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USE OF MASS MEDIA BY NGOS FOR HUMAN DEVELOPMENT



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ABSTRACT

This paper attempts to study the uses of mass media by the NGOs for human development. NGOs are working with community at grassroots level to serve the welfare of the mankind. It's time that NGOs are working with the human development needs. These NGOs are using mass media to foster their work to reach at every level of masses with human development approach. NGOs need to work with hand and hand with mass media. This research paper will highlight the role of NGOs in human development and use of media for human development by NGOs. Researcher has used primary and secondary resources for the required data. Researcher have given two models for this practices which are Halo Medical Foundation and Sasneha Kala Krida Sanskrutic Mandal.

KEYWORDS : Mass Media, NGO, Human Development.

INTRODUCTION:

This paper attempts to study the uses of mass media by the NGOs for human development. The human development concept was developed by economist Mahbubul Haq. Human development is the term which is concerned with the wellbeing of mankind with their overall development. Human development is based on six basic pillars: equity, sustainability, productivity, empowerment, cooperation and security. NGO means non-governmental organizations which are voluntary organizations. NGOs are working with community at grassroots level to serve the welfare of the mankind. It's time that NGOs are working with the human development needs. As from grassroots level to international level all organization like local governing bodies, UNDP, World Bank etc. are

promoting human development while working with human condition and capability approach. The Global Human Development Reports (HDR) is an annual publication released by the UNDP's Human Development Report Office and contains data related to the Human Development Index. Within that it is clearly mentioned that voluntary organizations are playing a significant role in the human development process. These NGOs are using mass media to foster their work. The word media is currently used to refer to mass media, "the main means of mass communication, such as television, radio, and newspapers" (Mass media, 2000). The term mass media came about in the 1920s and finally made a distinction between face-to-face and mass communication (Peters, 1999). Although the term mass communication and mass media are used interchangeably, they are different concepts. Mass media refers to "technological tools, or channels, used to transmit the messages of mass communication" while mass communication means "a society-wide communication process to a large, mixed audience" (Hanson, 2010, p.11). One way to define mass media is as "the intersection of mass communication, culture, and technology" (Giles, 2003, p. 7). Mass media include print media such as books, magazines, newspapers, and electronic media such as audio, television, movies, and the Internet (Hanson, 2010). Thus, to reach at every level of masses with human development approach NGOs need to work with hand and hand with mass media. This research paper will highlight the role of NGOs in human development and use of media for human development by NGOs.

THE METHODOLOGY:

Researcher has used primary and secondary sources for the required data. Researcher noted observations and conducted interviews of Volunteers of the organizations. Researcher Used Research papers, Books, websites, Human Development Reports, Documentaries, social media etc. as secondary sources.

OBJECTIVES:

1. To study the role of NGOs in human development process,
2. To study the media strategies of the NGOs for human development.
3. To study the models of NGOs.

KEY ROLE OF NGOS IN THE HUMAN DEVELOPMENT:

It is increasingly believed that in human development process grassroots communication and welfare activities are playing a major role. NGOs have emerged as agents to fulfill the human development related needs as they directly deal with the humans in their development. NGOs have become an important part of human development process at the grass root level for various reasons. Those are:

- + Providing stage for direct participation for own development
- + Link between government and community
- + They are aware about local needs
- + They have good credibility
- + Advocacy
- + Work with target groups
- + Work with influencers
- + Use of appropriate technology and media

MEDIA STRATEGIES OF NGOS FOR HUMAN DEVELOPMENT:

Mass media is used for more than just passing on information or news to the masses. It is often

used as a tool to aid the participation of people in developmental activities. Mass Media plays an significant role in development communication through circulation of knowledge, providing forum for discussion of concerns, teach ideas, skills for a better life and thus helps in wellbeing of mankind. NGOs are using mass media as tool for the development communication. NGOs must be skilled in using mass media strategically for human development.

Following are the strategic plan for use of mass media:

MASS MEDIA:

- + News Papers
- + Magazines
- + Television
- + Radio
- + Website
- + Social Media

MEDIA STRATEGIES:

- + Media Relations
- + Use of All Kinds of Media
- + Introducing Own Media
- + Focused Communication and Advocacy
- + Collaboration with Government Media Centers
- + Collaboration with Media Houses

MODELS:

1)Halo Medical Foundation

Halo Medical Foundation is a NGO was registered in 1992. It deals with health education movement. This NGO is majorly focused to educate people about personal hygiene, health services and awareness initiatives.

**Strategic use of mass media by Halo foundation-
Newspapers**

This NGO regularly publishes news within state newspapers which are maintained at the headquarters. Events organized by Halo Medical Foundation are covered in these newspapers. These events include

- Annual Women Gathering held annually
- Cancer Screening programme
- Halo Medical Foundation hospital Anniversary program
- Annual Essay Competition
- Science Fair

Books and Audio Visual

- HMF has authored and published more than 15 books regarding maternal and newborn healthcare, Self Help Group formation, domestic violence prevention, the National Employment Guarantee Scheme, the experiences of Village Health Workers, adolescent health training guide etc.
- HMF Documentary Film – The Gavgumphan (Interviewing the Village) documentary covers the

inception of the HALO movement, the formation of HMF and the hallmark Village Health Worker program developed by HMF.

- Sure Start Documentary Film – UjalalyaDisha (Encountering New Paths) documentary covers the concept of the Sure Start program in the urban slums of Sholapur city.
- The film is available in parts on YouTube and CD's are available for public at headquarter of the NGO.

Reports, Journals and Conferences

Halo Medical Foundation prepares individual project reports which are submitted annually to respective donors and agencies. Work of this NGO has been presented in the conferences throughout the world in the form of papers and reports.

Published journal papers/reports are outlined below. Some of these projects were supported by HMF, and in some cases HMF current/former staff members were involved at the time of manuscript preparation and publication.

Digital Media

- Halo Medical Foundation maintains its own website.
- HMF's gender equity project is under screening for SataymevJayate program.
- HMF's gender equity project was covered on ABP News Channel in December 2013.
- HMF documentary (Gavgumphan – Interviewing the Village) was broadcasted on ABP News Channel on 8 March, 2011.
- Dr. ShashikantAhankari was interviewed on the Great Bhet program on the IBN Lokmat News Channel on 5 March, 2011.
- Dr. ShashikantAhankari was interviewed on the Salam Maharashtra program on IBN Lokmat News Channel in December 2010.
- Dr. ShashikantAhankari was interviewed on the Sawand program on the ETV News Channel in 2009.
- HMF program was covered on NDTV India, ETV Maharashtra in 2009.
- Dr. ShashikantAhankari was interviewed on DD Sahyadri in 2007.
- Dr. ShashikantAhankari was interviewed by BBC Radio in 2005.
- Dr. Shashikant and ShubhangiAhankari have been interviewed by the local radio stations in the Osmanabad and Sholapur Districts.

2)Sasneha Kala KridaSanskriticMandal:

Sasneha Kala Krida Sanskrutic Mandal is a NGO inSangali. It was Established in 1994. The key Issues they are handling are Rural Development, Agriculture, Art& Culture.

Strategic Use of Mass media by Sasneha Kala KridaSanskriticMandal

• Newspapers

The activities conducted by this NGO regularly publishes news within state newspapers.

• Use of Media For Door To Door Interaction

Sasneha expanded its working span and from 2004 it worked in social service like GramSwachataAbhiyan, Nirmal Gram, Jai SwarajyaExpidation at ZillaParishad . For that the artists composed songs, street shows and performed them street to street at every village Still the work is continuing.

• Telefilm

Sasnehacreated a telefilm to develop the farmers knowledge.

• Own Media

Green FM 90.4 is one of its kinds Community Radio Station launched keeping Farmers, Women & Youth in mind. It is one of the most unique services that are being offered in the modern era for serving the community. The name Green FM suggests that this Radio channel is devoted towards making the earth real Green by spreading Green knowledge in the community. While provide absolute entertainment to audiences in Western Maharashtra.

This NGO is focused on making sure that even farmers get benefited by the programs aired by Green FM 90.4. The purpose of community radio station to fulfill the developmental needs.

The Way Ahead:

Human development is a continues process. Human development needs are increasing day by day to match the standard of living as mention in human development theory by the scholars. It's just beginning of human development story. That's why in future NGOs and mass media will have more scope to handle this scenario of human development. Mass media also changing its dimension as technological changes occurring in the field. NGOs have to learn these changes to serve the not only grassroots people but also intellectual people also as they could be the good advocates of the human development.

CONCLUSIONS:

- ✦ The mass media and NGOs have come together with grassroots people to accelerate the process of human development.
- ✦ The active participation of NGOs for welfare activities and grassroots communication is the major contribution in the human development process.
- ✦ Strategic use of the mass media by the NGOs creates more awareness among the people who fall under the human development process.
- ✦ Use of mass media for human development by the NGOs is a need for today's human development process.
- ✦ Models like Halo Medical Foundation and Sasneha Kala Krida Sanskrutic Mandal are available in the society those are very effectively practicing NGOs strategic use of media. These models must be adapted by the other NGOs which want to serve in the Human development process.

SUGGESTIONS:

- ✦ Organizing training programme for NGOs and Media Organizations together.
- ✦ Educating grassroots people about the human development needs.
- ✦ NGOs should maintain relationship with new media.
- ✦ Creating media advocates from the volunteers of the NGOs.

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