

“Process of Design and Delivery of Song and Drama Programmes”. Sponsored by Song and Drama Division, M/o I&B. 2010-11.

The All-India study was conducted at three regional centres: Central Zone in MP, Southern region: Karnataka and Maharashtra for Western region. The study conducted at 3 levels; training of troupes, post training and field level performances focused on identifying gaps. The findings show substantial loss or dilution of the core information and intended message due to inclusion of extraneous and unlinked information by the troupes thereby toning down the impact of the message. The reasons assessed were inadequate understanding of a new topic, problems in comprehending the technical information during the training session compelled artists to fill the gap with their ‘own prepared’ information, , Lack of and inadequate publicity of the programmes and no proper mechanisms in place for gathering the feedback on various dimensions of the programme delivery and assessing the impact on people’s knowledge and changes in their attitude are some of the gaps and hurdles that need to be attended.


