Chapter 3

Research Methodology

3.0 Introduction

The study was an assessment on the impact of information communication on the implementation of urban development programmes in Pynthorbah locality of Shillong.

3.1 Objectives

The present study was carried out with the following objectives:

1. To assess the existing status on the implementation of various Urban Development Programmes in the study area.
2. To develop an Information Resource Package (IRP) on Urban Development Programmes.
3. To communicate the Information Resource Package (IRP) to the respondents under study.
4. To assess the impact of communication of the Information Resource Package (IRP) on the implementation of various Urban Development Programmes.

3.2 Hypothesis

Within the framework of the broad objectives stated above, the following hypothesis was formulated and tested:

(i) There is significant difference on the implementation of Urban Development Programmes before and after the communication of the Information Resource
Package (IRP) to the respondents through one-on-one interactive information communication process.

3.3 Research Method

This present study was an impact assessment study Pynthorbah locality in Shillong, Meghalaya was chosen as the site for the study. The study covered the households falling under the Below Poverty Line (BPL) category residing in the said locality.

The researcher collected, organised, consolidated and repackaged the information on Urban Development Programmes from various sources such as governmental establishments and Internet and, thus, communication of the Information Resource Package (IRP) to the respondents on one-on-one interactive information communication process was done.

For 42 months, the respondents under study were provided with all the necessary information about Urban Development Programmes meant for them on a one-on-one interactive process. This was done once in every six months. Further, necessary guidance on how to get access to the Urban Development Programmes and avail the benefits thereof were also provided.

At the end of the study, the overall impact of communication of the Information Resource Package (IRP) on the implementation of Urban Development Programmes was assessed.

3.4 Factors for selecting the research site

The main factor for selecting the Pynthorbah locality of Shillong was that a large number of households belonging to the BPL category were concentrated in the locality selected for the present study. Other factors such as the researcher’s familiarity with the local
people, accessibility in terms of language and distance have also been taken into consideration for selecting the research site.

3.5 Research Population

The research population consisted of 239 households belonging to the BPL category of the Pynthorbah locality of Shillong. The head of the family or any member of the family considered as the key member for receiving and revealing information was chosen as the respondent.

3.6 Data Collection

To facilitate proper impact assessment, the baseline data was collected by the researcher at the very beginning.

A structured-interview-schedule was used as a tool. A pilot survey was conducted to pre-test the structured-interview schedule. This was supplemented by one-on-one interactive discussion with the locality leaders and individuals to ensure that the undiluted-first-hand information is gathered by the researcher to facilitate proper impact assessment at the completion of the research.

3.7 Tools used for data collection

The following were the tools used for data collection:

3.7.1. Structured-interview-schedule

A structured-interview-schedule was used to collect the data from the people of Pynthorbah locality of Shillong. The structured-interview-schedule was designed to check the level of awareness of the respondents on various Urban Development
Programmes and the respondents’ access to those Urban Development Programmes and the benefits availed thereof.

3.7.2. Information Resource Package (IRP)-The researcher collected, organised, consolidated and repackaged information on the selected Urban Development Programmes from various sources such as governmental establishments and Internet and the same were communicated to the respondents on one-on-one interactive information communication process. The researcher also guided the respondents on how to get access to these Urban Development programmes and avail the benefits thereof. The Urban Development Programmes included in the present study are given as below:

Table 3.7.2.1 Names of the Urban Development Programmes included in the present study

<table>
<thead>
<tr>
<th>Sl.No</th>
<th>Names of the Urban Development Programmes</th>
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<tbody>
<tr>
<td>1.</td>
<td>Basic Services for Urban Poor (BSUP)</td>
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<tr>
<td>2.</td>
<td>Integrated Child Development Programme (ICDS)</td>
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<tr>
<td>3.</td>
<td>Rajiv Gandhi Scheme for Empowerment of Adolescent Girls (RGSEAG) also called SABLA</td>
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<tr>
<td>4.</td>
<td>Indira Gandhi National Old Age Pension Scheme (IGNOAPS)</td>
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<tr>
<td>5.</td>
<td>Indira Gandhi National Widow Pension Scheme (IGNWPS)</td>
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<tr>
<td>6.</td>
<td>Indira Gandhi National Disability Pension Scheme (IGNDPS)</td>
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<tr>
<td>7.</td>
<td>Indira Awaas Yojana (IAY) now called as Pradhan Mantrti Awaas Yojana-Gramin (PMAY-G)</td>
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<tr>
<td>8.</td>
<td>Urban Health Centre (UHC)</td>
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<tr>
<td>9.</td>
<td>Janani-Shishu Suraksha Karyakram (JSSK)</td>
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<td>10.</td>
<td>Janani Suraksha Karyakram (JSY)</td>
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<tr>
<td>11.</td>
<td>Megha Health Insurance Scheme (MHIS)</td>
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