Out of the total surveyed respondents, 8% have reported that Gram Sabha is conducted in their village monthly, 12% have reported that Gram Sabha is conducted in their village Bi-monthly, 11% have reported that Gram Sabha is conducted in their village once in 3 months, 62% have reported that Gram Sabha is conducted in their village Irregularly, while the rest, 7% have reported that Gram Sabha is conducted in their village without any fixed intervals, on some important days.

Effectiveness of Media / Awareness Campaign

Awareness about Media Publicity / Awareness Campaign through advertisement

Out of the total surveyed respondents, 87% were aware of the Media & Publicity / Awareness Campaign through advertisement, information, literature, etc. while the rest were not aware about the same.

Satisfaction of the Media and Publicity Scheme

Out of the total surveyed respondents, 81% were satisfied with the Media and Publicity scheme, 19% were not satisfied with the Media and Publicity scheme, while the rest can't say about the same.

Effectiveness of activities

Out of the total surveyed respondents, 82% have reported that the activities / interventions conducted was effective in sensitizing the rural masses about key issues related to PRI, while the rest 14% have reported that it was not effective.

Opinion about the Successfulness of the Scheme

Out of the total surveyed respondents, 88% have reported that the scheme was successful in providing better and effective communication through the electronic and print media, while the rest have reported that the scheme was not successful in providing better and effective communication through the electronic and print media.

Successfulness of the Scheme

Out of the total surveyed respondents, 83% have reported that the scheme was successful in enhancing the performance of the Panchayat, while the rest have reported that the scheme was not successful in enhancing the performance of the Panchayat.

Impact of the Scheme

Out of the total surveyed respondents, 71% have reported that the impact of the scheme was positive, 29% have reported that the impact of the scheme was not positive, while the rest couldn't say anything about the same.

Impact of Media & Publicity scheme on SC/ST

Out of the total surveyed respondents, 87% have reported that the impact of the scheme was positive on SCT/ST or women category, while the rest 13% have reported that the impact was not positive on them.

Effectiveness of the Scheme

Out of the total surveyed respondents, 67% have reported that they became more aware due to this scheme and they are implementing what they have learnt / or messages they got through the scheme, while the rest reported that there was not much effect on them due to the scheme and they have not learnt anything from the scheme.

Bottlenecks & Constraints of the Scheme

The main constraints of the programme reported was that the information about different schemes / programmes are not reaching the villagers in time. Sometimes they get the information about some scheme after the last date for submission of forms/ Performa. After the last date is over the villagers are not allowed to take the benefit of the scheme. Sarpanch should take initiative so that the information about the different schemes applicable in their Panchayats can reach the whole Panchayat in time so that the villagers can get the benefit of the scheme.

SURVEY FINDINGS – Rural and Urban Respondents

In all the states of Madhya Pradesh, Bihar, Uttarakhand, Rajasthan, Karnataka, Assam, survey was conducted in twenty four districts. Information regarding Media and publicity scheme was collected from both the rural (Villagers) and urban areas as well as Panchayat representatives. A total number of 1365 respondents (322 from urban and 1043 from rural) and 292 Panchayat representatives were contacted for data collection from all the states.

The data collected from each category was tabulated and analysed separately based on different indicators.

This section gives an idea about the profile of the respondents, their awareness about the scheme, effectiveness of media/awareness campaign, different interventions initiated in the Panchayat, their comparative effectiveness, the satisfaction level of the villagers, the bottlenecks of the programme, suggestions for modification, etc.

Personal Particulars

Gender

Among the 1344 respondents surveyed in the states, 64% were male and 36% were female. Among the rural villagers surveyed, 62% were male and 38% were female while among the urban respondents surveyed, 68% were male and 32% were female. Majority of the surveyed respondents were males.

Religion

Out of the total surveyed respondents, 80% were Hindus while 17% were from Minorities. In the urban area, 83% of the surveyed respondents were Hindus, while in the rural area 80% were Hindus and 17% were Muslims. The surveyed villages were Hindu dominated.

Age

Among the surveyed respondents 11% were below 20 yrs, 51% were in the age group of between 20-40 yrs, 31% were in the age group of between 41-60 yrs, while the rest were above 60 yrs.

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In the rural areas, 11% were below 20 yrs, 51% were in the age group of between 20-40 yrs, 32% were in the age group of between 41-60 yrs, while the rest were above 60 yrs.

In the urban areas, among the villagers surveyed, 12% were below 20 yrs, 49% were in the age group of between 20-40 yrs, 30% were in the age group of between 41-60 yrs, while the rest were above 60 yrs.

Majority of the surveyed respondents were in the age group of 20-40 yrs and 40 -60 yrs.

Education

Among the surveyed respondents, 13% were illiterates, 16% were mere literates, 12% have completed primary education, 14% have completed middle school education, 18% have high school education, 11% have studied upto higher secondary / intermediate, 11% were graduates while 4% were post graduates, while rest were not able to respond.

Varied situation existed in both rural and urban areas. In urban areas around 46% have studied more than intermediate and in rural areas only 20% have studied more than intermediate.

Social Category

Out of the total surveyed respondents, 13% belonged to Scheduled Caste, 9% belonged to Scheduled Tribe, 31% belonged to Other Backward Class while the rest 47 % belonged to the General and other categories.

In the rural areas, among the total surveyed villagers, 14% belonged to Scheduled Caste, 10% belonged to Scheduled Tribe, 31% belonged to Other Backward Class while the rest 45 % belonged to the General and other categories.

In the urban areas, among the total surveyed respondents, 10% belonged to Scheduled Caste, 8% belonged to Scheduled Tribe, 30% belonged to Other Backward Class while the rest 52% belonged to the General and other categories.

Annual Income

Among the total surveyed respondents, 12% had a mere income of upto only Rs 12,000/- pa, 13% had an income between Rs. 12,000/- to Rs.20,000/-, 17% had an income between Rs. 20,000/- to Rs.30,000/-, 12% had an income between Rs. 30,000/- to Rs.60,000/-, 5% had an income between Rs. 60,000/- to Rs.1,20,000/-, 4% had an income between Rs. 1,20,000/- to Rs.2,40,000/-, 4% had an

income above Rs. 5,00,000/- while the rest 33% did not provide any response regarding their annual income.

Majority of the respondents in the rural areas (60%) as well as in the urban areas (30%) were having an annual income below Rs.60,000/-.

Awareness about the scheme

Awareness about Panchayati Raj

Out of the total surveyed respondents, 70% were aware of Panchayati Raj while the rest majority (30%) were not aware about the same.

Among the surveyed, 30% from the rural areas and 30% from the urban areas were not aware of Panchayati Raj.

Source of Information

Among those respondents who were aware about Panchayati Raj, 29% came to know about it through Newspaper advertisements, 15% came to know about it through Radio programmes, 22% came to know about it through TV advertisements / programmes, 19 % came to know about it through Gram Sabha, 5% came to know about it through Panchayat officials while the rest 10% got the information about Panchayati Raj through some other sources like verbal communication of other villagers.

T.V advertisements and News paper advertisements were the main source of information in the urban areas while News paper advertisements and Gram Sabha were the main source of information in the rural areas.

Awareness about Media & Publicity Scheme

Among the total surveyed respondents, 63% were aware of the Media & Publicity Scheme while the rest were not aware about the same.

Among the surveyed, only 72% from the urban areas and 61% from the rural areas were aware of the Media & Publicity Scheme.

Source of Information

Among those respondents who were aware about the Media & Publicity Scheme, 31% came to know about it through Newspaper advertisement, 10% came to know about it through Radio programmes, 22% came to know about it through TV advertisements / programmes, 26% came to know about it through Gram Sabha, 4% came to know about it through Panchayat officials while the rest 7% got the information about Panchayati Raj through some other sources.

Celebration of National Panchayati Raj Day

Out of the total surveyed respondents, 33% were aware of National Panchayati Raj Day and reported that the same was celebrated in their Panchayat while the rest have reported that 24th April was not celebrated in their village.

Awareness about the Year of Gram Sabha

Out of the total surveyed respondents, 34% were aware of the Year of Gram Sabha while the rest were not aware about the same.

Among the surveyed, 32% from rural areas and 41% from urban areas were aware of aware of the Year of Gram Sabha and reported that the same was celebrated in their Panchayat.

Activities conducted during National Panchayati Raj Day and Year of Gram Sabha

Out of the total surveyed respondents, 29% have reported that they have celebrated the “National Panchayati Raj Day” and the “Year of Gram Sabha” with some special activities while the rest have not celebrated these with some special activities.

26% from urban and 39% rural areas have reported positively.

Awareness about Fairs / Festivals

Maha-Kumbh Mela

Out of the total surveyed respondents, 65% were aware of “Maha-Kumbh Mela” while the rest were not aware about the same.

Media Campaign during Maha-Kumbh Mela

Among the total surveyed respondents, 34% were aware of the Maha-Kumbh mela at Haridwar, but they have not visited the mela and hence have not observed any media campaign on PRI during the mela.

Baisakhi Mela

Out of the total surveyed respondents, 28% were aware of “Baisakhi Mela” while the rest were not aware about the same.

Media Campaign during Baisakhi Mela

Among the total surveyed respondents, 19% were aware of Baisakhi Mela, but have not visited the mela as it was not in their city.

Annual Palkhi Sohla

Out of the total surveyed respondents, 27% were aware of “Annual Palkhi Sohla of Sant Dnyaneshwar Maharaj and Sant Tukaram Maharaj” while the rest were not aware about the same. The percentage of people who were aware of this varied from 34% in urban areas and 25% in rural areas.

Media Campaign during Palkhi Sohla

Among the total surveyed respondents, only few had observed any Media Campaign on Gram Sabha during the Annual Palkhi Sohla as they have not visited Maharashtra.

Effectiveness of Media / Awareness Campaign

Awareness about Media Publicity / Awareness Campaign through advertisement

Out of the total surveyed respondents, 61% were aware of Media Publicity / Awareness Campaign through advertisement, information, literature, etc. while the rest were not aware about the same. Also 65% from urban and 59% from rural areas were aware about the scheme through advertisement, information, literature, etc. while the rest were not aware of the scheme.

Awareness of Central Government / State Government Schemes

Out of the total surveyed respondents, 73% (75% from urban & 72% from rural) were aware of the schemes of the Central Government / State Government being implemented in the Panchayat while the rest were not aware about the same.

Source of Information on Implementation of the Scheme

Out of the total surveyed respondents, 24% have reported that they have received some useful message through Newspaper, 23% have reported that they received some message through TV Programme, 15% have reported that they received some message through Radio Programmes, 17% have reported that they received some message through TV Spots, 5 % have reported that they received some message through Radio Spots while the rest 16% have reported that they received some messages which are useful in their life through some other modes.

Activities conducted to Create Awareness among Villagers

Out of the total surveyed respondents, 30% (28% from rural and 38% from urban) were aware of the activities conducted to create awareness among the villagers while the rest were not aware.

Area of Activities conducted / Interventions

Out of the total surveyed respondents, as per 19% respondents, the activities were focused on Health, as per 21% respondents, the activities were focused on Nutrition, as per 22% respondents, the activities were focused on Education, as per 24% beneficiaries, activities were focused on Sanitation while as per the rest, 14%, the activities were focused on some other area. In the urban area, Sanitation, health & nutrition and education were the main areas where interventions were held but in the rural areas, the main focus was on Sanitation followed by education and health.

Facility of Reading Room or Library

Out of the total surveyed respondents, as per 23%, they were having some common facility of Reading Room or Library in their Panchayat/ ward where the respondents can gather together and read newspaper or listen to radio programmes while the rest have reported that they have no such facilities in their Panchayat/ ward.

In the rural areas, 21% and in the urban areas 30% have reported having such common facilities.

Periodicity of conducting Gram Sabha

Out of the total surveyed respondents, 21% have reported that Gram Sabha is conducted in their village monthly, 21% have reported that Gram Sabha is conducted in their village Bi-monthly, 21% have reported that Gram Sabha is conducted in their village once in 3 months, 32% have reported that the Gram Sabha is conducted in their village Irregularly, 5% have reported that Gram Sabha is conducted in their village on fixed days like 15th August, 26th January, 2nd October, etc.

Majority in the rural areas have reported that the Gram Sabha is conducted irregularly or bimonthly or once in 3 months while in the urban areas majority have reported that the gram sabha is conducted irregularly.

Satisfaction of the Media and Publicity Scheme

Out of the total surveyed respondents, 64% were satisfied with the Media and Publicity scheme while the rest 35% were not satisfied with the Media and Publicity scheme, while the rest were unable to provide any opinion about the same.

68% respondents from the rural areas and 53% from the urban areas were satisfied with the scheme.

Impact of the Scheme

Out of the total surveyed respondents, 45% have reported that the impact of the scheme was positive while the rest have reported that the impact of the scheme was not positive.

Role of the scheme in providing better & effective communication

Out of the total surveyed respondents, 54% have reported that the scheme was successful in providing better and effective communication through the electronic and print media, while the rest have reported that the scheme was not successful in providing better and effective communication through the electronic and print media.

49% from the urban areas and 70% from the rural areas have also opined that the scheme was successful.

Role of the scheme in enhancing the performance of the Panchayat

Out of the total surveyed respondents, 55 % (56% from the urban areas and 55% from the rural areas) have reported that the scheme was successful in enhancing the performance of the Panchayat, while the rest have reported that the scheme was not successful in enhancing the performance of the Panchayat.

Role of the scheme in creating awareness among the public

Out of the total surveyed respondents, 55% (62% from the urban areas and 53% from the rural areas) have reported that they became more aware due to this scheme and are implementing what they have learnt / or messages they got through the scheme, while the rest have reported that the scheme does not have any such effect on them.

CHAPTER – VI

CONCLUSIONS AND RECOMMENDATIONS

Conclusions and recommendations are being presented based on the survey conducted in the sample states (Madhya Pradesh, Rajasthan, Uttarakhand, Bihar, Karnataka and Assam).

CONCLUSIONS

The scheme has been running in the 11th plan and in the last 5 years the Ministry has undertaken major steps for awareness generation among the rural masses through the scheme. The scheme had an allocation of Rs 68.47 crores and as per information the full allocation had been expended in the 5 years. The Ministry has undertaken activities under almost all the components of the scheme except under Innovative Proposals (where it received only one proposal from Bihar), Support to Media Resource Cells (these could not be set up) and Issue of Quarterly Newsletter to state governments (This has been started only from 2012-13).

Scheme Components

1. Telefilms
2. Radio Programmes through National broadcasters and FM channels
3. Issue of Quarterly Newsletter to State governments and PRIs.
4. Organization of Seminars and Workshops.
5. Advertisements in Print Media
6. Publication of bulletins, reports, annual reports, etc.
7. Support to State Media Resource Cells (SMRC).
8. Innovative Proposals

Performance / Impact of the Scheme-PRI Officials

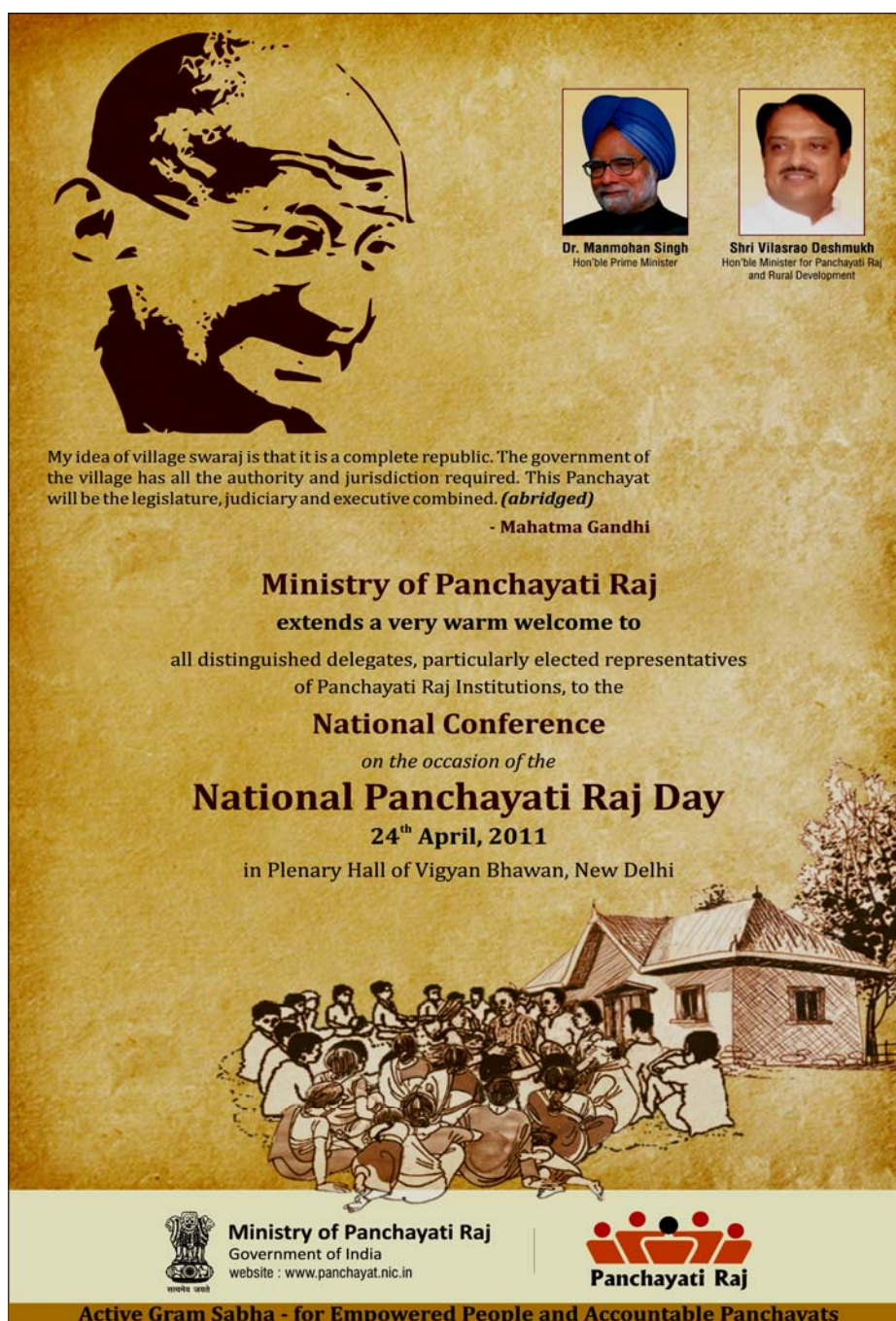
71% of the PRI officials have reported that the impact of the scheme was positive.

Effectiveness of the Scheme- PRI Officials

67% of the PRI officials have reported that they became more aware due to this scheme and they are implementing what they have learnt / or messages they got through the scheme.

Observance of the 24th April of every year as the National Panchayati Raj Day


One of the Major interventions of the scheme has been in generating awareness about the National Panchayati Raj day which is celebrated on 24th April every year. The Ministry has been able to create a platform where it can give its message to the rural masses, declare new schemes as well as award the states and the Panchayats for doing good work. The grassroot workers who come to Delhi to take the awards feel proud to be a contributor in the whole process. These workers spread the message to the villagers when they go to their Panchayats. Further since the Ministry has directed all the states to celebrate this day upto in all the Panchayats also, this will strengthen the Panchayati Raj System and the states would be compelled to devolve more powers to the Panchayats when the awakening happens at the grassroot level.




The poster features a large, stylized portrait of Mahatma Gandhi on the left. To the right are two smaller portraits: Dr. Manmohan Singh, Hon'ble Prime Minister, and Shri Vilasrao Deshmukh, Hon'ble Minister for Panchayati Raj and Rural Development. Below the portraits is a quote from Mahatma Gandhi: "My idea of village swaraj is that it is a complete republic. The government of the village has all the authority and jurisdiction required. This Panchayat will be the legislature, judiciary and executive combined. (abridged) - Mahatma Gandhi". The central text reads: "Ministry of Panchayati Raj extends a very warm welcome to all distinguished delegates, particularly elected representatives of Panchayati Raj Institutions, to the National Conference on the occasion of the National Panchayati Raj Day 24th April, 2011 in Plenary Hall of Vigyan Bhawan, New Delhi". At the bottom, there is an illustration of a group of people gathered around a traditional village house. The footer includes the Government of India logo, the Ministry of Panchayati Raj website (www.panchayat.nic.in), the Panchayati Raj logo, and the slogan "Active Gram Sabha - for Empowered People and Accountable Panchayats".

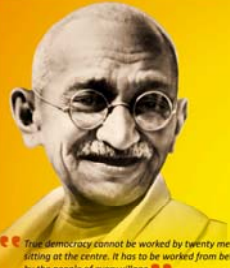
My idea of village swaraj is that it is a complete republic. The government of the village has all the authority and jurisdiction required. This Panchayat will be the legislature, judiciary and executive combined. *(abridged)*
- Mahatma Gandhi

Ministry of Panchayati Raj
extends a very warm welcome to
all distinguished delegates, particularly elected representatives
of Panchayati Raj Institutions, to the
National Conference
on the occasion of the
National Panchayati Raj Day
24th April, 2011
in Plenary Hall of Vigyan Bhawan, New Delhi

 **Ministry of Panchayati Raj**
Government of India
website : www.panchayat.nic.in


 **Panchayati Raj**

Active Gram Sabha - for Empowered People and Accountable Panchayats




This democracy cannot be worked by twenty men sitting at the centre. It has to be worked from below by the people of every village.


— Mahatma Gandhi —



Smt. Sonia Gandhi
Chairperson, UPI



Dr. Manmohan Singh
Hon'ble Prime Minister



Dr. C.P. Joshi
Union Minister for Panchayati Raj and Rural Development

**National Convention to commemorate
50th Anniversary of Panchayati Raj
and launching of 2009-10 as the
“Year of Gram Sabha”
on 2nd October 2009
at Vigyan Bhawan, New Delhi**

— The Constitutional Provision regarding Gram Sabha —


Article 243-A of Part IX of the Constitution provides for the establishment of Gram Sabhas to “exercise such powers and perform such functions at the village level as the Legislature of a State may, by law, provide”.


— Mandate of Gram Sabha —

Gram Sabha is the forum that ensures direct, participative democracy.
Gram Sabha offers equal opportunity to all citizens of a village to discuss, criticize, approve or reject proposals of the Gram Panchayat and also assess its performance.
Gram Sabhas have been given the power and responsibility to review development programmes in their areas, select beneficiaries and to consider the annual statement of accounts of the Gram Panchayat.


Role of Gram Sabha - Planning for the development of the area. • Identifying projects and works to be taken up and setting the order of priority. • Monitoring the implementation of development programmes and delivery of services. • Ensuring transparency and accountability in the functioning of the Gram Panchayat. • Social Audit of NREGS & other schemes. • Forum for sharing information of general interest to the public and EC regarding benefits and entitlements under different schemes.

Role of Gram Sabha in PESA areas - Approving all local plans, programmes and projects. • Grant of prospecting licence or mining lease for minor minerals. • Management of minor water bodies. • Control over Local Plans and Resources. • Ownership of Minor Forest Produce. • Rights to enforce prohibition/ regulate or restrict sale & consumption of intoxicants. • Prevention of land alienation, etc.






Ministry of Panchayati Raj
Government of India
website : www.panchayat.gov.in




My idea of Village Swaraj is that it is a complete republic. The government of the village have all the authority and jurisdiction required. This Panchayat will be the legislature, judiciary and executive combined. (abridged)

— Mahatma Gandhi —



Dr. Manmohan Singh
Hon'ble Prime Minister of India





Shri Vilasrao Deshmukh
Hon'ble Minister for Panchayati Raj and Rural Development

One of the objectives of democratic decentralisation is to encourage people's participation in the processes of governance. We hope that this will also help reduce corruption and the abuse of power by various government functionaries.


— Dr. Manmohan Singh, Prime Minister speaking on 22 November 2006

We request
Panchayati Raj Institutions/States/UTs
to celebrate
National Panchayati Raj Day
on 24th April 2011
by organising purposeful Gram Sabha meetings
for making India a fully participatory democracy!





Panchayati Raj



Ministry of Panchayati Raj
Government of India
www.panchayat.nic.in

Active Gram Sabha – for Empowered People and Accountable Panchayats

Intensive Media Campaign on Gram Sabha and other key issues relating to Panchayati Raj during major fairs/festivals

Other Major intervention of the scheme has been conducting IEC activities by participating in the Fairs/ Melas in states like Maharashtra, Punjab and Uttarakhand. The rural populace participates in these traditional Fairs and Melas. The rural audience can be easily targeted by participation and conducting IEC activities in these Fairs/ Melas.

BAISAKHI MELA

The total audience of the Baisakhi Mela in Tawlandi was around 2 lakhs. The SIRD with the help of the BDPO Talwandi organized the installation of the Hoardings, Banners, distribution of pamphlets.



Photographs of Hoardings and Banners deployed during the Mela in Talwandi Sabo



Photographs of various Meetings organized by SIRD in the Villages during the Baisakhi Mela 2011

KUMBH MELA

The total audience of Kumbh Mela was around 10 lakhs. The work of IEC was outsourced to a DAVP empanelled agency which erected hoardings at various places in Haridwar. It also organized some road shows for generating awareness about the Panchayats.



Photographs of various Hoardings and banners deployed during Kumbh Mela 2010

The agency could not provide the details of the road shows conducted, the details and locations of the hoardings erected across Haridwar. The District Authorities in Haridwar also could not provide any details of the works done by the agency as it had done the work independently. On an overall assessment the IEC activities could not reach the maximum audience.

PALKI SOLA

The total audience of the Palki sola was around 10 lakhs. The State government has participated in synergy with the Ministry and had conducted a number of activities for generating awareness among the rural masses. It was one of the successful programmes of the Ministry and the Ministry has done IEC activities in the Palki Sola consecutively for 4 years.

Details of activities undertaken during Palkhi Sohala:

Sl. No.	Activities	Details	Scale/ Volume/ Rate	Amount
1.	50 Participants (Artist, Bhandkar, Volunteers in Tukaram Maharaj Palkhi Sohala and Dnyaneshwar Maharaj Palkhi Sohala) to convey messages of Gram Sabha and Panchayati Raj through Kalapathak Programme.	Each participant will be paid Rs.650/- per day (including Honorarium, Lodging & Boarding) during the Palkhi Sohala from 3.7.2013 to 18.7.2013.	650x50x16	Rs.5,20,000/-
2.	T-Shirts and Caps for Volunteers participating in Palkhi Sohala	Preparation and distribution of T-Shirts and Caps among volunteers, Officers, Gram Sevak and Staff of Panchayat Samiti and Zilla Parishads on the way.	250 (No.) x 200	Rs.50,000/-
3.	6 Raths (Chariot) with messages of Gram Sabha, Panchayat Raj, which will spread the messages to attract the warkari and also for transportation of participants from their districts.	6 Raths @ Rs.75,000/- per vehicle. -	6 Raths @ Rs.75,000/- per vehicle.	Rs.4,50,000/-
4.	IEC Materials	a) Printing of Gram Sabha Books, Leaflets, Stickers etc. b) Posters, Banners and Hoardings on the routes of Palkhi c) Wall painting message of Gram Sabha and Panchayati Raj on Palkhi Marg under three Districts.	Rs.1,50,000/- Rs.2,50,000/- Rs.50,000/- per District x 3 = Rs.1,50,000/-	Rs.5,50,000/-
5.	a) Gram Sabha awareness on Radio b) Gram Sabha awareness on TV		Rs.1,00,000/- (lumpsum) Rs.1,00,000/- (lumpsum)	Rs.2,00,000/-
6.	Inauguration (at Pune), Exhibition and Valedictory Programme in the presence of Hon'ble Chief Minister, Hon'ble Minister for Rural development & Panchayati Raj, elected representatives of PRIs at Pandharpur	Mandap, Exhibition, Banners, and inauguration valedictory programme.	Rs.2,30,000/- (lumpsum)	Rs.2,30,000/-
TOTAL				Rs.20,00,000/-

PHOTOGRAPHS OF ACTIVITIES CARRIED OUT DURING PALKI SOLA



PHOTOGRAPHS OF ACTIVITIES CARRIED OUT DURING PALKI SOLA



Nationwide distribution of Wall Calendar-2011

Wall Calendar

Out of the total surveyed respondents, 25% have reported that they received the wall calendar in 2011 from the Ministry of Panchayati Raj, while the rest 75% have not received any wall calendar. The Ministry spent almost Rs . 2 crores for the printing and distribution of wall calendars out of which only 25% have reached the Panchayats. The Ministry would have to take steps to monitor maximum calendars reach the Panchayats.

Countrywide dispatch of the two MGNREGA Booklets

MGNREGA Booklets

Out of the total surveyed respondents, 36% have reported that they received two MGNREGA Booklets distributed by the Ministry, while the rest 64% didn't receive any such Booklets. The Ministry would have to take steps to monitor maximum MGNREGA booklets reach the Panchayats.

Grameen Bharat

Television is an effective medium for reaching the rural masses considering the huge impact that visuals can have on the viewers' minds. Doordarshan Produced the Grameen Bharat for the Ministry of Panchayati Raj and was telecasted through its regional channels. Various issues of the Panchayat were dealt in the episodes of Grameen Bharat.

Awareness about T.V. Programme “Grameen Bharat”

Out of the total surveyed respondents, 76% were aware of the weekly TV Programme “Grameen Bharat”, while the rest were not aware of the same.

Watching TV Programme “Grameen Bharat”

Out of the total surveyed respondents, 5% have reported that the programme was viewed by majority, 74% have reported that it was viewed by a few, 12% were not aware of the same, while the rest had reported other answers.

Grameen Bharat's reach was all over India through the 18 regional Kendras of DoorDarshan. But as per the survey finding the viewership was not very significant. The various episodes of Grameen

Bharat were telecast at a time when most of the villagers were not viewing the Television after 6 pm in most of the states. Further if we see the pattern of life style of the rural populace the villagers tend to sleep around 9 pm to 10 pm, so they complete all their domestic chores before they sleep and are not able to watch TV after 6 pm - 7 pm.

CATEGORISATION
National Network (DD-1)

Prime Time	(i) 8:00 PM to 11:00 PM (Monday to Sunday) (ii) 9:00 AM to 1:00 PM (Sunday)
Mid Prime Time	(i) 12:00 Noon to 2:00 PM (Monday to Friday) (ii) 1.00 PM to 2.30 PM (Sunday)
Non-Prime Time	(i) 6:00 AM to 7:00 AM (Sunday) (ii) 6:00 AM to 12:00 Noon (except Sunday) (iii) 6:00 AM to 6:30 PM (Saturday) (iv) 2:30 PM to 4:00 PM (Sunday) (v) 11:00 PM onwards till 12:30 AM

NEW CATEGORISATION since 1-4-2013
DD-1 National Network

Prime Time	8.00 PM to 8.30 PM (All days - News) Band-1 9.00 PM to 10.00 PM (All days) Band-2 (i) 8.30 PM to 9.00 PM (All days) (ii) 10.00 PM to 11.00 PM (All days) Band-3 8.00 AM to 3.00 PM (Sunday)
Mid Prime Time	12.00 Noon to 3.00 PM (Monday to Saturday)
Non-Prime Time	Band-1 11.00 PM to 12.00 Mid-night (All days) Band-2 10.00 AM to 12.00 Noon (Monday to Saturday) Band-3 (i) 12.00 Mid-night to 10.00 AM (Monday. to Saturday.) (ii) 12.00 Mid-night to 8.00 AM (Sunday)

The prime time in the urban areas is 8 pm to 11 pm. But in rural areas it is much earlier. The prime time of rural India would be 2 pm to 6 pm when most of the villagers come home from fields. The women can also watch TV during this time as they are free from the morning domestic chores. Another important thing to be kept in mind is that there are power cuts in the rural areas and there is no light in most of the villages in evening and night in many states.

The episodes like “Grameen Bharat” should be produced (various topics related to day today problems of Panchayats and how these can be overcome by participation of the villagers in synergy with the PRIs) and telecasted in such a way that its viewership is maximum. The main consideration of the telecast should be continuity of the episodes/ programmes over a period of atleast 6 months to 1 year. The villagers can be sensitized only through regular and continuous interventions. If there is a break in the continuity then it becomes difficult to re-sensitize. Further the episodes should be telecast also through private channels which donot charge heavily for airing the episodes of National Development. The videos of the telecasted episodes should be translated in various languages and these should be uploaded on the Ministry of Panchayati Raj Website or the videos should be loaded on the YouTube

with the links given of the Ministry of Panchayati Raj Portal. These Programmes could also be telecasted through DTH, cable operators.

Source of Information- Villagers

Among those respondents who were aware about Panchayati Raj, 29% came to know about it through Newspaper advertisements, 15% came to know about it through Radio programmes, 22% came to know about it through TV advertisements / programmes, 19 % came to know about it through Gram Sabha, 5% came to know about it through Panchayat officials while the rest 10% got the information about Panchayati Raj through some other sources like verbal communication of other villagers.

T.V advertisements and News paper advertisements were the main source of information in the urban areas while News paper advertisements and Gram Sabha were the main source of information in the rural areas.

The strategy of targeting the audience in Rural and Urban areas has to be different. The rural people should be targeted through the regional news papers, conduction of IEC Activities in the Gram Sabhas, conduction of Nukkad Nataks, puppet shows, etc. The Rural Populace should be targeted through direct contact at the Fairs/ Melas or through the officials at the grassroot level. The Urban populace should be targeted though the TV and news papers, etc.

Awareness about the Year of Gram Sabha- Villagers

Only 34% of the respondents were aware of the Year of Gram Sabha. In the rural areas, 32% were aware and in urban areas 41% of the respondents were aware of aware of the Year of Gram Sabha.

Themes/ topics of programmes

The themes/ topics of programmes relayed on the various medias (radio, TV, Print) is not uniform across the country. The themes/ topics are relayed by the regional channels in the regional languages in the specific states as per the availability of the programmes that are produced in their language. There should be uniformity of the topics of the programmes being aired across the country for spreading a specific message to the masses.

The campaigns should be focused and target audience centric. The message should be crisp and innovative which the villagers can recall and utilize it for their upliftment.

Suggestions & Recommendations

Suitable mode of publicity should be adopted for the proper publicity of the scheme. The various modes could be folk media, electronic media, print media, etc. The programmes being aired should be produced in such a manner that they can be utilized for the Advocacy of the Scheme of the Ministry. The frequency of the programmes should be increased so that the recall of the message of each programme increases and the public gets the adequate message roistered in their mind which they can ultimately utilize for their benefit and upliftment of their socio-economic condition. The progremmes should be aired in the DD as well as the private channels so that the reach of the message increase and larger population could be targeted and made aware.

The participation of the Ministry in the Fairs and festivals should be increased as the message directly goes to the intended target audience. More innovative tools and modes should be adopted for awareness generation and publicity. The Ministry cannot achieve the goals if it only erects Hoardings or displays banners in these Melas. A full though out plan should be made for targeting these Melas / Fairs. There should be proper Stalls installed at various important locations and these should be manned by atleast 1-2 persons who can give inputs on various issues of Panchayats/ village development, etc. to the people who come to their stalls. Enough printed material should also be there to be distributed to the people. A feedback book should be placed for getting the response of the people visiting the stalls. Kiosks can also be installed at various locations. After the Mela these Kiosks should be kept in the DRDA for awareness generation at its premises. Concurrent monitoring should be done to assess the impact of the activities carried out by the Ministry in the Melas/ Fairs. The agency organizing the stalls, posters/ banners should give a proper report of the activities conducted during the Mela/ fair to the Ministry. All the activities should be well documented to justify the proper usage of funds disbursed to the agency.

Budget Enhancement under the Scheme

Seeing the magnanimity of the task of the Ministry and the rural areas in the country, the budget seems to be miniscule. The Ministry of Panchayati Raj has to cater to almost 6 lakh villages and almost 2.5lakh Panchayats across the country, the IEC activities have to be catered in such a way that it reaches the grassroot. India has 28 states, almost every state has its own language and this makes the task more difficult for the Ministry to take its message to the lowest level. Further since the level of Devolution across the states varies, it makes the work of Ministry of Panchayati Raj more difficult.

The funds under the scheme should be increased substantially as the available funds are like a penut in the camels mouth if we compare the gigantity of the coverage of the Ministry.

The budget for the scheme for one year should be approximately Rs. 30 crores. ie a two and a half fold increase from the 11th plan. The plan size of the scheme in the 12th plan period should be around Rupees 150 crores to meet the growing tasks of the Ministry. The cost of airing of any programme/ episode or Spots in TV or in Radio is pretty high and to run these spots over a period of time needs good financial support. Any TV spot of 10 seconds on DD can cost approximately in the range of Rs 50000/- to 2 lakhs (prime time). For the private channels it could range from 1 lakh to 4.5 lakhs (prime time).

Thorough research needs to be done to understand the cost economics of the programmes/ spots for airing on TV or radio on DD or private channels.

Research Studies

Proper research should be done in the rural areas for assessing the viewership when the programme is aired. (Pre assessment, Concurrent and Post assessments should be done for better results). Proper research should be done for ascertaining the topics for various programmes to be aired through TV or Radio. Proper research should be done for ascertaining the topics for various programmes to be produced by the way of films, telefilms, documentaries. TV spots, Radio spots, etc.

Concurrent monitoring

Concurrent monitoring of the various activities/ components of the scheme should be done at the grassroot level. The data collected should be collected by professional agency and should be suitably made available to the ministry to take corrective measures in the due course of implementation of the scheme.

Publicity though Ministries Portal

The TV spots/ Radio spots aired on various regional channels should be uploaded on the Ministries portal for easy reference for the general public. A repository should be made on the web portal of the Ministry where the collection of all the spots/ programmes/ episodes produced by the Ministry of produced for the Ministry should be uploaded for ready reference. Some good programmes have been produced on various topics of women empowerment, preparation of development plan, micro planning, how to conduct good gram sabha, etc. These should be uploaded on Ministry's web portal.

Conduction of IEC Activities under the Scheme

Extensive IEC Activities should be carried out under the scheme in the Rural areas.

- Publicity through Electronic Media
- Publicity through Print & Postal Media
- Publicity through Exhibitions and Outdoor Media
- Publicity through Internet

Implementation Strategy

The various tools that could be used for increasing the effectiveness of the IEC Activities are as follows :

Electronic Media:

- Production & Broadcasting of 10-15 minutes Radio Sponsored Programme through DAVP/AIR.
- Production and telecast of short duration video films/spots/serials through Doordarshan/DAVP.

Print & Postal Media:

- Issue of Thematic advertisements on Panchayati Raj/ Panchayats in newspapers and magazines/ periodicals ; and press releases.
- Publication of brochures/folders/booklets/news letters/calendar on Panchayati Raj/ Panchayats.
- Publication of Annual Report and Monthly magazine.
- Design and production of annual calendar on Panchayati Raj/ Panchayats.
- Printing of slogans on Panchayati Raj/ Panchayat on postal stationery like post cards, inland letters, speed post satchels, etc.

Exhibitions & Outdoor Media:

- Participation in fairs/melas/events/exhibitions.
- Organising publicity campaigns/mobile exhibitions in rural/remote and far-flung areas through Mobile Exhibition Vans.
- Organising Song & Drama Programmes on Panchayati Raj/ Panchayats in different States.
- Taking up field publicity through hoardings, kiosks, bus back panels, etc. and painting of Panchayati Raj/ Panchayat slogans on letter boxes.

ANNEXURE - I
TABLULATION- PRI OFFICIALS

ANNEXURE - I
TABLUACTION- PRI OFFICIALS

TABLE NO. 1.3
DISTRIBUTION OF RESPONDENTS AS PER THEIR SEX

CATEGORY		
	NO.	%AGE
Male	192	67.84
Female	91	32.16
TOTAL	283	100.00

TABLE NO. 1.4
DISTRIBUTION OF RESPONDENTS AS PER THEIR RELIGION

CATEGORY		
	NO.	%AGE
Hindu	203	71.73
Muslim	67	23.67
Sikh	7	2.47
Christian	5	1.77
Others	1	0.35
TOTAL	283	100.00

TABLE NO. 1.5
DISTRIBUTION OF RESPONDENTS AS PER THEIR AGE

CATEGORY		
	NO.	%AGE
< 20 years	6	2.12
> 20 - 40 years	163	57.60
41- 60 years	95	33.57
> 61 & above	19	6.71
TOTAL	283	100.00

TABLE NO 1.6
DISTRIBUTION OF RESPONDENTS AS PER THEIR EDUCATION

CATEGORY		
	NO.	%AGE
Illiterate	13	4.59
Literate	25	8.83
Primary	23	8.13

Middle School	33	11.66
High School	51	18.02
Higher Secondary/Intermediate	45	15.90
Graduate	69	24.38
Post Graduate	23	8.13
NO. Response	1	0.35
Others	0	0.00
TOTAL	283	100.00

**TABLE NO. 1.7
DISTRIBUTION OF RESPONDENTS AS PER THEIR SOCIAL CATEGORY**

CATEGORY		
	NO.	%AGE
Scheduled Caste	25	8.83
Scheduled Tribe	24	8.48
Other backward class	77	27.21
General	151	53.36
Other Category	6	2.12
TOTAL	283	100.00

**TABLE NO. 1.8
DISTRIBUTION OF RESPONDENTS AS PER THEIR INCOME (YEARLY)**

CATEGORY		
	NO.	%AGE
Upto Rs. 12000/-	9	3.18
>Rs. 12000/ -to Rs.20000/-	37	13.07
> Rs. 20000/-to Rs. 30000/-	53	18.73
> Rs. 30000/- to Rs. 60000/-	32	11.31
> Rs. 60000/- to Rs. 1,20000/-	18	6.36
> Rs. 1,20000 to Rs. 2,40000	4	1.41
> Rs. 2,40000 to Rs. 5,00000/-	7	2.47
> Rs. 5,00000/-	14	4.95
No Response	109	38.52
TOTAL	283	100.00

TABLE NO. 2
DISTRIBUTION OF RESPONDENTS AS PER THEIR AWARENESS OF THE
“MEDIA AND PUBLICITY SCHEME”

CATEGORY		
	NO.	%AGE
Yes	272	96.11
No	11	3.89
TOTAL	283	100.00

TABLE NO. 2.1
WHETHER 24TH APRIL CELEBRATED AS ANY SPECIAL DAY IN THE
PANCHAYAT

CATEGORY		
	NO.	%AGE
Yes	182	64.31
No	101	35.69
TOTAL	283	100.00

TABLE NO. 2.2
DISTRIBUTION OF CONDUCTING ACTIVITIES ON “THE PANCHAYATI DIWAS”

CATEGORY		
	NO.	%AGE
Any competition	3	1.24
Puppet Show	14	5.81
Rally Regarding Awareness among the villagers	9	3.73
Gram Saba	136	56.43
Any awareness programme specially focused on SC/ST and women empowerment	40	16.60
Implementation of any development programme	10	4.15
Any other	29	12.03
No reponse	42	16.9
TOTAL	283	100.00

TABLE NO. 2.3
DISTRIBUTION OF RESPONDENTS AS PER THEIR RESPONSE TO
CELEBRATION OF THE PERIOD FROM 2/10/2009 TO 2/10/2010 AS THE YEAR OF
GRAM SABHA

CATEGORY		
	NO.	%AGE
Yes	217	76.68
No	65	22.97
	1	0.35
TOTAL	283	100.00

TABLE NO. 2.4
DISTRIBUTION OF RESPONDENTS AS PER THEIR AWARENESS OF THE
WEEKLY TV PROGRAMME "GRAMEEN BHARAT"?

CATEGORY		
	NO.	%AGE
Yes	216	76.33
No	67	23.67
TOTAL	283	100.00

TABLE NO. 2.4.2
DISTRIBUTION OF RESPONDENTS AS PER THE VIEWING PATTERN,OF THE
T.V. PROGRAMME BY THE VILLAGERS

CATEGORY		
	NO.	%AGE
Yes, by all	22	7.80
Yes, by majority	15	5.32
Viewed by a few	159	56.38
Viewed by none	52	18.44
Not aware	35	12.06
TOTAL	283	100.00

TABLE NO. 2.4.4
DISTRIBUTION OF RESPONDENTS AS PER THE INITIATIVE TAKEN TO MAKE
THE PUBLIC AWARE OF THE TELECAST OF THIS TV PROGRAMME

CATEGORY		
	NO.	%AGE
Yes	109	38.52
No	174	61.48
TOTAL	283	100.00

TABLE NO. 2.5
DISTRIBUTION OF RESPONDENTS AS PER ANY CAMPAIGN OR TAKEN ANY OTHER INITIATIVE TO MAKE THE PUBLIC AWARE CONDUCT OR INITIATIVE OF GRAM SABHA

CATEGORY		
	NO.	%AGE
Yes	212	74.91
No	71	25.09
TOTAL	283	100.00

TABLE NO. 2.6
DISTRIBUTION OF RESPONDENTS AS PER THE RECEIPT OF WALL CALENDAR IN 2011 FROM THE MINISTRY OF PANCHAYATI RAJ

CATEGORY		
	NO.	%AGE
Yes	70	25.36
No	206	74.58
No response	7	0.70
TOTAL	283	100.00

TABLE NO. 2.6.1
DISTRIBUTION OF RESPONDENTS AS PER THEIR OPINION ABOUT WHETHER THE WALL CALENDAR WAS EFFECTIVE IN EMPOWERING PEOPLE AND GENERATING AWARENESS REGARDING GRAM SABHA/ MGNREGA,ETC.

CATEGORY		
	NO.	%AGE
Yes	73	25.63
No	210	74.37
TOTAL	283	100.00

TABLE NO. 2.7
DISTRIBUTION OF RESPONDENTS AS PER THE RECEIPT OF THE TWO MGNREGA BOOKLETS DISTRIBUTED BY THE MINISTRY

CATEGORY		
	NO.	%AGE
Yes	101	35.69
No	182	64.31
TOTAL	283	100.00

TABLE NO. 2.7.1
DISTRIBUTION OF RESPONDENTS AS PER THEIR OPINION WHETHER IT
EFFECTIVE IN MAKING THE FUNCTIONARIES AS WELL AS BENEFICIARIES
AWARE ABOUT THEIR RIGHTS AND ROLES IN MGNREGA

CATEGORY		
	NO.	%AGE
Yes	85	29.68
No	198	69.96
TOTAL	283	99.65

TABLE NO. 2.8
DISTRIBUTION OF RESPONDENTS AS PER THE RECEIPT OF ANY
PUBLICATION OF BULLETINS, REPORTS OR ANNUAL REPORTS FROM THE
MINISTRY

CATEGORY		
	NO.	%AGE
Yes	111	39.22
No	172	60.78
TOTAL	283	100.00

TABLE NO. 2.9
DISTRIBUTION OF RESPONDENTS AS PER THEIR OPINION WHETHER ANY
OTHER ACTIVITIES CONDUCTED IN THE PANCHAYAT TO CREATE
AWARENESS ABOUT PACHAYATI RAJ/ GRAM SABHA/ WOMEN
EMPOWERMENT, ETC. AMONG VILLAGERS DURING 2007 – 2012

CATEGORY		
	NO.	%AGE
Yes	175	61.84
No	104	36.75
	4	1.41
TOTAL	283	100.00

TABLE NO. 2.10.1
DISTRIBUTION OF RESPONDENTS AS PER THEIR AWARENESS ABOUT MAHA-
KUMBH MELA 2010 AT HARIDWAR, UTTARAKHAND

CATEGORY		
	NO.	%AGE
Yes	242	85.51
No	41	14.49
TOTAL	283	100.00

TABLE NO. 2.10.2
DISTRIBUTION OF RESPONDENTS AS PER THEIR AWARENESS ABOUT
BAISAKHI MELA AT TALWANDI SABO UNDER BATHINDA DISTRICT IN
PUNJAB DURING 10TH APRIL TO 13TH APRIL 2011

CATEGORY		
	NO.	%AGE
Yes	82	28.62
No	201	71.02
TOTAL	283	99.65

TABLE NO. 2.10.3
DISTRIBUTION OF RESPONDENTS AS PER THEIR AWARENESS ABOUT
ANNUAL PALKHI SOHLAS OF SANT DNYANESHWAR MAHARAJ AND SANT
TUKARAM MAHARAJ IN MAHARASHTRA DURING THE PERIOD DURING 5TH
JULY TO 21ST JULY 2010 AND 22ND JUNE TO 11TH JULY 2011

CATEGORY		
	NO.	%AGE
Yes	92	32.51
No	191	67.49
TOTAL	283	100.00

TABLE NO. 3
DISTRIBUTION OF RESPONDENTS AS PER THEIR AWARENESS ABOUT THE
SCHEMES OF THE CENTRAL GOVERNMENT/ STATE GOVERNMENT BEING
IMPLEMENTED IN THE PANCHAYAT

CATEGORY		
	NO.	%AGE
Yes	209	73.85
No	73	25.80
	1	0.35
TOTAL	283	100.00

TABLE NO. 3.2
DISTRIBUTION OF RESPONDENTS AS PER THEIR OPINION ABOUT WHETHER
THEY RECEIVED ANY MESSAGE ON THE IMPLEMENTATION OF THE
SCHEMES THROUGH ANY OF THE FOLLOWING

CATEGORY		
	NO.	%AGE
News Paper	155	51.84
TV Programme	53	17.73
Radio Programme	25	8.36
TV Spots	12	4.01
Radio Spots	1	0.33
TeleFilms	12	4.01
Any other	34	11.37
No Response	7	2.34
TOTAL	299	100.00

Table No. 4
DISTRIBUTION OF RESPONDENTS AS PER THEIR OPINION ABOUT WHETHER
THERE WAS ANY NEWS PAPER ADVERTISEMENT ISSUED BY THE MINISTRY
IN RESPECT OF GRAM SABHA AND OTHER ISSUES RELATED TO
PANCHAYATI RAJ?

CATEGORY		
	NO.	%AGE
Yes	199	70.32
No	83	29.33
TOTAL	282	99.65

TABLE NO. 4.2
DISTRIBUTION OF RESPONDENTS AS PER THEIR OPINION ABOUT WHETHER
THE CONTENT OF THE ADVERTISEMENT IN THE NEWS PAPER

CATEGORY		
	NO.	%AGE
Panchayat Raj Day Celebration	25	7.65
Gram Sabha	66	20.18
MGNREGA	112	34.25
Roll and responsibilities of PRI	52	15.90
Roll of Woman	21	6.42
Roll of SC/ST	33	10.09
Any other	14	4.28
No Response	4	1.22
TOTAL	327	100.00

TABLE NO. 4.3
DISTRIBUTION OF RESPONDENTS AS PER THEIR OPINION ABOUT WHETHER
THE ANY COMMON FACILITY IN THEIR PANCHAYAT LIKE READING ROOM
OR LIBRARY SO THAT VILLAGERS CAN GATHER AND READ NEWS PAPER OR
LISTEN TO RADIO PROGRAMMES

CATEGORY		
	NO.	%AGE
Yes	139	49.12
No	143	50.53
	1	0.35
TOTAL	283	100.00

TABLE NO. 5.
DISTRIBUTION OF RESPONDENTS AS PER THEIR OPINION ABOUT WHETHER
THE ATTENDING ANY SEMINAR / WORKSHOPS / TRAINING ORGANIZED BY
THE MINISTRY TO ENHANCE THE PERFORMANCE OF THE PANCHAYAT?

CATEGORY		
	NO.	%AGE
Yes	222	78.45
No	60	21.20
	1	0.35
TOTAL	283	100.00

TABLE NO. 5.2
DISTRIBUTION OF RESPONDENTS AS PER THEIR OPINION ABOUT WHETHER
THE PERIODURITY OF GRAM SABHA IS CONDUCTED IN THE VILLAGE

CATEGORY		
	NO.	%AGE
Monthly	23	8.13
Bi monthly	34	12.01
Once in 3 months	32	11.31
Irregularly	176	62.19
Any other	3	1.06
No Response	15	5.30
TOTAL	283	100.00

TABLE NO. 2.6.
DISTRIBUTION OF RESPONDENTS AS PER THEIR OPINION ABOUT WHETHER THEY COME ACROSS ANY ADVERTISEMENT, INFORMATION, LITERATURE, ETC. PERTAINING TO THE MEDIA PUBLICITY/ AWARENESS CAMPAIGN

CATEGORY		
	NO.	%AGE
Yes	247	87.28
No	36	12.72
TOTAL	283	100.00

TABLE NO. 6
DISTRIBUTION OF RESPONDENTS AS PER THEIR SATISFACTION WITH THE MEDIA AND PUBLICITY SCHEME

CATEGORY		
	NO.	%AGE
Yes	230	81.27
No	53	18.73
TOTAL	283	100.00

TABLE NO. 6.1
DISTRIBUTION OF RESPONDENTS AS PER THEIR OPINION ABOUT WHETHER THE INTERVENTIONS / ACTIVITIES CONDUCTED IN YOUR VILLAGE EFFECTIVE IN SENSITIZING THE RURAL MASS ABOUT THE KEY ISSUES RELATING TO PRI

CATEGORY		
	NO.	%AGE
Yes	231	81.63
No	52	18.37
TOTAL	283	100.00

TABLE NO. 6.2
DISTRIBUTION OF RESPONDENTS AS PER THEIR OPINION ABOUT WHETHER THE SCHEME WAS SUCCESSFUL IN PROVIDING BETTER AND EFFECTIVE COMMUNICATION THROUGH THE ELECTRONIC AND PRINT MEDIA

CATEGORY		
	NO.	%AGE
Yes	250	88.34
No	33	11.66
TOTAL	283	100.00

TABLE NO. 6.3
DISTRIBUTION OF RESPONDENTS AS PER THEIR OPINION ABOUT WHETHER
THE SCHEME WAS SUCCESSFUL IN ENHANCING THE PERFORMANCE OF
THE PANCHAYAT?

CATEGORY		
	NO.	%AGE
Yes	236	83.39
No	47	16.61
TOTAL	283	100.00

TABLE NO. 7
DISTRIBUTION OF RESPONDENTS AS PER THEIR OPINION ABOUT WHETHER
THERE IS ANY POSITIVE IMPACT OF THE SCHEME IN YOUR LIFE OR IN THE
LIFE OF VILLAGERS?

CATEGORY		
	NO.	%AGE
Yes	200	70.67
No	83	29.33
TOTAL	283	100.00

TABLE NO. 7.2
DISTRIBUTION OF RESPONDENTS AS PER THEIR OPINION ABOUT WHETHER
THERE IS ANY IMPACT OF THE MEDIA & PUBLICITY SCHEME ON SC/ST OR
WOMEN CATEGORY?

CATEGORY		
	NO.	%AGE
Yes	245	86.57
No	38	13.43
TOTAL	283	100.00

TABLE NO. 7.4
DISTRIBUTION OF RESPONDENTS AS PER THEIR OPINION ABOUT WHETHER
THE PEOPLE BECAME MORE AWARE DUE TO THIS SCHEME AND ARE
IMPLEMENTING WHAT THEY HAVE LEARNT / OR MESSAGES THEY GOT
THROUGH THE SCHEME IN THEIR DAY TO DAY LIFE?

CATEGORY		
	NO.	%AGE
Yes	191	67.49
No	92	32.51
TOTAL	283	100.00

ANNEXURE - II
TABULATION-RURAL & URBAN
RESPONDENTS

ANNEXURE - II

TABULATION-RURAL & URBAN RESPONDENTS

TABLE NO. 1.3

DISTRIBUTION OF RESPONDENTS AS PER THEIR SEX

CATEGORY	Rural		Urban		Total	
	TOTAL		TOTAL		TOTAL	
	NO.	%AGE	NO.	%AGE	NO.	%AGE
Male	638	62.43	218	67.70	856	63.69
Female	384	37.57	104	32.30	488	36.31
TOTAL	1022	100.00	322	100.00	1344	100.00

TABLE NO. 1.4

DISTRIBUTION OF RESPONDENTS AS PER THEIR RELIGION

CATEGORY	Rural		Urban		Total	
	TOTAL		TOTAL		TOTAL	
	NO.	%AGE	NO.	%AGE	NO.	%AGE
Hindu	809	79.16	267	82.92	1076	80.06
Muslim	177	17.32	55	17.08	232	17.26
Sikh	21	2.05	0	0.00	21	1.56
Christian	15	1.47	0	0.00	15	1.12
Others	0	0.00	0	0.00	0	0.00
TOTAL	1022	100.00	322	100.00	1344	100.00

TABLE NO. 1.5

DISTRIBUTION OF RESPONDENTS AS PER THEIR AGE

CATEGORY	Rural		Urban		Total	
	TOTAL		TOTAL		TOTAL	
	NO.	%AGE	NO.	%AGE	NO.	%AGE
<20 years	110	10.76	40	12.42	150	11.16
> 20 - 40 years	522	51.08	159	49.38	681	50.67
41- 60 years	327	32.00	96	29.81	423	31.47
> 61 & above	63	6.16	27	8.39	90	6.70
TOTAL	1022	100.00	322	100.00	1344	100.00

TABLE NO 1.6

DISTRIBUTION OF RESPONDENTS AS PER THEIR EDUCATION

CATEGORY	Rural		Urban		Total	
	TOTAL		TOTAL		TOTAL	
	NO.	%AGE	NO.	%AGE	NO.	%AGE
Illiterate	161	15.75	13	4.04	174	12.95
Literate	177	17.32	39	12.11	216	16.07
Primary	150	14.68	16	4.97	166	12.35

Middle School	143	13.99	43	13.35	186	13.84
High School	185	18.10	57	17.70	242	18.01
Higher Secondary/Intermediate	83	8.12	71	22.05	154	11.46
Graduate	88	8.61	63	19.57	151	11.24
Post Graduate	31	3.03	17	5.28	48	3.57
NO. Response	4	0.39	3	0.93	7	0.52
Others	0	0.00	0	0.00	0	0.00
TOTAL	1022	100.00	322	100.00	1344	100.00

TABLE NO. 1.7

DISTRIBUTION OF RESPONDENTS AS PER THEIR SOCIAL CATEGORY

CATEGORY	Rural		Urban		Total	
	TOTAL		TOTAL		TOTAL	
	NO.	%AGE	NO.	%AGE	NO.	%AGE
Scheduled Caste	145	14.19	32	9.94	177	13.17
Scheduled Tribe	99	9.69	25	7.76	124	9.23
Other backward class	315	30.82	97	30.12	412	30.65
General	440	43.05	153	47.52	593	44.12
Other Category	23	2.250	15	4.658	38	2.827
TOTAL	1022	100.00	322	100.00	1344	100.00

TABLE NO. 1.8

DISTRIBUTION OF RESPONDENTS AS PER THEIR INCOME (YEARLY)

CATEGORY	Rural		Urban		Total	
	TOTAL		TOTAL		TOTAL	
	NO.	%AGE	NO.	%AGE	NO.	%AGE
Upto Rs. 12000/-	134	13.11	21	6.52	155	11.53
>Rs. 12000/ -to Rs.20000/-	158	15.46	14	4.35	172	12.80
> Rs. 20000/-to Rs. 30000/-	201	19.67	33	10.25	234	17.41
> Rs. 30000/- to Rs. 60000/-	129	12.62	30	9.32	159	11.83
> Rs. 60000/- to Rs. 1,20000/-	63	6.16	5	1.55	68	5.06
> Rs. 1,20000 to Rs. 2,40000	32	3.13	23	7.14	55	4.09
> Rs. 2,40000 to Rs. 5,00000/-	24	2.35	36	11.18	60	4.46
> Rs. 5,00000/-	16	1.57	43	13.35	59	4.39
No Response	265	25.93	117	36.34	382	28.42
TOTAL	1022	100.00	322	100.00	1344	100.00

TABLE NO. 2
ARE YOU AWARE OF PANCHAYATI RAJ

CATEGORY	Rural		Urban		Total	
	TOTAL		TOTAL		TOTAL	
	NO.	%AGE	NO.	%AGE	NO.	%AGE
Yes	718	70.25	224	69.57	942	70.09
No	304	29.75	98	30.43	402	29.91
TOTAL	1022	100.00	322	100.00	1344	100.00

TABLE NO. 2.1
WHAT IS THE SOURCE OF YOUR INFORMATION

CATEGORY	Rural		Urban		Total	
	TOTAL		TOTAL		TOTAL	
	NO.	%AGE	NO.	%AGE	NO.	%AGE
Newspaper Advertisement	248	28.09	106	30.03	354	28.64
Radio Advertisement / Programmes	134	15.18	57	16.15	191	15.45
TV Advertisements / Programmes	193	21.86	81	22.95	274	22.17
Gram Sabha	189	21.40	45	12.75	234	18.93
Posters / Banners	55	6.23	26	7.37	81	6.55
Panchayat Officials	32	3.62	32	9.07	64	5.18
Any Other Mode (Pl. Specify)	32	3.62	6	1.70	38	3.07
TOTAL	883	100.00	353	100.00	1236	100.00

TABLE NO. 2.2

DISTRIBUTION OF RESPONDENTS AS PER THEIR AWARENESS OF THE MEDIA & PUBLICITY SCHEME

CATEGORY	Rural		Urban		Total	
	TOTAL		TOTAL		TOTAL	
	NO.	%AGE	NO.	%AGE	NO.	%AGE
Yes	621	60.76	231	71.74	852	63.39
No	386	37.77	91	28.26	477	35.49
Not Mentioned	15	1.47	0	0.00	15	1.12
TOTAL	1022	100.00	322	100.00	1344	100.00

Table No. 2.2.1

WHAT IS THE SOURCE OF YOUR INFORMATION

CATEGORY	Rural		Urban		Total	
	TOTAL		TOTAL		TOTAL	
	NO.	%AGE	NO.	%AGE	NO.	%AGE
Newspaper Advertisement	232	26.27	118	38.06	350	30.84
Radio Advertisement / Programmes	76	8.61	34	10.97	110	9.69
TV Advertisements / Programmes	162	18.35	82	26.45	244	21.50
Gram Sabha	251	28.43	38	12.26	289	25.46
Posters / Banners	45	5.10	28	9.03	73	6.43
Panchayat Officials	34	3.85	8	2.58	42	3.70
Any Other Mode (Pl. Specify)	25	2.83	2	0.65	27	2.38
TOTAL	1022	100	310	100.00	1135	100.00

TABLE NO. 2.3

WHETHER 24TH APRIL IS CELEBRATED AS PANCHAYATI RAJ DAY

CATEGORY	Rural		Urban		Total	
	TOTAL		TOTAL		TOTAL	
	NO.	%AGE	NO.	%AGE	NO.	%AGE
Yes	311	30.43	136	42.24	447	33.26
No	707	69.18	186	57.76	893	66.44
Not Mention	4	0.39	0	0.00	4	0.30
TOTAL	1022	100.00	322	100.00	1344	100.00

TABLE NO. 2.4

DISTRIBUTION OF RESPONDENTS AS PER THEIR RESPONSE TO CELEBRATION OF THE PERIOD FROM 2/10/2009 TO 2/1/2010 AS THE YEAR OF GRAM SABHA

CATEGORY	Rural		Urban		Total	
	TOTAL		TOTAL		TOTAL	
	NO.	%AGE	NO.	%AGE	NO.	%AGE
Yes	327	32.00	133	41.30	460	34.23
No	691	67.61	186	57.76	877	65.25
Not Mention	4	0.39	3	0.93	7	0.52
TOTAL	1022	100.00	322	100.00	1344	100.00

TABLE NO. 2.4.1

DISTRIBUTION OF RESPONDENTS AS PER THEIR RESPONSE TO CELEBRATION OF PANCHAYATI RAJ DAY AND YEAR OF GRAM SABHA WITH SOME SPECIAL ACTIVITIES

CATEGORY	Rural		Urban		Total	
	TOTAL		TOTAL		TOTAL	
	NO.	%AGE	NO.	%AGE	NO.	%AGE
Yes	268	26.22	127	39.44	395	29.39
No	750	73.39	192	59.63	942	70.09
Not Mention	4	0.39	3	0.93	7	0.52
TOTAL	1022	100.00	322	100.00	1344	100.00

TABLE NO. 2.5.1

DISTRIBUTION OF RESPONDENTS AS PER THEIR AWARENESS ABOUT MAHAKUMBH MELA 2010 AT HARIDWAR, UTTAKHAND

CATEGORY	Rural		Urban		Total	
	TOTAL		TOTAL		TOTAL	
	NO.	%AGE	NO.	%AGE	NO.	%AGE
Yes	670	65.56	199	61.80	869	64.66
No	349	34.15	123	38.20	472	35.12
Not Mention	3	0.29	0	0.00	3	0.22
TOTAL	1022	100.00	322	100.00	1344	100.00

TABLE NO. 2.5.2.1

DISTRIBUTION OF RESPONDENTS AS PER THEY VIEWED ANY MEDIA COMPAIGN ON GRAM SABHA AND OTHER KEY ISSUES RELATING TO PANCHAYATI RAJ DURING BSAIKHI MELA

CATEGORY	Rural		Urban		Total	
	TOTAL		TOTAL		TOTAL	
	NO.	%AGE	NO.	%AGE	NO.	%AGE
Yes	153	14.97	98	30.43	251	18.68
No	860	84.15	223	69.25	1083	80.58
Not Mention	9	0.88	1	0.31	10	0.74
TOTAL	1022	100.00	322	100.00	1344	100.00

TABLE NO. 2.5.3

DISTRIBUTION OF RESPONDENTS AS PER THEIR AWARENESS ABOUT OF ANNUAL PALKHI SOHLAS OF SANT DYANESHWAR MAHARAJ AND SANTTUKARAM MAHARAJ IN MAHARASHTRA DURING THE PERIOD 5TH JULY TO 21ST

CATEGORY	Rural		Urban		Total	
	TOTAL		TOTAL		TOTAL	
	NO.	%AGE	NO.	%AGE	NO.	%AGE
Yes	255	24.95	109	33.85	364	27.08
No	747	73.09	213	66.15	960	71.43
Not Mention	20	1.96	0	0.00	20	1.49
TOTAL	1022	100.00	322	100.00	1344	100.00

TABLE NO. 2.6

DISTRIBUTION OF RESPONDENTS AS PER THEIR OPINION ABOUT WHETHER THEY COME ACROSS ANY ADVERTISEMENT, INFORMATION, LITERATURE, ETC. PERTAINING TO THE MEDIA PUBLICITY / AWARENESS CAMPAIGN

CATEGORY	Rural		Urban		Total	
	TOTAL		TOTAL		TOTAL	
	NO.	%AGE	NO.	%AGE	NO.	%AGE
Yes	606	59.30	210	65.22	816	60.71
No	404	39.53	109	33.85	513	38.17
Not Mention	12	1.17	3	0.93	15	1.12
TOTAL	1022	100.00	322	100.00	1344	100.00

TABLE NO. 2.7

DISTRIBUTION OF RESPONDENTS AS PER THEIR AWARENESS ABOUT OF THE SCHEMES OF THE CENTRAL GOVERNMENT / STATE GOVERNMENT BEING IMPLEMENTED IN THE PANCHAYAT

CATEGORY	Rural		Urban		Total	
	TOTAL		TOTAL		TOTAL	
	NO.	%AGE	NO.	%AGE	NO.	%AGE
Yes	735	71.92	241	74.84	976	72.62
No	277	27.10	80	24.84	357	26.56
Not Mention	10	0.98	1	0.31	11	0.82
TOTAL	1022	100.00	322	100.00	1344	100.00

Table No. 2.8

DISTRIBUTION OF RESPONDENTS AS PER THEIR OPINION ABOUT WHETHER THEY RECEIVED ANY MESSAGE ON THE IMPLEMENTATION OF THE SCHEMES

CATEGORY	Rural		Urban		Total	
	TOTAL		TOTAL		TOTAL	
	NO.	%AGE	NO.	%AGE	NO.	%AGE
News paper	208	20.35	121	36.89	329	24.37
T.V Programe	234	22.90	73	22.26	307	22.74
Radio Programe	153	14.97	49	14.94	202	14.96
T.V Spots	190	18.59	41	12.50	231	17.11
Radio Spots	55	5.38	19	5.79	74	5.48
Tele films	30	2.94	8	2.44	38	2.81
Any other please Specify	152	14.87	17	5.18	169	12.52
TOTAL	1022	100.00	328	100.00	1350	100.00

TABLE NO. 2.9

ANY OTHER ACTIVITIES CONDUCTED TO CREATE AWARENESS AMONG VILLAGERS DURING 2007-2012

CATEGORY	Rural		Urban		Total	
	TOTAL		TOTAL		TOTAL	
	NO.	%AGE	NO.	%AGE	NO.	%AGE
Yes	281	27.66	122	38.49	403	30.23
No	726	71.46	192	60.57	918	68.87
Not Mention	9	0.89	3	0.95	12	0.90
TOTAL	1022	100.00	317	100.00	1333	100.00

TABLE NO. 2.10

THE ACTIVITIES CONDUCTED OR INTERVENTIONS HELD IN YOUR VILLAGE MAINLY FOCUSED ON WHICH AREA

CATEGORY	Rural		Urban		Total	
	TOTAL		TOTAL		TOTAL	
	NO.	%AGE	NO.	%AGE	NO.	%AGE
Health	149	18.13	69	21.17	218	18.99
Nutrition	172	20.92	65	19.94	237	20.64
Education	180	21.90	61	18.71	241	20.99
Sanitation	201	24.45	91	27.91	292	25.44
Any Other (Pl. Specify)	57	6.93	38	11.66	95	8.28
No Response	63	7.66	2	0.61	65	5.66
TOTAL	1022	100.00	326	100.00	1148	100.00

TABLE NO. 2.11

DISTRIBUTION OF RESPONDENTS AS PER THEIR OPINION ABOUT ANY COMMON FACILITY IN THEIR PANCHAYAT LIKE READING ROOM OR LIBRARY SO THAT VILLAGERS CAN GATHER AND READ NEWSPAPER OR LISTEN TO RADIO PROGRAMME

CATEGORY	Rural		Urban		Total	
	TOTAL		TOTAL		TOTAL	
	NO.	%AGE	NO.	%AGE	NO.	%AGE
Yes	215	21.04	96	29.81	311	23.14
No	796	77.89	226	70.19	1022	76.04
Not Mention	11	1.08	0	0.00	11	0.82
TOTAL	1022	100.00	322	100.00	1344	100.00

TABLE NO. 2.12

DISTRIBUTION OF RESPONDENTS AS PER THEIR OPINION ABOUT ATTENDING ANY SEMINAR / WORKSHOPS / TRAINING ORGANIZED BY THE MINISTRY WHICH IMPARTED AWARENESS ABOUT THE PRI AND TO ENHANCE THE PERFORMANCE OF THE PANCHAYAT

CATEGORY	Rural		Urban		Total	
	TOTAL		TOTAL		TOTAL	
	NO.	%AGE	NO.	%AGE	NO.	%AGE
Yes	214	20.94	112	34.78	326	24.26
No	801	78.38	208	64.60	1009	75.07
Not Mention	7	0.68	2	0.62	9	0.67
TOTAL	1022	100.00	322	100.00	1344	100.00

TABLE NO. 2.13

DISTRIBUTION OF RESPONDENTS AS PER THEIR OPINION ABOUT THE PERIODURITY OF GRAM SABHA IS CONDUCTED IN THE VILLAGE

CATEGORY	Rural		Urban		Total	
	TOTAL		TOTAL		TOTAL	
	NO.	%AGE	NO.	%AGE	NO.	%AGE
Monthly	240	23.48	44	13.66	284	21.13
Bi Monthly	237	23.19	49	15.22	286	21.28
Once in 3 months	242	23.68	39	12.11	281	20.91
Irregularly	271	26.52	160	49.69	431	32.07
Any Other (Pl. Specify)	19	1.86	26	8.07	45	3.35
No Response	13	1.27	4	1.24	17	1.26
TOTAL	1022	100.00	322	100.00	1344	100.00

TABLE NO.3

DISTRIBUTION OF RESPONDENTS AS PER THEIR SATISFACTION WITH THE MEDIA AND PUBLICITY SCHEME

CATEGORY	Rural		Urban		Total	
	TOTAL		TOTAL		TOTAL	
	NO.	%AGE	NO.	%AGE	NO.	%AGE
Yes	693	67.81	171	53.11	864	64.29
No	317	31.02	150	46.58	467	34.75
Not Mention	12	1.17	1	0.31	13	0.97
TOTAL	1022	100.00	322	100.00	1344	100.00

TABLE NO. 4

DO YOU THINK THERE IS ANY POSITIVE IMPACT OF THE SCHEME

CATEGORY	Rural		Urban		Total	
	TOTAL		TOTAL		TOTAL	
	NO.	%AGE	NO.	%AGE	NO.	%AGE
Yes	434	42.47	171	53.11	605	45.01
No	581	56.85	137	42.55	718	53.42
Not Mention	7	0.68	14	4.35	21	1.56
TOTAL	1022	100.00	322	100.00	1344	100.00

TABLE NO. 5

DISTRIBUTION OF RESPONDENTS AS PER THEIR OPINION ABOUT WHETHER THE SCHEME WAS SUCCESSFUL IN PROVIDING BETTER AND EFFECTIVE COMMUNICATION THROUGH THE ELECTRONIC AND PRINT MEDIA

CATEGORY	Rural		Urban		Total	
	TOTAL		TOTAL		TOTAL	
	NO.	%AGE	NO.	%AGE	NO.	%AGE
Yes	504	49.32	224	69.57	728	54.17
No	505	49.41	93	28.88	598	44.49
Not Mention	13	1.27	5	1.55	18	1.34
TOTAL	1022	100.00	322	100.00	1344	100.00

TABLE NO. 6

DISTRIBUTION OF RESPONDENTS AS PER THEIR OPINION ABOUT WHETHER THE SCHEME WAS SUCCESSFUL IN ENHANCING THE PERFORMANCE OF THE PANCHAYAT

CATEGORY	Rural		Urban		Total	
	TOTAL		TOTAL		TOTAL	
	NO.	%AGE	NO.	%AGE	NO.	%AGE
Yes	558	54.60	180	55.90	738	54.91
No	453	44.32	135	41.93	588	43.75
Not Mention	11	1.08	7	2.17	18	1.34
TOTAL	1022	100.00	322	100.00	1344	100.00

Table No. 7

DISTRIBUTION OF RESPONDENTS AS PER THEIR OPINION ABOUT WHETHER THE PEOPLE BECAME MORE AWARE DUE TO THIS SCHEME AND ARE IMPLEMENTING WHAT THEY HAVE LEARNT / OR MESSAGES THEY GOT THROUGH THE SCHEME

CATEGORY	Rural		Urban		Total	
	TOTAL		TOTAL		TOTAL	
	NO.	%AGE	NO.	%AGE	NO.	%AGE
Yes	545	53.33	200	62.11	745	55.43
No	454	44.42	119	36.96	573	42.63
Not Mention	23	2.25	3	0.93	26	1.93
TOTAL	1022	100.00	322	100.00	1344	100.00