Preface
Development communication discourse has two strands. A few still hold on to the modernisation theory underlining the importance of technology transfer while several others claim that such trickle down approach will never work as it has failed to deliver. Some scholars have recommended social marketing approach to development communication. Social marketing has been used in India and several other developing countries particularly in promoting health practice and techno-economic endeavour. In the West, the concept has also been used to increase membership of churches and find patrons for sports clubs.

India has been making concerted efforts to increase literacy level in its people since Independence. Efforts have been made in the last couple of decades to attain total literacy, something that some of the underdeveloped countries have achieved.

In 2000, I had the opportunity to talk to Prof Chandrakant Mehta, eminent literary figure and former Pro-Vice Chancellor of Gujarat University, during one of my journalistic assignments. A pioneer in spreading literacy in Gujarat through Zilla Saksharta Samiti (district literacy committee), Prof Mehta, who is the secretary of the Ahmedabad Saher Samajik Sikshan Samiti (Ahmedabad city social education committee) for the last thirty years, not only threw some light, but also encouraged me to pursue my academic interest in the topic.

It was during one of the subsequent discussions that Prof Mehta suggested looking into the topic and enquiring if community mobilisation and participatory communication, two essential ingredients of social marketing, could play a role in spreading literacy. The present thesis is the culmination of those discussions with him.

Now that the thesis is ready for submission and evaluation, I can no longer deny myself the pleasure of thanking Prof Mehta and all those who directly and indirectly helped and encouraged me in pursuing the PhD programme.

The origin of the present study lies in the cue that I picked up while analysing certain
successful social marketing campaigns during my Pre-PhD course programme at Tata
Institute of Social Sciences, Mumbai. It was presumed that adopting social marketing
approach with certain amount of fine-tuning to the need of the challenge could click. The
faculty and staff of Gujarat Vidyapith, Ahmedabad, and the State Adult Education
Resource Centre there extended immense support throughout the research. Also, the staff
at the Vidyapith, Hiramani Institute of Media Education and Research, Indian Institute of
Management, Ahmedabad, and Tata Institute of Social Sciences, Mumbai, libraries,
assisted me in getting relevant books, journals and documents. I express my gratitude to
them.

This is perhaps the last university degree I hope to obtain under formal education system.
I would not have reached this level of academics but for the lessons my first teachers –
my parents – taught me. Thanking you would sound too formal. Yet I thank my mother
Dr Vidyut Prabha Mallik and father Dr Upendra Nath Mallik. I also thank members of
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I place on record my gratefulness to my teachers who have moulded me since my
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Rajul, my wife, has been a great support. She, along with my parents, has been a massive
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care and attention now and then. The thesis was delayed a bit, but it became that much
richer.

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Place: AHMEDABAD

(Pradeep Kumar Mallik)