

Notes made  
during  
meeting

**भारत सरकार**

**Government of India**

**अन्तरिक्ष उपयोग केन्द्र**

**Space Applications Centre**

**अहमदाबाद-380 053**

**Ahmedabad-380 053.**

SAC-1870 - Ahmedabad

Nov 26th 1987

\* Chitnis gave long history from 1962 to now projecting into 2000s  
\* Kiran Kamik

- reference to a syllabus-linked eTV work?
- support material to teachers - prog. synopsis, wall papers etc
- imp't. to have a coord. system

Khera

Progs for women } long serials 20-30 episodes  
" on women's issues }

Production, Research, Management

Software capability and understanding very much behind <sup>hardware</sup>

\* Dan O'Sell

underlying speech hints of a grand plan  
coord beto UNICEF field personnel and local Doosban <sup>Kadwa</sup>  
humble but critical made a gaffe by paying deep compliment to Chitnis dead <sup>silence</sup>

\* Prof. Yashpal

"Being involved brings a meaning which brings fulfillment."

~~Perhaps simplistic to expect things out of STE that they did.~~

Technology <sup>of T.V.</sup> has a deterministic path, it would go that way because that medium has worked out such a path in other places. Perhaps.

Your commercials cancel out everything you do. <sup>says it doesn't harm you.</sup>

Anitabh asks public for blood but commercial movies on t.v. show how hero gives blood at great cost to his life.

Women + ST: women's drudge tasks are to be lightened by smokeless chulhas etc. Further emphasises that women are to do housework.

How to have different levels of programming create intersections so indiv frags. ~~who~~ are specific + wholistic

How decisions made at mgmt level - charismatic leadership  
- alliances of well-meaning people: no so bad, people involved do not feel cheated

Vision: role of dreaming - parts of it only come to pass

Is a communicator another version of competent ad man?  
Is he a gifted man who converts messages into comm.  
Can he be an activist?

Villages have VCRs - new dimension

By end of <sup>the</sup> plan - talk-back from villages possible  
Technical progress changes dimensions of possibilities

"One cheats a bit to stay non-qual <sup>only way</sup> to grow"

~~That~~ The image of TV itself has to  
be transformed - we can do it (to ABC, NBC, CBS)  
<sub>as opposed to  
BBC</sub>

Activism of engineer-scientist needed

Never before have <sup>a group of</sup> people been faced by this challenge  
of having to influence so many millions with such  
urgent problems. Not indoctrinate. Redo the whole world  
for ourselves. It is partly at least doable.

## Random Notes 26th Nov

### AVFHI

1. Uma's contract should come through soon acc. to Dan
2. Kiran Karunk suggested we get funding for a VCR from a govt. dept. by showing it as a part of extension work of that dept.
3. Dr. Yashpal → design Avchi's prog. to D.S.T. (<sup>SPIT for</sup> Women's + Weaker Sections)
4. Ela Bhatt - SEVA doing 3/4" production can some of us see it?

### UNICEF

1. Peter pays 5/- per slide minus dupe film but incl. processing & mounting
2. What about boxes? script copy etc.??
3. Peter not informed of CP film fog neg.

### ISRO

1. Kiran says come & work out doing something at SAE. Requires commitment to stay for some time.
  - Should I talk to him about the development serial?
  - Smeiti must be fitted into it.

Afternoon of 26th Nov

Vishwanath

° mid-day meals more imp. than t.v. in school  
more value for money

~~of things of value~~

~~and so on~~

lot of nonsense followed

professionalism of progs. suffers when use agencies  
handle equipment i.e. wires, agro, health people

white elephant prod. facilities all over the place  
no professionals handling these.

petty pangs about past. Maggie as mgmt. storage etc  
& therefore commanding better respect on SITE corridors.

critic's summary of Vish.

↳ Technology professional, credo & its utility, writing down your own experiences,  
organisation of info source (i.e. boardroom),



Figure & all stay ideals - but what is real operational mode  
- and pressure on time & urgency for results  
Researchers language has to be tempered to help producer, not in for

Presentation by Barbara ~~Kolucki~~ <sup>Kolucki</sup>

26th evening

Integration of disabled into media - her work

### SESAME STREET

- "implicit + affective" messages underlying principles to give children incentive to learn.
- active participation of children encouraged
- preparing child for experience
  - tell child what you will tell them
  - tell it
  - tell them you told them
- simple message to be presented over & over in diff. forms auditorially, visually, games etc. in same 1/2 hr. segment.
- pretesting of finished prog. before telecast
- child actors & child voiceover commentary
- live speculation by kids in studio simulating viewer response
- of 100% - 30-40% is shot fresh twice daily rest repeats
- 1 hr. daily now in 14th year
- 32 countries coproductions / using <sup>live</sup> dubbed puppet & anim. segs. of that country
- diff. puppet characters reflect diff. characteristics with which diff. children identify.
- media literacy - i.e. animation of boy & little man who climbs him.

Nov 27<sup>th</sup> 84

## Group A

Rina "Media Utilisation for Women & Children" UNICEF link with NCERT + ISRO

I'm bored & can see that it's going to be tough going.

## Research / Production / Utilization / Management

Anita — content of women's programming need to go beyond health care & nutrition to areas where collective consciousness has to be built up — rape, wife-beating etc. Women's self-reliance & income generation — usual stuff relief schemes under Women's legal rights  
Cf. Divya's paper

Climate of inhibition creates self-censorship how to get over it in organisation "go to the limit" K. Kamit with legal advice  
Question of responsibility to individuals who appear in show

In a society like ours which is so multi-layered specificity of audience becomes impot. You cannot address women in general

Sandhi — seize the opportunity — serials going

Sponsor shapes medium. Editorial content going out of hands of doordarshan. News & political stuff only

Fusat evening & morning time as yet unpolled

Area (DRB areas)  
specific program  
HPT 3

Impact of TV on Urban Audiences — Narain B. Univ. thesis  
proponent of t.v. as before

## Research towards a Curriculum

Link bet. service delivery and belief. Need assessment towards what this link would be.

~~minutes of report~~ Ask Anita right abt. WDP of Rajasthan

AFTERNOON : 27th Nov.

### Summary of discussions by groups

#### Group A

- o Progs. must be audience specific  
Women by class, kids by age/urban/rural/class
- o Specialisation of producers so experience is accumulated
- o Sensitisation of present producers - holding of workshops of policy matters - a video package
- o Training of new people - FTII & DECH courses
- o Needs & goals
- o contents
  - existing stereotypes
  - neg & pos examples
  - techniques to improve presentations
- o Curriculum for above training
  - identify org. which can be put together a group and work out material for sensitisation.
- o Annual festival of ETV producers
- o Access to data on research & <sup>archive of</sup> programmes
- o Translation from research to production terms

- Control of custodian
- Problem of maintenance - can be done
- Possibilities of non-transmission mode -  
volage, would have to dev. infrastructure
- Training of field workers in video

### Group B

- A philosophy or credo should permeate all programmes & personnel
- A body to watchdog on behalf of credo
- ~~Do not~~ Question of ~~water~~ national identity - reg. & nat'l lang. progs needed for kids
- Use of folklore & myths needs to be questioned
- Separate facilities or producers for women are not needed. All prods. should be sensitised to women's issues and in every prog.
- For children, dedicated facilities needed
- Outside agencies expertise needed
- Certain type of screening of value-orientation before person selected. Diff. to change adults so don't get stuck with wrong types
- User as producer - would increase chance of more need-based progs. be made. User can be trained in 6 weeks to use professional teams. Felt that too much decent. may result in irresponsible production. Progs also may be too poor to telecast.

- o Utilization - within user agency a <sup>utilization</sup> cell to link need of field with telecast agency. Campaign approach more practical in utilization.
- o Greater emphasis needs to be put on non-broadcast mode. Eventually user-made non-b'cast progs. should be adaptable to broadcast.

### Group C

- o Link bet. planning process and dissem. of info. needed. so that false promises are not made.
- o Non-broadcast mode like field pub.
- o Hard data is needed about audience
- o Teacher ~~etc~~ training & orientation need for school progs.
- o Toshii Committee Report - 3ch on women & children

NOV 27th '84

Need for

## o Credo as filter

- o ~~Footprints~~ what area to surround with credo?  
difficulties of touching commercial area of transmission  
so make up a code covering D.D. in house productions  
and separate transmission
- o mechanism to sensitive all <sup>policy makers + produ</sup> personnel to credo
- o Evolve mech. to monitor adherence to credo
- o sensitise ~~person~~ <sup>policy</sup> makers + produ. personnel to w & c issues
- o Sep. prod. teams for children
- o Understanding on  
o Women to permeate everything
- o Audience specific, region specific & national progs.  
all needed. But lang. balance has to be kept in mind.
- o Need to involve outside agencies in planning process
- o Training of specialists in media usage
- o Sharing of experiences

## Plan of action

- o How to <sup>sensitive</sup> ~~of each point above~~
  - o video package to sensitise
  - o workshops for produ. personnel
- o To monitor
  - o a committee to self-monitor  
at each station at planning,  
each org. in prod. exec. & trans.  
stages

Visit to 5100 village

27th Night

Set out of order, tax 120/- annually not paid for 2 years. <sup>panchayat has to be auctioned before panchayat can raise money</sup>  
Vadala next village: custodian did not take out set this evening

Screenings / Playbacks

28th ~~Night~~

— Dinaaz Kalwachwala

o Nyay - Annyay

Team: Writer: Manshi Gani, Researcher: Harsha, Prod: Dinaaz <sup>telangana</sup>  
& a retired judge consultant, a lawyer specialist for each episode and a common compere.

Format: Compere introduces law, then 15 min. dramatic episode, then ~~id~~ compere interviews lawyer

- o "Bhadke Bale Che Zindagi" - on woman who was burned
- o "Nari Tu Narayan" - women's income generation

— Vishwanath

o Rape

o Formation of Women Tobacco Workers Union

} anachronic presentation } rural people as actors, real localities, no sets, song as comment

— Hasmath Boradi

Poor technique Pills message, slow & dull / Dramatic episode & then actors talk to audience analysing ~~the~~ characters they play compere ~~does the~~ interviews <sup>them</sup> with anger & subjectivity characters keep turning to camera to get audience sympathy as they answer her questions.

A selection of school programmes

3AC - indistinguishable  
CIET-UNICEF workshop - snakes & ladders math game (+ & -) very well done.

## Final Discussion

28/11/84

— Ask Vinod Shah for Joshi Comm. Rept. (Binod & Ring on it)

Also ask pr Parthasarathy Comm. Rept.

What is the Media Advisory Committee?

Vol II printed in Mainstream of J. Comm. Rept.

Also Verghese Rept. (published) a bit passé but material in it worthwhile

Before that Chaudh Committee

— Ombudsman concept in Joshi Committee

Only self-discipline or self-monitoring would be much more effective than external committees which are there in the Kendras but completely ineffective

— Doordarshan, SIETs, CIETs, UGC, Universities

all feeding to public transmission. Credo can be applied  
What about readymade progr. i.e. films & <sup>foreign & Indian</sup> private shows  
suggestion by Raina that all scripts of feature films  
be screened before production

— Members of committees very powerful, that is, censors & Kendra advisory committee members  
let us give them a piece of paper to strengthen intervention

— During training, participants could come up with a credo.  
coming from them, it would ensure their commitment  
also good exercise

— Encourage social organisation to file public interest cases  
and do letters, demos, publicity itself has fallout  
Much better than censor-oriented, puritanical mode of regulation