The declaration of the Istanbul International Congress on Population Education and Development, adopted on 17 April 1993 in Turkey unequivocally asserts:

"... The population issue is one of today's major planetary problems towards the solution of which education must contribute, just as it contributes to the overall development of human resources and the promotion of human rights, international peace and understanding, to the advancement of the status of women, to the protection of the environment, to the improvement of health and to the safeguarding of the cultural heritage and universal common values".

"Population education programme in Asia and the Pacific [UNESCO/PROAP, 1991, p.26] stated in 1972-73 with the aim of enabling learners in the in-school and out-of-school sectors to understand better school the interrelationships of population dynamics vis-a-vis development efforts and the just for a better quality of life. India, as a member-state, also developed a national programme on population education wherein all old sporadic and spotly endeavours and attempts were amalgamated combined and integrated. The Indian government combined and integrated. The Indian government through the consistent and constant efforts of the NCERT and NEPA opted for the integration rather than for the monolithic approach in introducing population education in the educational programmes at various levels."
In most countries, research efforts in population education are fragmented, one shot and often times ineffective. A predominantly low research appreciation among programme personnel exists. Except for impact and programme evaluation which are project requirements after research efforts, such as special studies and action researches are rarely conducted. Hence most programme activities are not research based [UNESCO-PROAP, 1991, p. 45]. And in a few cases where research was done, the research cycle was not observed and dissemination and utilization were missing. In such a situation the present study on developing a "Video programme on population education and testing its effectiveness deserves appreciation, applause, and approbation because it has a strong element of message-dissemination and has a high potentiality for utilization in the spread and promotion of population education.