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INDIA
TRIP REPORT

Prepared by: Mona Y. Grieser, JHU/PCS

Dates of In-Country Work:
June 10 to 30, 1986

Population Communication Services
Population Information Program
The Johns Hopkins University
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ACKNOWLEDGEMENTS

The author would like to thank all those who were instrumental in drawing this Temporary Duty (TDY) to a successful conclusion. In particular the author wishes to thank Dr. Somnath Roy, Director of the National Institute of Health and Family Welfare (NIHFW), and Professor V. R. Naik, Chief of the Communication Division of NIHFW, and his staff. At the United States Agency for International Development (USAID), the author wishes to thank Dr. Fred Reed and Dr. G. Narayana for their persistent and unflagging support, and all USAID staff for their kind assistance.

LIST OF ABBREVIATIONS

A-V	-- Audio/Visual
CHEB	-- Central Health Education Bureau
CMO	-- Chief Medical Officer
CTI	-- Central Training Institute
C & W	-- Communications and Workshops
DAC (T)	-- Deputy Assistant Coordinator (Training)
DADG	-- Deputy Assistant Director General
D.E.M.O.	-- District Education Medical Officer
FP	-- Family Planning
FW	-- Family Welfare
FWTRC	-- Family Welfare Training and Research Centre
GOI	-- Government of India
HFTCW	-- Health and Family Welfare Training Center
IEC	-- Information, Education, and Communication
IPPF	-- International Planned Parenthood Federation
JHU/PCS	-- The Johns Hopkins University/Population Communication Services
ME&C	-- Medical Education and Communication
MOHFW	-- Ministry of Health and Family Welfare
MPW	-- Multi-Purpose Worker
NIHFW	-- National Institute for Health and Family Welfare
PHC	-- Primary Health Care Center
Rs.	-- Rupees
TDY	-- Temporary Duty
TV	-- Television
T & V	-- Training and Visit
UNICEF	-- United Nations Children's Educational Fund
USAID	-- United States Agency for International Development
VCR	-- Video Cassette Recorder

OVERVIEW

From June 10 to 30, 1986, Mona Y. Grieser, Senior Program Officer of the Johns Hopkins University/Population Communication Services (JHU/PCS), travelled to India at the request of the United States Agency for International Development (USAID) Mission in New Delhi and Dr. Fred Reed, JHU/PCS Asia Regional Communication Advisor. The purpose of the trip was to: 1) attend a workshop on Information, Education, and Communication (IEC) Training in Health and Family Welfare; and 2) assist the National Institute of Health and Family Welfare of the Ministry of Health and Family Welfare (MOHFW), New Delhi, to develop a needs assessment program.

In March 1986, the MOHFW of the Government of India (GOI) signed an agreement with USAID to implement an IEC training project (project no. 386-0485). The objectives of the project were:

1. To assist current health extension programs to become more effective by introducing the Training and Visit (T & V) system of extension health care delivery services;
2. To provide training to all personnel in the health system who would be participating actively in the venture; and
3. To provide support to all institutions involved in training by furnishing materials and personnel.

The concept for this program was devised at the national level with the GOI and introduced to the four participating state health ministries at the workshop which was held in New Delhi on June 16, 17, 18 and 19th. The venue for the workshop was the National Institute for Family Health and Welfare (NIHFW) which was expected to become the apex body for the proposed project activities. Attending the workshop were principal staff from the key health ministries and training institutions in the four states selected for pilot activities under Phase I of the project.

The four states present were Bihar, Uttar Pradesh, Rajasthan and Madhya Pradesh. Of all the states in India, the low levels of family planning performance, in terms of total eligible couples protected and targets achieved, is

of a major concern in the Hindi-speaking belt. The four states named above contain nearly one-third of the total population of the country, have high crude birthrates, and also high infant mortality rates. These are regions which also have low levels of economic development and poor infrastructure. National family planning performance goals for these states cannot be reached until there is significant improvement in delivery services. The project, as first conceived, would focus in each state on two or three districts, implementing an innovative extension program known as T and V. The T & V system would rely heavily on frequent and consistent interpersonal contact between health supervisors and field workers and, more intensively, between field workers and clients. Thus the nature of the IEC skills needed to support this program would primarily be interpersonal communication skills backed by adequate materials (flipcharts, posters, etc...) Responsibility for training of all personnel rests with training institutes located in each of the states, and with the NIHF, located in New Delhi, as the coordinating body.

During the workshop, participants were introduced to the project and the T & V system. At the end of the workshop, each state was requested to submit a provisional implementation plan along with a minimum budget. Mrs. Grieser participated as a resource member during the small group discussions. Few, if any, of the participants were aware of the T & V system. Most were skeptical about adopting a system for health extension that was originally designed to improve agricultural extension. Mrs. Grieser was familiar with the T & V system. She was able to furnish answers to many questions that were raised.

During the following weeks, Mrs. Grieser also worked with the staff of NIHF to prepare a report for upgrading the Department of Communication. A draft confidential report was left with the USAID Mission in New Delhi.

Dr. Reed left India on June 20, 1986, and his colleague, Dr. Narayana of USAID became Mrs. Grieser's contact person. Meetings at USAID included Dr. Narayana, Dr. Fred Reed, and Dr. Jack Kantner of the Population Division, as well as Mission Director, Mr. Owen Cylke, and Deputy Mission Director, Dr. Richard Blue.

During the latter portion of Mrs. Grieser's stay, meetings with GOI representatives included, Professor V. R. Naik, Acting Chief of the Department of Communication, and Dr. Moti, Assistant Professor in the Department of Communication.

Prior to her departure, GOI clearance was obtained, and Mrs. Grieser was able to talk with relevant GOI/MOHFW staff. Mrs. Grieser departed from India on June 30, 1986.

APPENDIX A
LIST OF CONTACTS

LIST OF CONTACTS

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198 - 240391

APPENDIX B

INVENTORY OF EQUIPMENT
AT NATIONAL INSTITUTE FOR HEALTH AND FAMILY WELFARE (NIHF)

NEW DELHI, INDIA
June 29, 1986

Prepared by: Mona Y. Grieser, JHU/PCS

Population Communication Services
Population Information Program
The Johns Hopkins University
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U.S.A.

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INVENTORY OF EQUIPMENT
FOR A MULTI-MEDIA CENTER

<u>TYPE OF EQUIPMENT</u>	<u>YES</u>	<u>FUNCTIONING</u>	<u>NO.</u>
1. <u>ART AND GRAPHICS</u>			
Drawing Table	<u>X</u>	<u>X</u>	<u>2</u>
Fluorescent Lights	<u>X</u>	<u>X</u>	<u>1</u>
2. <u>AUDIO EQUIPMENT</u>			
Reel-to-Reel Recorder/playback	<u> </u>	<u> </u>	<u> </u>
Cassette (pro-quality/portable) recorder with sync.	<u>X</u>	<u>X</u>	<u>1</u>
Cassette Playback (Monaural)	<u>X</u>	<u>X</u>	<u>4</u>
Microphones - Omni	<u> </u>	<u> </u>	<u> </u>
- Cardioid	<u> </u>	<u> </u>	<u> </u>
Audio Mixer	<u> </u>	<u> </u>	<u> </u>
Audio-cassette duplicator [(high speed/multiple) (cassette master to cassette slave)]	<u> </u>	<u> </u>	<u> </u>
Tape Editor/Splicing Blocks	<u> </u>	<u> </u>	<u> </u>
Tape Playback Machine with sync. projector	<u>X</u>	<u>No</u>	<u>1</u>
Stop Watches	<u> </u>	<u> </u>	<u> </u>
Record Player	<u>X</u>	<u>X</u>	<u>1</u>
Headsets (wireless and plug)	<u> </u>	<u> </u>	<u> </u>
Mike Stand/Boom Equipment	<u> </u>	<u> </u>	<u> </u>
Degausser	<u> </u>	<u> </u>	<u> </u>
Cables/Hardware	<u> </u>	<u> </u>	<u> </u>
Wall Clocks	<u> </u>	<u> </u>	<u> </u>
Monitor Loudspeakers	<u>X</u>	<u>X</u>	<u>1 pair</u>

Inventory of Equipment for Multi-Media Center
Page 2

<u>TYPE OF EQUIPMENT</u>	<u>YES</u>	<u>FUNCTIONING</u>	<u>NO.</u>
3. <u>COMPUTER-GENERATED GRAPHICS SYSTEM</u>			
Micro-computer	_____	_____	_____
Monitor (color or monochrome)	_____	_____	_____
Palette	_____	_____	_____
Keyboard	_____	_____	_____
Software	_____	_____	_____
4. <u>DARK ROOM EQUIPMENT</u>			
Photo Enlarger (Black & White/Color)	<u> X </u>	<u> X </u>	<u>1 very old</u>
Trays for chemicals	<u> X </u>	<u> X </u>	<u> 2 </u>
Photo Thermometer	_____	_____	_____
Easels	_____	_____	_____
Paper Cutter	<u> X </u>	<u> X </u>	<u> 1 </u>
5. <u>FILM PROJECTION EQUIPMENT</u>			
16 mm Projector (front projection)	<u> X </u>	_____	<u> 3 </u>
8 mm Projector (front projection)	_____	_____	_____
Take-up Reels	<u> X </u>	<u> X </u>	<u> 2 </u>
Portable Lights	<u> X </u>	<u> X </u>	<u> 1 </u>
Projection Screens/Daylight Projection Screens	<u> X </u>	<u> X </u>	<u> 2 </u>
Film Projector Stands	_____	_____	_____
Portable AV Carts	_____	_____	_____
6. <u>MISCELLANEOUS</u>			
Easel (portable/folding)	_____	_____	_____

Inventory of Equipment for Multi-Media Center
Page 3

TYPE OF EQUIPMENT	YES	FUNCTIONING	NO.
Storage	_____	_____	_____
Slides _____			
Film _____			
Tapes _____			
Video _____			
Posters _____			
Carts for slides or video equipment	_____	_____	_____
Drymount and Laminating Equipment	_____	_____	_____
Furniture	_____	_____	_____
Voltage Regulators	X	X	1
Magnet Boards	_____	_____	_____
7. <u>MOBILE UNITS</u>			
Generator (portable with silencer)	_____	_____	_____
Amplifier	_____	_____	_____
Speakers	_____	_____	_____
Microphone (hand-held)	_____	_____	_____
Bull-horn (Megaphone)	_____	_____	_____
Projector	_____	_____	_____
Screen	_____	_____	_____
Projector Stand	_____	_____	_____
Screen	_____	_____	_____
Projector Stand	_____	_____	_____
Film Strip Projector	_____	_____	_____
Tape Recorder	_____	_____	_____
Tape Recorder/Playback	_____	_____	_____
Emergency Flood Lights	_____	_____	_____

Inventory of Equipment for Multi-Media Center
Page 4

<u>TYPE OF EQUIPMENT</u>	<u>YES</u>	<u>FUNCTIONING</u>	<u>NO.</u>
Rewind and Splicing Block for audiotape _____ film _____	_____	_____	_____
Extra Reel and Cans for 8 mm _____ 16 mm _____	_____	_____	_____
Ground Rod Connector with Cables	_____	_____	_____
Circuit Breaker	_____	_____	_____
Heavy Duty Power Cables	_____	_____	_____
8. <u>PRINTING AND TYPESETTING</u>			
Computerized Typesetting System	<u>X</u>	<u>X</u>	<u>1</u>
Font Selector	<u>X</u>	<u>X</u>	<u>1</u>
Terminals	<u>X</u>	<u>X</u>	<u>2</u>
Offset Press	<u>X</u>	<u>X</u>	<u>2</u>
Type Press	_____	_____	_____
Stencil Machines electronic _____ manual _____	_____	_____	_____
Silk Screen Light Box	_____	_____	_____
Drying Racks	_____	_____	_____
Silk Screens	_____	_____	_____
Duplicator	_____	_____	_____
9. <u>PUBLIC ADDRESS SYSTEM</u>			
Microphones	<u>X</u>	<u>X</u>	<u>4</u>
Lectern	<u>X</u>	<u>X</u>	<u>2</u>
Speakers	<u>X</u>	<u>X</u>	<u>6</u>
Amplifiers	<u>X</u>	<u>X</u>	<u>1</u>
10. <u>REMOTE CONTROL</u>	_____	_____	_____

Inventory of Equipment for Multi-Media Center
Page 5

<u>TYPE OF EQUIPMENT</u>	<u>YES</u>	<u>FUNCTIONING</u>	<u>NO.</u>
11. <u>SPARE PARTS INVENTORY</u>			
Bulbs for Projectors	_____	_____	_____
Belts for Projectors	_____	_____	_____
Needles for turntables	_____	_____	_____
Lights (all uses)	_____	_____	_____
Etc... (depending on equipment)	_____	_____	_____
12. <u>STILL VISUAL EQUIPMENT</u>			
Overhead Projector	<u> X </u>	<u> X </u>	<u> 2 </u>
2 X 2 Slide Projector with lenses with SYNC capabilities for cassette tape recording and fader/dissolve	_____	_____	_____
2 X 2 Slide-Sound Projector with SYNC capabilities for cassette tape recording and fader/dissolve	<u> X </u>	<u> X </u>	<u> 1 </u>
127 Super-Slide Projector (large format fader/dissolve interface for two projectors - sound sync.)	_____	_____	_____
Opaque Projector	<u> X </u>	<u> X </u>	<u> 1 </u>
35 mm Slide Maker/Copier	_____	_____	_____
Photocopy Stand for slides/books	<u> X </u>	<u> X </u>	<u> 1 old </u>
Overhead Camera for Stand with macro lens (35 mm)	_____	_____	_____
Enlarger for photography dark room	<u> X </u>	<u> X </u>	<u> 1 old </u>
Projection Screens	<u> X </u>	<u> X </u>	<u> 1 </u>
Speed Lights/Electronic Flash/Power Master	_____	_____	_____
Film Strip Projector	<u> X </u>	<u> X </u>	<u> 2 </u>
35 mm Camera for copy and work (300 mm lens, 50 mm, 80 mm with filters)	<u> X </u>	<u> X </u>	<u> 1 </u>

Inventory of Equipment for Multi-Media Center
Page 6

TYPE OF EQUIPMENT	YES	FUNCTIONING	NO.
Tripod	_____	_____	_____
Slide Trays	_____	_____	_____
13. VIDEO			
Camera (B & W) _____ (color) _____ portable <u> x </u> studio _____	X	X	3
Tripods _____ Stands _____ Doilies <u> x </u>	X	X	3
Receivers/Monitors - 3 System	X	X	1
VTR ½" U-matic Recorder/Player	X	X	1
VTR ½" Reel-to-Reel VCR Cassette Beta _____ VHS <u> x </u>	X	X	2
Videotape Editors	_____	_____	_____
Scrim	_____	_____	_____
Klieg and Arc Lights, etc.	_____	_____	_____
Lettering and Titling Equipment	_____	_____	_____
Cables	_____	_____	_____
Mixer	_____	_____	_____
Character Generator	_____	_____	_____
Lavalier Microphones/Boom Mikes	_____	_____	_____
Tape Timer	_____	_____	_____
Mike Stands	_____	_____	_____
Audio Amplifiers	_____	_____	_____

APPENDIX C

**NATIONAL INSTITUTE OF HEALTH & FAMILY WELFARE
NEW DELHI**

PREPARATORY WORKSHOP ON IMPLEMENTATION OF IEC TRAINING PLAN

List of Participants

APPENDIX C

NATIONAL INSTITUTE OF HEALTH & FAMILY WELFARE
NEW DELHI

PREPARATORY WORKSHOP ON IMPLEMENTATION OF IEC TRAINING PLAN

List of Participants

BIHAR

1. Shri Shah Jahan Khan
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2. Shri Braj Kishore Ram
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7. Dr. (Mrs.) T. Guha
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APPENDIX D

PROGRAMME

WORKSHOP ON
INFORMATION, EDUCATION AND COMMUNICATION (I.E.C.)
TRAINING IN
HEALTH AND FAMILY WELFARE

JUNE 16 TO 19, 1986

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PROGRAMME

**WORKSHOP ON
INFORMATION, EDUCATION
AND COMMUNICATION (I.E.C.)
TRAINING IN
HEALTH AND FAMILY
WELFARE**

JUNE 16 to 19, 1986



सत्यमेव जयते



जातेरयम् सुखमभ्यदा

Organised by

**MINISTRY OF HEALTH & FAMILY WELFARE
DEPARTMENT OF FAMILY WELFARE, NEW DELHI**

AND

**राष्ट्रीय स्वास्थ्य एवं परिवार कल्याण संस्थान
NATIONAL INSTITUTE OF HEALTH AND FAMILY WELFARE**

BACKGROUND AND NEED OF THE WORKSHOP

India is committed to the long term goals of 'Health for All by 2000 AD' and reduction of Net Reproduction Rate (NRR) to one by the end of this century. The recently launched 'Universal Immunization Scheme' is a part of this commitment. Over a period of time the programme administrators attempted several policy refinements, and tried several operational innovations. As a result of these, the programme performance achievements have improved significantly but fall short of the requirements to achieve the goals we have set for ourselves. To achieve these goals, it is necessary to assess programme strengths and weaknesses, and to take corrective measures whenever necessary.

Crucial to the programme implementation process is the performance of change agents i.e. male and female health workers at the grassroots levels. It would not be difficult to achieve the health and family welfare goals, if these vast manpower resources available to us, are properly trained, equipped, and motivated. Several useful attempts have been made to make the performance of male and female workers more effective. In spite of these changes, the achievements do not commensurate with the efforts made and performance levels more or less remained the same. What is required, therefore, is a system which takes job duties, supervision, work plans, information systems, accountability and training aspects into account, at the same time to bring in systematic changes of performance at the grassroots level. One of the systems which has the potential to streamline the operational aspects at sub-centre and PHC levels is the modified version of 'Training and Visit (T&V) system'.

The training and visit system that has been successfully introduced in agriculture extension work is based on practical experience and pragmatic considerations. This system specifies the job functions of workers, fixes priorities, systematises work plans and village visits of health workers, combines supervision with problem-solving skills, and places maximum emphasis on training at the work situation.

For the above interrelated elements of the system to be effective, it is necessary to give substantial emphasis to training. By tradition, training means participation in a programme of fixed duration outside the work situation with emphasis on absorbing technical information. The T&V system proposes training as a regular on-the-job activity, once or twice a month with emphasis on application of skills. This could be done on a systematic basis by the concerned health supervisors. Training here is used not only to provide content and to upgrade technical skills but also to discuss and arrive at new approaches and solutions to problems.

The T&V system is proposed to be introduced in four States of Hindi speaking belt i.e. Uttar Pradesh, Bihar, Rajasthan and Madhya Pradesh in a phased manner. In the first phase, in the first year of the project, the system will be tried out only in two districts - one high performance and the other low performance district each from the four States. First, the district level officers will be trained about this new system by selected CTIs. Following this, district training teams will be constituted to train the first line supervisors and the PHC MOs who in turn will train the workers. After the introduction of the new system, training will become regular part of job responsibilities of block and district level personnel. The necessary training materials will be developed by the CTIs on a regular basis. The State Governments will have to own responsibility of implementation of the activity. Major contribution for funding is provided by USAID, New Delhi.

This IEC training plan has now been approved by the Government of India. It is to be implemented jointly by the four State Governments (i.e. Madhya Pradesh, Uttar Pradesh, Rajasthan and Bihar) and Central Training Institutes (CHEB, FWRTC Bombay, Population Centre, Lucknow and NIIHFV). The National Institute of Health and Family Welfare has been identified as lead institution to coordinate the implementation of IEC training plan. The training plan has a major focus on improving the quality of day-to-day IEC activities by providing training to workers on their actual duty place. Its another aim is to promote the use of temporary contraceptives which is now being given a new thrust.

This project, therefore, calls for close coordination between Central and State Governments, training-institutions and training teams of district and PHC levels. It is necessary, therefore, to call a preparatory workshops of all concerned State Governments, training institutions and departments, to explain the project to them, to identify anticipated problem areas, and to work out administrative details. The workshop to serve this purpose has been convened from June 16-19, 1986.

The purpose of the workshop is to familiarise them with the training approach and to know from them reactions or difficulties in implementation. Unless the training institutions as 'trainers' and State organisations as 'implementators' understand each others' responsibilities and work together in close coordination the training exercise may not prove successful.

The first one and half day of the workshop will be devoted to sensitise the senior level administrators of central and State Governments about the training plan and the next three and half day will be focussed to apprise the participants of training institutions on the implementation of IEC training plan.

OBJECTIVES

The objectives of the Workshop are:

1. To introduce the IEC training plan, and apprise about its genesis, need and major focus of T&V system in the present context of the health and family welfare programme.
2. To define the role and responsibilities of Central and Regional Training Institutes and role of state family planning departments in the implementation of the training plan.
3. To identify administrative and financial issues involved in the implementation of the IEC training plan of various State Governments, and take appropriate measures.
4. To work out broad areas of training contents, requirements of teaching support materials and to decide their plan of preparation and production by various training institutions.

METHODOLOGY AND AREAS OF DISCUSSIONS

The Workshop sessions will begin with the details of IEC training plan as approved by the Department of Family Welfare. The new training strategy is primarily based upon training and visit (T&V) system as is being adapted in the agriculture extension programme. Therefore, before the participants look into T&V system, importance of communication will be highlighted in a panel discussion. Several experts will present the status of IEC training in the current family welfare programme. It will be further elaborated by a presentation on how T&V techniques could be introduced in the extension education training activities. This will open the issue of need for training to family welfare workers through T&V system.

On the second day, the participants will be exposed to films and audio-visual presentations on T&V techniques which are being utilized in the agriculture extension programme. These techniques will be summarized pointing out similarities and differences of approaches that could be adapted while introducing T&V system in family welfare programme.

The participants will then form groups to discuss as to whether and how the T&V system could be adapted into family welfare training programme. The outcome of group work will be presented before a panel of experts who would be able to clarify the concept of competency based training to programme workers through T&V system. The objectives of these sessions will be to clarify philosophy and methodology of T&V technique and what could be probable ways of its adaptation in family welfare programme.

On the third day in a plenary session the whole concept and details of plan that has been approved on IEC training will be explained. These details will be pertaining to its application and implementation at Central, State, District and village levels and role of training institutions at these levels. The issue of actual implementation will then be open for discussions within workshop participants.

The participants will then get divided into four group, each representing the States involved in IEC training. The group will select their own Chairman and Rapporteurs of their State. The group will deliberate upon selection of districts in the first phase of implementation, technical and training arrangements, administrative decisions for implementation including financial requirements that would be needed to get the IEC training plan implemented in a particular State.

On the fourth day, each State will present the plan of action that they would like to implement. The State participants would also give the time schedule and resources available at their own disposal for the implementation of IEC training. In the afternoon the summary of plan of action of each State will be presented in the Valedictory Session.

The implementation plan of IEC training will then be executed by each State organization with the help of training institutions earmarked for them in the next one year.

Best Available Document

CATEGORY OF PARTICIPANTS

1. State Health Secretaries and Family Welfare Officers (Directors or Addl. Directors)	8
2. State Mass Education and Media Officers of Family Welfare	4
3. Training Officers of the State Governments	4
4. Directors of Central Training Institutes (CHEB, FWTRC, Bombay; Population Centre, Lucknow and NIHFV, New Delhi)	4
5. Sr. Faculty In-charge of Communication Training of CTIs	4
6. Principals or Health Education Instructors of selected HFWTCs (Lucknow, Varanasi, Jaipur, Jabalpur, Muzaffarpur)	5
7. District Health Officers and the District Mass Education and Media Officers from each State	8
8. Officers of Ministry of Health and Family Welfare (MEM - 2, Training Division - 2)	4
9. Officers from the NIHFV	12
10. Representatives of USAID	2
Total	55

P R O G R A M M E

VENUE - TEACHING BLOCK

DAY I - MONDAY - JUNE 16, 1986

9.00 A.M.	Registration of Participants	Shri A.D. Tripathi
10.00 A.M.	INAUGURATION	
	<i>Welcome and Introductory Remarks</i>	Prof. Somnath Roy Director, NIHPW
	<i>Inaugural Address</i>	Km. Saroj Khaparde State Minister for Health and Family Welfare
	<i>Vote of Thanks</i>	Shri V.R. Naik Head, Dept. of Communication NIHPW
11.15 A.M.	TEA BREAK	
11.30 A.M.	PLENARY SESSION I	
	TOPIC - I	Workshop objectives and methodology
	TOPIC - II	IEC Training plan - details and focus of training.
	<i>Chairman</i>	Shri P.K. Mehrotra Joint Secretary (M) Ministry of Health and Family Welfare
	<i>Rapporteurs</i>	1. Workshop Participant 2. Dr. (Mrs.) S. Goyal
	<i>Speaker</i>	Shri V.R. Naik
1.00 P.M.	LUNCH BREAK	

2.00 P.M.

PLENARY SESSION II

TOPIC - Importance of IEC in family welfare programme. Need for competency based training to programme workers.

Chairman

Prof. Somnath Roy
Director, NIHFV

Rapporteurs

1. Workshop Participant
2. Dr. (Ms) A. Bardhan

Panel Members

Prof. Fred Reed

Shri Pandit Patankar - *Centre for Learning Systems*

Prof. D.C. Dubey

Dr. (Ms) A. Bhardwaj

3.15 P.M.

TEA BREAK

3.30 P.M.

PLENARY SESSION III

TOPIC - Extension education training to health and family welfare workers through training and visit (T&V) system

Chairman

Dr. S.L. Ghoshal
Director, Agriculture
Extension

Rapporteurs

1. Workshop Participant
2. Shri B.B.L. Sharma

Speaker

Prof. Fred Reed
Population Communication
Adviser, USAID

DAY - II - TUESDAY - 17TH JUNE, 1986

9.00 A.M.

PLENARY SESSION IV

TOPIC - T&V system in Agriculture extension programme (screening of films and audio-visual materials)

Chairman

Dr. P.N. Mathur
ADG, ICAR

Rapporteurs

1. Workshop Participant
2. Dr. T. Mathiyazhagan

Speaker

Pandit Patankar
Dr. G. Narayana
Programme Specialist, USAID

11.15 A.M.

TEA BREAK

11.30 A.M.

GROUP WORK SESSION - I

TOPIC - T&V system as could be adapted in health and family welfare programme

GROUP A

Resource Person

Dr. G. Narayana, USAID

Rapporteurs

1. Workshop Participant
2. Dr. (Mrs.) S. Goyal

GROUP B

Resource Person

Prof. D.C. Dubey, NIFHW

Rapporteurs

1. Workshop Participant
2. Shri A.D. Tripathi

GROUP C

Resource Person

Miss Mona Greser, USAID
M.P. Parekh

Rapporteurs

1. Workshop Participant
2. Shri B.B.L. Sharma

GROUP D

Resource Person

Dr. (Ms) A. Bardhan, NIFHW

Rapporteurs

1. Workshop Participant
2. Dr. T. Mathiyazhagan

1.00 P.M.

LUNCH BREAK

*Philosophy of T&V
Potentials of T&V
Advantages of T&V*

DAY - III - WEDNESDAY - 18TH JUNE, 1986

9.00 A.M.

PLENARY SESSION - VI

TOPIC - Approaches for operationalising the T&V system at various levels

Chairman

Shri P.K. Mehrotra
Joint Secretary (M)

Rapporteurs

1. Workshop Participant
2. Shri R.G.S. Verma

National and State level

Shri N.R. Yadav
Programme Officer

Training institutions

Prof. Fred Reed
Population Communication
Adviser, USAID

District levels

Dr. G. Narayana
Specialist, USAID

PHC and village levels

Shri V.R. Naik
NIHFW

11.15 A.M.

TEA BREAK

11.30 A.M.

Plenary session and discussions continues

1.00 P.M.

LUNCH BREAK

2.00 P.M.

GROUP WORK SESSION - II

TOPIC - Formulation of IEC training plan for each State. Following areas may be discussed:

- Selection of District for I PHASE
- Technical arrangements
- Administrative arrangements
- Financial requirements
- Time schedules

each group will have.

The participants will divide into four groups according to each State and will sit with training institutes earmarked for each State.

Chairman

State Secretaries/Director
of Health Services

Resource Person

From CTI

Rapporteurs

1. Participant from Workshop
2. NIEFW

3.15 P.M.

T E A B R E A K

3.30 P.M.

GROUP WORK ON ABOVE TOPIC WILL CONTINUE

DAY - IV - THURSDAY - 19TH JUNE, 1986

9.00 A.M. GROUP WORK SESSION - III

GROUP WORK - DRAFTING OF IEC TRAINING PLAN OF STATE

Participants on each State Departments and earmarked CTI will draft IEC training work plan

11.15 A.M. T E A B R E A K

11.30 A.M. PLENARY SESSION - VII

TOPIC - Presentation of IEC training work plan of State

Chairman

Prof. Somnath Roy

Rapporteurs

1. Participants from Uttar Pradesh and Rajasthan State

2. Shri A.D. Tripathi

- Presentation of Uttar Pradesh

- Presentation of Rajasthan

1.00 P.M. L U N C H B R E A K

2.00 P.M.

PLENARY SESSION - VII (Contd.)

TOPIC - Presentation of IEC training work plan of State

Chairman Prof. Somnath Roy

Rapporteurs 1. Participants from Bihar and Madhya Pradesh State

2. Dr. (Ms) A. Bardhan

- Presentation of work plan by Bihar

- Presentation of work plan by Madhya Pradesh

3.15 P.M.

TEA BREAK

4.00 P.M.

VALEDICTORY SESSION

Welcome by Prof. J.P. Gupta
Joint Director, NIHFV

Remarks by Prof. Somnath Roy
Director, NIHFV

Remarks by State Representatives

Address by Shri S. Krishnakumar,
Deputy Health Minister
Ministry of Health and
Family Welfare

Vote of Thanks Shri P.K. Mehrotra
Joint Secretary. (M)
Ministry of Health and
Family Welfare

TEA

NIHFV WORKSHOP PLANNING GROUP

Prof. Somnath Roy Director, NIHFV	Chairman
Dr. Y.P. Gupta Associate Professor Dept. of Planning & Evaluation	Member
Dr.(Ms) A. Bardhan Associate Professor Dept. of Social Sciences	Member
Dr. A.K. Banerjee Assistant Professor Dept. of Reproductive Biomedicine	Member
Dr.(Mrs.) S. Goyal Assistant Professor Dept. of Education & Training	Member
Dr.(Mrs.) Indira Murali Assistant Professor Dept. of Community Health Administration	Member
Shri V.R. Naik Associate Professor & Head Dept. of Communication	Member- Secretary
Shri Raj Gopal S. Verma Sub-Editor Dept. of Communication	Assists the Group

SPECIAL INVITEES TO PLANNING GROUP

1. Shri R.K. Mehrotra
Joint Secretary (M)
Ministry of Health and Family Welfare
2. Shri N.R. Yadav
Programme Officer (MEM)
Ministry of Health and Family Welfare
3. Dr. M.A. Owaisy
Assistant Commissioner (AP-I)
Ministry of Health and Family Welfare
4. Dr. G. Narayana
Programme Specialist
USAID, New Delhi
5. Prof. Fred Reed
Population Communication Adviser
USAID

WORKSHOP RESOURCE PERSONS

1. Dr. C. Prasad
Deputy Director General
Indian Council of Agricultural Research
Krishi Bhawan
New Delhi
2. Dr. S.L. Ghoshal
Director
Directorate of Extension & TV
Ramakrishnapuram
New Delhi
3. Dr. P.N. Mathur
Assistant Director General
Indian Council of Agricultural Research
Krishi Bhawan
New Delhi
4. Prof. Fred Reed
Population Communication Adviser
USAID
New Delhi
5. Mr. Michael Jordon
Chief - Office of Population
USAID
New Delhi
6. Dr. G. Narayana
Programme Specialist
USAID, New Delhi

PHYSICAL ARRANGEMENT COMMITTEES

- | | |
|--|---|
| 1. <i>Nominations</i> | 2. <i>Seminar Rooms</i> |
| Shri R.G.S. Verma
Shri Sarup Singh | Shri R.N. Nanda
Shri A.N. Khara
Shri M.S. Mayall |
| 3. <i>Displays</i> | 4. <i>Boarding & Lodging</i> |
| Shri Rajinder Singh
Shri P.P. Arya
Smt. Shashi Dhiman | Shri P.K. Bhatnagar
Smt. K. Bindra
Shri M.S. Mayall |
| 5. <i>Publicity</i> | 6. <i>Editorial & Printing Services</i> |
| Shri R.G.S. Verma
Shri D.K. Gupta | Shri A.D. Tripathi
Shri K.C. Madan
Shri M.S. Mayall |
| 7. <i>Administration</i> | |
| Shri Bhagat Singh, Dy. Director (Admn.)
Shri B.R. Bhakri, Section Officer (PAC)
Shri D.P. Chadha, Accounts Officer | |

IMPORTANT INFORMATION

<i>Workshop Venue</i>	Teaching Block National Institute of Health and Family Welfare New Mehrauli Road, Munirka New Delhi-110067
<i>Workshop Timings</i>	9.00 A.M. to 5.30 P.M.
<i>Telegraphic Address</i>	SWASTH PARIVAR
<i>Hostel Facilities</i>	Available to participants on payment basis
<i>Telephones</i>	Teaching Block 656358 Dept. of Communication 665482 Shri V.R. Naik (Resi.) 651580