

**PUI Dissemination Strategy:
*A Report***

On Behalf Of

**Development Planning Unit of the
University College, London**

April 2001



Best Practices Foundation

1 Palmgrove Road, Victoria Layout,
Bangalore - 560 047,
Karnataka, India

Tel: +91-80-25301861

Email: bpfound@gmail.com

www.bestpracticesfoundation.com

PUI DISSEMINATION STRATEGY

A Report

13th April, 2001

Dr. Sangeetha Purushothaman and Simone Purohit

I. Objectives of the Dissemination Strategy

The dissemination strategy for the Environmental Planning and Management (EPM) guidelines for the PUI was designed to include a multi faceted strategy aimed at disseminating information on natural resource management and livelihood issues for villages in the peri urban areas. The purpose of this dissemination strategy is twofold:

- To reach the poor affected by the PUI with knowledge that empowers them to become involved in issues and actions that relate to their own lives.
- To raise awareness among and support other relevant actors to increase their capacities to participate in EPM of the PUI.

These objectives would help to build the capacities all actors to better understand issues affecting the peri urban communities, to improve the livelihoods of the poor and enhance the sustainability of the natural resource base.

The original strategy is to use a website to disseminate guidelines to be used directly or passed on to the poor to improve EPM of the PUI. The website will therefore contain a number of written materials, including guidelines in various formats for various users, texts for leaflets, posters, and radio broadcasts (to be translated by intermediaries or users as necessary), photographs, and training materials, as well as background papers supporting the guidelines. This will be supplemented by the production of guidelines in the form of a set of booklets to be distributed to external support agencies (ESAs), including university departments and regional and local authorities.

II. Background of the Dissemination Strategy

This project was conducted in five phases to surface peri urban environmental problems, evaluating the capacities to formulate policy, create a framework for strategic environmental planning of peri-urban areas, test its appropriateness, revise it and execute a dissemination strategy for this framework.

Phase 1: Conducted a review of

- Current knowledge among practitioners, researchers and in literature to identify the key environmental problems of the peri-urban interface affecting the poor.
- The environmental policies and strategies capable of achieving pro-poor outcomes, and principles and components for strategic EPM of the peri-urban interface.

Phase 2: this consisted of two activities:

- The evaluation of principles and components that help formulate and operationalise pro-poor environmental policies and strategies for the peri-urban interface.
- Synthesize selected principles and components into a framework for strategic environmental planning of peri-urban areas to achieve pro-poor outcomes.

Phase 3:

The appropriateness and practicality of the framework in field situations, working with local partners was assessed.

Phase 4

The framework was revised in light of the assessments emerging from various field tests, and finalized.

Phase 5

This phase formulated and executed a strategy for dissemination of the final framework.

This report is primarily a process document of the various components of the dissemination strategy.

This dissemination strategy emerges from the consideration of four key questions:

- What message are we trying to convey?
- Who is the target audience for positive change?
- What are the most appropriate means/materials of dissemination to reach each group?
- How can these means be tested and improved before their wider dissemination?

The Overall Message.

Guidelines advocate:

- A longer- term, strategic approach as a framework for short term action
- Special characteristics of the PUI that define problems and opportunities
- Benefit to the poor and sustainability of the natural resource base.
- Development of a process of EPM, not techniques for a quick fix

The objectives and means of dissemination described above were as originally planned by the Development Planning Unit with the exception of the last two means namely the street play and the video.

From the first workshop, held on March 2nd, 2001, onwards the guidelines, a history and background was given on the EMP project. The characteristics of the peri urban areas and the associated problems were also explained. It must be kept in mind that the content presented below for the workshop was to a literate audience. For the different dissemination activities content description varied to simplify it as much as possible for different audiences.

Mona Chhabra and Dr. Chandra Hunshal gave an over view of the project on strategic Environmental Planning Management (EPM) for PUI, which was started by DPU in 1999 in five countries including Ghana and India. In India work took place with the University of Agricultural Sciences through a series of workshops. The project started in Hubli-Dharwad last April with research studies and continued till June and in December a workshop was held. This current workshop and the guidelines are an outcome of those two activities. The aims of the project are:

- Propose guidelines for EMP of the PUI.
- Improve the lives of the poor and their quality of life
- Enhance the sustainability of the natural resource base

The PUI has been defined as a meeting of urban and rural activities. It keeps changing in terms of location, population and institutional structures based on which the PUI develops particular characteristics such as:

- Changing Locations: Industrial locations are growing
- Changing Populations: New people are entering, it is a dynamic process
- Weak and overlapping institutional structures: There is some overlap of institutions and responsibilities and no one institution wants to take responsibility.

There are three types of environmental changes:

- Changes in land use: This leads to more industrialization and job creation, more roads being built and the most vulnerable groups especially women suffer the most.
- Changes in the use of natural resources
- Changes in the generation of waste

Given these characteristics of the PUI, an management system needs to be put in place. The process of EPM is of defining objectives, implementing activities that improve the environment and monitor their effectiveness. Since the flows between the rural and the urban happens through the PUI, a management system has to be created to:

- Benefit all equally.
- Ensure that the environment is not affected.

The Actors

The actors can be broadly categorized as:

- Poor communities (women and men) in the PUI and their representative groups.
- People whose interventions could have positive effects on the poor and the natural resource base. (Local government agencies and NGOs)
- National government agencies, plus donor agencies working in a country.
- Groups who could provide financial or technical support (ESAs, including donors, international development organisations, research and academic institutions).

Means of Dissemination (Resource Materials)

Criteria for Selection of Dissemination means/material based on their potential:

- To reach the poor,

- To elicit participation of all stake holders
- To reach a large number of people
- For the message to not undergo distortion
- To be cost effective

Materials/Means Proposed

- Leaflets: written in non-technical and local language; explaining how to identify the most important effects of the PUI on the environment, how these effects benefit or hurt the poor, and what a community can do in turn.
- Posters: Posters will state graphically the major points to attract attention, raise awareness and direct people on where to find additional information.
- Local radio: Like leaflets, the radio broadcasts in the local language would deal with the most important effects of the PUI on the environment, how these effects benefit or hurt the poor, and what a community can do in turn.
- Slides: used to illustrate the most important effects of the PUI on the environment, how these effects benefit or hurt the poor, and what a community can do in turn.
- Training materials: for community and local government representatives, including a programme structure, information sheets, basic exercises and notes for trainers.
- Booklets: written in technical language for technical persons and decision makers, that provide guidelines for EPM with illustrative cases and explanations of tools.
- Web site: presenting all information about the project in an orderly, understandable, accessible, and useable manner.
- Papers: technical papers from which institutions can build knowledge for use in training and teaching. These will discuss issues and examine their conceptual foundations, as well as relate the conclusions of the search for guidelines and the logic behind those conclusions.
- Conference: with support of the Citigroup Foundation the DPU is organising a Conference on “Rural-Urban Encounters: Managing the Environment of the Peri-Urban Interface”. The conference will draw together academics, practitioners, and donor agency representatives who are striving for integration of local environmental management which is traditionally separated into urban and rural.

The following means were actually used:

- Posters, leaflets, training and booklets.
- Street play: With the support of All India Radio and local actors, a street play was performed in two villages Aminbhavi and Mugad targeted at the whole community,

particularly an illiterate audience. The play was modified based on suggestions that came from the village community. The play introduced the concept of the peri urban, the problems, solutions and the opportunities for change.

- A video was created based on both the street play as well as footage shot on the same material to supplement the play, to reach a wider audience, particularly an illiterate audience. The raw footage was presented for feed back from representatives from six peri urban villages.

Testing the Dissemination Materials

Before proceeding into the broader dissemination of the research outputs, the relevance, clarity and usefulness for different users of possible dissemination materials will be tested in field situations through four different strategies:

- Direct interaction with poor villagers: using local intermediaries in two localities (Hubli-Dharwad and Kumasi) slides, leaflets and posters will be presented to and discussed with PU villagers, including street plays. In the Hubli-Dharwad city-region these activities will be conducted through the Extension Agricultural Centre of the local university and through a local NGO working directly in four villages.
- Training workshops: these will be held in two specific localities (Hubli-Dharwad and Kumasi). Building on the structures created for earlier workshops, the ability of training materials to mainstream the principles advocated in the guidelines in the work of local actors (local government and NGOs) will be explored.
- Questionnaires and discussions with users from local and regional government agencies and NGOs: the usefulness of the booklets and the web site will be assessed in all six localities using local collaborators.
- Consultation with ESAs: A draft version of the contents of the guidelines has been given to over 30 ESAs for their comments on relevance, clarity, etc. It is expected that the feedback will be helpful to adjust the contents of the guidelines, define the most appropriate format for their final edition and gather additional information about relevant experiences to illustrate EPM interventions and initiatives for the PUI.

Contribution of Various Institutions

UAS: Being part of the government as well as an established academic institution, the University of Agricultural Sciences has been an intrinsic part of the PU projects from their inception. For the dissemination strategy, the UAS was the main coordinator for:

- The translation and production of posters and pamphlets,
- The production and dissemination of the guidelines within India,
- The production of the street play along with All India Radio
- Hosting and coordination of a series of workshops

In essence, they have acted as the center for the entire project and acts as the host institution for the project bringing together a series of other actors.

India Development Service (IDS): IDS, a non governmental organization working in the Dharwad region was actively involved at the level of the community, in dissemination of posters, conducting training related to the posters and in organizing the community for the street play, interviews and group discussions.

Best Practices Foundation (BPF): BPF was primarily responsible for documenting the dissemination strategy. It also analysed the effectiveness of the strategy using criteria provided by the DPU, such as utility, validity and legibility of the material.

Methodology

Objectives of Documentation Initiative of the PUI Dissemination Strategy

- To document the dissemination test of the Guidelines on Environmental Planning and Management of the Peri-Urban Interface (PUI), and
- To assess the appropriateness, usefulness and clarity of a series of resource materials to be tested through a series of dissemination activities to be conducted in the urban region of Hubli Dharwad.

The following methodology was used to meet the above objectives. BPF

- Acted as participant observer for the workshops and the street plays.
- Conducted interviews with the various actors including NGOs, government and academic personnel to assess their understanding of the various dissemination activities and materials.
- Interviews were staged to assess the impact of different activities. For each activity, interviews were conducted at various stages:
 - A few days after the first workshop interviews were conducted with participants about the guidelines and the pamphlets
 - Different section of the communities were interviewed on the posters displayed in their villages
 - For the street plays interviews were conducted before and after the plays for men and women separately wherever possible
 - Shortly after the training held after the plays, interviews were again conducted in the same villages to assess pedagogical impact of the training

Reactions to the Test

Guidelines

The guidelines are in three volumes.

- Volume 1: Understanding change in the peri urban interface. Introduction that builds an understanding of the change in PUI.
- Volume 2: Shaping change in the PUI
- Volume 3: Learning from the experience: environmental initiatives for the PUI

In a workshop held on the 2nd of March 2001, representatives from government, NGOs and academia assessed the guidelines. Criteria for assessment were utility, validity and legibility of the guidelines. A plenary session discussed the first volume after which smaller groups held in depth discussions on different sections of volume two.

Overall Findings and Recommendations

Validity: Overall the concept of peri-urban areas and its associated problems were found to be illuminating for all constituencies. It put into context many of the problems being experienced by practitioners and the community as well who are living and working in the peri-urban areas. However the methods recommended for implementation specifically the working principles was seen as less useful.

- Examples would have been more relevant if more tailored to the local context.
- Many of the government personnel did not see how the implementation was to take place and wanted more concrete locally grounded directives such as specification of which departments to involve, financial implications, how to link with existing programmes and schemes and so on.

Legibility: A basic problem that detracted from the entire package was the language used in the guidelines for all and especially for government personnel. Because the language was inaccessible the discussion often did not move to the content. The font was too small to read and the page layout not attractive.

- It was felt that the book itself should be bigger.
- Each page should be more attractively laid out with cause and effect types of diagrams, flow charts and illustrations added to the text.
- The background logos and diagrams currently in the text distracted the reader from the print material.
- The footnotes are too small and no attention is paid to them. Many readers discovered only later that some key concepts are embedded within them.
- The abbreviations used throughout should have a glossary for quick reference. Certain diagrams were useful but the abbreviations were not understood.
- Participants felt that for the guidelines to be accessible and useful, it should be in the local language.

Utility: Many people appreciated the positive portrayal of the rag pickers as street beautifiers and in general this pointed to other aspects which could be stated more positively.

- A need for the guidelines to be field tested prior to finalization was expressed. Through a pilot, local examples, conditions, actors and roles could be incorporated.
- Local examples were seen to be the basis for elucidation to be supplemented by some of the best international examples.
- Examples had to be integrated throughout the text and not as separate volumes where the reader would have to go back and forth and make the linkages themselves.

Overall everyone felt the book should be in three separate volumes but as no one could quite do the cross-referencing needed for the case studies, the latter should be integrated into all the volumes.

Other Issues

- Some points were found to be repetitive and could be condensed.
- Some points needed to specify gender differences more explicitly to ensure that women's perspectives are taken into account.
- It is unclear who is the target audience and this needs to be more clearly specified.
- Definition of the poor is needed.
- No clarity on how to identify the PUI over time.
- Clear ways to involve the poor in planning, developing solutions and in defining indicators should be evolved.

Pamphlet and Posters

The pamphlets and posters produced went through a field test by which, they were presented to the government in the workshop as well as put up in selected villages. Interviews were conducted with various government, NGO and village community representatives to assess their understanding and their interpretation of the posters and pamphlets.

Poster by Poster Analysis

Poster 1: The first poster presents the peri-urban interface as a concept, the three major changes (land use, natural resources and generation of waste) and identifying problems, solutions and opportunities.

From the villager's perspective, this was the most misinterpreted poster with most people perceiving it as the difference between urban and rural life. Some concluded that either village life was better than city life or vice-versa. The slightly more literate¹ were better able to grasp the peri-urban concept. Part of the problem was the difficulty in depicting a peri-urban interface/area accurately through photographs or visuals.

Poster 2: This poster focused on solid waste and associated problems including dumping, water and soil pollution and their effects on health. It emphasizes that each problem represents an opportunity for change and for a solution.

This poster helped them make the connection between population, pollution and health. Two photographs used drew attention. One photo was of a meeting which was seen as organizing people to better manage waste. The second photo was of waste dumped around a statue and most villagers saw that as a violation of code of conduct.

¹ Mr. Hanshavar, Secretary, Agricultural Association, Aminbhavi village, March 3, 2001.

Poster 3: This poster discusses the effects of change in land use namely migration, industrialization and loss of agricultural land. It too says that each problem represents an opportunity for change and for a solution.

- Many interpreted this poster as an unpolluted space and what life could be like if the environment was kept clean. On looking more closely they saw pollution from industrial waste being put in the water, soil erosion, deforestation, pollution of drinking water and use of polluted irrigated water for cultivation.
- Few saw the contradictions between the opportunities provided, wastage of land and employment.
- At least some people understood the importance of organizing which again they perceived mainly through the photographs. Therefore it maybe important to retain the last photograph of people meeting as it shows organizing and implies possibilities and opportunities for change.

Poster 4: This poster describes the changes in the natural resources as a result of being part of the peri urban interface. It emphasizes that each problem represents an opportunity for change and for a solution.

The poster was interpreted in many ways and no one message came from this poster.

- However people related some aspects to their own lives such as fetching water and firewood from a distance.
- The more literate saw the contradiction between the need for a city and the harm it does to agriculture and farmers.

Overall Learning from the Posters:

- People got the link between
 - population and pollution and generation of waste
 - unclean environment and health problems
- People also understood the need for a collective meeting, group or solution
- A few understood that villages were being polluted by cities and industries.
- One clear link made about the cities being close to the village was the movement of labour and land towards the cities and the resultant impact on agriculture.
- One advantage they saw was education which was viewed as better in the cities.
- The overall conclusion arrived at was **the importance of keeping the environment clean.**

Pamphlets

The pamphlets were distributed to the government only who were easily able to understand their message though they too found it too wordy. The language in the pamphlets and posters was more useful for the government, educated, more literate audience but not for a village audience. The government said they could use these posters in training. It is also useful for lower level officials.

In general it was felt that printed material such as posters and pamphlets have limited impact especially w.r.t. illiterate audiences. However for all audiences there needs to be

training that accompanies the posters. For a semi-literate or illiterate audience, a second round of posters need to be created which is far more visual with less writing, accompanied by training. The preparation of this round of posters if at all to be used should involve NGOs who work closely with the poor.

Training

The posters and the pamphlets made far greater sense to the community after they were explained in the training sessions. Despite this, the posters had limited impact. Instead it was the interaction and dialogue with the NGOs and each other that helped the community understand and internalize the issues. Separate sessions with men and women facilitated a separate analysis of the peri-urban problems and gave women an opportunity to talk about these issues and to see it from their perspective. Both men and women got a clear understanding of the environmental impact of urban areas on rural areas and stressed the importance of planting trees.

The Street Play

Pre Play Views

The play is about how the cities are affected because of the village. For example village people traveling on the roof of the bus, how we spoil the environment by spiting everywhere.

Shivarayappa Yalappa Kumbhar, GP member, Potter Community, Mugad

Overall the play had the greatest impact on the rural community for both men and women. However, very few women actually were able to see the play as it was staged before dinner when women had housework. Many women said that for them to see a play it must be staged after dinner. However for the few women who did see the play their reactions showed that it has a much stronger impact than the posters.

After the play in group discussions, men and women from Mugad and Aminbhavi villages discussed, first the main message they got from the play, as well as the problems raised by the play and some solutions were also explored.

Main message Perceived by the Audience from the Play

For most of the audience, *The main message is the need for a clean environment.* However for others, the play carried many messages including the impact of the city on land use, rise of factories and use of borewells.

The play began by defining the PU area and identifying the zone. Then the people could co relate to the play. The problems were highlighted. According to one community representative, *Everything in the play was correct now we have to do something and want more training and knowledge.* More such programmes will help farmers.

Impact of Living Near the City: For Mugad men, the play discussed pollution of the earth and water, the use of chemical vs organic fertilizer, infertility of cattle, and deforestation. For men from Aminabhavi village, *From the play we could understand the effect of expansion of the city, of factories and of housing on the villages. In the cities there are gutters that are dirty. They come and dump the waste in the villages. We have to be clean.*

Problems stressed by women were different including habits picked up by men by being exposed to the cities such as alcoholism and excessive spending on entertainment in the city. *All family members should work if we go to the city and waste money what will be left to eat.*

Change in Land Use Patterns: For Mugad men, the play shows the problems of loans and selling of land. *We realize we have been selling off our lands at a very low price.* In Aminabhavi, the concept was explored of telling people not to sell their land to the city to prevent the city from growing. The loss of opportunity of money if land is not sold to the city was discussed and it was said that one has to ask the question *“If I use that money what will I get from it and compare it to using the land?”*

One man related a story of how his land was affected. He had 2 acres of land. His brother started making bricks and lost the topsoil after which he sold it to a factory and the dust from the factory is affecting the surrounding land and they cannot cultivate anything now.

One possible solution was to sell the land to farmers only but they felt that they would not get the same price as they would from the city.

Impact of Factories: The Mugad community related strongly to the impact of factories on the village. The dust from the factories affects the crop and the dust deposits on the seedlings. The stone crushers and timber factories nearby also give out dust that affect the crops.

Impact of Borewells: For both communities it was felt that borewells have a negative impact as it dries up the water table. Instead water ponds could be created. According to women in the Aminabhavi, *Water management is a woman’s activity, especially drinking water. We must not dig bore wells.* Harvesting and preserving of water can be done but there needs to be training on farm ponds, bunds and harvesting rain water.

Solutions: Earlier we used to have ponds, which we used for water in dry months but now we have to use borewells. Instead there should be bunds to keep the water from running off. Another solution was growing trees. Even if we grow trees what is the use our neighbors will install borewells and reduce the water table. The Gram Panchayat member reacted saying that *maybe if we grow trees then others will follow our example.* The government has stopped giving subsidies for bore wells.

Growing trees: The importance of digging a pit in the middle of the field and growing trees around. By using this method they can improve the land. Trees can prevent soil erosion as the roots will hold the soil. There is a need to grow seedlings and plants.

Suggestions from the Play that Appealed:

The community appreciated the role played by the social worker in the play of raising awareness on issues. The play discussed the panchayat and their role where meetings and discussions can take place. Other suggestions that appealed included:

- Cultivation or use of wasteland.
- The idea of digging pits in between trees.
- The idea of growing trees to conserve water and maintain the water table.

People discussed what they could implement. The example of a person in Mudhol who only uses salt and matches from the market and in other aspects is fully self sufficient appealed. According to men in Aminabhavi, *We too should grow enough for our needs and sell the surplus. We should stop digging bore well and start stocking water. One idea we can implement is growing saplings at the edge of our land during monsoon where there is no need for water. We can also reduce the use of plastic and not throw plastic.* The panchayat member present said a letter could be sent to the higher authorities to stop pollution by factories. *We can also invite people from UAS and the forest department to train us on seedlings and saplings.* According to him programmes on radio are useful and this was the first time the UAS has done something like this.

One solution discussed was carrying cloth bags to reduce the use of plastic. Men said that they could set an example for others by carrying cloth bags. Women however, said that in fact they did carry cloth bags but shopkeepers still gave them plastic and only if the manufacture of plastic is stopped will its use finally stop.

Suggestions for Improving the Play

The problems should be shown to make it clearer to the audience not simply talked about. For example, it was suggested to show a child eating gutka and to show a ban on plastics. For example what will happen if you drink dirty water. If you put a bore well act out the problem showing a short piece of rope and then a much longer piece of rope to draw water from the well and women finding it more difficult to draw water because of declining water tables. This message can be transmitted on radio on farmer's programmes as farmers listen to the radio. The GP member said programmes on radio are useful. Other suggestions included:

- The need to discuss waste, sanitation and wells.
- More discussion needed on bathroom water draining out into the streets
- Soak pits should have been discussed as a solution

Workshop

In the workshop a video was shown to men and women from Mugad, Aminbhavi, Inamverapur, Pudakalakatti and Kotur. The video footage included the peri-urban concept, the play, problems and possible solutions. After the screen of the video the audience was broken into smaller groups to discuss the video, peri-urban problems and possible solutions. The groups were divided into four groups:

- The first group was women from the villages that had training or any exposure to the peri-urban concept and its related problems.
- The second group was men from the villages that had training or any exposure to the peri-urban concept and its related problems.
- The third group was women from the villages with no training nor any exposure on the peri-urban concept and its related problems.
- The fourth group had men from the villages with no training nor any exposure on the peri-urban concept and its related problems.

Reactions to the Video:

The play was seen as effective and the video footage was also seen as useful as a medium to disseminate information on the peri-urban problems. From the video the main messages the groups got were:

- The problems faced in villages such as pollution, plastics, deforestation, the effect of bore wells and so on.
- Awareness about a cleaner environment.
- Change in land use and cropping patterns and the desire to retain their lands.

Suggested Changes in the Video:

- Dairy and its problems can be included in the play
- More information is needed on food
- Stone crushers and their problems
- Solutions such as storing water in ponds
- The effect of using sewage water on vegetables, land and health.

Analysis and Recommendations

Reflecting upon the various dissemination activities and through dialogue with the team certain key factors emerged as crucial for future dissemination.

Characteristics of different target audiences in India

- Village Community: Large sections of this community are illiterate or semi-literate and tend not to read any written material. For such an audience face to face interactions, animated forms of interaction such as street plays and videos were found to be far more engaging.
- NGOs: NGOs constitute institutions that are closest to the village community and are best able to raise awareness on any given issue. Any dissemination strategy should

actively involve them at every stage especially during the design of the materials used. In this project NGOs were involved primarily in training.

- **Government:** Indian local government officials require any material to use language that is simple. In order for them to relate to the information it has to be tailored locally. This means the use of local examples but also for government it means relating different points to agencies and schemes in order to make the information more real and more concrete.

Presented below are the means of dissemination and their audiences.

Who Saw What: Audiences for the Various Dissemination Means			
Means of dissemination	Audience		
	Village Community	NGOs	Government
Guidelines		✓	✓
Pamphlets		✓	✓
Posters	✓	✓	✓
Street Play	✓		
Training	✓		
Video	✓		
Workshop 1		✓	✓
Workshop 2	✓	✓	

Nature and Complexity of the Concepts

Concepts broadly presented to the village community included the following::

- Problems of living near the city
- Opportunities of living near the city
- Possible solutions or opportunities for change

What was not presented and possibly too complex to present were:

- The peri-urban concept including the three dimensions of change (land use, natural resources and waste). Instead this was described as problems of living near the city which was more appropriate in terms of simplicity and accessibility of the ideas as a first step. For any relatively complex concept or set of ideas (which the peri-urban interface is) there needs to be staging and phasing in of the ideas. If viewed this way, the dissemination as it took place was the first stage. The three dimensions of change can be introduced as a next stage.
- Opportunities for change which was interpreted as opportunities of living near the city. However solutions themselves were in a way opportunities for change.

Overall for each means of dissemination a summary analysis is presented

Guidelines:

The guidelines seem most appropriate for the government and NGOs and overall a more literate audience although they still need to be simplified drastically. While people

appreciated the concepts in the guidelines, the language was a major barrier their really relating to the entire material.

Recommendations:

- The supporting examples need to be more local than global.
- For a government audience, the material needs to point towards implementation strategies. Particularly for a district level government, specific district agencies and programmes need to be referred to for them to see the relevance of the material.
- The layout of the guidelines itself is not user friendly with the print being too small and with distracting background logos.
- Finally some of the more important concepts were found in the footnotes.
- Thus overall there needs to be a bigger, clearer, simpler layout with concepts defined clearly and visibly.
- To make the guidelines more locally and programmatically relevant there needs to be a field test prior to finalization.

Posters and Pamphlets

The posters and pamphlets were found to be easily understood by the government more than the village community. Printed material be it posters or pamphlets are seen to have limited impact on an illiterate audience. In fact for all audiences complex concepts unless accompanied by training are not easily depicted purely through printed material.

For the village audience one set back to understanding the posters was that there were too many messages accompanied by too many photographs in each of the posters. This led to a variety of interpretations, few of which were close to the original message.

Visual: The first impression of the posters on the village community was via the photos. This is an audience that looks before it reads and often does not read at all.

Photos Misinterpreted: The photos were often interpreted differently and in some posters there were too many photos and too small. The messages from the photos were several and contradictory. Some were easily understood namely the bio-gas plant, vermi-compost and deforestation. However the overall message of each poster was lost.

Semi-literate Audience: Even the few who could read struggled with the text but understood it slightly better from the text rather than the photos.

Language: For the larger village audience the language was inaccessible especially as the Kannada translation was too literal a translation. The language needs to be both simplified as well convey the concepts effectively.

Need for second level of field testing: Organizations that have worked with illiterate and semi-literate audiences should be involved at this stage of the field-test. Existing posters

while appropriate for a literate audience should be further simplified and reworked and demystified for the community.

Recommendations:

- For government the posters and pamphlets can be a means provided there is an opportunity for dialogue to contextualize the concepts.
- For a semi-literate or illiterate audience, a second round of posters need to be created which is far more visual with less writing, also accompanied by training.
- Not more than one message should be conveyed in a single poster for greater impact on an illiterate and semi-literate audience.
- Photographs too have to be limited to a few that can convey the message.
- Through a field test the preparation of a simpler set of posters should involve NGOs who work closely with the community.

Street Play and Video

These two visual media were the most powerful in conveying the concepts to a village audience. Another advantage is the wider reach of these means especially to include an illiterate audience.

Suggestions for Improving the Play

- Instead of talking about problems they should be acted out situationally.
- A version of the play can be produced for radio as farmers listen to the radio.
- More issues could be included such as waste, sanitation, wells, bathroom water drainage, dairy and its problems, stone crushers and the effect of using sewage water on vegetables, land and health.
- Potential solutions such as soak pits and storing water in ponds can be discussed.

For the time period the goals of the dissemination strategy were too ambitious particularly due to the complexity of the concepts being presented. The concepts themselves are found to be useful by all the audiences. Yet it will take time to absorb and internalize the concepts towards change. Dissemination and the creation of knowledge where ownership is by the community needs to be seen as a long term process and one that is multi-faceted.

During the interviews and discussions with the village community certain problems are highlighted such as that of migration of labour, change in crop pattern, pollution of air, soil and water, disadvantages of living near the city and so on. Solutions for these problems were also discussed. For a brief outline of the problems and solutions please refer to annexure 1.

While these discussion were going on another important factor came up. This is the difference in perspectives of men and women on the problems. For the women the problems were related to livelihood issues such as drinking water, collecting of firewood

and shifting patterns of crop production leading to less food for home consumption. (refer to annexure 2).

For any strategy in addressing these problems women's perspectives must be kept in mind. These issues have to be brought into the dissemination material for men to understand the different perspective women have and for them to sit down together and plan their activities towards solving these problems.