

pattern (10 + 2+3) in all States as soon as possible.

(8) Adequate financial allocations should be made in the State Plans for non-formal education for the age-group, 15—25. During 1974-75 efforts should be made to begin the programme in one district in each State with Central assistance at least one additional district with State funds.

(9) A distinct strategy should be evolved for achieving the educational targets in regard to children belonging to Scheduled Castes and Scheduled Tribes and the highest priority should be given to all such programmes in Central and State Plans. Special programmes should also be developed to meet the problems of hill, desert and tribal areas.

(10) Adequate provision should be made for games, sports and physical education in all institutions. Emphasis should also be placed on provision of amenities and services to students. The programme of Nehru Yuvak Kendra should be improved and expanded. An appropriate organisation should be set up. The programme of National Service Scheme should also be considerably enlarged. The scheme of National Service Volunteers should be introduced as early as possible.

#### **Evaluation report on family planning; programme**

946. SHRIMATI SUMITRA G. KULKARNI: Will the Minister of HEALTH AND FAMILY PLANNING be pleased to state;

(a) whether the Indian Institute of Mass Communication have prepared an evaluation report on the family planning programme;

(b) if so, the main features thereof; and

(c) the action proposed to be taken by Government thereon?

THE DEPUTY MINISTER IN THE MINISTRY OF HEALTH AND FAMILY PLANNING (SHRI A. K. M. ISHAQUE):

(a) Yes.

(b) The studies undertaken by the Indian Institute of Mass. Communication with financial assistance from the Ministry of Health and Family Planning include the following;

1. Study on Administration and Organisational Communication Behaviour (salient feature—Statement 'A').

2. Study on characteristics and Communication Behaviour of opinion leaders in family planning (salient features.—Statement 'B').

3. Study on Communication and Satiation in Message Reception in Family Planning (salient features— Statement 'C').

4. Study on Motivational Training for rural leaders in Family Planning (Statement 'D').

(c) A new orientation is proposed to be given to Family Planning Communications. A high level Family Planning Communications Board has been set up for this purpose with representatives from related Ministries and Departments as well as experts from various fields. The recommendations of the studies alongwith others received from various sources, will be taken into consideration while developing communications strategies.

#### **Statement 'A'**

The salient features of study titled the Administration and Organisational Communication Behaviour' are as follows:

(i) The Family Planning Supervisory Staff are divested of suitable administrative authority and as such the family planning programme organisation should be coupled with administrative authority over the workers who are supposed to carry it out.

(ii) There is a need to appoint Lady Medical Officer besides the Medical Officer in-Charge of P.H.C. to discharge supervisory roles to peripheral field staff as well as influence the rural women who form vulnerable section in the population. There is also a need to augment the strength of peripheral field staff.

(iii) The target oriented approach needs rethinking and revision.

(iv) The follow-up visits are to be augmented to ensure that each acceptor of Family Planning Method becomes a satisfied adoptor.

(v) The findings indicated the need of strengthening the training inputs for family planning peripheral staff. The present level of knowledge and skill is found to be inadequate. The training should be specially intensified in extension education and persuasive communication. Apart from regular in service training and refresher courses there is a need to supply them with such printed materials as bulletins, news letters, charts and other type of literature to keep them abreast with latest advancement in the field of family planning.

(vi) The study further indicated that the workers felt handicapped in their educational endeavours by the non-availability of educational and motivational aids. They should be adequately supported with such various aids as films, exhibitions puppet shows and other traditional media like 'Katha', 'Kirtan' and 'Qwalis' etc.

(vii) The cafeteria-approach is found to be not strictly adhered to. As a result the adoption of family planning methods by the clientable is found to be largely limited to these four methods only.

(viii) The opinion leaders have not been utilised suitably in this

programme. They can be activated by holding over station Treasury Camps.

### Statement 'B'

The Salient features of study titled, "Characteristics and Communication behaviour of opinion leaders in Family Planning" are as follows: —

(i) Data indicated that several dimensions of homophily influence exercised within the identical population of religion, caste, occupation, income, etc. heterophily (influence not limited to identical population of religion, caste, occupation, income etc.) existed between the leaders and the followers.

(ii) In socio-demographic characteristics, leaders have higher status than their followers.

(iii) The leaders were engaged not only in particular activity of family planning or agriculture, but they were almost in control of practically the whole range of village life.

(iv) The study indicated that leadership has fairly high degree on awareness of family planning and are favourably disclosed towards it. They have high degree of contact, with Family Planning workers than the motivators and non-leaders. But they are at present helping the programme in general without any specific educational and motivational roles.

(v) By and large leaders were different from the motivators who were selected by P.H.C. of the area for procuring cases on payment. It was also observed that most of the motivators were disliked by Community people in general. The motivators also found to have lower

level of knowledge on Family Planning and less favourably disposed towards it.

(vi) The knowledge of opinion leaders on family planning can be further enriched through Motivational training programme.

(vii) Female leadership is found to be missing, in this area. For this purpose a few interested women and also those commanding high respect from the Community are needed.

#### **Statement 'C'**

Salient features of study of "Communication and Satiation in message reception in Family Planning are as follows:

(i) The study concluded that the respondents were not sick of the message but rather liked them and wanted to know more. It found that extension education by family planning workers were welcomed by the people but in backward areas informal personal sources as leaders and friends were more credible.

(ii) The study found that the general level of exposure to the messages was low and hence it could not be established whether a high level of exposure would create satiation towards reception of messages on family planning.

(iii) The study further pointed out that though there was general awareness about the family planning programme, the problem of rapid growth of population was not a major consideration with the majority of respondents. Many people, however, equated family planning with the male sterilization operation.

(iv) The study came to the conclusion that urbanisation, pro-gressiveness and level of education influenced knowledge about family planning methods though this knowledge was not necessarily proportionate to the level of acceptance. The adoption of family planning methods was found to be rather poor.

(v) The study has made several suggestions in respect of better propagation of messages, which include, among others, propagation of messages relevant to local situations, introduction of population education in educational programmes, disseminating better information about various birth control devices, more extension education work, judicious combination of various communication channels, involvement of local leaders etc.

#### **Statement 'D'**

The salient features of study titled the 'Motivational training for rural leaders in Family Planning' are as follows: —

(i) A suitably designed short term orientation training programme of 3 days duration could further enrich the knowledge and awareness of 26 rural opinion leaders from 2 blocks of U.P. who participated in this programme.

(ii) The training programme also could bring high degree of motivation in undertaking specific roles in Family Planning Programme. It could also provide them with adequate knowledge about Family Planning methods, various motivational and educational techniques, provision of services etc.

(iii) An interim evaluation on conclusion of the training programme as well as a terminal evaluation after 3 months' training could establish that attainment in

knowledge and impact on attitude could be retained during this period.

(iv) The terminal evaluation also brought out that during 3 months time the trained leaders could motivate 175 persons in the community. The cases brought by the trained leaders were from all strata of community but of such age and parity status which is given highest priority in Family Planning target.

1

(v) The nature of education and motivations done by trained leaders were better than others who belonged to the sample of motivators.

(vi) Motivational work initiated by the trained leaders had a snow ball effect. In their turn the motivated leaders could motivate 17 per cent more. The study emphasised on the need of making the training field based. A uniform programme of training for different areas may not deliver the goods. There is a need to conduct a pilot study for identify the training inputs and developing the training content according to the needs existing in the field.

#### **Pollution in the Damodar River**

947. SHRI SANAT KUMAR RAHA: Will the Minister of HEALTH AND FAMILY PLANNING be pleased to state:

(a) whether Government's attention has been drawn to the report which appeared in the 'Statesman' of the 16th November, 1974 to the effect that the 140-mile Ansansol-Durgapur-Calcutta stretch of the Damodar river has been described by the Central Public Health Engineering Research Institute, Nagpur as one of the most polluted region; and

(b) if so, what steps Government have taken in the matter?

THE DEPUTY MINISTER IN THE MINISTRY OF HEALTH AND FAMILY PLANNING (SHRI A. K. M. ISHAQUE): (a) and (b) The requisite information is being collected and will be laid on the Table of the Sabha.

#### **Setting up an All India Institute of Indigenous System of Medicine**

948. SHRI SAWAISINGH SISODIA: Will the Minister of HEALTH AND FAMILY PLANNING be pleased to state:

(a; whether there is any proposal under Government's consideration to establish an All India Institute of Indigenous System of Medicine: and

(b) if so, the names of the States which are being considered for the institute?

THE DEPUTY MINISTER IN THE MINISTRY OF HEALTH AND FAMILY PLANNING (SHRI A. K. M. ISHAQUE): (a) Yes.

(b) The Governments of Rajasthan, Madhya Pradesh, Kerala, Karnataka and some leading practitioners of medicine of Patiala have asked for the setting up of the All India Institute Indian Medicine in their respective States. However, the location and structure of the Institute is still under consideration.

#### **Delay in Implementing Third Pay Recommendations for the Primary and Higher Secondary Teachers of Delhi**

949. SHRI GANESH LAL MALI: Will the Minister of EDUCATION, SOCIAL WELFARE AND CULTURE be pleased to state: