

CHAPTER - VII

CONCLUSION

Researcher's aim of studying the communication process of the women empowerment schemes in Haryana and Punjab from the governments end concluded with discovering the planning process and media used by the state governments of Haryana and Punjab and their functionaries at the execution level, along with the feedback of the public.

One of the foremost steps of an effective communication campaign is to plan a communication strategy which is in tandem with the overall campaign strategy. There is no separate communication strategy for women empowerment campaigns in Haryana and Punjab. The overall campaign strategy which itself is not documented well in both the states visibly misses on a separate communication strategy.

The planning of the overall campaigns has been found to be not exhaustive and leave decisions to be taken randomly. Moreover, all the campaigns under investigation by the researcher lacked a fully fledged Communications Manager or the equivalent for the campaign.

First and the foremost step of communication strategy planning are categorization and identification of target audience. All the schemes by both the states determine the target audience and their location. 60% of the schemes in both the states pertain to specific beneficiaries of the campaign on the basis of age, caste and economic requirements or status. The Planning level

authorities engage different external agencies to do prior research and planning for scheme to test the acceptance and applications of schemes. . Some of popular schemes that map their target audience are Ladli Yojna in Haryana and Bebe Nanki Ladli Beti Kalyan scheme in Punjab, Education loan schemes to promote girls/women higher education among girls/women in Haryana and Punjab. Punjab carries out Maii Bhaago Vidhya scheme and scholarships for handicap girls in rural areas, Central government supported SABLA scheme for empowering adolescent girls for empowering the girls of age 11-18 years with adequate nutrition and providing them opportunities to raise their social and economic status. Indira Gandhi Matritav Sehyog Yojna, and Supplementary Nutrition Programs regarding reproduction health & child care and for improving the health and nutritional status of women and lactating mothers.

Decisive planning of communication strategy is taken by administrative and political representative's consent in both state Haryana and Punjab. The message for informing the target audience is framed by the PR officials of both states in keeping mind the need of target audiences. 60% of the schemes in both states are launched after carrying out pilot project for identifying the general needs of target audience and rest of the requirements are determined by survey reports and the annual health records of the state health departments. Mid-term alterations in the policies are done according the demand of the policy.

The language is given due importance while framing the message. A total response with 100 percentages of replies in

positive stated that use of language is very important while framing message for any of policy. Both states use their local language/ dialect for verbal communication namely Haryanvi and Panjabi. In print message the language used is both, their respective language/dialect and English. Moreover, there is no pre-testing of communication materials in either the campaigns run by Haryana and Punjab government departments. During the focus group discussion with the officials of both Haryana and Punjab it emerged that there is disregard of theories of attitude or behaviour change or diffusion while formulating communication strategy of women empowerment campaigns. Use of external agencies in the planning process of content development for the dissemination is done by both states. Media production houses are engaged in making Audio-Visual Advertisements, Documentaries, and Short films. With this Haryana has its own Media centre working as a part of its Public Relation Department at Headquarters in Chandigarh. Punjab has to depend on the outsourcing for media production. Haryana mostly engage the outsourcing in research perspective and Punjab for production of audio visual content.

Crisp Crawford and Charles C. Okigbo quote Wilcox and Cameron (2012, p. 156) on media tactics who define them as “various methods to reach target audiences with key messages”. Crisp and Okigbon further list the tools as discussed by Wilcox and Cameroon “ the popular tactical communication tools: the World Wide Web, Web sites, Web casts, blogs, YouTube, Flickr, Texting, Twitter, Wikis, Podcasts, New releases, media kits, e-

kits, mat releases, media alerts and fact sheets, electronic news releases, online newsrooms, media interviews, news conferences, media tours and press parties, public service announcements, video news releases, talk shows, magazine shows, product placements, issue placements, open houses, conventions, promotional events, etc". Out of this exhaustive tool list the women empowerment campaign by Haryana and Punjab rely on traditional media and uses media tactics like news releases, seminars, workshops. There is virtually no campaign that uses new media as part of its communication strategy campaign in combination with other media. In other words 360 degree media campaign strategy is not visible in the campaigns chosen for the study. No media environment mapping is done in the empowerment campaigns fully. No record is maintained by the officials concerned with the campaign of earned media coverage while placed media coverage is recorded as it involves money. 50% of the strategic communication of both states, revolves around the use of Interpersonal communication, may it be at the level of dissemination from planning to execution level or from execution to the target audience level or from the beneficiaries to the administrative end in form of feedback registration. 52% of the executioners use interpersonal communication approach accomplished with the use of printed literature. In this context, it is worth knowing what Crisp Crawford and Charles C. Okigbo noted in their Strategic Communication Campaigns "The methods for communication campaigns today encompass more than the mass media to include special events, interpersonal communication, and personal influence". The campaigns under

study of both Haryana and Punjab do rely heavily on interpersonal communication.

Planning of message and its impact depends on the selection of viable and impactful medium to communicate with the target audiences; hence almost all the available media is used. Visual medium is the second most used medium preceding Interpersonal communication, with the use of Print media. This includes print advertisements, wall paintings, printed material like Posters, Pamphlets, leaflets, Booklets, Tablets by the state departments to further disseminate the message regarding the benefits of schemes. Transitory media and wall paintings are the extensively used mode of visual medium. Punjab uses traditional media and folk mediums to connect with public, and it is prioritized in the communication strategy planning of Punjab state as compared to Haryana.

Involvement of celebrity faces as the brand ambassadors is usually a profound step in communication process to enhance the impact of the message in public; in this regard Haryana engaged some of the famous and local celebrity faces from the states.

Yogeshwar Dutt, Bronze medal Olympian of 2012 Olympics in Wrestling, is the brand ambassador of Haryana Health Department, who is giving his voluntary services for promotion of health schemes in Haryana. He appears on the calendar as the celebrity face encouraging the importance of breast feed to new born. Another famous personality is Rani Rampal, a team player from Indian women's hockey. Who is giving her voluntary services to Haryana health department to

support the menstrual hygiene program for women. 5.8% of the total schemes of women empowerment used this persuasive approach by having a celebrity face attached to its promotion. In Punjab, the state government has no engagements of such famous faces, but local famous singers from Punjab music industries voluntarily out of activism in regard to the awareness for declining sex ratio timely put their efforts.

The ICDS workers are the mediators between government and target audience, in spreading the information. They choose personal communication and the available printed literature from the government end to pass the information regarding the schemes. Their connectivity with public, works as a linkage between the initiatives of governmental schemes and societal development. States, Haryana and Punjab ICDS workers uses door to door approach in spreading the information that reduces the margin of skipping one head without being informed. Interpersonal communication is easiest accessible and approachable medium by the *anganwadi* workers to receive the information and to further disseminate it to the target audience. Available printed material like pamphlets, brochures, charts, posters; booklets are the second medium which is used by these workers to circulate the message of the schemes

Policies in both state Haryana and Punjab are proposed annually except some with a required interval alteration. The budget for the Policies and schemes is released annually, the centre government supported schemes are funded by centre government and state government share the 25% expenditure of

the total budget of the respective schemes.

Evaluation of a campaign at all the three stages- pre, mid and post is an important step in formulating effective communication strategy. Feedback is done for the overall campaign and not specifically with respect to the women empowerment campaigns' media strategy.

Feedback collection method in both the states is more manual. The ICDS workers collect the feedback of public and also maintain the data manually. Feedback of the target audience is collected manually and the data of the beneficiaries is maintained mostly on monthly basis which is forwarded to the district offices to calculate the data of beneficiaries and evaluate the scheme inputs and end results. The data management and record maintenance in both states is manual. Feedback columns in newspapers and postage medium are the mostly used feedback options by the audiences of state.

To sum up the communication strategies employed in the empowerment campaigns in Haryana and Punjab being executed by various state departments, the campaigns lack proper structure and planning in depth. They are being left to the random factors and are largely abandoned once they take off. The evaluation process is also not rigorous and therefore insights are not possible to control the direction and intensity of the campaign. And above all, the campaigns do not refer to any theoretical grounding or understanding though they may cover the audience sufficiently. Yet Interpersonal Communication in both states is a viable source to cover the population, it is the strength behind the

whole process of dissemination of information in both states regarding the women welfare schemes, beside not using New Media.

LIMITATIONS OF STUDY

It is the researcher's humble submission that she consolidated all her possible efforts to contain the objective and methods in the alignment but one may find some limitations as Individual human and partially as system limitation which are as below:

1. Firstly, time and resources were the basic limitations in relation to the spread of problems i.e. Haryana and Punjab states.
2. The researcher invested her energy to investigate and to present the pace of the research was not without constraints, some personals and some of the social system.
3. The respondents to whom, I am indebted for rendering information, but without apprehending and hesitations reasoned in the general environment of bureaucracy.

Some problems, however was resolved to the best efforts, were pertained to the transformation of qualitative quantitative data processing