CHAPTER 7

CONCLUSION

7.1 SCOPE FOR FURTHER RESEARCH

This study of role of broadcasting with special reference to Doordarshan is of great importance. It is not merely an academic exercise but it will provide great inputs for policy formulation of broadcasting content at state level for regional development on health issues. 70% of Indian population lives in rural India. There are no organized health care facilities for rural masses. There are primary Health Care centers at District Head Quarters but availability of doctors and medicine continues to be an issue. Now TV broadcasting services have made great inroads in rural India. TV has become a great facilitator for mass awareness on health issues. Eradication of Polio is a serving example of power of mass media awareness programme. All stake holders deserve a pat for making polio eradication programme a great success.

This report also mentions the role of other Media in public awareness on health issues. Its contents can be further used to develop strategies for various media groups to impact health awareness.

Government is a key player in all welfare measure. Private sector can be used by suitable schemes to attract investments. The study adequately covers the role of PSBs in health promotion and the role of Kalyani programme.

This study shall be useful for all agencies engaged in promotion of health of masses be it government, private. NGOs, research agencies, media including print, electronic, social etc. Based on this study, further research can be undertaken in related areas some which are highlighted below.
1. Role of Radio as a public service Broadcaster on health issues. Similarly role of social media like Facebook, internet, WhatApp can be taken as these are new age tools for mass contact and lot of tools are being developed to analyze behavior pattern of a target group.

2. Advertisement is also a powerful tool for attracting public attention on health issues. It can also be examined by a separate study as how advertisements in prints and electronic media can be used for mass awareness on health issues.

3. Success of all programmes depends upon the response of masses and women play a great role in making these such programmes effective. The social customs, status of women in society play a key role, therefore a study can be taken how different social groups, communities have responded to the health programme initiative of the government.

4. Similarly environment is a key issue in the promotion of health. With the rapid urbanization, environment has become causality. A separate study can be undertaken to assess the impact of environment on health, in emerging tier iii and tier ii cities.

5. A separate study can be made regarding the effectiveness of various media to promote health on a regional basis.

6. There are different tribes in different areas like Jarawars in Andaman and Nicobars; --- in Chhattisgarh etc. The tribes are closed group. They have their own ethics and traditions etc. It is very painful and tactful to influence their opinions and acceptance of solutions to improve health, longevity of life etc. This study can provide further input to formulate the policies TV broadcasting policies for tribes to address health issues.

7. In addition to electronic media like radio, tv internet print media continues to play a great role in speeding awareness be it health or education because of its ease to carry and read as per convenience. Such regional contents shall vary from district to district because of great variance in the habits, health issues,
level of literacy etc. The contents of regional papers on health can be analyzed to formulate regional strategies to combat health issues.

8. Effectiveness of all programmes have to be assessed in the end so the loopholes, deficiencies etc can be assessed and follow-up taken to make it more efficient. A study can therefore be taken to assess the impact of different type of media on health care programmes.

9. Swacch Bharat Programme of Hon PM of India has been of a great success. The contribution of various types of media in making this programme a success can be subject matter of a separate study.

10. China has done lot of good work to address the health issues of rural people. The policies of Chinese government can be further studied to serve as a reference point.

11. Ayurvedic system of medicine has been in vogue in India both urban and rural, since time immortals; availability of Ayurvedic medicines, giving recognition to such practitioners can be of great help in combating rural health issues. Patanjali Ayurveda developed by Baba Ram Dev is doing a great job. This can be further taken up by Public Health Authorities at state level because the issues are different in different states and so is their acceptance.
7.2 SUMMARY

One can notice that significant investments steadily have been growing in the field of health communication and related areas in the past few decades. These investments contributed to the immense growth of communication related activities in spreading novel ideas about health related matters. The Public Sector Broadcasting has played an important role in advocating for various health related policies. Mobilizing communities through Kalyani clubs, creating trust between Kalyani club members and people, promoting healthier behaviors or the adoption of new behaviors, and raising awareness to rapidly and effectively respond to disease outbreaks are a few among them. The function of PSB is not only to impart information but also educate them for the development of new relations through persuasion. Interpersonal channels like Kalyani clubs are utilized by PSB for effectively communicating and collecting feedback on development activities.

Our esteemed nation has made substantial progress since fetched independence. The development and communication assets have been enormously expanded to full bloom. With the increasing communication and interactive sharing the development process has achieved ecstatic growth Strengthening and supporting each other the pair of communication and development took the nation to new highs. By instilling the proud ethos of nationalism among the masses and creating a feeling of vitality and positive energy, the pair of communication and development strode to a bold new world of liberal ecstasy. At the same time it is also agreed that the coupling of communication and development was not always striding smooth. At times they have produced disparities and inequities among the aspirants.

The initial phase of PSB was commenced with the aim of building a sense of socio-economic development among the rural masses by imparting of knowledge, through education and information.
The decision makers and ruling elite have come to an agreement that by persuading the masses through messages which can gracefully change the mindset of the masses. The aim was imparting these messages to carve the mindset of the masses to the fully grown consciousness of citizenship.

A broad understanding was reached on that citizens should be informed on all matters of public interest paying attention to the concepts like education, women, literacy, agriculture, children, rural development, environment, health, family welfare and science and technology, adult education, youth, civic sense and public awareness. PSB strives to convey these messages through the popular medium of television.

Unlike the popular television channels which aimed at pampering the emotional desires of the masses Doordarshan as a public service broadcaster has embarked a sizable chunk of its time for telecasting various programs to provide media support to socio-economic development activities of the country. The new development communication division of PSB played an important role in the communication needs of the government departments and ministries in a nation like ours. As powerful medium with all infrastructural and bureaucratic wherewithal PSB offered government partners including ministries, departments and public sector undertakings, turnkey solutions to their information dissemination needs. They embarked on covering all aspects of media planning, software production, and scheduling and impact evaluation. With a full blown audience reach in the country, it was in an enviable position to provide multilingual production which puts a great impact on people of all regions across the nation.

Development communication division of PSB worked like a single window system for marketing of airtime and production capability, consultancy and customized media planning among others. They also catered production of programmes in countrywide Kendras in regional languages, feedback and research surveys to the clients.
As a government organ and as being a public service broadcaster Doordarshan was the obvious choice of various ministries to disseminate information on a wide variety of public interest issues and matters like health campaigns.

In the field of health and family welfare, PSB has largely contributed through the Kalyani initiative which was launched in 2002. Kalyani, the health and family welfare campaign of Doordarshan was telecast in 21 Doordarshan Kendras in over 9009 episodes. Kalyani clubs were the foot soldiers for mobilizing the communities to prepare them for graduating to responsible citizenship. The PSB of our nation employed unique projects like health melas, awareness camps and workshops to promote a healthy and beautiful nation.

The huge success of Kalyani, now on behalf of ministry of health and family welfare enabled Doordarshan to launch “Swasth Bharat Campaign” as the world’s biggest health communication campaign to reach its target audience in all the corners of the country. Kalyani’s huge success was an important factor to the ministry has entrusted Doordarshan as its major media partner to reach out to its target audience. The campaign telecast from 30 Kendras in 20 languages and 3 dialects, makes the world’s biggest health communication campaign ever run by any public service broadcaster with the aim of disseminating health awareness among the masses.

It is now generally accepted that the great foundation of our ancient knowledge systems like Ayurveda and Yoga are not only part of our national pride but also contribute in building a healthy race. This awareness prompt Doordarshan to collaborate with the ministry of AYUSH in achieving their goal of educating and creating a healthy India through revival of traditional vedic systems of medicine and yogic practices. The great foundations of knowledge in the ancient lore are creating an environment of health consciousness all through the nation, Doordarshan as a Public service broadcaster playing an effective role by telecasting a half an hour programme from panel discussions on prevention of diseases to promotion of healthy habits to yoga to healthy diet practices.
Besides these other social awareness campaigns like Swatch Bharat campaign (cleanliness) entrust to contribute in recreating Mahatma Gandhi’s vision of clean India through the biweekly half an hour programme, launched in 2014. Public service broadcaster educates and informs citizens on the necessity of hygienic sanitation with a special focus on proper waste management, significance of hand wash and alleviating the unhealthy practice of open defecation through ‘the Nirmal Bharat Campaign’ on behalf of Ministry of Drinking Water and Sanitation.

The key role of development communication is to rear a race with a healthy outlook on life and physical well being. For this they have to change change their behavior. Public service broadcaster identifies and deals with various developmental issues on a sustained basis to generate public discussion and to help people in arriving at well informed opinions. In India PSB successfully acts as body that determines the needs of the people and give credibility to the expressions of those needs. Various developmental campaigns like Kalyani provides horizontal and vertical communication linkages at all levels of society to communicate with one another to accomplish the coordination necessary for the human development.

Doordarshan as a PSB raise mass awareness of development projects and opportunities. It helps in fostering the attitudes of the people in line with an enlightened national consciousness that contribute to development and motivation. Differing from the earlier concepts of DD just conveying dry governmental ides it now link with the cultural aspects of our national ethos and mould the mindset of the people to guide them through the path of such a new consciousness.

The concept of development and communication media has changed over the last few decades. Development now includes the inner development of the masses and for this a new perspective need to be instilled among them. It is for this new achievement that PSBs like DD are trying and makes new strides in that direction.
The entry of cable and satellite television has led to proliferation of market driven television channels whose main concern is to earn as much profit as possible. With this aim they cater highly sensualised programmes to the audience. It is now an accepted fact that technological changes such as the growth of broadcasting from satellite and cable television are eroding the dominant position of the public service broadcaster. Media pundits now agree that in India, public service broadcasting has been seen under threat. Competition from the new players is rapidly eroding the public service ethic in television. Today, Doordarshan is caught in a dilemma as how to compete with private channels and also to perform its role as a public service broadcaster. According to the Verghese working group report, priority of broadcasting has to change from urban elitist moorings to the rural and semi urban areas and to the urban poor. In the competitive world, PSB should make itself strong in order to endeavor special attention to the fields that commercial broadcasters ignore such as education, agriculture, rural development, health and family welfare, thereby ensuring the development of the society.

PSB faces the twin challenges of offering programming that has to meet public interest objective while competition for resources with private broadcasters who are not bound by any such public oriented motives. Thus Doordarshan has to take several steps to meet this challenge. Over the years the qualities of programme have improved and it has started several specialized channels. Thus Doordarshan has tried to meet the new challenges by revamping its programmes and involving the talent and resources of private producers. Thus, this is clearly a case where influx of commercial enterprises has improved the quality of public service sphere so that it can successfully deliver its responsibility of communicating on various developmental issues in order to have a healthy community.