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# Case Studies on Developmental Public Relations

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**ABSTRACT:** Public Relations can also be used for bringing development. Public Relations uses communication to build mutual understanding between publics. Public Relations can be used to bring awareness about welfare and development programmes among the public. In this research paper, case studies pertaining to developmental public relations are comprehensively discussed. The methods and technology used in spreading developmental information are shared in these case studies. Mass media, social media, satellite communication, interpersonal and group communication are used to disseminate information to the public. With the help of communication, public were empowered with knowledge and skills. Vernacular language, culture and local traditions were used to make people understand the importance of socio-economic and political empowerment. Case studies on SITE, Kheda, Jhabua, TISCO CSR, Janmabhoomi, Bharat Nirman Public Information Campaign, India Shining Campaign, Pulse Polio Campaign and COVID-19 vaccination communication strategy are presented in this paper.

**KEYWORDS:** SITE, Kheda, Jabua, TISCO, Janmabhomi, Pulse Polio campaign, India Shining campaign, COVID-19 vaccine, Bharat Nirman Information Campaign and ONGC crisis communication.

## I. INTRODUCTION

Pandit Nehru said, “Freedom from ignorance is as essential as freedom from hunger-- It means, information poverty must be removed before removing economic poverty”. Communication is a social process— information is flown freely, knowledge is circulated, thoughts and ideas are propagated and internalized.

In the past thirty years, India has made tremendous progress in several areas in the post-- liberalization era. Huge information gap existed between socially developed and under-developed classes in pre-liberalization era. Due to low media penetration. In the post- liberalization era, Media too was liberalized. Private channels were allowed. As economy grew, print media, electronic media i.e., television and F.M radio stations grew very rapidly. Many news and entertainment channels started beaming. Doordarshan’s monopoly was no more. Media penetration and its popularity increased by several fold. Media empowered everybody in the society, especially it had impact on women. Women became mobile, started traveling to different places to study and take up employment. As a result, socially and economically, she became empowered. Due to internet penetration from 2016, digital divide has come down. Thanks to Jio’s low priced data and android phones. As a consequence, to a large extent information poverty is reduced. This is leading to silent socio-economic and political revolution in Indian society.

Satellite Instructional Television Experiment (SITE-1975), The Kheda Communication Project (1975—1985), and Jhabua Development Communication Project (1996) have shown significant impact and transformed from traditional to modern society. Similarly, we have witnessed successful campaigns like Janmabhoomi, Pulse Polio, India Shining and Bharat Nirman Public Information Campaigns. We have witnessed Green, White and Blue revolution in our country. All these revolutions have made us self-sufficient.

### 1) Satellite Instructional Television Experiment (SITE) (1975—1976)

SITE was started on 1<sup>st</sup> August, 1975 and ended on 31<sup>st</sup> July, 1976. First experiment carried out in developing country using satellite for telecasting entertainment and educational programmes in six states, Andhra Pradesh, Karnataka, Orissa, Rajasthan, Madhya Pradesh and Bihar, 20 districts, 2400 villages. Six states had four linguistic groups. UNESCO recommended India, as it has all favorable conditions for the experiment. Department of Atomic Energy

signed an agreement with NASA for using ATS6 satellite free of cost for a year. Educational television programmes were directly telecasted to 2400 villages in Hindi, Telugu, Kannada and Oriya.

SITE used powerful transmitters and Chicken-mesh antennas to transmit four hours of programmes every day on national integration, family planning, poultry, health and hygiene, dairy, animal husbandry, agriculture, teacher's training issues related to development. Entertainment programmes were also broadcasted. Programmes telecasted were divided into two broad categories SITE. 1) Educational programmes for 5 to 12 years i.e., Pre-primary and primary school children were shown programmes for one and half hour in Hindi, Oriya, Kannada and Telugu languages. Delhi, Cuttack and Hyderabad were base production centres for four linguistic and cultural programmes. 2) Instructional television programmes were broadcasted for adult illiterates and neo-literates.

**Impact:** In summative research it is found that there was substantial improvement in knowledge and positive change in attitude of the viewers. Viewers benefited a lot from the television programmes and were seen implementing in their day to day life for example "Tub and Lantern". Instructional television programmes were more popular and preferred than educational programmes.

**Conclusion:** Television programmes were needed in local languages as per the requirements of the people.

### 2) Kheda Communication Project (KCP)(An UNESCO Award winner) (1975—1990)

The aim of Kheda Communication Project is to use television as an educational tool. Kheda communication project is a community-based television experiment. It was conducted in Kheda District, Gujarat. One transmitter with low power was installed in Pij village. It is about 50 kilometers to Space Application Centre, South of Ahmedabad. Development and Educational Communication Unit (DECU) took care of developing content with the local viewers and manage the programmes. KCP was evaluated for production of participatory based development programmes with research.

Around 650 community television sets in 400 villages were installed in schools and public places in panchayats. Villagers gathered around television sets in the evenings to view programmes. The programmes were broadcasted by Space Application Centre for ten years from 1975 to 1985. Programmes were made in collaboration with external agencies like agriculture, health, local banks, employment exchanges, dairying and cooperatives. Programmes were made after conducting audience research. Formative and summative research of the KCP was carried out.

Objective was rural development and social change. Villagers worked as writers, actors and visualizers in television production. The issues covered were family planning, village sanitation, caste discrimination, gender equality, exploitation, alcoholism, minimum wages, local and national elections. Television serials, folk dramas, folk dances, puppet shows and songs and other local art forms were also broadcasted. Ka Fariyad, Chatur Mota, Nari Tu Narayini were popular programmes.

Campaign was made to synchronize television programmes with development agencies local efforts. Decentralization of television programmes and broadcasting took place because of KCP. KCP used direct broadcasting and also "limited rebroadcasting" to communicate to villagers. It attained worldwide recognition and won UNESCO prize of US\$ 20,000 in 1984 for effective rural communication. It continued till 25<sup>th</sup> July, 1985. An impact study was conducted. Findings showed that there was difference in villagers where KCP experiment was conducted and not. "White revolution i.e milk production" was successful because of KCP in Kheda district.

### 3) Jhabua Development Communication Project(JDCP) (1996)

Jhabua is a hilly tribal hinterland of Madhya Pradesh. Majority of them are illiterate. It has abundant natural resources. Main occupation is agriculture. People are poorest in the country. The Development Education Communication Units (DECUs) of Indian Space Research Organisation(ISRO), Ahmedabad provided satellite communication and programmes on development. The project was started on 1 November, 1996. The main purpose of JDCP is experimenting with satellite—based broadcasting interactive network in remote areas of Madhya Pradesh. 150 direct reception centers were installed in selected villages of Jabhua. Every evening for two hours DECUs programmes are broadcasted. 12 talk back terminals are also established in block headquarters of Jabhua districts. Teachers, hand pump mechanics, anganwadi workers and local panchayat workers were asked questions by the trainees.



Feedback was taken from them. Issues covered in the programmes were cultural heritage, agricultural forestry, health, watershed management, education, panchayat raj etc. Local people actively participated in the programme. Behavioral change is their main objective. State Government, NGOs, Jhabua district administration and local panchayat joined hands in implementing the programme.

Evaluation studies showed that there was an increase in farm production while tribal women were watching TV programmes. There was decrease in drinking alcohol among men. People knew about their responsibilities and rights. Through interactive programmes people were enlightened about health, hygiene, education, agricultural practices, conduct meetings etc. Talk back programmes trained targeted audience in various aspects needed for development. Tribal people participated in panchayat elections and in decision making. Because of training, they knew the process of developing planning and procedure of getting them approved and getting funds from Government departments.

#### 4) Pulse Polio Campaign--- A Case Study in Health Communication (1995—till date)

The programmes pertaining to prevention and control of major communicable diseases are implemented by Ministry of Health and Family Welfare, Government of India. Pulse polio immunization programme is implemented to eradicate Polio by Ministry of Health and Family Welfare. Every year, according to an estimate, two to four lakh children got affected by Polio disease in 1980s. It was one percent of children born. To realize World Health Assembly Resolution, 1988, Government of India took steps to eradicate Polio disease completely from the planet Earth.

India started Pulse Polio Immunization programme in 1995—96 for children under age five. From 1995 to present day, India has become a Polio free country. The last Polio case reported in India was in 2011. World Health Organization declared India as a Polio free country. UNICEF declared Amitabh Bachchan as a Good Will Ambassador for his outstanding contribution to successful Polio campaign in 2005.

Multimedia campaign is being done as on today to continue Pulse Polio campaign. Illiterate, semi-illiterate and literate alike are targeted to make the campaign successful. A social mobilization campaign is launched to eradicate Pulse Polio. People were brought together to enlighten about advantages of Pulse Polio Campaign in every nook and corner of the country. ASHA workers are used as part of inter-personal communication to persuade public to administer polio vaccine to their children. Mass media, social media, traditional media and inter-personal communication are used to communicate about importance of Pulse Polio. Quality service and multi-media campaign are responsible for successful Pulse Polio campaign.

#### 5) Janmabhoomi— A Case study in Rural Communication (1997—2003)

Janmabhoomi programme was conducted between 1997 to 2003 in the state of Andhra Pradesh, India. The then Chief Minister of the state was N.Chandra Babu. It was a public-centric. Rebuilding rural villages and towns was its primary objective after South Korea New Community Movement (Samul—un—dong). Janmabhoomi programme is meant for educating, informing and enlightening the people of rural areas. Communication objective of Janmabhoomi is to motivate rural masses in participating in rural development programmes. Inter-personal communication, Traditional media, Mass media and Information and Communication Technology were used as a part of media strategy. Nearly 10 million people formed human chain. Over one million printed messages were distributed among the public. 226 dial your Chief Minister programmes (Phone-in) were held over television and radio network. 53,600 Village General Assemblies (Gram Sabhas) were conducted for micro-planning. Around four lakh college students interacted with rural masses and self-help groups to motivate them to participate in Janmabhoomi.

Feedback was taken on the programme's implemented from grass root public. Over 30 million people were exposed to Janmabhoomi multi-media campaign.

**Impact:** many neglected schools were whitewashed, roads were laid and irrigation facilities were repaired. Public infrastructure was created. Approximately, three lakh grievances were received from public. Many were redressed. Janmabhoomi was a programme worth emulating by other countries.

## 6) India Shining Campaign (2004)

India Shining Campaign was launched as a multi-media publicity campaign in October, 2003. But, it was suddenly suspended within a fortnight of its campaign till 1<sup>st</sup> December, 2003. The campaign was started to project five years of National Democratic Alliance (NDA) rule before parliamentary elections in 2004. Its budget was around Rs 500 crores. The India Shining campaign was summed up as “overwhelming all over the print media”. It is more than shining, with 392 ads publishing in about 450 newspapers. Of them, 90 percent of the ads were in colour prints, 20 percent of the ads were full page and 40 percent ads were published in back page.

Re-campaigning of India Shining was started again in December, 2003 in a confident mood, and by first week of January the campaign reached popularity and it was ranked among top four national brands. In a survey done after first two weeks of January, the campaign was second most recalling and identifiable national brand. The campaign is done to make Indian achievement's known to the public in economic front. It also endorses feel good factor about India's social and economic progress, that is prevailing at that time. It spread far and wide instantly as soon as the campaign started.

India shining ad campaign is promoted to make Indians feel proud about its success in various fronts. The campaign was designed and implemented by multi-media advertising agencies with pleasing advertisements on important themes like ‘Roads are Lengthening, Distances are Shortening’; ‘Schools are Bustling, Children are Sparkling’. For rural economy the themes were ‘Villages are Progressing, Eyes are Twinkling’ to depict the changing face of rural India. There was deep media penetration, cell phones, internet and televisions.

Many politicians and communication experts felt that “India Shining Campaign” was irrelevant to rural India as it was reeling under rural distress i.e. Farmers' deaths, starvation, drinking water problem, drought and unemployment etc. Experts felt the campaign would have been “India Rising” instead of “Indian Shining”. The campaign was one-way communication, not taking into account the response of the public towards the campaign. It was urban and elite oriented.

## 7) Bharat Nirman Public Information Campaign (BNPIC) (2004—2012)

United Progressive Alliance (UPA) launched BNPIC in 2004. It came to power with the help of Left parties in New Delhi. It launched National Common Minimum Programme for equitable social and economic development of the country. UPA launched BNPIC to concentrate on grass root villagers. Multimedia Public Information Campaign was launched to bring awareness about legal entitlements, empowerment, employment opportunities available with various government departments.

### Public Information Campaign pertaining to Government of India's flagship programmes was done to the public.

1) Rural Irrigation 2) Rural Electrification 3) Rural Telephone connectivity 4) Rural Drinking Water Supply 5) Bharat Nirman package for Rural Infrastructure development. 6) Rural Housing 7) Rural road connectivity 8) MGNREGA 9) National Rural Health Mission (NRHM) 10) Mid Day Meal Programme 11) Jawaharlal Nehru National Urban Renewal Mission (JNNURM) 12) Sarva Shiksha Abhiyan (SSA) 13) Right to Information Act 14) Integrated Child Development Scheme (ICDS) 15) Prime Minister's New 15-Point Programme for the Welfare of Minorities. 16) Programmes for Workers in Unorganized sector 17) Tribal Welfare Specially the benefits of Scheduled Tribes and other Traditional Forest Dwellers (Recognition of Forest Rights) Act, 2006 18) Rehabilitation and Resettlement of Policy and Law 19) Other campaigns like Agriculture, Social Security Measures (old age pensions etc) SGSY, Total Sanitation campaign. 20) Backward Region Grant Fund (Ministry of Panchayat Raj and Planning Commission).

**Important features of BNPIC:** Information mela was organized at a backward or a rural region for three days. Information dissemination and delivery of the services was done at the beneficiaries' door step. Government of India's flagship welfare schemes were exhibited. Central and State Government Departments, Public Sector undertakings, NGOs, Nationalized Banks, Self-help groups exhibition stalls were put in. Distribution of loans were done by coordinating with local banks. Efforts were made to bring awareness on Bharat Nirman brand among the public. Logoon ki Vani was the feedback mechanism from the masses.

UPA government used two modes of communication. In the first tier, BNPIC organized group discussions, public meetings, symposia, press conferences, song and drama divisions activities and exhibitions by various departments. In thesecond tier, Directorate of Field Publicity and State Public Relations departments of health, agriculture, rural housing, tribal welfare, National Rural Health Mission, drinking water supply, sanitation etc. provided rural communication and services at villager's doorsteps.

Before BNPIC, mobile publicity units were used, SMS, Press meets, Announcements through loudspeakers, Newspapers, banners, handbills and Press Releases etc. Government banks gave loans to the tune of several crores. BNPIC was conducted initially in Sivaganga and Nalgonda. Press Information Bureau organized publicity campaigns all over the country, wherever it had its branches. Central Government did not conduct an audit to evaluate its impact. All media units of Ministry of Information and Broadcasting like Song and Drama, Film Division and Directorate of Field Publicity organized publicity campaigns to promote Governments Flagship programmes to the beneficiaries in the rural areas. Government of India must have evaluated the efficacy of these programmes through an independent agency.

### 8)Oil and Natural Gas Commission (ONGC) Crisis Communication

ONGC oil exploration met with an accident.Oil spilled and sparks ignited into huge uncontrollable ball of fire and gas. It engulfed whole place in a short time. Despite taking utmost safety measures by oil exploration companies accidents do happen. Oil companies are involved in high risky exploration, production, refining and marketing of petroleum products. When an incident of this magnitude happen, the organization would be coming under public scrutiny. The organization should take immediate steps to see that public don't suffer, minimum damage takes place to property and local environment. In this kind of situations, disaster causing organization has to take Government, Public Representatives, Media and other stakeholders into confidence. An organization has to disseminate information about the disaster to all the stakeholders transparently. ONGC has a rich tradition of tackling crises effectively.

History of ONGC: ONGC was started as per the Oil and Natural Gas Commission Act 1956 as a statutory body to explore petroleum resources and market the produce. ONGC was converted into a public limited company in 1994. ONGC started offshore exploration from 1974.

Three major fire accidents took place in ONGC history so far. In March, 1999, there was a uncontrollable fire and gas leak in Bombay high—urban trunk line B—121 platform. ONGC always maintained media relations throughout the crisis transparently and took along the public of the country without causing damage to the organization's image.

Crisis Management Group (CMG) was constituted to resolve the issue. The Crisis Management Group worked professionally. It arranged a Regional Contingency Committee(RCC) to tackle blow out operation RCC comprised of ONGC, Navy, Coast Guard, Mumbai Port trust, Jawahar Port trust, State government authorities and all other organization involved in Marine activity. Ministry of Environment was also informed about the fire and gas leakage. On 12<sup>th</sup> March,1999 a press release was issued giving details of the uncontrollable fire and gas leakage to national and international media.

The release also conveyed the safety measures taken to protect environment and employees. Well Control Experts arrived from Houston, USA. The Corporate Communication Division was contacted by families of ONGC employees, environmentalist and various State Governments. Corporate Communication Division responded to the queries giving technical details with empathy and to the satisfaction of various stakeholders. The media reported the details and rumors were not spread. ONGC plays in Indian economy, so citizens also showed interest in the crisis resolution. On 13<sup>th</sup> March,1999, the Board of Directors, Executive Directors and other senior managers of ONGC met in Press Conference.

As media could not be taken to the off shore site due to inclement conditions, they showed photographs and video footage of ONGC employees tackling the blow out operation by bringing men and material through scientific planning. All the questions of the media persons were answered. This helped in getting positive coverage in the media and also gained public confidence that ONGC is capable of quelling fire, despite being a disaster to the organisation.

Every day ONGC Crisis Management Group (CMG) released a report to inform nation through various media organizations giving factual information and latest developments in blow out operation. Initially, fire was controlled in Rig Sagar Ratna. Rig was re-equipped with firefighting equipment by providing shallow water canal. Subsequently, the

ONGC crew along with foreign experts dug a relief well and killed the fire. On day 12, i.e 23 March,1999 ONGC called a press conference for interaction with the media.

Foreign experts explained the modus operandi of the operation comparing with other fire incidents in other countries. Photos and Video footage were shown to the media. Finally, on 86<sup>th</sup> day i.e 6<sup>th</sup> June,1999, source of gas was cut off and fire was put off. The same was informed to the media organizations. From this it can be concluded that ONGC is having capacity to handle crisis, manage environment and earn confidence of the people. Impact: By adopting transparent policy, ONGC gave factual information to concerned stakeholders. Media and Public appreciated the efforts made by ONGC. Ministry of Petroleum and Gas has made a statement in the Parliament given details of the disaster. Parliament Members also appreciated ONGC and supported it in crisis.

Morale of the employees was boosted by the act of ONGC. ONGC shifted its 85 employees working on Rig Sagar Ratna to safer location. Family members of the employees also appreciated. Initially, the share price plummeted but later on regained its price due to quick and credible response of the Corporate Communication Division of ONGC. Corporate Communication Division worked hard and maintained open internal and external communication with all the departments concerned to their satisfaction. This way Corporate Reputation of the ONGC was maintained.

#### 9)TATA Iron and Steel Company's Corporate Social Responsibility

According to Corporate Social Responsibility, a company takes social and environmental concerns of the society in their business activities to have a positive influence in the whole world. Usually, corporates have self-interest with business activities. The main purpose of Corporate Social Responsibility is giving back to the society by participating in philanthropic activities and providing positive social image to the company. Business organizations are increasingly turning to CSR for building brand image of the company. Companies also encourages participation of its employees in CSR activities and improving the society.

This particular case study gives an over view of TISCO and its CSR activities. The founder of TATA Steel, Jamshedji Nusserwanji Tata defined Social Responsibility as "The wealth which comes from the people, as far as possible, must go to people." JRD Tata and Ratan Tata carried forward and fulfilled the vision of its founder. In TISCO, CSR is their activity and important business process. Primarily the company takes care of its employees with utmost care as "charity begins at home". TATA company is mindful of its social responsibility and delivers its commitments towards employees, consumers, society, shareholders and local community.

TATAs built a hospital in Jamshedpur for providing service and improving quality of life around hinterland. It acts as an apex hospital serving huge community around Jamshedpur. It was 740 bedded TATA Main Hospital(TMh) treating 2300 patients per day. There were nine dispensaries treating an average of 2800 patients daily. Centre for family Initiative(CFI) took care of family planning. It ran 27 clinics and served around six lakh patients both employees and non—employees in Jamshedpur. CFI could reduce the average population growth. CFI also brought down infant and maternal mortality rate. Few projects of TMh were implemented with Care International collaboration.

**Mobile Clinics:**Medical needs of tribal areas were taken by The Tribal Cultural Society. It set up three mobile clinics. Mobile clinics covered 100 percent immunization programme, family planning and AIDS awareness campaigns.**Education:** In collaboration with education department, Company helps 15 co-educational schools reaching to 10,000 students and intermediate college also. Depending on the need, Company runs tribal vocational training programmes to get tribes employed.**Ecology:** TATA Steel is environmentally conscious and believes in preservation of ecological balance and bio-diversity.**Audit:** TATA Steel from time to time gets its programmes audited for their impact on the society by internal and external agencies. Corporate Communication Department of TISCO played a key role in disseminating information about various programmes of social responsibility to the targeted beneficiaries to serve them better.

#### 10)Communication Strategy of COVID- 19 Vaccine, Ministry of Health and Family Welfare, Government of India.

From 1<sup>st</sup> April, 2021, there was a sudden spike in COVID-19 cases all over India. Few states like Maharashtra, Uttar Pradesh, Delhi, Panjab, Madhya Pradesh, West Bengal, Karnataka and Tamilnadu are effected highly. Second, wave hit so hard that State and Central government was caught unaware. No beds, no oxygen and no medicines sufficient to



cater to all COVID-19 patients. Respective governments took stock of the situation and handled crisis to some extent successfully. Only remedy available to the Governments was to vaccinate all the population to get herd immunity. Vaccine Communication Strategy holds relevance in this context.

Ministry of Health and Family Welfare, Government of India has released an 88-page vaccine communication strategy for rolling out of vaccine. Detailed Operational guidelines were issued on December, 28 2020.

To communicate information about COVID-19 vaccine and motivate public to take it to safeguard themselves from COVID-19. The COVID—19 Vaccine communication strategy is to spread accurate, credible and timely information to the public about its safety, efficacy, myths and misconceptions, so that apprehensions on the functioning of the vaccine are addressed and vaccine is accepted. The vaccine communication strategy will act as guide to all the States. The information about vaccine is transparently disseminated to all the targeted beneficiaries. So that misinformation and disinformation are totally curtailed. The communication strategy strives to build trust and gain confidence in COVID-19 vaccine.

**Aim:** To use social mobilisers or vaccine endorsements from opinion leaders, experts and officials. And also bring in community mobilisers and frontline workers to have a dialogue with community. To establish National Media Rapid Response Cell (NMRRCC) at Ministry of Health and Family Welfare, Government of India.

To convey immunization process (when, who, where, how—time and date). It will be through community opinion leaders, religious and elected representatives. Engaging self-help groups, youth, and civil society organizations. Print, digital and electronic media have to be monitored.

Providing information on COVID-19 vaccination process in a focused, prompt and simple to understand manner. Vaccine Eagerness people must be made to understand the process of vaccination in a phased manner. Communication has to be persuasive to accept the phases in vaccination. Jan Andolan or People Movement has to be initiated to bring people to vaccination centers and get them vaccinated. COVID Appropriate Behaviour (CAB) must be encouraged to practice. Wearing masks, hand washing with soap or using hand sanitizers and maintaining social distancing are COVID Appropriate Behaviour. Vaccine Hesitancy public must be convinced to get them vaccinated.

### **Objectives of Communication Strategy of COVID-19 Vaccine**

1. All eligible public should receive COVID-19 vaccine with confidence. 2. All public should receive credible, consistent, accurate and timely information. At any cost misinformation, misconception or disinformation should be avoided. 3. Awareness about the safety and efficacy of the vaccination should be disseminated. 4. Low riskiness of Vaccine must be communicated to the targeted groups. 5. Encourage public to adopt COVID-19 Appropriate Behaviour.

**Target Audience:** Academia, alternative medicine practitioners, traditional healers, naturopaths, homeopaths etc. All citizens; vaccine eager and vaccine hesitant groups; with a focus on priority for people to be vaccinated in the first phase -health care workers, frontline functionaries, people over 50 years of age and people under 50 years with comorbidities. National media including traditional and digital media, which will disseminate correct/factual information by proactively addressing any mis/disinformation or incorrect messaging. Civil society organizations, professional bodies including medical fraternity, social influencers and youth platforms networks will be used to communicate about the importance of vaccination to the beneficiaries. Elected representatives like MPs, MLAs including panchayat representatives will be used as opinion leaders.

**COVID-19 vaccine information:** Information will express criteria, eligibility and the process of vaccination. Vaccine is safe to get vaccinated, as it went through several trials and got results verified and cleared by expert committee. How to get registered in COWIN app? Process of vaccination and Post-vaccination care and support. Based on past immunization programmes like Indradanush, rubella etc roll out and implementation of COVID-19 vaccination is introduced. In order to reach out to wide section of the people, various communication strategies were used. Mass media, social media, little media, inter-personal and group communication were used.





**How vaccine hesitancy groups are tackled?** : Digital media has to be monitored in real-time for negative reports on vaccine hesitancy. Appropriate action and timely intervention has to be taken. Credible scientific research articles and influencers have to be used dealing with vaccine hesitancy groups. Pool of editors from media were created to write about safety and efficacy of the vaccine at regional, state and national level. Skillful and artful communication will be created to target hesitancy groups to win their trust.

**COVID—19 Appropriate Behavior (CAB)** : Under CAB masks, social distancing and sanitization were encouraged to be used and maintained. To reduce infections after vaccinations, Whatsapp, Telegram and other social media apps were used to remind them about safety measures. Influencers were used to convince public about vaccination.

**National Media Rapid Response Cell (NMRRC)**: NMRRC is set up in MoHFW to proactively engage and respond rapidly to mass media, social media and traditional media. NMRRC is monitoring huge volume of conversations in real time on print, electronic and social media at national and state level in various languages. If there was any negative information found sharing, rapidly credible information is shared as part of rapid management of responses. Rapid Response Cell (RRC) is also engaging health, business and education journalists to bring awareness on pre-vaccine stage, vaccination stage and post-vaccination stage. RRC is working with MoHFW and is also supported by Ministry of Information and Broadcasting. RRC is trying its best to influence perceptions of the public.

**Strengthening Community Engagement, Social Mobilization, International media engagement, Social Media, and Mass Media.**

To develop positive communication. RRC will check facts, write rejoinders, advise, collect, and share important information through Press Information Bureau or media unit designated by MoHFW. NMRRC will collaborate with AEFI (Adverse Event Following Immunization) and Crisis management group run by Immunization Technical Support Unit.

**Evaluation and Monitoring Framework**: Evaluation and Monitoring Framework observes implementation and generation of demand strategies. Monitoring helps in making mid-course correction and also evaluates the impact of communication intervention.

Communication Strategy includes endorsement of COVID-19 vaccination by celebrities from politics, entertainment and sports as well as ANMs, AWWs and ASHA workers, panchayat leaders, local leaders, faith leaders etc.

After roll out of the vaccine from 16<sup>th</sup> January,2021 print, television and social media played a key role in bringing awareness about benefits of vaccine. Articles, photographs of influencers taking vaccine, question and answers, were published. Pamphlets were distributed, banners etc were erected. Initially vaccination process went slowly. People had apprehensions about the vaccine and its side-effects. Only after there was spread of second wave, people rushed to vaccination centers to get vaccinated. In the first phase, people above 60 years of age, front line workers, health workers and people with co-morbidities above 45 years were vaccinated. In the Second phase, from 1<sup>st</sup> April, 2021, People above 45 years of age were vaccinated. Third phase, from 1<sup>st</sup> May,2021 public above 18 years of age are vaccinated.

### III. CONCLUSION

From the above case studies, it can be concluded that communication plays a vital role in bringing awareness with help of public information campaigns. Even people living in distance places were covered through mass media and technology. All types of media were used to drive information to the public about development. Literate, semi-literate and illiterate were convinced about need of development. From the above case studies, it can be concluded that communication is the bedrock on which social, economic and political development can be brought with active public participation.

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