

DEVELOPMENT AND EDUCATIONAL COMMUNICATION UNIT
INDIAN SPACE RESEARCH ORGANISATION
SPACE APPLICATIONS CENTRE
AHMEDABAD

SITE TO INSAT : PRODUCTION OF PROGRAMMES FOR
WOMEN AND CHILDREN

Venue : VIKRAM HALL
Date: November 26-28,1984

P R O G R A M M E

26-11-84

1030-1115	:	Weclome	Professor E.V.Chitnis
	:	Seminar Objectives	K.S.Karnik Daniel J O'Dell
	:	Inauguration	Professor Yash Pal
	:	Organizational Aspect of the Seminar	Binod C Agrawal
1115-1130	:	T E A	
1130-1330	:	Key Issues	Professor E.V.Chitnis
	:	Production Issues	K.Vishwanath
	:	Management Issues	K.S.Karnik
	:	Utilization Issues	B.S.Bhatia
	:	Research Issues	Binod C Agrawal
1330-1430	:	L U N C H	
1430-1730	:	Sub-group Meeting	a) Production b) Management c) Research
1830-2000	:	Barbara Kolučki's presentation on Children's programme	

27-11-84

1000-1115 : Group meeting
1115-1130 : T E A
1130-1300 : Group meeting (contd.)
1300-1430 : L U N C H
1430-1530 : Group meeting (Contd.)
1530-1545 : T E A
1545-1730 : Joint meeting of all Groups

28-11-84

1000-1115 : Group meeting
1115-1130 : T E A
1130-1300 : Group meeting (Contd.)
1300-1430 : L U N C H
1430-1700 : Concluding session for Joint Recommendations

Kiran S Karnik
Director
Development & Educational Communication Unit
requests the pleasure of the company of

Ms Chandita Mukherjee

at

Dinner

on November 27, 1984 at 2000 hrs

at SAC Guest House Lawns

R.S.V.P.
Tel.443295

DECU
Ahmedabad-380 053

Prof. E. V. Chitnis
Director
Space Applications Centre
request the pleasure of the company of
Ms Chandita Mukherjee

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SAC
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SEMINAR ON "SITE TO INSAT : PRODUCTION OF PROGRAMMES
FOR WOMEN AND CHILDREN, HELD AT SPACE APPLICATIONS
CENTRE, AHMEDABAD, NOVEMBER 26-28, 1984

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RECOMMENDATIONS

1. There is need for an overall Credo that lays down the broad philosophy and policy that will guide all programme production in all production agencies. It should be specific enough to serve as a touch-stone to decide on whether a programme proposal or script fits into the framework of the Credo or not.
2. Equally, there is need for an overall philosophy or Credo for the total transmission, so as to ensure that sponsored or ready-made programmes (e.g. films) do not directly or indirectly propogate attitudes and values contrary to those laid down in the Credo.
3. These Credos should not merely exist on paper: a sustained effort should be made to sensitise both policy makers and programme production personnel to their letter and spirit. They should be widely publicised, so that the viewing public too is aware of them. Public-interest groups should be encouraged to monitor adherence to the transmission Credo.
4. In order that the Credo is implemented, it is essential that appropriate formal mechanisms be set up within the production agencies to promote and monitor adherence to it at programme planning, scripting and pre-transmission stages.
5. There is urgent need to sensitise policy-makers, trainers, and programme makers (including not only Producers, but also writers and researchers) on issues related to women and children.
6. It is essential to have separate, dedicated production teams for childrens programmes and womens programmes so as to present positive models for "mainstream" Producers and to ensure continuity and accumulation of experiences. For the production of childrens programmes, it is necessary to have independent, dedicated production facilities.
7. Most programmes must be audience, area and language specific to be really effective. This entails local programme production and local transmission, with clearly defined "target" groups (in terms of sex, age, socio-economic, cultural and educational background, etc). The priority audience will be disadvantaged women and children. Programmes on the national network too could be useful; however, ~~in this case the~~ problems related to linguistic comprehension and cultural identification need to be borne in mind.
8. It is necessary and beneficial to involve outside agencies ("specialist" agencies - whether ~~official~~ or non-governmental - voluntary agencies, etc) in programme conception, content/research inputs and programme utilisation.

9. "User" agencies and voluntary groups should also be encouraged to take up programme production. For this purpose, arrangements should be made for training their personnel, and providing access to professional production teams till such time as they develop their own independent production capabilities.

10. In view of the importance of sharing experiences amongst production agencies, field workers, content experts, and researchers in this area, it is essential to evolve appropriate means and mechanisms to do so. Periodical workshops and video festivals - where programmes can be seen and critiqued - would be useful, in addition to regular exchange of reports, studies and video tapes.

11. The experience of voluntary groups and field agencies should be fully used as research and content inputs for defining programme plans, contents and approaches. Not only will this reduce the load on existing researchers, but will bring in fresh and down-to-earth inputs.

12. In recruiting personnel, production agencies should assess not only knowledge and skill levels (which - in any case - can be imparted through training and gained by experience), but special emphasis should be placed on the candidates value-orientation in relation to the Credo.

13. The curriculum of courses for production personnel should include sensitivity to and understanding of issues related to women and children. While initially this may be an "add-on" to the present curriculum, the effort should be to make it an integral part rather than an appendage. In addition, special training courses should be organised for the Producers of childrens programmes.

14. "User" agencies - especially governmental ones - should have small cells that act as a link between the broadcasting agency and the field workers. These cells should take on some utilisation activities, and suggest priority issues for programme production.

15. For effective programme utilisation, a "campaign approach" should be followed on an intensive, selective and periodical basis. The utilisation cells (mentioned above) should play a vital role in this.

16. Greater "non-broadcast" use of video should be made, especially by "user" agencies, in view of some obvious advantages. Audio cassettes could also be used as a support to video material.

17. Despite its obvious difficulties, there is no alternative to community viewing as a means of ensuring access to the medium for all. Therefore, there is urgent need to rapidly and dramatically increase effective access to community viewing, including in schools. The equally urgent problem of maintenance and operation of these sets must also be tackled on an immediate basis. Arrangements for replacing old sets are also essential.

18. Since teacher intervention is necessary to maximise the potential of the school broadcasts, steps must be taken to ensure that proper training and orientation is provided to the teachers.
19. Training of teachers in new methods, contents, and approaches to teaching can be done on a large-scale using TV in conjunction with other media, as was done during SITE. Full use must be made of this potential, not only for teachers but also for other functionaries concerned with children and women (e.g. Anganwadi workers, ANM's etc). Both transmission and non-transmission modes could be used for such training.
20. Keeping in mind the sensitivity of certain issues (vis-a-vis children) and the likely composition of the audience in relation to the time of the day, a strategy for scheduling of such programmes must be worked out.
21. Efforts should be made to develop a complete annotated bibliography and review of all research and studies in this field. Similarly, an "annotated bibliography" of all video/film material would be extremely useful. Standard formats for the collection of this information should be prepared and distributed to all production and research agencies. A means of ensuring access to this information is necessary, and it is desirable that some agency take up the job of acting as a focal and co-ordinating agency.
22. In view of the shortage of trained research personnel, priorities for research should be laid down. For the same reason, it may not be feasible - even though it is undoubtedly desirable - to have detailed, formal research inputs for all programmes. However, this constraint can be overcome by resorting to alternatives like getting inputs from field agencies, brain-storming with research and content experts, etc. Simultaneously, we should encourage educational institutions to develop suitable degree or diploma courses to increase the availability of trained personnel.
23. A complete review of all research studies in these fields is essential. Further, an effort should be made to convert research findings into operational guidelines for Producers, put down in language comprehensible to the Producer.
24. In order to ensure and promote creativity, the necessary organisational climate is essential. Work is required to define the structures and mechanisms that will promote "organisational creativity" facilitate team-work, foster and promote the "right" values.

28/11

DRAFT

RECOMMENDATIONS

1. There is need for an overall Credo that lays down the broad philosophy and policy that will guide all programme production. It should be specific enough to serve as a touch-stone to decide on whether a programme proposal or script fits into the framework of the Credo or not.

2. Equally, there is need for an overall philosophy or Credo for the total transmission, so as to ensure that sponsored or ready-made programmes (e.g. films) do not directly or indirectly propagate attitudes and values contrary to those laid down in the Credo.

3. These Credos should not merely exist on paper: a sustained effort should be made to sensitise both policy-makers and programme production personnel to their letter and spirit. They should be widely publicised, so that the viewing public too is aware of them.

4. In order that the Credo is implemented, it is essential that appropriate formal mechanisms be set up to promote and monitor adherence to it at programme planning, scripting and pre-transmission stages.

5. There is urgent need to sensitise policy-makers and programme makers (including not only Producers, but also writers and researchers) on issues related to women and children.

6. It is desirable to have separate, dedicated production teams for childrens programmes, ^{and women's programmes to as to produce positive models for women producers} so as to ensure continuity and accumulation of experiences.

7. Most programmes must be audience, area and language specific to be really effective. This entails local programme production and local transmission, with clearly defined "target" groups (in terms of sex, age, socio-economic, cultural and educational background, etc). Programmes on the national network too could be useful; however, in this case the problems related to linguistic comprehension and cultural identification need to be borne in mind. ^{Target disadvantaged women + children.}

8. It ^{is necessary} ~~will be desirable~~ and beneficial to involve outside agencies ("specialist" agencies - whether official or non-governmental - voluntary agencies, ^{and individuals} etc) in programme conception, content/research inputs and programme utilisation.



9. Appropriate "user" agencies and voluntary groups should also be encouraged to take up programme production. For this purpose, arrangements should be made ^{and providing them access to professional production teams} for training their personnel, especially to be able to plan and conceptualise programmes and to provide the required content and research inputs. For actual production, however, it is desirable that they use professional ^{production teams} cameramen, editors, etc. ^{until such time as they can train their own personnel and are able to build up their own capacity independent production capabilities.}

10. In view of the importance of sharing experiences amongst production agencies, field workers ^{content experts} and researchers in this area, it is essential to evolve appropriate means and mechanisms to do so. Periodical workshops and video festivals - where programmes can be seen and critiqued - would be useful, in addition to regular exchange of reports, studies and video tapes.

^{should go after} 11. The experience of voluntary groups and field agencies should be fully used as research and content inputs for defining programme plans, contents and approaches. Not only will this reduce the load on existing researchers, but will bring in fresh and down-to-earth inputs.

12. In recruiting personnel, production agencies should assess not only knowledge and skill levels (which - in any case - can be imparted through training and gained by experience), but special emphasis should be placed on the candidates value-orientation in relation to the Credo. ^{Periodic sensitization and re-orientation in the course of working period.}

^{rather} 13. The curriculum of training courses for production personnel should be modified to include sensitivity to and understanding of issues related to women and children. While initially this may be an "add-on" to the present curriculum, the effort should be to make it an integral part rather than an appendage.

14. "User" agencies - especially governmental ones - should have a small cell that acts as a link between the broadcasting agency and the field workers. This cell should itself take on some utilisation activities. ^{They should also suggest priority issues for prog. produ.}

15. For effective programme utilisation, a "campaign approach" should be followed on an intensive, selective and periodical basis. The utilisation cells (mentioned above) should play a vital role in this.

16. Greater "non-broadcast" use of video should be made, especially by "user" agencies, in view of some obvious advantages. Audio cassettes could also be used as a support to video material. Some of the programmes developed for non-broadcast use should be transmitted and research undertaken to understand the relative advantages and assess the impact of the two different modes (transmission and no-broadcast).

17. Despite its obvious difficulties, there is no alternative to community viewing as a means of ensuring access to the medium for all. Therefore, there is urgent need to rapidly and dramatically increase the number of community sets, including in schools. The equally urgent problem of maintenance and operation of these sets must also be tackled on an immediate basis. Arrangements for replacing old sets are also essential.

18. Since teacher intervention is necessary for the school broadcasts, steps should be taken to ensure that proper training and orientation is provided to the teachers.

19. Training of teachers in new methods and approaches to teaching can be done on a large-scale using TV in conjunction with other media, as was done during SITE. Full use must be made of this potential, not only for teachers but also for other functionaries concerned with children and women (e.g. Anganwadi workers, ANM's etc). Both transmission and non-transmission modes could be used for such training.

20. Keeping in mind the sensitivity ~~of certain~~ of certain issues and the likely composition of the audience in relation to the time of the day, a strategy for scheduling of such programmes must be worked out.

21. Efforts should be made to develop a complete annotated bibliography of all research and studies in this field. Similarly, an "annotated bibliography" of all video/film material would be extremely useful. Standard formats for the collection of this information should be prepared and distributed to all production and research agencies. A means of ensuring access to this information is necessary, and it is desirable that some agency take up the job of acting as a focal and co-ordinating agency.

sketch
to
22. ~~A list of issues (and their relative priorities) for programme-making should be prepared and circulated to all production organisations.~~
Vetoed bec. it implies treating prod. orgs like kids

23. In view of the shortage of trained research personnel, priorities for research should be laid down. For the same reason, it may not be practically feasible - even though it is undoubtedly desirable - to have detailed, formal research inputs for all programmes. However, this constraint can be overcome by resorting to alternatives like getting inputs from field agencies, brain-storming with research and content experts, etc.

24. A complete review of all research studies in these fields is essential. Further, an effort should be made to convert research findings into operational guidelines for Producers, put down in language comprehensible to the Producer.

25. In order to ensure and ^{promote} creativity, the necessary organisational climate is essential. Work is required to define the structures and mechanisms that will promote "organisational ^{ca} creativity," facilitate teamwork, foster and promote the "right" values.

PLAN OF ACTION

Following is the action plan that emerged from the three day seminar on "SITE TO INSAT" : Production of Programmes for Women and Children" held at Space Applications Centre, Ahmedabad between November 26-28, 1984.

Each action item has the names of the persons/agencies responsible for its implementation and a target date for its completion. In case of multiple responsibilities the first named individual/agency will have primary responsibility.

1. The Credos for production and transmission should be drafted, circulated to a few interested individuals and finalised. They should then be sent to all production agencies and to Doordarshan for comments and later adoption (K.S.Karnik - January 31, 1985)
- 2.a) A Workshop of a few selected individuals should be organised to prepare a "curriculum" and identify material for sensitization of production personnel to issues relating to women and children (B.C.Agrawal, March 31, 1985).
- 2.b) Preparation of video tape for sensitising policy-makers who will not have time to attend a workshop. (K.S.Karnik; D.J. O'Dell; Gopal Gupta to prepare the management plan for production - December 31, 1984 final production April 30, 1985).
3. A list of competent voluntary agencies and individual working in these fields should be prepared, and sent to production agencies so that they can involve them in production (compilation by UNICEF January 31, 1985 and distribution by DEGU, February 28, 1985).
4. a) Production training of personnel from user and voluntary agencies to be arranged. (UNICEF to start training March 17, 1985 and ongoing).
4. b) Research training of personnel from user and voluntary agencies to be arranged. (P.Bhaskaran in collaboration with Leela Rao and K.E.Eapen who will explore the possibility of conducting this course in Bangalore. Details for proposal by December 1984. Course date June 1985 funding support UNICEF).

5. A yearly workshop and video festival, bringing together people and programmes in these areas (it may be better to separate women's and children's programmes) should be organised. The first such workshop should be in December 1985 at Space Applications Centre (Director DECU to identify the individuals).
6. Documentation of experiences should be encouraged by all agencies concerned. A focal agency should take responsibility for promoting, collating and distributing documentation. Preparation of annotated bibliographies for research studies and programmes must be ensured and a central focal/co-ordinating agency identified for collation and dissemination. (Suggestion from participants to Daniel J.O'Dell UNICEF for identifying the agency - December 31, 1984).
7. Appropriate funding should be provided to voluntary and non-official agencies to use video in the non-broadcast mode. (UNICEF, ongoing).
8. A detailed analysis of community viewing should be undertaken and recommendations made to ensure its success with regard to set operation and maintenance. (B.S.Bhatia, supported by S.R.Joshi and BSS Rao June 1985).
9. A major effort to analyse research findings and to translate them into operational guidelines for Producers is to be promoted. Also need assessment of the producers. (Mira Aghi and Rina Gill, outline of the study format - January 1985, interim report April 1985 final report October 1985; funding agency UNICEF).
10. A study on organisational structures and management procedures/mechanisms suitable to India, for production of womens and childrens programmes is to be carried out, and suitable alternatives recommended. (DECU, June 30 1985).
11. A review meeting will be held to take stock of the action items and propose how all action items could be completed by December 1985. (Binod C.Agrawal May 1985).

11. A major effort to analyse research findings and to translate them into operational guidelines for Producers is to be promoted [??]. *Rina Gill*
Mira Aghi Oct '85 *2/0 DECY* *By Jan '85 outline*

12. A study on organisational structures and management procedures/ mechanisms suitable to India, for production of womens and childrens programmes is to be carried out, and suitable alternatives recommended [??]. *DECY June '85*

13. *Review meeting 6 months hence*
DECY