



SONG AND DRAMA DIVISION

In public service since 1954

INTRODUCTION

1. Government policies for its success require peoples participation. For the purpose effective dissemination of public information to public at grassroots level is a must.
 2. This requires human behavioural changes. Inter personal communication is a key element.
- * Song and Drama Division has unique strength to use live performances. To bring effective change and impact, use of local dialects/language and use of folk/traditional performing arts has been important. This includes story telling, music, puppet, regional dances etc.

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- * Some of the effective campaigns include Beti Bachao Beti Padhao, flagship schemes in health sector, Swachhta Abhiyaan including campaigns on the request of Gujarat Government on ODF in the state.
 - * In addition, the other campaigns are to inculcate the spirit of national unity, integrity, communal harmony, especially in rural areas, LWE, hilly, tribal & desert areas, small towns, border areas and other vulnerable/disadvantage sections of the society.

ALL INDIA PRESENCE

Through its 10 Regional Centers under Regional Outreach Bureaus with over 1000 cultural troupes.

- Strengths lies in the usage of troupe empanelled with Song and Drama Division at its Regional Centres who specialize in traditional art and use of local dialects.
- Division has been involved in public information campaigns predominantly in rural areas and semi urban areas.
- The reach in 8 North Eastern States, J&K, border areas, LWE areas.
- Dedicated staff artists with the Division for VIP programmes.
- Use of social media has been very effective.

METHOD OF COMMUNICATION

To achieve its objectives, the Division utilizes a wide range of live media such as :

- Dance drama,
- Composite programmes,
- Puppetry,
- Traditional recitals,
- Local folk and traditional form.
- Social Media through uploading of pictures of programmes conducted.

COMMUNICATION AND ADVOCACY

- * NNM would require communications campaign in rural areas, semi-urban areas, urban areas, metros, slum dwellings, covering an entire gamut of target groups with focus on children specially girls and women.
- * A judicious mix of various formats of inter personal modes to enhance campaign visibility at national, state, district and block levels including villages and far flunged areas.
- * Social media platforms of Ministry of I&B and Ministry of WCD as done in the case of BBBP.
- * **Build awareness at grassroots level through traditional performing art forms on the initiatives by the Government.**
- * **To generate conversations on NNM through programmes in schools/ community gatherings during festivals.**

PARTNERS

- * NGOs etc to reach out to mothers, families.
- * State Governments/Panchayats etc, health workers, medical institutes.
- * Educational institutions

ISSUES TO BE HIGHLIGHTED

- * Prevent and reduce under nutrition in children.
- * Reduce prevalence of anemia among children specially girls and women.
- * Reduce low birth weight in children.
- * Reduce stunting.

AN EXAMPLE

- * A story line of nukkad natak which is simple.
- * Another example specially in metros and urban towns may be on eliminating wastage of food.
- * **“Let’s honor the family meal and sharing the love to those that are less fortunate to have home food”.**