

विषय: "प्रभावीशाली संप्रेषण कार्यक्रम कार्यान्वयन तथा भागीदारी के अनुसंधान के लिए क्षमता संवर्धन" पर के.आर.सी. प्रशिक्षण।

प्रिय महोदय/महोदया,

वर्ष 1965 में स्थापित भारतीय जन संचार संस्थान (आईआईएमसी), नई दिल्ली जन संचार शिक्षा, प्रशिक्षण तथा अनुसंधान के क्षेत्र में एक प्रमुख संस्थान है। यह पत्रकारिता, प्रचार एवं जन संपर्क और विकास संप्रेषण के विषयों में सामान्य पाठ्यक्रम के अलावा विभिन्न केंद्र/राज्य सरकारों और सार्वजनिक सेक्टर संगठनों में कार्य करने वाले संप्रेषण व्यावसायिकों के प्रशिक्षण की आवश्यकताओं को भी पूरा करती है। आईआईएमसी को मंत्रालय द्वारा प्रमुख संसाधन केंद्र (केआरसी) के रूप में पहचाना गया है।

आईआईएमसी, केआरसी के रूप में, आवश्यक संप्रेषण, मॉनीटरिंग तथा मूल्यांकन की कुशलता की आवश्यकता वाले क्षेत्रों में काम करने वालों की क्षमता संवर्धन के लिए निम्नलिखित प्रशिक्षण कार्यक्रम चला रहा है जो उनके कार्यों की उपलब्धियों में सहायक होंगे।

क्र.सं.	पाठ्यक्रम का नाम	तिथि (संभावित)	स्थान	प्रतिनिधि राज्य
1	प्रभावीशाली संप्रेषण कार्यक्रम कार्यान्वयन और भागीदारी के	मार्च, 2015 (25-27)	आईआईएमसी, नई दिल्ली	उत्तर प्रदेश, बिहार, मध्य प्रदेश, राजस्थान
2	अनुसंधान के लिए क्षमता संवर्धन	अप्रैल, 2015 (9-11)	आईआईएमसी देनकनाल, ओडिशा	ओडिशा, पश्चिमी बंगाल, और पूर्वोत्तर क्षेत्र के राज्य
3		मई, 2015 (6-8)	आईआईएमसी, नई दिल्ली	छत्तीसगढ़, गुजरात, महाराष्ट्र, झारखंड

इस तीन दिवसीय क्षेत्र-वार प्रशिक्षण में सभी राज्यों के सीसीडीयू/डब्ल्यूएसएसओ/आईआईसी परामर्शदाताओं की प्रशिक्षण आवश्यकताओं को पूरा किया जाएगा।

अतः आपसे अनुरोध है कि उपयुक्त प्रशिक्षण कार्यक्रम के लिए अपने राज्य से अधिकारियों को नामित करें और 20 फरवरी, 2015 तक सहभागी अपनी पुष्टि आईआईएमसी को ई-मेल:decore.iimc@gmail.com पर अथवा इस मंत्रालय को भेजें।

प्रशिक्षण को और अधिक कार्य-संगत बनाने के लिए आईआईएमसी ने भावी सहभागियों से अनुरोध किया है कि वे प्रशिक्षण आवश्यकता की संलग्न मूल्यांकन प्रश्नावली को भरें। अपनी पुष्टि के साथ इस प्रश्नावली को आईआईएमसी को भेजें।

सादर,

संलग्नक: पूर्व प्रशिक्षण मूल्यांकन फार्म

(संध्या सिंह)
संयुक्त निदेशक

सेवा में,

उत्तर प्रदेश, बिहार, मध्य प्रदेश, राजस्थान, ओडिशा, पश्चिमी बंगाल, पूर्वोत्तर क्षेत्र के राज्यों छत्तीसगढ़, गुजरात, महाराष्ट्र तथा झारखंड राज्यों के ग्रामीण पेयजल एवं स्वच्छता के प्रभारी प्रधान सचिव/सचिव

प्रति: सीसीडीयू/डब्ल्यूएसएसओ निदेशक/राज्य के एसबीएम (जी) समन्वयक।

निदेशक (एनआईसी), डीडब्ल्यूएस, मंत्रालय की वेबसाइट पर डालने हेतु।



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Training Workshop on

**Capacity building for Effective Communication Programme
Implementation and Participatory Research**

PRE TRAINING EVALUATION FORM

This form seeks your brief description of the work you are engaged in and your expectations from this workshop. Your responses to the questions below will guide us to prepare a customized session plan and activities suited to build required capacities in your work area. Please note that this is not a test. We will ask you to complete the questionnaire again at the end of the workshop to assess how the trainers have succeeded in conveying the main points. You should complete all questions on your own and to the best of your ability.

The responses will be kept confidential and will have no reflection on your participation in the workshop. It is required that the filled questionnaire is sent along with your letter confirming your participation in the workshop. You can also send the soft copy of the filled questionnaire through email at decore.iimc@gmail.com at the earliest. Your cooperation in this regard is highly appreciated.

A. About your work:

- a. Total Number of years in service _____
- b. Number of years in present job _____
- c. What is the nature of work :
 - i. Desk oriented
 - ii. Field oriented
 - iii. Combination of desk and field oriented
- d. Have you conducted any capacity building program?
 - 1) Yes
 - 2) No

B. When did you last attend any training programme/workshop?

i (Mention year)

ii Please mention the subject of training



iii Have you attended any training on communication?

- 1) Yes 2) No

C. How would you rate your knowledge and skills on the following subject/ topics?

	Please tick mark in the relevant cell				
	Only heard	Know about it	Know about it but not used it	Use it at work	Never heard of it
Quantitative research methods					
Qualitative research methods					
Transect walk/resource mapping					
Need assessment					
Behavioral change communication (BCC)					
Participatory rural appraisal (PRA)					
Participatory learning and action techniques (PLA)					
Outdoor publicity methods (rallies, exhibitions etc)					

D. Have you ever participated in or contributed in any stage of planning or conduction of communication campaign?

- 1) Yes 2) No

i If yes, put 1 for yes and 2 for No in the cells against the options.

Communication programme/campaign	Response
Planning of development/ communication programme	
Designing of message	
Designing of Folk media (street play, song & drama) for message delivery	
Creating content/message for Printed publicity materials (leaflets/handouts)	
Creating content/message Outdoor publicity methods (posters, banners hoardings)	
Organizing Exhibition	
Organizing Rallies	
Conducting Quiz/contest/competition	

ii What constraints or hurdles were encountered during campaign process?

- Planning.....
- Implementation.....
- Evaluation.....



iii Which of the following media or communication methods have been engaged to deliver message to community? (Tick mark against appropriate response)

Media/channel	Response
Television spots/ programmes	
Spots on cable TV channel	
Newspaper advt.	
Newsletters/circulars	
Interpersonal contact (door to door visit)	
Panchayat/ village level meetings	
Asking them to visit personal/organizational website	
Folk media (street play, song & drama)	
Printed publicity materials (Leaflets/pamphlets)	
Outdoor publicity methods (posters, banners hoardings)	
Exhibition	
Rallies	
Quiz/contest/competition	

E. To what extent do you agree to the following statements?

(1-Strongly agree, 2 Agree, 3 Do not agree or disagree, 4 Disagree and 5 Strongly disagree).

Please put the appropriate code against each option.

Media/channel	Response code
Mass media helps in reaching a wider audience while keeping outreach costs down	
Mass media cannot completely take the place of "in-person" contact in your communication strategy.	
Interpersonal communication skills are essential for planning and implementing a communication strategy.	
The best target audiences for any communication strategy are people who support you completely.	
The best target audiences for any communication strategy are those who are completely opposed to you	
Identifying needs of the community is not essential for planning a campaign	
Include as much detailed information in the message as possible even if makes the message a very long one.	
Keep message short and crisp so that they are easily comprehended and retained	

F. Does your work require interaction with the community at village level?

1) Yes 2) No (if no, skip the following questions in this section)

a. If yes, what is/are the reasons of your interaction with community?



b. At community level whom do you interact with, how often and whom do you trust for information? Please put appropriate code in the cells against each option.

<i>Community members</i>	<i>How often</i> Once/twice a year (1), Quarterly (2), Monthly(3) Weekly(4), never (5)	Do you trust them for information? (Put tick mark if You trust and X if you do not trust))
Village level committees/ functionaries		
Elected representatives at block level or below		
Villagers (men, women, children)		
Programme /project implementers		
Only opinion leaders		
Political activists		
NGO workers/ activists		
Teachers		
ANM/ASHA		
Any other		

G. Does your work involve any Research work?

1) Yes 2) No (If No, skip the following questions in this section)

i. If yes, have you been a part of any research (data collection) during your service tenure?

1) Yes 2) No

ii If yes, What was the subject of research?

iii What methods were employed to gather data/information in a village setting?

iv How do/would you assess the communication / media needs of the target community?

v How do /would you assess the media resources available in the community?

H. Does your work require monitoring and evaluation of the development or communication programmes at community level?

1) Yes 2) No (If No, skip questions in this section)



i. If yes, briefly tell about the programme that was/is being monitored?

ii. What follow up and feedback mechanism were/are used to measure the interim results and impact of the campaign/programme?

iii. What indicators were/ are looked for to assess change in knowledge, behavior and practice among the community members?

I. Expectations from this workshop

i. What is that one thing you would like to learn during the workshop?

ii. What are the key things you would like to see covered in this training workshop that will help you in work?

a. Communication related:

b. Other aspects

iii. How do you best learn in a training workshop?

- Power Point Presentation.....
- Group discussion/activity /assignment.....
- All the above.....

iv. Please suggest any other method

Name of the Officer: _____ Signature _____ Date: _____