

## **Workshop Title: C4d's Practical Application In Development Sector**

**Resource Person: Dr. Arbind Sinha, Director General, Shanti Business School, Ahmedabad.**

**Date: 24<sup>th</sup>, 25<sup>th</sup> And 26<sup>th</sup> November**

### **INTRODUCTION**

A three day long workshop was organized for the students of Communication for Development (C4D) of the department of Mass Communication and Journalism. It was conducted by Dr. Arbind Sinha, Director General of Shanti Business School, Ahmedabad and was held at the Conference room from 24<sup>th</sup> to 26<sup>th</sup> of November 2016.

With the schedule of six sessions (morning and afternoon) , the workshop went on with different activities, lectures, sharing of experiences, ideas, screening, the participants were shown different documentaries on various awareness issues and many more. Generally the workshop was on “What is Communication for Development?”; its importance with a special attention to “Health Communication”. The workshop was attended by all the students of the program of communication for development. A total number of nine participants were present in the workshop.

### **ABOUT THE RESOURCE PERSON**

The resource person Mr. Arbind Sinha shared a number of experiences while working in this field of communication for development. He recalled those days when communication for development (C4D) was first introduced in India and how he along with his fellow colleagues worked thoroughly in growing up and understanding this field in the Indian context. The participants found the stories shared by him quite inspiring. Dr. Arbind Sinha being a graduate in Zoology got inclined

towards Anthropology and later completed his masters from Ranchi University in Anthropology, whereas did his Ph.D in Sociology afterwards. He has 24 years long field experience and 18 years of teaching experience. In different points of time he worked in different fields viz. MICA, Ahmedabad, Royal Denmark Embassy New Delhi and also in ISRO, Ahmedabad.

### **Day 1: 24th November,2016.**

The participants were asked to state their views on development and communication and also was asked what made them choose this field of communication for development. He later after getting everyone's view presented the way how development should be viewed and for that the participants were showed a video clipping with three different tribes of Andaman and Nicobar Island where the participants had to draw out the difference in showing which tribe seemed to be more happy even after the intervention by the Indian government in facilitating their needs. In which the participants came up with different answers while it was taught that development shouldn't be imposed upon people and that it may differ from every aspect from region to region. He defined, "development should be such which shouldn't disturb the equilibrium of the environment." And that development should be such which should stay forever and never stop. It should be a psychological phenomenon (a relative perception).

Waves of education was discussed after development where the fourth wave of education i.e communication was stressed upon. Here the idea of communication was shared by every participant and later the resource person presented his view where he said communication is the transfer of information from one place to another. And also said an important point that communication for development (c4D) is the integration of strategic communication in development efforts.

On the queries questioned by the participants Mr.Sinha answered as to how a development project is to be carried out in a country like India? He answered one must know and understand the threat of any area before carrying out a project.

Indias population which is rising alarmingly and how it is posing threat to the development and growth of india was also discussed amongst all. And how communication can play a bigger role in tackling such a menace was discussed.

Communication basic Theories and models like two step model theory, bullet theory, needle theory, SMCR theory, diffusion model, development communication process model were discussed and how these theories play an important role in establishing communication was shown to the participants. Whereas a new theory developed by the resource person himself was also explained. The theory was SCHEMA theory, which is basically a development communication model.

With these activities and discussions the first day came to an end.

## **Day 2: 25th November, 2016.**

The second day, session started in the morning where the resource person showed a power point presentation to all the participants where the meaning of communication for development was taught, C4D or Development Communication (Devcom) is the integration of strategic communication in development efforts then explained the participants why c4d is required in the present context.

By citing an example of contrasting images of India, where India is shining and on the other hand a degrading image of the periphery of the country. Problems relating to population explosion, transportation, culture, religion, climate change, environment pollution, health

hazards and social problems were shown and how development communication can play their role in these fields were discussed amongst the participants.

Stressing more on the health and healthcom he said, Health is a major concern - human sufferings, economic loss and social burden. The uptake of healthcare services, especially in the urban slums, rural and tribal areas remains low. HE, IEC, BCC, CSC, SBCC, C4D, COMBI such programs come and go, but the results are still the same except for the change in the names of the programs.

Activity: The participants were assigned a task for the afternoon session. And on that they were evaluated on how they are going to play their role as good development communicator. After completion of the task of designing a public event of swacch bharat abhiyan, Interpretation of communication was discussed next.

### **Day 3: 26th November, 2016.**

The concept of Culture and Communication was introduced to the participants where they were explained about the idea of how culture plays its role in communication through a pictorial presentation of Bear Grylls where he can be seen travelling to different parts of the world and in return getting varied reactions from different people around the world.

Then how Behavioral Change of Communication (BCC) and Human Channel of Communication (HCC) plays a vital in communication was discussed. BCC emphasizes on research, constant push, participatory communication, and case drive whereas HCC purposely uses human beings as channel for transmitting specific messages to specific audience segments. HCC is effective in media dark areas.

The last session continued with the sharing of the experiences earned by the resource person throughout his career, and also a number of short videos were screened at last and with that the three day long workshop came to an end.

Activity: The morning session started with the division of groups amongst the participants where each group consisting of three members were handed over three leading newspapers of the state and were asked to find out the development news . Through this activity the resource person wanted to make the participants realise the amount of importance the mainstream media pays to development news.