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AN EVALUATION OF THE VILLAGE INFORMATION CENTERS IN INDIA

Conducted for the
Manipal Industrial Trust (MIT) of India
and the International Development Research Center (IDRC)
of Canada

by the
UNDP Office for Project Services
Asia and Pacific Programme for
Development Training and Communication Planning (DTCP)

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by
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October 1992

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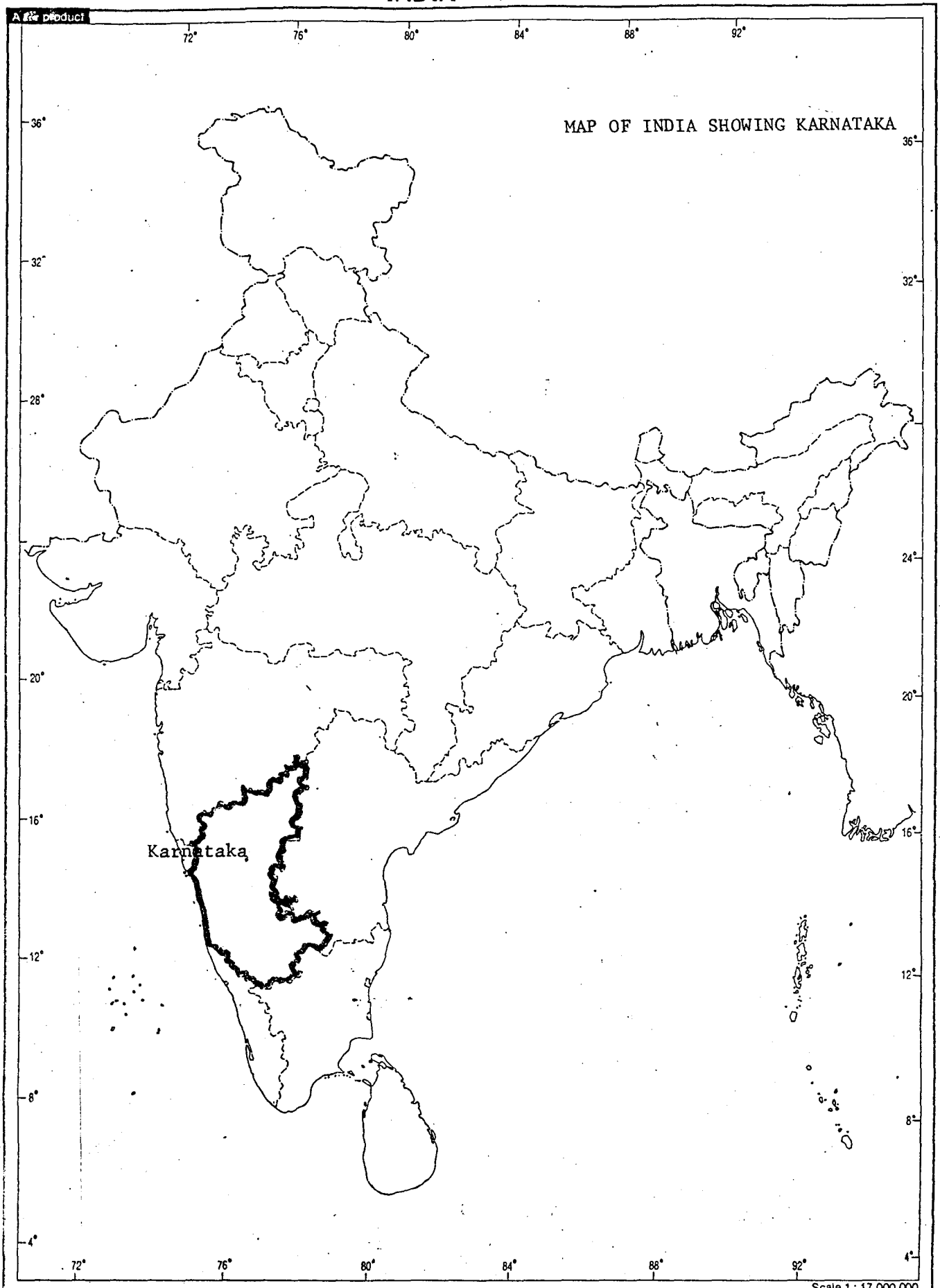

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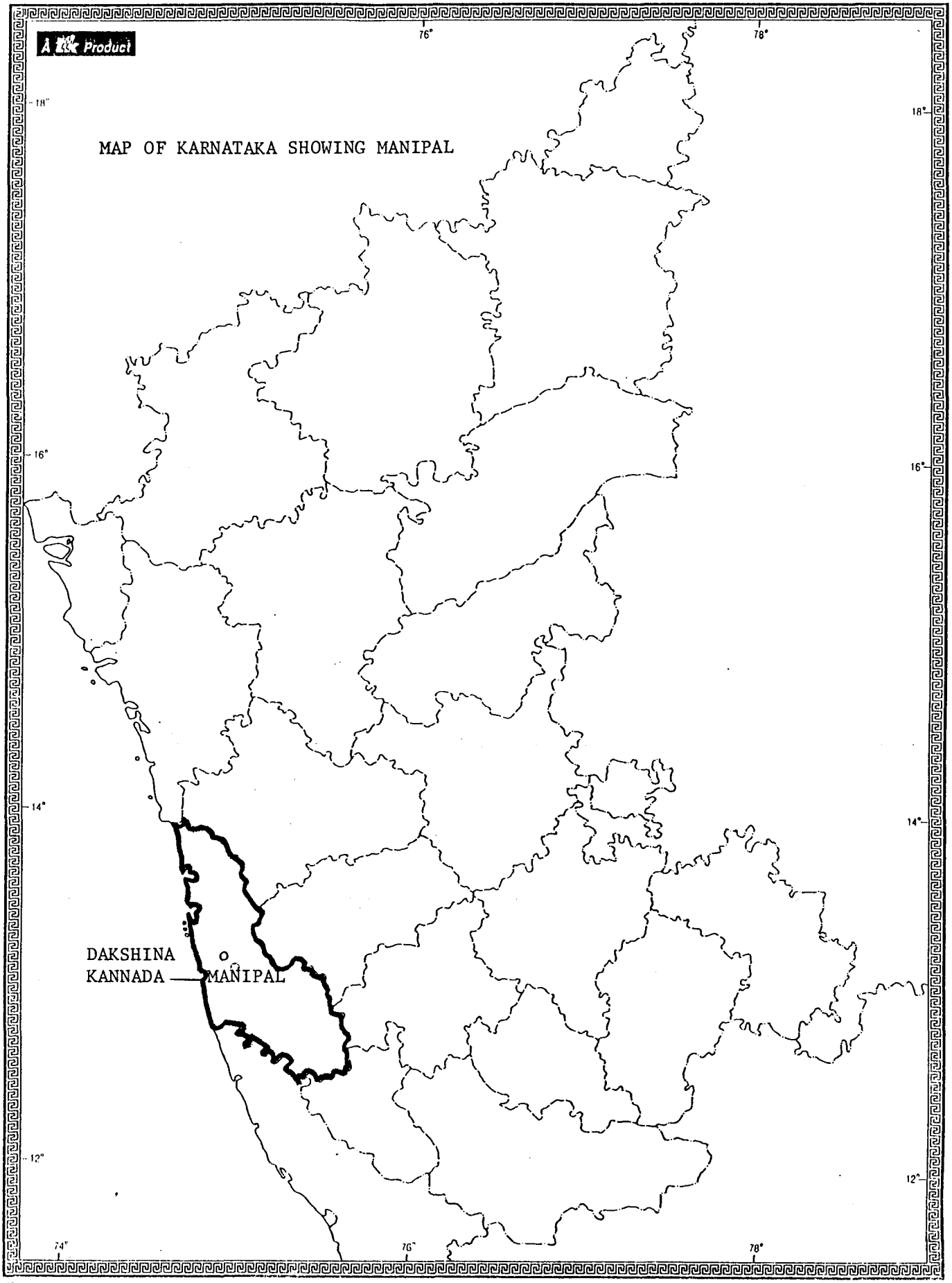
KARNATAKA – DISTRICTS



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Preface

Information is the key to human development. It is the main resource that directly improves people's knowledge, attitude, skill and practice -- the basic elements that drive human activities.

The effect of information on behavior or practice, however, is often proportional to the availability of related resources such as management, manpower, money machine, material, facilities and time. The more the available resources, the greater the effect of information on practice or the utilization of the resources for more productive activities.

This suggests that for information to have an optimal impact on the target beneficiaries, it must be considered as part and parcel of the package of available resources in the target villages. In line with this principle, it is extremely important for projects on information to closely link up with other projects which provide material resources such as credit, seeds, fertilizers, insecticides, and other relevant inputs.

It is envisioned that the "resource package approach" (RPA) described above will help increase the effectiveness of future activities of the VIC project. This means that in the next phase, the project should work more closely with the other projects of MIT and the government in the target villages. It should also focus on information which will help the target users utilize wisely the resources brought in by the other projects. In remote villages hardly reached by development projects, information should focus on proper use of indigenous resources.

It is hoped that findings and recommendations presented in this evaluation report will help re-focus the thrust of the VIC project toward sustainability of the activities and increased efficiency and effectiveness of the management and operations of the VICs.

I would like to acknowledge the Manipal Industrial Trust (MIT) of India and the International Development Research Center (IDRC) of Canada for giving me the opportunity to evaluate a pioneering project which is so close to my formal training mass communication.

I am particularly grateful to Mr. T. Ramesh U. Pai, President of Dr. T.M.A. Pai Foundation, for his warm reception and hospitality. I was really impressed by his humility and people-oriented philosophy in helping the rural poor in Manipal, a township of Bangalore perched atop an imposing plateau, overlooking the vast Arabian Sea. Within this picturesque area are over 44 educational institutions administered by the Pai family. I would also like to thank Dr. Ramdas M. Pai, Chairman of the MIT, for giving a few minutes of his very busy schedule to the Evaluation Team.

I sincerely appreciate the hospitality and assistance given to me throughout the mission by Mr. P.V. Rao, Executive Secretary of the MIT and Project Leader of the VIC project. I truly admire his keen interest in and good understanding of the principles of project evaluation. His active, informed, and objective participation during the brainstorming sessions and intellectual conversation has truly helped the team in formulating some significant preliminary recommendations. Mr. Rao consistently showed his objectivity in assessing the project. He truly deserves to be considered part of the Evaluation Team.

The names of those who provided the needed data for this report are included in the list of participants in the focused group discussions given in Annex 4. Those who helped in gathering the data include the VIC Project Staff whose names appear in Annex 5. Ms. Padma Upadhyaya, a librarian at the MIT, content analyzed the newsletter and matched its contents with the information needs of the different users. Some faculty members of the Kasturba Medical College and Hospital in Manipal also provided valuable information on the rural outreach health services in the project area.

My sincere gratitude goes to all the organizations and individuals who contributed to the completion of this report. However, any flaw in this manuscript is the sole responsibility of the undersigned.

Cesar M. Mercado
Team Leader

Executive Summary

The Village Information Centers (VICs) project in India was initiated in 1989 by the Manipal Industrial Trust (MIT) to address the lack of development information in the villages. From 1990 to 1992, the number of VICs was increased from 10 to 30 through a project entitled "Rural Information Support System". Funds for this project were provided by the International Development Research Center (IDRC) of Canada.

The project has succeeded in establishing a Central Information Center (CIC) and 30 VICs, although five of the VICs had to be transferred to other villages due mainly to the unwillingness of the VIC volunteers to provide services without honorarium. It is essential that a set of criteria be established in selecting new villages which will be provided with VICs.

The CIC has already identified the information needs of the VIC target users who are composed of extension workers, VIC volunteers, members of women and youth organizations, farmers, fishermen, other village people and the project staff. However, there is a need to further refine the classification of information needs.

The CIC has also contacted local and national sources of information. For local sources, the CIC depends on the existing network of colleges operating in Manipal. However, the list of local sources has yet to be prepared.

The information gathered from the national and local sources has been adapted to benefit the target users. The information is repackaged into newsletters, slides, video films, leaflets, pamphlets and other materials. In general, the materials are well-produced but the contents are good only for creating awareness. There is a need to produce and/or distribute new materials for skills development. The CIC staff and fieldworkers should be trained on how to better utilize the materials.

The delivery and integration of technical information into on-going rural development programmes of the MIT needs strengthening. Integration into village level planning was set back due to the delay in the election of the village political leaders. To ensure the utilization of the information into on-going rural development programmes, training along this line should be conducted.

Members of the Mahila Mandals (women's organization) have already been trained to continue providing basic information services to villagers. Motivational materials to help the trained members of the Mahila Mandals in motivating others to use the information should be produced.

The VIC has a high potential to support adult education activities and to sustain the newly acquired reading skill of the neo-literates. It helps fill the information gap in areas where there are no extension workers. Materials for new literates should also be prepared.

The VICs are doing fairly well in providing information to literate users considering their existing resources and capabilities. However, due to lack of relevant information and the limited time that these are open to provide services, only about 20%-25% of the information needs of users are met by the VICs. Greater effort on the part of the CIC is needed to fill the information gap. One alternative is to fully tap the existing sources. Another is to utilize traditional knowledge from the surrounding villages. The VICs should be open for three hours instead of just two. The best VIC volunteer should be relieved of other activities and should be given an honorarium of RS150 - RS200 per month.

The impact of the project is only now starting to be felt in some villages. Much of the the first three years of the project were devoted to organizing the CIC and the VICs, preparing the information materials and other preparatory activities indicated in the project document. A baseline survey should have been conducted in the areas before the VICs were established. A systematic monitoring and evaluation system should be installed and appropriate and simple tools should be developed and utilized.

Considering the initial substantial accomplishments of the project and the enthusiasm it has generated among its actual and potential users, it is recommended that the project be extended for another three years on condition that it should cover only existing VICs whose managing Mahila Mandals (or other village organizations) are willing to sign a memorandum of agreement with MIT stipulating that they will continue providing management and financial support to the VICs after IDRC bows out from the project. It is also essential for MIT to a) formally commit to the institutionalization of the CIC or IRD within the organization, and b) strengthen the teamwork and technical capability of the project staff to ensure the realization of the main thrust of the next phase.

The main thrust of the next phase should be to widen the utilization of development information in increasing the productivity and income of the target users. It should also strengthen the system and structure which will ensure the continuous supply of relevant development information into the villages covered by the project even after its termination.

I. Introduction

In 1989, 10 Village Information Centers (VICs) were established on an experimental basis in Manipal, Karnataka, India, by the Manipal Industrial Trust (MIT). The centers were designed to address the lack of development information in the villages. From 1990 to 1992, the number of VICs was increased to 30 through the project, "Rural Information Support System" funded by the International Development Research Center (IDRC) of Canada.

The MIT is a non-government organization (NGO) established in 1970 and based in Manipal, Karnataka, India. In 1972, its Rural Development Wing (RDW) was organized to assist the weaker sector of rural communities to engage in self-help programme.

The RDW follows the total community approach so that it is not divisive. But the relatively well-off are convinced to contribute to the community as part of their social responsibility. However, information is given equally to all sectors. Its other projects include literacy, awareness generation, afforestation of wasteland, rural health, lift irrigation, development of women and children, and VIC.

This report presents the results of the VIC project evaluation which was carried out on 3 -12 August 1992 by the UNDP Asia and Pacific Programme for Development Training and Communication Planning (DTCP), for the MIT and IDRC. The evaluation was part of the terms of agreement between MIT and IDRC.

II. Objectives

The evaluation was conducted to determine the following:

1. The extent to which the project attained its objectives, outputs and activities as indicated in the approved project document.

2. The organization, management, operation and structures of the VICs and the CIC.

Based on the evaluation results, the study recommends adjustments in the organization, management, operations and structures of the VICs and the CIC to ensure the sustainability of the project benefits.

III. Framework

A *logical framework* was developed to guide the data gathering. The framework, in matrix form (Table 1), was based on the objectives and outputs (expected and actual) of the project. The actual outputs were analyzed in terms of their strengths and weaknesses, and recommendations to strengthen the weak points of the project have been formulated.

IV. Approach and Method

Preparations for the evaluation were made about two months before the start of actual data gathering. The DTCP Consultant prepared a draft schedule of activities for the data gathering. A copy of the schedule was sent to the Project Leader in Manipal, Karnataka, India, on 26 June 1992 for adjustments to the realities in the area (e.g. distances between villages which could affect mobility during data gathering).

The schedule of activities was designed to guide the data gathering. It has four columns which indicate the: 1) date and day of data gathering; 2) activities; 3) participants or respondents; and 4) outputs per activity (Annex 1).

Focus of the interviews was a cross-section of the different groups of people involved in the project. These people constitute the actual users or potential users of the VICs, fieldworkers, VIC volunteers, Mahila Mandal members, selected officials of MIT, members of the VIC Advisory Committee, Project Staff, etc.

Due to limited time and budget, the study focused only on the most successful, moderately successful and least successful VICs. The classification of the VICs was based on the following criteria: 1) attendance in VIC activities; 2) cooperation of the members of the Mahila Mandal who locally manage the VICs; 3) established contacts with government agencies; and 4) active community participation.

The "participatory approach" was employed in evaluating the project. This approach was designed to provide project management with a) deeper insight into the management and operations of the project, and b) first hand information on the problems facing the project and feasible solutions. Consequently, it increases the chance that the solutions are implemented by the project staff.

The DTCP Consultant, the Local Consultant and the Project Leader constituted the Evaluation Team. However, the final recommendations were formulated by the DTCP consultant largely based on the project outputs and their strengths and weaknesses. The CIC respondents were composed of the Project Leader and the CIC staff, the extension workers assigned in the project areas, the volunteers

TABLE 1: A LOGICAL FRAMEWORK USED FOR EVALUATING THE VILLAGE INFORMATION CENTER PROJECT

OBJECTIVES/ OUTPUTS	STRENGTHS	WEAKNESSES	RECOMMENDATIONS

managing the VICs, the active members of the Mahila Mandals and the youth organizations, and heads of other projects which are linked with the VICs. The Project Leader, who joined the evaluation team "to have deeper insights into the project," acted as both a respondent and an evaluator.

The "focus group discussion" was the main method employed in gathering the data from most of the respondents. Groups of extension workers, VIC volunteers, and VIC users were invited to participate in the series of group discussions which were mostly conducted in the Mahila Mandals' office where the VICs are located. The names of those who participated in the focus group discussions are given in Annex 2.

Each sub-group in the focus group discussions was asked questions about their participation and utilization of the VICs. Guide questions were used by the Evaluation Team in managing the group discussion. Annex 3 provides a sample of the guide questions.

In most cases, the local consultant asked the questions in the local language and translated the respondents' answers into English. The project leader, in some cases, also asked some questions. The DTCP consultant noted down the respondents' answers and raised important follow-up questions designed to fill in gaps or to verify certain issues mentioned by the respondents.

Some of the respondents, particularly the heads of related projects, were interviewed in their offices on an individual basis.

A total of four VICs with varying levels of success were visited and discussions with the extension workers, VIC volunteers and the village users were carried out. The VICs visited were located in the villages of Kendalabailu, Yermal, Kalathur, Yellur, and Mattu. Data gathering was conducted between 9:00 a.m. to 5:00 p.m. from 3 - 12 August 1992.

V. Findings

The success or failure of a project is measured in terms of the extent to which it has attained its objectives, accomplished its expected outputs, conducted its planned activities, and/or utilized its expected inputs. All these elements of a project could be evaluated on two dimensions: quantity and quality. Quantity can be measured by counting the number of outputs, activities or inputs; while quality can be measured in terms of the strengths and weaknesses of the outputs and activities.

This study looked into the outputs and the activities of the project as specified in the objectives. It also examined the other outputs and activities which are not specified in the objectives but which are deemed necessary for the efficient and effective organization, management and operation of the CIC and the VICs. The study also looked into the strengths and weaknesses of the actual outputs and activities. A summary of the evaluation results is given in Table 4.

A. The Project

1. The main objective of the project was to establish 30 VICs in the Udupi and Terthahalli Taluks (zones) in the State of Karnataka. This objective was accomplished although 5 of the 30 VICs had to be transferred to other villages where the Mahila Mandals or the VIC volunteers are more receptive. A list of the exact location of the 25 VICs established in 1990 is given in Table 2. Table 3 provides a list of the VICs in Udupi Taluk indicating the Mandal Panchayat where they belong, their addresses, extension workers involved, volunteers assigned, and visiting time. No similar data on the VICs in Tirthahalli Taluk was submitted by the project staff. Also, the VICs were not yet classified according to level of success.

1.1 A common reason for the transfer of the VICs to other villages was the unwillingness of some VIC volunteers to attend to their duties without any honorarium.

1.2 The CIC was organized by the Project Leader to coordinate the activities of the 30 VICs and provide them technical support.

1.3 The Project Leader promised to make careful classification of the existing VICs according to level of success after clear criteria are established.

2. The specific objectives of the project include the identification of the information needs of the different target users of the VICs such as the extension worker, VIC volunteers, project staff, adult men and women in the village, as well as the youth and children in the community.

2.1 The information needs of the different target users of the VICs have been identified. These needs vary from group to group. For example, the project staff need information on management; the extension workers, on local management and training opportunities; the VIC volunteers, on laws relating to women, government anti-poverty schemes and health; the village organization, on Mandal Panchayat or Zilla Parishad Act, village level planning and conducting meetings. However, clear and distinct categories of information needs should be established.

2.2 A further breakdown of the villagers show that male farmers need more information on agriculture such as control of pests and diseases of rice and coconut, horticulture and livestock; the female farmers, about health and income generating activities; the male youth, news and sports; the female youth, training in tailoring, dressmaking, embroidery, doll making, etc. (Annex 4).

3. More than 50 local and national sources of needed development information have already been contacted. The names of these sources are given in Annex 5. Most of the sources are found in Bangalore, a cosmopolitan city in Karnataka. Bangalore is fast developing into an important industrial center in Southern India. A list of the local sources of information is needed.

4. The information gathered from the different sources have been adapted and used for the benefit of the target groups through the production of a newsletter, slide tape presentations (STPs), video tapes and, lately, a bulletin, which might take the place of the newsletter. Almost all of these materials are informational rather than instructional. The production of new materials designed to develop skills is therefore essential.

5. The improvement of the delivery and integration of technical information into on-going rural development programmes and village-level planning was set back due to the delay in the election of a new set of officers in the Mandal Panchayat and the Zilla Parishad (District Council). Training of the newly-elected officers on data utilization is needed before this objective of the project could be achieved. Integration of some information into the MIT plans and programmes has been initiated.

6. The VICs were also intended to provide support to the adult education programme operating in the project areas. New literates are given the opportunity to develop their newly-acquired reading skills. Incidentally, records of the VIC users do not indicate the number of new literates who come to the center to read. The difficulty in recording this special type of users stems from the fact that they do not want to be identified as new literates. They feel that they should not be treated as a different category of users because of the stigma attached to the word **new literate**. But, by all means, these new literates should be identified so that appropriate materials could be produced for them.

7. The VIC project trains local organizations such as the Mahila Mandals in providing basic information services to the villagers. A total of 1767 Mahila Mandal members were trained as volunteers to man the VICs. A sample training programme for VIC volunteers is given in Annex 6. The information services provided to the villagers include lending out of take-home materials, locating for-

TABLE 2: VILLAGE INFORMATION CENTERS ESTABLISHED IN 1990

Tirthahalli Taluk (Shimoga Dist.)	Udupi Taluk (D.K. Dist.)
1. Kasturba Mahila Mandali Kadu mallige Post Kudumallige.	1. Brahmajyothi Mahila Mandala Majoor.
2. Sri Durgamba Mahila Mandali Kendalabailu Post Kendalabailu (Honnethalu Village) Via: Agumbe.	2. Amarajyothi Mahila Mandala Muloor. 3. Jai Karnataka Mahila Mandala Hejamadi.
3. Durgamba Mahila Mandali Post : Untoorkatte Kaimara.	4. Mahila Mandala, Palimar Palimar.
4. Mahila Mandala Basavani Post Basavani	5. Khadgeshwari Mahila Mandala Nandikoor.
5. Tudoor Mahila Mandala Post Tudoor Tudoor.	6. Navodaya Mahila Mandala Mudarangadi.
6. Mahila Mandala Mandagadde Mandagadde Post.	7. Harijana Mahila Sangha Shirva Padavu.
7. Bhavana Yuvathi Mandali Post Hosur Guddekeri Via: Agumbe	8. Mahila Mandala Yelluru.
8. Sri Sharada Mahila Mandali Agumbe Post Agumbe.	9. Mahila Mandala Adamaru.
9. Banashankari Mahila Mandali Kadathur Post Kadathur.	10. Kurkal Mahila Mandala Kunjariri.
10. Sri Sharada Mahila Mandali Guddekoppa Post Guddekoppa	11. Saraswathi Mahila Mandala Pangala.
11. Kalashri Yuvathi Mandali Tenkabailu, Post Tenkabailu Nalur Mandala Panchaythi.	12. Adarsha Mahila Mandala Kalathur.
12. Kamala Nehru Mahila Mandala Bandya Kukke Post Bandya Kukke Bejjavalli Mandala Panchayathi	13. Priyadarshini Mahila Mandala Badagabettu Parkala.

TABLE 3: VILLAGE INFORMATION CENTERS' STAFF AND OPERATION IN UDUPI TALUK

MANDAL PANCHAYAT	VICs ADDRESS	EXTENSION WORKERS	VOLUNTEERS	VISITING TIME
1. Kuthyaru Mandal	- Adarsch Mahila Mandal Kalathur - Yuvak Mandal, Kalathur	Peer Mohammed "	Mallika Shetty "	Tuesday, 4:00 - 6:00 p.m. Sunday, 4:00 - 6:00 p.m.
2. Majur Mandal	- Belapu Mahila Mandali Paniyoor - Brahmajyothi Mahila Mandal Majoor	Peer Mohammed "	Prema Shetty Haneef, Jyothi Shetty	Wednesday, 4:00 - 6:00 p.m. Thursday, 4:00 - 6:00 p.m.
3. Shirva Mandal	- Harijan Mahila Sangha Shirva Padavu		Leela, Ammi	Saturday, 4:00 - 6:00 p.m.
4. Belle	- Mahila Mandal Padubelle	Srinivas	Asha, Ashalatha	Sunday, 4:00 - 6:00 p.m.
5. Palimar	- Palimar Mahila Mandal Palimar	Thukaram	Kum. Tanuja Sujatha	Monday, 2:00 - 4:00 p.m.
6. Mudarangadi	- Yellur Mahila Mandal Yellur - Khadgeshwari Mahila Mandal NandiKoor	Bharathi Madhavi	Vasanthi Lakshmi	Monday, 10:00 - 12:00 a.m. Monday, 10:00 - 12:00 a.m.
7. Yermal	- Srinidhi Mahila Mandal Yermal	Vasanthkumar	Rathna, Usha	Thursday, 4:00 - 6:00 p.m.
8. Kuthyaru	- Navodaya Mahila Mandal Mudarangadi	Bharathi	Mallika Shetty	Tuesday, 10:00 - 12:00 a.m.
9. Kaup	- Amarjyothi Mahila Mandal Muloor	Madhavi	Sulochana Bangera	Friday, 2:00 - 4:00 p.m.
10. Hejamadi	- Jai Karnataka Mahila Mandali, Hejamadi	Vasanth Kumar	Ramola	Saturday, 4:00 - 6:00 p.m.
11. Katpady	- Mahila Mandal Mattu	Vasanth Kumar	Kasthuri	Saturday, 4:00 - 6:00 p.m.
12. Manipur	- Mahila Mandal, Alevoor	Vasanth Kumar	Vinoda Devika	Saturday, 4:00 - 6:00 p.m.
13. Manipur	- Spoorthi Mahila Mandal, Pernankila	Vasanth Kumar	Asha, Vinoda	Saturday, 4:00 - 6:00 p.m.
14. Parkala	- Priyadarshina Mahila Mandal Badagubettu	Vasanth Kumar	Lakshmi Bhat, Hemoga	Saturday, 4:00 - 6:00 p.m.

reading-only materials, and answering questions of VIC users. They should also be trained on motivating VIC users to use the information in their daily activities. Most of the volunteers (mostly women) also attend to the other projects of the women's association such as mini-workshops on tailoring and crocheting, and sports activities. There is a need to classify the VIC users by sex, education and occupation to clearly identify who are benefited by the project. Annex 7 provides a list of VIC activities from 1991 to 1992.

C. The Central Information Center (CIC)

8. The CIC is the coordinating body of the VICs. The CIC is composed of a core group that is responsible to carry out the overall purpose of the project, which is to provide information support for rural development through the establishment of 30 VICs in the Udupi and Tirthahalli Taluks in Karnataka State.

8.1 The specific objectives of the project are: 1) to collect information required for formulating rural development programmes, and to provide them to the rural communities as required; 2) to obtain from different sources (local, national and international) relevant information needed by the rural people; 3) to make use of different types of media for the purpose of disseminating information; 4) to develop programmes for the neo-literates so as to help them continue their education; and 5) to organize suitable training for the functionaries.

8.2 The role of the project in the development of a rural information system that will provide needed information to the target beneficiaries of the different MIT projects has been only lately realized. The Project Leader accepted that the VIC project has been operating more as an independent project than as development support communication project to the other rural development projects of MIT on 1) adult education; 2) irrigation; 3) afforestation; 4) cattle development; 5) women and child welfare; and 6) health.

8.3 Another important objective of the CIC which should be given emphasis is to develop the VICs as a self-reliant information network that is capable of providing information needed by the communities where they operate under the management of the local organization(s) such as the Mahila Mandals.

8.4 The staff of the CIC is composed of the following: 1) Project Leader, concurrently the Executive Secretary of MIT; 2) Manager; 3) Officer-in-charge; 4) Statistical cum Information Assistant; 5) Stenographer; 6) two AV Technicians; 7) Messenger (Annex 8). It is not clear, however, whether an Officer-in-Charge has been designated in addition to the Project Leader and the Manager.

8.5 At the time of this study all the Project Staff, from the Project Leader down to the stenographer, had already received training in their respective fields (Annex 8). The training courses attended by the staff include: 1) Library and Information Center Automation; 2) Information Repackaging and Consolidation; 3) Computer Applications to Library and Information work; 4) Communication Planning; and 5) Design and Development of Village Information Centers. None of the staff has attended the Trainors Training, and the course on Process Documentation and Monitoring and Evaluation although these were included in the guide manual prepared by the project staff.

8.6 The identified users of the CIC in Manipal were: 1) rural communities where the CIC exists; 2) extension workers, volunteers and Project Staff; 3) government officials, and 4) other interested parties.

9. The CIC, and on some occasions the extension workers, collect information from appropriate sources on topics requested by the villagers. However, the amount of information collected and made available to the villagers could reportedly satisfy only 20% - 25% of their needs. The information is made available through the newsletter, brochures, video tapes, STPs, films, newspapers, magazines, booklets, posters, charts and various types of printed materials gathered from different government agencies. But the most common method used by extension workers in giving out information is through interpersonal or face-to-face communication. Annex 9 shows a sample of the types of information requested by VIC users and those provided by VIC volunteers.

Below is a description of the different types of materials provided by the CIC.

9.1 Newsletter

The CIC produces a newsletter called *Jhana Deepa* (Light of Knowledge), in the local language, *Kannada*. Initially, this was published monthly. However, due to the rising cost of paper and printing, the newsletter is now published only once in two months. Twelve hundred copies of the newsletter are produced per issue. The amount spent per issue is Rs7,500.

The topics featured in the 11 issues of the newsletter include animal husbandry, vegetable growing, small savings, agriculture, horticulture, fisheries, women and development, and different government development schemes. Most of the articles were gathered from various experts within and outside of the Manipal campus.

Noting the inadequate feedback on the reach and utility of the newsletter, the CIC lately has been considering scrapping this in favor

of a "Press Clipping" service or "Bulletin" which may be more useful and less expensive to produce. Starting in January 1991, a readership questionnaire has been inserted in 10 copies of the newsletter and, at this writing, only 11 questionnaires have been returned so far. A content analysis conducted during the evaluation showed that the contents of the newsletter were in line with the priority information of the target users (Annex 10).

9.2 Audio-Visuals and Publications

The CIC has also produced a number of publications and audio-visual aids which include brochures, slides, posters, charts and video tapes. The quality and suitability of these materials are generally positive. The participants in the focused group discussions found these effetive although no systematic study has been conducted on their actual effects except the report of some youth in Mattu who triedplanting some vegetable seeds after viewing the slides on vegetable growing. The effectiveness of these materials could be increased by improving the skills of the project staff and the fieldworkers on the use of these AV materials.

9.3 Brochures

The brochure, written in *Kannada*, describes the overall goal, methodology, work and activities of the VICs. It also discusses the role of Information Disseminators. The brochure is designed for extension workers, VIC volunteers, VIC Advisory Committee members, local officials and local leaders.

9.4 Slide Tape Presentations

Six STPs have been produced under the project. Three 20- to 30-minute STPs were produced in 1991 on three topics: 1) "Self-Reliant Woman" (Swaralambi Mahile); 2) When a Woman is Literate (Hennandu Kalithare) and 3) "In the Sprout is the Glory of the Plant" (Beleyu Siri Molakeyalli). Another three STPs were produced in 1992: 1) Information is Power, 2) Growing Vegetables, Fruits and Flowers, and 3) Milk Production: A Profitable Business.

The STPs are part of a kit that comes with an audio tape, recorded script and a manual. The STPs are designed to create awareness among rural women about the development of women and children. The slide sets have been shown in 15 places (as of March 1991) and have been seen by about 30 - 50 women. Group discussions normally follow the slide show. The slides are very well produced and the sound and background music are also very good.

A brief description of each of these STPs is given below.

Self-Reliant Women

This STP focuses on the inequality between men and women from childhood to adulthood in terms of food, education, marriage, employment and work. It features women's contribution in the home although they may not be employed. The STP encourages women to be self-reliant by going to school or attending literacy classes, and engaging in income generating activities such as honeybee keeping, tailoring, embroidery, rope making, basket making, etc.

When a Woman is Literate

This presentation shows the different types of occupation that literate women can go into such as telephone operator, teacher, nurse, office girl, secretary, computer programmer, etc. It is a motivational show which extols literate women on the job. Great Indian leaders such as Gandhi, Nehru, Indira Gandhi and Tagore are shown advising mothers to send their children to school.

In the Sprout is the Glory of the Plant

This presentation is aimed at motivating children to think about their possible profession even while they're still young and to acquire desirable values and high achievement motivation, develop their personality and share what they know with their family and neighbors. The government of Karnataka was so impressed with this STP that it ordered 21 sets for its own use.

Information is Power

This STP depicts information as the fuel to a person's progress. It illustrates ways and means for the new-literates or even illiterates to acquire useful information. It shows how the VICs organized by MIT are sought for and managed by a committee of local people. The show concludes that information, however useful, could only benefit a person if it is used for one's own well-being.

Growing Vegetables, Fruits and Flowers

This programme induces women to grow vegetables, flowers and fruits because these are good sources of food and income. It also presents various opportunities provided by the government to encourage horticulture and floriculture. Finally, it persuades viewers to consider these for commercial purposes.

Milk Production: A Profitable Business

This material motivates women to go into milk production as an economically feasible income generating activity and to help improve the health of rural families. It shows that there is scarcity of milk despite the presence of cows, buffaloes, sheep and goats in the villages. It touches on certain misconceptions about artificial insemination and presents financial assistance and services provided by the government and milk producers cooperative societies to encourage milk production.

9.5 Posters and Charts

The posters and charts displayed in the different VICs visited by the evaluation team were largely produced by the Adult Education Department of the State Government and other government departments, e.g., health and agriculture. These posters are intended to inform, educate and motivate people to follow certain health and farm practices.

The topics of the posters and charts relate to family planning, drought, literacy, health, nutrition, financial schemes for educated but unemployed rural people. These visual aids were displayed on the walls of the VICs visited although some of them are way above the eye-level. A map of Karnataka and a calendar were also displayed together with the posters.

Recently, two charts have been added in the display of all the centers visited. These charts provide historical and population data about the villages where the VICs are located. The project leader explained that the data in these charts are subject to verification. Due to lack of space on the walls of the VICs, the posters are also displayed above eye-level, which makes them difficult to read.

9.6 Video Tapes

The project has produced two video programmes entitled: 1) Information is Power, and 2) Power to the Poor. The original language used in these films was Kannada. Both films run for about 22 minutes.

Information is Power is about the need for useful information and an organization (i.e., VICs) to provide such information in the villages.

The film features the users of the VIC (mostly farmers, small workers and poor people); its sources of information; the volunteers who man it; the activities it conducts; the services it provides (e.g., training on proper mixing of chemically spraying); the uses of information in village planning and to human development. The film is very informative but needs quality improvement.

Power to the Poor presents the different development projects and activities of MIT, e.g., literacy, free medical camp, people's participation, awareness generation, milk collection scheme, lift irrigation system for paddies, tailoring, brass making and other handicrafts, doll making, and day care centers.

Also featured in the film are some illustrious figures involved in MIT projects and activities. These include the founder of MIT, Dr. T.M.A. Pai, physician, educator, banker and philanthropist; Mr. P.V. Rao, the moving spirit behind MIT and a top marketing executive; and Mr. T. Ramesh U. Pai, a financier and industrialist in his own right who is the present head of the PAI family and a nephew of Dr. T.M.A. Pai. Mr. T. Ramesh U. Pai is the inspirer of the Trust.

9.7 Periodicals

Most of the periodicals acquired by the CIC and the VICs are daily, weekly and monthly newspapers and magazines written in Kannada and English. The names of these periodicals are given in Annex 11.

9.8 The CIC has also started identifying and establishing linkages with publishers in the country who could be asked to provide support to the project. Annex 12 presents the list of publishers which are involved or will be tapped by the project.

C. The Village Information Centers (VICs)

10. The VICs are village-based information networks organized by the CIC to provide development information to the rural masses. The objectives of the VICs, according to the guide manual prepared by the Project Staff, are: 1) to collect information required for formulating rural development programmes, and to make these accessible to the rural community; 2) to obtain from different sources (local, national and international) relevant information required for the development of the rural people, and to make such information available to the rural people; 3) to make use of the different types of media for the purpose of providing information; 4) to develop programmes for the neo-literates, so as to enable them to continue their education; and 5) to organize suitable training for the functionaries of local organizations so that they can provide information service to the rural community on a continuing basis.

One of the most important objectives of the VICs which should be given greater emphasis is to facilitate the transfer of technologies from the research institutions to the rural areas. Collecting and providing information for formulating rural development programmes will only work when accompanied by a training programme on data utilization in project formulation.

11. The VICs have mini-circulation libraries with few books on agriculture, horticulture, animal husbandry, health, forestry, fisheries, community development, nutrition, among others. These were procured from various publishers and distributed to the VICs.

11.1 The VIC is usually a corner in the Mahila Mandals office where village people can come and read or borrow materials on development.

11.2 The center usually has an open five-deck metal filing cabinet where newspapers, magazines, books, leaflets, pamphlets and other reading materials are displayed for rural people to see or read. Annex 11 provides a sample list of documents typically found in the VICs.

11.3 The Mahila Mandal's office is usually a 1-2 room multi-purpose building which serves as the center for other women's organization activities such as sewing, crocheting, and mini workshops on different activities. Sometimes the building is also used as a school room for pre-school children. Most of the offices were built with financial support from the District Panchayat.

11.4 The VIC is under the local management of the Mahila Mandal and operated by a volunteer, usually female, who is a member of the women's organization. The volunteer, who is involved in the other activities of the organization such as sewing and crocheting, spend two hours each day at the VIC without any honorarium. She also reports to the CIC once a month using a certain form. The form needs improvement. An improved form is given in Annex 13.

11.5 The CIC supplies the VICs with daily newspapers and periodicals. Every month, the Mahila Mandals are given Rs150 to buy the newspapers. The project leader issues a cheque and transfers this to the bank account of the Mahila Mandals. Any two of the following officers could withdraw the amount for buying the newspaper: President, Vice President and Treasurer. A member of the women's organization buys the newspaper every morning for display in the VIC.

11.6 In addition to the books, daily newspapers in *Kannada,* weekly and monthly magazines, story books of educational value are also supplied regularly by the CIC to the VICs.

11.7 The information services provided by the VICs could be classified into three: 1) lending, 2) enquiry and reference, and 3) consultation.

11.8 Before IDRC extended its support to the project, reading materials contained in steel trunks were transferred from one village to another. It was like a crude mobile library. The trunk stayed for three months in one village before being transferred to another village.

12. In general, the materials designed for the villagers were considered by the few respondents as suitable and effective. However, the information provided in these materials have been inadequate. Also, the quality of some materials in terms of printing, attractiveness of colors and clarity of letters need improvement.

12.1 As indicated earlier, the information provided to the villagers is inadequate although the limited amount of available information in the VICs appear appropriate.

12.2 The libraries and reading rooms of the VICs are housed in the buildings of local Mahila Mandals that are usually located within school premises, in a highway shop and mini-restaurant, in a farm isolated from the houses, or in the center of the village.

13. Most of the libraries and reading rooms of the VICs are open to villagers once a week for an average of 2 hours a day, from 4:00 p.m. to 6:00 p.m. (Table 3). At this time, farmers have finished their work in the farms and students are off from school. Also, the volunteers, who do not receive any remuneration for attending to the VICs, are now finished with their other activities in the women's associations.

13.1 There are suggestions from farmers for the centers to be kept open for a longer period, about 1 - 2 more hours per day. This idea, however, poses a problem to the VIC volunteers who are mostly women. In remote villages, volunteers have to be home before 7:00 p.m. for security reason. Also, they have other activities in the women's associations to attend to. One alternative solution is to select the best among the 2 -3 volunteers in each center; ask them to devote their time exclusively to the VIC; give them an honorarium of Rs150 -Rs200 per month; and request the women's association to relieve them of their other responsibilities in the association, and open the VICs at least 3 - 4 times a week.

14. The project has demonstrated some indications of intangible and tangible impacts to the target beneficiaries. The intangible impacts include broadened awareness of the extension workers about rural development opportunities and key approaches and their field of specialization. Before the VIC project was initiated, the extension workers knew only about health, now they also know more about agriculture, forestry, health and rural development approaches.

14.1 The project also helps the VIC volunteers know more about their village's history, people and resources. Their status is enhanced by providing services to the people. In the long run, this might help them get better employment opportunities.

14.2 For managing the VICs, the women's organizations earn increasing recognition in the community. Enthusiasm among the members of the organization is apparently high. They are proud of managing the VICs.

14.3 On the other hand, there are only a few men who use the VICs. One male farmer in Tirthalli was asked how the men felt about coming to the VIC run by women. His response: "We don't feel at all that this is run by women." However, in another village in Udupi, a woman frankly said that men can join the VIC users only if they have a separate reading room.

14.4 The VICs were expected to prevent new literates from relapsing to illiteracy. It has been noted by the literacy project that a new literate can relapse to illiteracy within 6 - 12 months. The VIC can also develop reading habits among new and old literates as well.

14.5 A male illiterate and a female illiterate who is now categorized as a new literate were sought and interviewed to see the potential contributions of the VICs to these types of users. The male respondent interviewed is 33 years old, married with four children, never went to school, and works as a furniture painter and sofa carpenter. Although illiterate, he knows small business arithmetic. He is enrolled in a literacy class and now has learned to write. He has not heard about the VIC, but said he wants information to improve his skills that would help him earn more in his chosen occupation.

14.6 The female respondent is a new literate who has started to copy and read but still cannot write her ideas. She finished 4th grade but relapsed to illiteracy after 16 years of being out of school mainly because she had no access to reading materials. After finishing her literacy class, she plans to continue her schooling. She has three children, listens to news, music and other radio programmes. She has heard about the VIC but says it's too far from where she lives, which is about 3 kilometers away.

14.7 So far, only one tangible impact of the VIC was observed in the field. In Mattu, a fishing village in Udupi, male and female members of the Advisory Committee planted a few seeds of lady fingers, eggplants and squash after viewing a VIC slide show. Now the plants are growing as shown in the photo in Annex 17. This was the only village among those visited by the Evaluation Team where the Advisory Committee was composed of officers of the local women's organization and the youth organization. We gathered the impression that the group who attended the focus group discussion was very vibrant, enthusiastic and expressed openly the need for more varied information.

14.8 The first three years of the project as indicated in the project document, were spent on establishing the CIC and the 30 VICs; producing the training, communication and extension materials; and developing tools for documenting the various outputs of the project. Therefore, not

much could be expected from the effects of the information on the ultimate target beneficiaries. It is essential that a baseline cum evaluation survey of the first phase of the project be conducted before the next phase of the project is started.

15. The project has also shown some indications that it has stimulated village people to seek for more development information. As indicated earlier, they feel that only 20% - 25% of their information needs are satisfied by the VIC. Many women need information on income generating projects and health; males on agriculture, horticulture and cure for snake bites; youth on sports and news; and children, on "lessons in school".

16. The estimated number of people who actively participated in the management and operation of the VICs are 8 CIC core staff, 70 VIC volunteers, 15 extension workers, 265 officers and members of the women associations and 20 officers and members of the youth associations. In India, youth associations also receive some financial support from the government.

16.1 The more active users of VICs are mostly the youth in their teens and twenties, with a few adults. In Mattu, the group reported that about 65 users (20 men, 25 women and 20 children) come to the center daily, and an average of about 200 men, 150 women and 100 children are recorded monthly.The total population of the village is 2,824, but only 1,500 could be served by the VIC because the rest of the population live on the other side of a big river. This observation suggests that youth and children may be more active targets of VICs than adults. The reported number of VIC users from April 1991 to March 1992 by sex is given in Annex 7.

16.2 The VICs are solely managed by the women's associations except in two villages where the youth associations are part of the Advisory Committee. The CIC provides the technical support and the financial requirement for buying the newspapers and magazines. It also provides the books and other reading and viewing materials.

17. The women's associations in the four villages interviewed were asked if they were ready to shoulder the expenses for the newspapers at the end of the first phase of the project. They said none of them could and that they would need 2 - 5 more years to prepare the associations in taking charge of the financial requirements of the centers.

VI. Summary and Conclusion

1. The project has succeeded in establishing 30 VICs and one CIC although five of the VICs had to be transferred to other villages due largely to unwillingness of the volunteers to man the VICs without honorarium.

2. The information needs of the different target users have already been identified; however, the existing classification of these needs requires refinement.

3. The local and national sources of development information have already been identified; but the local sources and the contact persons in all the sources have not yet been listed.

4. The information gathered from the different sources has been adapted in different forms of publications and audio-visual aids to benefit the various target groups. However, the contents of the materials are suited only for awareness and not on skills development.

5. The delivery and integration of technical information into on-going rural development programmes were limited to those of MIT's. The use of the information in village planning was not realized due to the delay in the local elections.

6. The study found that the VICs have a great potential to support adult education efforts. However, tailor-made materials for this special group of target users are essential.

7. Some 70 members of the Mahila Mandals who act as VIC volunteers have already been trained to provide basic information services to the villages. However, they should also be trained on how to motivate VIC users on the application of information.

8. The CIC has collected information on topics requested by villagers and has packaged these quite well, except for one video tape and a few publications which need to be improved.

9. In general, the quality, suitability and effectiveness of the different materials were rated positively by the participants in the focused group discussions.

10. The information provided by the VICs to the users could satisfy only 20% - 25% of the needs. Indigenous knowledge should be used to supplement the information gathered from institutional sources.

11. The impact of the information to the users is not yet very apparent except in one group from the youth sector who tried planting some vegetable seeds after viewing a related set of slides.

12. The project has shown indications that it has stimulated extension workers to know more about extension methods and approaches, and for farmers to learn more about farm technologies, dog and snake bites, and other diseases.

13. A good number of project staff of MIT and village people have participated actively in the management and operation of the VICs.

14. None of the Mahila Mandals interviewed were ready to provide the financial requirements of the VICs; however, they said that after three more years of IDRC support, they feel they could operate their VICs using their own resources.

15. The organization and operations of the VICs have started to be documented although the procedures need refinements. On the other hand, the documentation of the management component has yet to be started.

16. The outputs of the project suggest that the capabilities of the CIC and the VIC staff need more improvement.

All told, the project has succeeded in attaining most of its objectives. However, quality improvement is needed in its outputs.

VII. Recommendations

The project has satisfactorily accomplished most of its stated objectives and expected outputs after three years of implementation of its planned activities. As might be expected, the project now possesses certain strengths and at the same time faces a number of weaknesses. To convert these weaknesses into strengths, the following recommendations are presented.

A. The Project

1. Improve the supply and utilization of development information in increasing the productivity and income of the target users should be the first new major objective of the project. To attain this objective, the project should be a) seen as a component part of the total rural development programme of MIT and other Government agencies, and b) supportive of the other component projects designed to increase the income of the villagers in the target areas. Annex 14 shows the existing and a proposed project framework, the VIC project operates virtually independent of the other MIT projects. In the proposed framework, the VIC project provides information support to the other MIT projects.

2. Strengthen and institutionalize the systems and the structures which will sustain the continuous supply of relevant development information into the villages covered by the project should be its second major objective.

3. Conduct baseline cum evaluation survey on the extent of VIC information utilization before and towards the end of the next phase to clearly establish the impact of the project on the target users.

4. Develop, test and install a systematic monitoring and evaluation system with appropriate tools and procedures in collecting, processing, analyzing and reporting of data. Recommended monitoring tools for pretesting are found in Annex 13.

B. The Central Information Center

1. Rename the CIC as Information Resource Center (IRC) in order to make it faithful to its broadened functions and responsibilities which cover other resources needed for information dissemination and utilization.

2. Focus its activities and outputs in the next phase toward the development of a sustainable or institutionalized village-managed development information systems. The existing and a proposed organizational support to VIC are shown in Annex 15. At present, the CIC provides technical and financial support to the VIC; while the Mahila Mandal provides the management and facilities. In the future, the Mahila Mandal or any village organization should provide management, facilities and financial support to the VIC; the CIC should contribute only technical inputs.

3. Clearly define the tasks of the CIC staff according to the major activities of the unit. The proposed internal structure of the CIC is shown in Annex 16.

4. Strengthen teamwork among the project staff and train them on needed skills for running the project efficiently and effectively.

5. Prepare a centralized data base of information sources and make this available to the users of the VICs. These sources should include relevant documents, institutions and human resources. The data base should organize information according to international standards, e.g., Common Communication Format (CCF).

6. Develop a machine-readable directory of users which would indicate their information needs and their characteristics.

7. Conduct training on information management (covering specific areas such as sources and services, data base organization, etc.) and monitoring and evaluation for project staff and VIC volunteers.

8. Mobilize extension workers and VIC volunteers to record, collate and disseminate available indigenous information.

9. Establish criteria in selecting villages and organizations that should manage the VICs.

10. Refine the categories on information needs of the different target users and use these in collecting and producing communication packages.

11. Prepare and expand the directory of local, national and international sources of development information and request for at least one contact person in each institution.

12. Shift the contents of the newsletter or bulletin to instructional (skill) articles rather than informational (awareness) articles to make it more useful to the target readers.

13. Produce training materials and conduct workshops for local development planners on the utilization of VIC information in developing village plans and programmes.

14. Continue to produce selected low-cost AV materials such as slides, leaflets and pamphlets which are focused on "transfer of technology". Emphasis of these materials should be on skills development or "how to do it" activities.

15. Ask sources of information to designate at least one contact person which could be approached directly by the VICs.

16. Establish linkages with existing development information network which are interested to help the VICs.

17. Train information officers on the proper utilization of AV materials.

18. Conduct regular monthly meetings with the CIC staff, VIC volunteers and extension workers to gather constant feedback about the information needs and utilization of information.

19. Develop and produce tailor-made materials for illiterates and new literates to enable them to benefit from the available information in the VICs.

20. Prepare guide materials on how to communicate and motivate rural people on the use of VIC information for VIC volunteers and members of other village organizations.

C. The Village Information Center

1. Increase participation of local organizations in the community, e.g., Mahila Mandal, Yuval Mandal (youth organization), and Mandal Panchayat (village council), in the management and operation of the VICs at the village level through proper orientation and consultation.

2. Reconstitute the Advisory Committee to include representatives of the different organized groups in the community in order to broaden participation and increase the number of VIC users.

3. Improve the recording and reporting systems especially on the new literates and the frequent users of the VICs.

4. Integrate the VIC activities with other rural development projects of the MIT and other Government agencies operating in the target areas.

5. Acquire and provide VICs with new materials which will answer the unmet information needs of the target users such as relevant encyclopedia, dictionary, handbook, and appropriate manuals, leaflets, pamphlets, and available AV materials.

6. Improve the services of the VICs by designating the best volunteer to attend exclusively to the VIC with a monthly honorarium of Rs150 - Rs200. Then extend the visiting days and the time per day of the VICs. The volunteer should be chosen from among existing volunteers in the project based on certain criteria agreed upon by the CIC and the VIC.

7. Train the chosen VIC volunteers on how to organize materials, identify and report sources, provision of information services, interpersonal communication, and use of simple AV materials.

8. Use indigenous knowledge to supplement that coming from research institutions.

9. Assign the VIC to serve as a distribution outlet for some farm inputs with relevance to the information it disseminates such as planting materials for distribution to actual and potential users.

10. Prepare for the eventual takeover of the management and operation of the VIC services.

D. Organization, Management and Operation of the VICs.

Considering the gains of the project during its first three years and the recommendations presented earlier, it is further recommended that the project be continued for another three years on condition that:

1. Criteria should be established for selecting villages that should be provided with VIC. Some of the most important criteria are:

    1.1 Level of development of the village. Priority should be given to the very poor villages.

1.2 Covered by the other development projects of the MIT. In line with the "package approach" to development support communication, priority should be given to villages covered by the other development projects of MIT.

1.3 Willingness of a village organizations in the area to provide the facilities, managerial and financial requirements for the sustainability of the VIC after the extension of the project. The village organization should be willing to sign a memorandum of agreement with MIT specifying its commitment during and after the second phase of the project.

2. The VIC should be organized according to certain systematic steps. Some of the most important steps to follow should be based on its first three years of operation. The steps are:

2.1 Prepare a list of villages covered by the MIT development projects.

2.2 Identify those villages which meet the above criteria for selecting the areas which need to have VICs.

2.3 Meet and negotiate with local political leaders and village organizations regarding the requirements for setting up the VIC.

2.4 Conduct awareness campaign among the village people regarding the objectives of the VIC and the benefits that it can bring to everyone in the community.

2.5 Ask village organization(s) which will provide facilities and management to organize VIC Advisory Committee and to appoint the VIC volunteer in cooperation with MIT.

2.6 Conduct survey on the information needs of the community.

2.7 Orient the Advisory committee members and the VIC volunteer about the results of the survey and their responsibilities in managing the VIC.

2.8 Organize the VIC.

2.9 Collect the needed information which is relevant to the needs identified in the survey.

3. Manage the VICs by following certain systematic steps designed to transfer the management capability to the local organization(s) that commit(s) itself to sustain the services provided by the VIC. Managers generally agree that there are standard steps to follow in managing projects or activities.

3.1 One model that many be tried follows these steps: 1) planning; 2) staffing/organizing; 3) directing/coordinating; and 4) controlling.

3.2 Another model suggest these steps: 1) research, 2) planning; 3) staffing/organizing; 4) directing/coordinating; and 5) monitoring and evaluation.

3.3 Whatever model is adopted by the project, it is advisable that the capability to manage the VIC should be transferred to the local organization.

4. Operate the VIC like a modified library and an information office; it should cater to the informality of the people that it seeks to serve.

4.1 The VIC should not only provide lending, enquiry and reference and consultation services; but also distribution of development materials and other available resources as well.

4.2 The VIC should provide materials which are basically development oriented, relatively different from those displayed by the formal educational system.

4.3 The opening days and time of the VICs should be extended so that more rural people can benefit from its services.

4.4 The local organization(s) managing the VIC, the Advisory committee members and the VIC volunteer should be trained and required to prepare an annual action plan of activities to help them prepare for the complete turnover of the VIC after the 3-year extension of the project.

4.5 The local organization should launch periodic campaigns to promote the day, time, place and nature of its services.

4.6 The procedures in using the resources in the VIC should be simplified and the VIC volunteer should be trained on how to encourage new literates and poor people to come more often to the center.

Finally, it is essential that the MIT should officially commit itself to the institutionalization of the relevant technical support that it will continue to provide the VICs after the termination of the project.

TABLE 4: SUMMARY OF FINDINGS AND RECOMMENDATIONS

OBJECTIVES/ OUTPUTS	STRENGTHS	WEAKNESSES	RECOMMENDATIONS
A. Project 1. To develop 30 Village Information Centers (VICs) in the Udupi and Tirthahalli Taluks in Karnataka State 1.1 30 VICs established	- 30 VICs established by the project are operating.	- 5 of the 30 VICs were transferred to another village with more receptive women organizations.	- Establish criteria in selecting villages that should be assisted to have VICs.
1.2 1 Central Information Center (CIC) organized.	- 1 CIC established by the project with its core staff is also operational	- Core staff are weak in handling feedback information.	- Train core staff in documentation , monitoring and evaluation.
2. To identify info needs of target users of VICs. 2.1 List of identified information needs for various target users.	- Information needs of core staff, extension staff, volunteers, village organizations and villages identified.	- Classification of information needs refinement.	- Establish more distinct categories of information needed by the different users.
3. To contact local and national sources of needed rural development information. 3.1 List of local and national sources of information contacted.	- There is already a substantial number of sources of information contacted.	- The sources are not classified into local and national.	- Classify sources into local and national.
4. To adapt and use the knowledge for the benefit of the target groups. 4.1 Samples of materials produced using the information gathered from the different sources.	- The slides and one of the video films were very well produced.	- The newsletter lacks instructional messages on "how to do it".	- The newsletter, if continued should focus more on instructional messages designed to develop skills in utilizing technologies.

OBJECTIVES/ OUTPUTS	STRENGTHS	WEAKNESSES	RECOMMENDATIONS
5. To improve the delivery and integration of technical information into on-going rural development programmes and village level planning. 5.1 Sample of programmes and plans with technical information from the VICs.	- Some programmes and plans of MIT have reportedly started integrating technical information available from VICs.	- Integration of technical information into rural development programmes and village plans have been delayed due to the delay in the local elections.	- Prepare training materials and conduct training on the integration of available and relevant information to the MIT and the village development plans.
6. To support adult educational efforts. 6.1 List of specific support provided by the VICs to adult education effort.	- The project management recognizes and the evaluation confirms that the project has a great potential to support adult education efforts.	- The VICs have not yet identified the new literates who are using or should be using the centres and no specific materials have yet been developed for them.	- Identify the new literates who are actual and potential users of the centres within their vicinities; and develop specific materials for them.
7. To train local organizations such as the Mahila Mandals to continue to provide basic information services to the villagers. 7.1 List of Mahila Mandal members trained.	- Training of Mahila Mandal members who act as VIC volunteer continues.	- Training is needed by VIC volunteers on how to communicate and motivate users.	- Prepare training programmes and guidelines on how to communicate and motivate VIC users.
7.2 Sample training programmes.	- Training programmes are available.	- Training programmes and materials are needed for the new thrust.	- Adjust new training programme.
7.3 List of villagers who were provided information services.	- List of village users of the VICs are available.	- List of village users are not categorized in terms of sex education and occupation.	-Categorize VIC users in terms of sex, education and occupation.

OBJECTIVES/ OUTPUTS	STRENGTHS	WEAKNESSES	RECOMMENDATIONS
B. CIC 8. To collect information on topics requested by villagers 8.1 List of topics collected 8.2 List of sources of information	- List of topics collected available - List of sources of information available	- Needs to be properly indexed and documented. - No regular contact persons listed in the national sources of information	- Topics collected should be properly indexed according to international standard. - Establish contact persons within the sources of information to facilitate collection of information.
a. Newsletter 9. To produce a newsletter which will provide relevant and up-to-date information. 9.1 Copies of newsletter.	- Newsletters was produced and contents are in line with the information needs of the target users.	- Content is written for awareness only; not for skill development - Relatively expensive to produce. - Frequency could not cope up with the info needs of the users. - Very limited feedback on its use.	- Prepare articles on "how to do it" designed to develop skills of users - Continue the weekly bulletin already started by the project and see if this is more cost-effective than the newsletter. - Ask fieldworkers to help gather feedback from readers of the newsletter
b. Audio-Visuals 10. To determine the quality, suitability and effectiveness of the AVs and other materials designed for the rural people.			

OBJECTIVES/ OUTPUTS	STRENGTHS	WEAKNESSES	RECOMMENDATIONS
10.1 Expressed satisfaction or dissatisfaction over the quality, suitability and effectiveness of the AV materials.	(a) Slides - The six slide sets were well prepared and the production was very well done. - The contents were very well presented and their effectiveness is quite apparent. - State government was impressed with the slides that it bought 21 sets for use in its own rural development projects.	- Proper use of the slides by the Project staff needs strengthening.	- Train Project staff and fieldworkers on the more effective use of the slide sets.
	(b) Video - One of the two video films is well produced and the pictures are very sharp.	- The other one is not well produced.	- Train staff on the more effective use of the video tapes to make up for the not so good production.
	(c) Print - Clear illustrations - Written in local language	- Need to know the proper use of these publications by the fieldworkers	- Train fieldworkers on the more effective use of the materials.

OBJECTIVES/ OUTPUTS	STRENGTHS	WEAKNESSES	RECOMMENDATIONS
C. VIC 11. To determine the adequacy and appropriateness of the information provided to the villagers 11.1 Expressed adequacy and appropriateness of information.	- Need for information at the village level is established. - Available information at the VICS is generally appropriate	- Only 20-25% of the information needs are met	- Package more relevant materials for the village users. - Package relevant indigenous knowledge which is relevant to the information needs of the target users.
12. To determine the extent of usage of the facilities and information in the VICs 12.1 List of users 12.2 Number of users per day 12.3 List of activities conducted in the facilities	- List of users is now available. - Average users per day was about 25. - Providing info is one of the activities offered within the facilities where the VIC is. - Other activities conducted in the same building include: crocheting, tailoring, mini-workshop, etc.	- The new literates are not identified in the list. - The repeat users are not known	- Prepare a list for new literates - Identify the new and frequent users.

OBJECTIVES/ OUTPUTS	STRENGTHS	WEAKNESSES	RECOMMENDATIONS
13. To determine the impact of the project in making the people know and adopt new ideas for strengthening the on-going development projects. 13.1 List of new technologies which they learned and applied from the information provided by the VICs.	- Only a few technologies were seen to have been applied by a few users of the VIC.	- Lack of information on the users of the VICs who applied the technologies they learned and the number of users who practiced the technologies.	- Conduct a survey in the villages with VICs to determine the number of people who used the technologies and the type of technologies used.
14. To determine the extent to which the project was capable of stimulating people to think creatively. 14.1 List of new ideas which help them think of new methods and approaches in rural development.	- Many fieldworkers started to ask for more information about extension methods and approaches. - A number of rural people want to know more about cure of dog and snake bites and new farm technologies.	- Lack of information which could immediately provide answers to their questions.	- Package more relevant information and disseminate this promptly.

OBJECTIVES/ OUTPUTS	STRENGTHS	WEAKNESSES	RECOMMENDATIONS
15. To determine the number of people who actively participate in the management and operation of the VICs. 15.1 List of groups or people who actively participated in the management and operations of the VICs.	- Availability of list of people who participate in the management and operations of the VICs.	- Lack of information as to who really participate actively in the management and operation of the VIC.	- Prepare a list of people who participate frequently and actively in the management and operation of the VIC.
16. To determine the number of women's organizations who are willing to take the financial requirement of the VIC at the end of the project in 1992. 16.1 List of women's organizations who are willing to take care of the financial requirement of the VIC.		- None of the women's organization met were ready to take over the financial requirement of the project except after the extension of the project for at least three more years.	- Extend the funding of the VICs for 3 years in areas where the women's organization are willing to sign a memorandum of agreement indicating that the organizations will shoulder the amount needed for buying newspapers and periodicals for the VICs.
17. To determine the processes involved in the organization management and operation of the project			

OBJECTIVES/ OUTPUTS	STRENGTHS	WEAKNESSES	RECOMMENDATIONS
17.1 Document on the process in organizing the CIC and the VIC. 17.2 document on the process in managing the project. 17.3 Document on the process in operating the different project activities	- Presence of documented steps in organizing the VICs. - Presence of documented steps in operating the different project activities.	- Steps need refinements according to field experiences. - Absence of documented criteria in selecting the women's organizations which should have VICs. - Absence of documented steps in managing the project. - Needs more systematization of the procedures.	- Refine steps according to field experiences. - Prepare criteria for selecting and classifying organization which should have VICs. - Prepare a framework for more efficient and effective management of the project. - Systematize the procedures according to field experience.
18. To determine the capabilities of the CIC staff and the VIC volunteer in carrying out the project activities.	- Enthusiasm among the CIC staff was high and organizational capability is good. - Enthusiasm among the VIC volunteer is high and most of them are proud to serve in the VICs.	- Teamwork needs to be strengthened and skills and documentation, utilization of AV aids and monitoring and evaluation needs improvement. - Many of them are overloaded with other work and they are asking honorarium for their services in the VICs.	- Strengthen teamwork among the project staff and train them on needed skills. - Select the best of the 2-3 volunteers in each VIC; ask the Mahila Mandal to attend solely to the VIC; and give them honorarium of Rs150-Rs200 per month.

ANNEXES

SCHEDULE OF ACTIVITIES IN MANIPAL
IDRC - MIT PROJECT EVALUATION

(August 3 - 15, 1992)
(As revised on 7-7-1992)

DATE/DAY	ACTIVITY	PARTICIPANTS	OUTPUTS
3 Aug. Mon	Meeting with MIT Executive Secretary	Mr. Rao	Accomplishments, prospects, problems, recommendations for the projects.
	Meeting with other MIT Managers and decision makers involved in the project	* MIT Officials	Prospects, problems and recommendations for institutionalization of the VICs.
4 Aug. Tue.	Visit most successful VIC in Tirthahalli Taluk (Kendalbail)		
	Focus group discussion with the village Advisory Committee	Village Advisory Committee members	List of factors which contributed to VIC success. Uses of VIC.
			Problems and recommendations.

4 Aug. Tue	Focus group discussion with men using and not using the VICs in most successful village.	15 - 20 users and non-users of VICs.	Use, problems, recommendations.
	Focus group discussion with women using and not using the most successful VIC.	15 - 20 users and non-users of VICs.	Use, problems, recommendations.
	Focus group discussion with youth using and not using the most successful VIC.	15 - 20 users and non-users of VICs.	Use, problems, recommendations.
5 Aug. Wed	Meeting with VIC Volunteers of Tirthahalli	VIC staff	Accomplishments. Use of VIC.
	Extension workers of Tirthahalli.		Problems and recommendations.
6 Aug. Thu-AM	Meeting with extension workers of Udupi (At Yermal)	Extension workers assigned in the area.	Use of the VIC. Problems and recommendations.
PM	Meeting with VIC volunteers of Udupi (At Yermal)	VIC Volunteers in the area.	Accomplishments, problems and recommendations.
7 Aug. Fri 10AM	Focus group discussion with men users and non-users of the least successful VIC (Kalathur)	15-20 men users and non-users.	Use, problems, recommendations.

7 Aug. Fri 10:45 - 11:30	Focus group discussion with women users and non-users of the least successful VIC.	15 - 20 women users and non-users.	Use, problems, recommendations.
12:30-1:30	Focus group discussion with youth users and non-users of the least successful VIC.	15 - 20 youth users and non-users.	Use, problems, recommendations.
11:30 - 12:15	Focus group discussion with Village Advisory Committee members in the least successful VIC.	Village Advisory Committee members.	List of factors which contributed to the present status of the VIC. Use of the VIC.
12:30-1:30	Focus group discussion with Women's Association members in the least successful VIC.	Women's Association members.	List of factors which contributed to the present status of the VIC. Use of the VIC.
15:00 16:30	Yalloor VIC Mattur VIC		Problems and recommendations.
8 Aug. Sat.	To meet the Chief Secretary, Dakshina Kannada Zilla Parishad.		
	Content analysis of sample newsletters.	Research assistant.	Content analysis report.
9 Aug. Sun.	Writing of draft report.	DTCP Consultant.	Draft report.

10 Aug. Mon.	Meeting with information organizers.	Information Organizers	Accomplishments, gaps, problems, recommendations.
	Meeting with Audio-visual technicians.	Audio-visual Technicians	Accomplishments, needs, problems and recommendations.
	Ocular inspection of audio-visual units, village database.	Staff	List of accomplishments and recommendations.
	Review of collated community information	Staff	List of accomplishments and recommendations.
11 Aug. Tue	Draft report writing	DTCP Consultant	Draft report
12 Aug. Wed	Report writing	DTCP Consultant	Draft report
	Wrap up session on draft report	Executive Secretary, Project Leader, Local Consultant.	List of major recommendations.
13 Aug. Thu	Bangalore to Madras (1/2 hour)		
13 Aug. Thu	Departure for Singapore		

Annex 2

NAMES OF PEOPLE WHO ATTENDED THE FOCUS GROUP DISCUSSION KENDALBAILU

MEMBERS OF ADVISORY COMMITTEE

1.	N.T. Krishnayya Heegde	-	Mandala Pradhan
2.	Sueharitha Jayyarani Hegde	-	Member of Jilla Parisad
3.	M. Denendrayya Yowda	-	Post-master
4.	M.T. Ravieyowda	-	Extension Worker, MIT
5.	H.P. Teekappa	-	Member of Betterment Committee of Society and School
6.	Smt Resha Kamath	-	President of Mahila Mandal
7.	Smt Sharadamma	-	Joint Secretary of Mahila Mandal

TRAINED VOLUNTEERS

1.	Asha M.U.	-	MIT Health Volunteers
2.	Smt. Sharadamma	-	Joint Secretary of Mahila Mandal
3.	Smt Resha Kamath	-	President of Mahila Mandal
4.	Ms. Bharathi	-	Member of Mahila Mandal
5.	Ms. Shailaja	-	Secretary of Mahila Mandal

MEMBERS OF ADVISORY COMMITTEE

1.	Smt Resha Kamath	-	President of Mahila Mandal
2.	Ms. Shailaja	-	Secretary of Mahila Mandal
3.	Smt Sharadamma	-	Joint Secretary of Mahila Mandal
4.	Smt Saralamma	-	Vice-President of Mahila Mandal
5.	Asha M.U.	-	Treasurer of Mahila Mandal
6.	Smt Krishnamma	-	Member of Mahila Mandal
7.	Smt Laxme N.V.	-	Member of Mahila Mandal
8.	Ms. Kalavathi	-	Member of Mahila Mandal
9.	Ms. Vasantha	-	Member of Mahila Mandal

TIRTHAHALLI

I. Agumbe VIC (Agumbe Mandala)

1.	Ms. Annapoorna K.R.	-	President of Mahila Mandal
2.	Ms. Mamatha Rao	-	Extension worker of MIT
3.	Ms. Venkalesh H.D.	-	Extension worker of MIT

II. Megaravalli VIC (Megaravalli)

4.	Ms. Meharunnisa	-	President of Seva Sangha
5.	Ms. Sujatha	-	Volunteer of VIC
6.	Ms. Anusuya	-	Extension worker

III. Hosahalli VIC (Hosahalli Mandal)

7.	Ms. Sharadamma	-	President of Mahila Mandal
8.	Ms. Ramamoorthy	-	Extension worker

IV. Begar VIC (Agumbe Mandala)

9.	Ms. Sudhakara K.H.	-	Extension worker

V. Yuddekoppa VIC (Araga Mandala)

10.	Smt. Sarasa	-	President of Mahila Mandal
11.	Ms. Vedavathi K.S.	-	Extension worker

VI. Yuddekeri VIC (Agumbe Mandala)

12.	Ms. Malaveni	-	Vice-President of Mahila Mandal
13.	Ms. Sujaya	-	Volunteer of VIC
14.	Ms. Sudhakara P.K.	-	Extension worker

YERMAL

EXTENSION WORKERS

1. Mr. Peer Mahammad
2. K. Vasanth Kumar
3. Srinivas Prabhu
4. K. Thukaram
5. Ms. Bharathi Bai
6. Ms. P. Madhavi

ADVISORY COMMITTEE MEMBERS

1.	Bhujanga	-	Teacher
2.	Gunapal Shetty	-	Farmer and Management Trustee of a local temple
3.	Kishor Kumar	-	Mandal Punchayat member
4.	Chandrahas	-	Law student
5.	Smt. Sheela Shettty	-	Rice mill owner
6.	Puttermma B.E.	-	Member of Mahila Mandal
7.	Sarajini Rao	-	-do-
8.	Yashoda Shetty	-	-do-

VIC VOLUNTEERS

1.	Seethalakshimi V. Rao	-	Mahila Mandal Belupu, Paniyoor
2.	Sumathi B. Rao	-	-do-
3.	Mallika Shetty	-	Adarsha Mahila Mandal Kalathoor
4.	Asha T. Shetty	-	-do-
5.	Mallika Shetty	-	Mavodaya Mahila Mandal Mudaranghali
6.	Jyothi G.	-	-do-
7.	Kamalakshi	-	Jai Karnatak Mahila Mandal Hajmadi
8.	Rathnavathi	-	-do-
9.	Saritha S. Rao	-	Yelloor Mahila Mandal
10.	Pushpa	-	Mahila Mandal, Mattu
11.	Vinoda Kotian	-	-do-
12.	Laxmi Shetty	-	Kadgeshwari Mahila Mandal Nandikoor
13.	K. Hayagriva	-	Kuthyar Yuvais Mandal
14.	Sheela K. Shetty	-	Srinidhi Mahila Mandal Yusmal
15.	Sharmila Shetty	-	-do-
16.	K. Lakshrini Bhat	-	Priyadarshri Mahila Mandal Budagubettu
17.	Laxmi	-	Moolur Mahila Mandal Moolur
18.	Susheela	-	-do-
19.	Vinoda Brabhu	-	Spoorthy Mahila Mandal Pesmarkila
20.	Suharsini	-	Brahma Jyothi Mahila Mandal Majoor
21.	Vinoda S. Shetty	-	Alevoor Mahila Mandal Alevoor
22.	Manjula	-	-do-

KALATHOOR

ADVISORY COMMITTEE MEMBERS

1.	Baby Naik	-	Housewife
2.	Nalini Achasy	-	Housewife
3.	Mallika Shetty	-	Angarawadi teacher
4.	Asha Shetty	-	Member of Mahila Mandal Kalathoor
5.	Sharnha Kumari	-	Housewife
6.	Kumuda Shetty	-	Housewife

MAHILA MANDAL MEMBERS

1. Mallika Shetty
2. Lunanda Naik
3. Baby Naik
4. Prema Achasya
5. Asha Shetty
6. Usha Shetty
7. Latheefa
8. Sujatka Naik
9. Rarjecva Naik
10. Susheela Shetty
11. Krishni Shedthi
12. Sulochana Shetty
13. Sanjevi Naik
14. Shakunthala Naik
15. Kusuma Shetty
16. Jayanthi Poojarthy
17. Kumuda
18. Mohini
19. Sulochana Rao
20. Prema Shetty
21. Shonbha Bhat
22. Shubhalakshuri
23. Prabhavathi
24. Jalaja
25. Sharada
26. Kamala Molyadthi
27. Indira
28. Geetha
29. Girija
30. Gulabi
31. Lujatha
32. Luneetha
33. Vinoda Achasy
34. Ammanni
35. Lecnath
36. Sumathi Kumari

YELLOOR

ADVISORY COMMITTE MEMBERS

1. Prabhavathi S. Bhat
2. Saritha S. Rao
3. Vasanthi
4. Seetharama
5. Dandu Shetty
6. Shanthi

USERS OF THE VIC

1. Prabhavathi S. Bhat
2. Sumathi
3. Vasanthi Shetty
4. Annapoorna
5. Kishar
6. Larmana
7. Sujatha
8. Bharathi
9. Jayanthi
10. Shartha S. Rao
11. Vasanthi
12. Jayalarni
13. Vimala
14. Laxmi
15. Girija
16. Shrimathi
17. Sectharama
18. Pandu Shetty
19. Ramesh
20. Shanthi

ADVISORY COMMITTEE MEMBERS

1.	Smt Shakunthala R. Madhyastha	-	Tailoring teacher
2.	Smt Chandravanthi	-	Anganavadi teacher
3.	Kumari Chetarna	-	College student
4.	Ramesh Kanchar	-	Youth club member
5.	Gopal	-	Youth club member
6.	Sarasu D. Bangera	-	En Jilla Parishat member

USERS OF VIC

1. Chetana
2. Mamata
3. Chandravathi
4. Usha
5. Jaya Kotian
6. Sunil
7. Nagaraj
8. Gopal R. K.
9. Dinesh
10. Balakrishnan
11. Ramesh K.
12. Shankarnarayan Kotiar
13. Shakunthala R. Madyastha
14. Sarasu D. Bangera
15. Sunanda K. Amin
16. Nalini
17. Asha S. Suvarna
18. Shobha S.K.
19. Duspa
20. Kusuma S.P.
21. Kasthari
22. Shakunthala
23. Ramani K. Kotian
24. Lalitha
25. Sharmila
26. Jayalarmi
27. Sheela
28. Suneetha
29. Gayathri
30. Vasanthi
31. Vinoda Kotiar

Annex 3

EVALUATION OF VILLAGE INFORMATION CENTER IN INDIA

GUIDE QUESTIONS FOR GROUP DISCUSSIONS

INSTRUCTIONS

1. Please select a chairperson and a secretary within your group.

2. The chairman should guide the discussion and the secretary should record the answers of the group members after group consensus has been arrived at.

3. Answer each question one at a time.

4. Encourage each member of the group to contribute his/her answer to every question.

5. Of the different answers provided to each question, identify the most favored and the least favored answer to each question by the group members.

6. Indicate the type of group (e.g., housewives) that made the report and the names of the chairman, secretary and the members.

QUESTIONS

1. What are the objectives of the VIC?

2. Why did you join the group that is actively involved in the VIC?

3. What specific benefits did you get from the VIC?

4. What new things are you doing now in your home or farm which you learned from joining the VIC and activities?

5. What other services does your group expect from the VIC?

6. What are your suggestions to make the information from the VIC more useful to your group and other villagers?

7. How can we encourage the males to participate more actively in the VIC activities?

8. How can we encourage the village Panchayat to participate more actively in the VIC activities?

9. Can your group take the responsibility of managing the VIC? On what conditions?

10. How can we ensure the continuous operation of the VIC?

Annex 4

INFORMATION NEEDS OF CIC AND VIC USERS

CORE STAFF

1. Information management
2. Computer skills
3. A.V. techniques/skills
4. Library management
5. Basic management
6. Rural Development
7. Social Work
8. Research
9. Latest developments in the fields of Science and Technology
10. New ideas in the field of Rural Development
11. Women welfare
12. Health
13. Information technology
14. Application of information technology in rural development
15. Communication
16. Agriculture
17. Horticulture
18. Poultry Farming
19. Dairying
20. Bee keeping
21. Research work in the field of agriculture
22. Animal Husbandry
23. Fodder crops and other types of animal feeds

VIC VOLUNTEERS

1. Laws relating to women
2. Government antipoverty schemes
3. Basic health care
4. First aid, immunization
5. Community health, hygiene
6. Women technology and environment
7. Cooperatives
8. Income generation activities
9. Afforestration
10. Agriculture
11. Horticulture
12. Bee keeping
13. Irrigation
14. Biogas
15. Animal husbandry

16. Fertilizers
17. Consumer protection
18. Library management
19. Handicrafts
20. Food processing
21. Mushroom cultivation
22. Communication skills
23. Training opportunities
24. Sericulture
25. Sugar cane

EXTENSION WORKERS

1. Local-level management
2. Mandal Panchayath/Zilla Parishad Act
3. Training opportunities
4. Savings/investments
5. Government development schemes
6. Administration
7. Job opportunities
8. Voluntary organizations in D.K. District
9. Mass communication
10. Credit facilities
11. Human relations
12. Public speaking
13. Leadership skills development
14. Sericulture
15. Survey process
16. Rural development concepts and approaches
17. Library management
18. Collection/dissemination of information
19. Report writing
20. Agriculture
21. Horticulture
22. Poultry
23. Fish culture
24. Rabitry
25. Mushroom culture

VILLAGE ORGANIZATIONS

1. Mandal Panchayath/Zilla Parishad Act
2. Village level planning
3. How to conduct/chair meetings
4. Project formulation
5. Needs assessment
6. Resource mobilization
7. Schemes available to Youth Club/Mahila Mandals

8. Schemes of Social Welfare Board
9. Income generating activities
10. Leadership development
11. Community development
12. Extension education
13. Agriculture
14. Subsidies

INFORMATION NEEDS OF POTENTIAL CIC AND VIC USERS

	Topics	Frequency of mention
1.	Self employment	48
2.	Agriculture	44
3.	Training	29
4.	Health	26
5.	Poultry	24
6.	Animal husbandry	18
7.	Government schemes	13
8.	Saving schemes	13
9.	Horticulture	11
10.	Rabitry	11
11.	Fishery	11
12.	Cottage industry	10
13.	Sericulture	9
14.	Insurance facilities	7
15.	Law	7
16.	Financial	7
17.	General	6
18.	Floriculture	5
19.	Bee keeping	4
20.	Technology	4
21.	Marketing	4
22.	Consumer awareness	1
23.	Social	1

Annex 5

NATIONAL SOURCES OF INFORMATION

1. University of Agricultural Sciences,
   Bangalore.

2. University of Agricultural Sciences,
   Dharwad.

3. Centre for Cellular & Molecular Biology,
   Uppal Road,
   Hydarabad - 500 007.

4. ICRISAT,
   Pattencheru,
   Hudrabad.

5. The Chairman
   M.S. Swaminathan Research Foundation
   14, II Main Road, Kotturpuram,
   MADRAS - 600 085.

6. VHAI (Voluntary Health Association of India)
   40, Institutional Area,
   (Near Quatab Hotel)
   South of IIT.
   New Delhi - 110 016.

7. CASAD (Centre for Applied Systems Analysis in Development)
   Head Office (Pune), D 5/8
   Salunke Vihar, AWHO,
   Pune - 41022.

8. Deputy Director,
   CFTRI, Mysore.

9. Centre for Environment Education
   Regional Cell, 463, Ist Main Road,
   IIIrd Stage, 3rd Block Basaveshwara nagar,
   Bangalore - 560 079.

10. The Bharatiya Agro-Industries Foundation
    'Kamadhenu'
    Senapati Bapat Marg,
    Pune - 411 016.

11. The Editor
'Peoples Action'
CAPART, Gurunanak Foundation Building,
New Mehrauli Road, New Delhi - 110 064.

12. Tamil Nadu Agricultural University
Coimbatore - 641 003
South India

13. Karnataka State Council for Science
and Technology
IIS Bangalore - 560 012 India.

14. National Institute of Design,
B 112 Rajaji Nagar, Industrial Estate,
Bangalore - 560 044.

15. Indo American Hybrid Seeds,
17th Cross, IInd A Main,
Banashankay IInd Stage,
Bangalore - 560 070.

16. The Director
National Institute of Nutrition (ICMR)
Hyderabad - 500 007
Andrapradesh.

17. Karnataka Urban Water Supply and Drainage Board,
Bangalore Circle,
Bangalore - 560 001.

18. The Director
Central Food Technological Research Institute,
Cheluvamba Mansion, MYSORE.

19. The Director,
Indian Institute of Horticultural Research,
Bangalore - 560 080.

20. National Institute of Mental Health and Neuro Sciences (NIMHANS)
Bangalore.

21. Indian Institute of Science
Bangalore.

22. Central Horticulture,
Experiment Station,
Chethalli - 571 248 (Kodagu)

23. Central Citrus Experiment Station,
Gonikoppal, 571 213 (Kodagu)

24. The Chief Technical Officer,
Southern Regional Station,
National Dairy Research Institute,
Adugodi, Bangalore.

25. The Director of Horticulture,
Bangalore.

26. The Chairperson and Managing Director,
Karnataka State Women's Development Corporation Ltd.,
16th Floor, Public Utility Building,
M.G. Road, Bangalore - 1.

27. Dr. H.R. Sudarshan,
Vivenkananda Girijana Kalyana Kendra (VGKK)
B.R. Hills (Via Chamarajanagar)
Mysore District, Karnataka

28. Sri Pandiyarajan,
Institute for Youth and Development,
126/2, Brigade Road,
Bangalore - 560 025.

29. Sri S.S. Srikanth,
Deed, P.B. No. 20,
Hunsur - 671 057, Mysore District.

30. Sri S.R. Hiremath,
Samaj Parivarthana Samudhaya (SPS)
'Ashadeep'
Jayanagar Cross, Saptapur,
Dharwad - 5860

31. Mr. Aloysus Fernandes,
Executive Director,
MYRAD (Mysore Rehabilitation & Development Agency)
No. 2 Service Road,
Domlur Layout,
Bangalore - 560 025.

32. Dr. V. Ravinarayan,
Coordinator,
Community Health Cell,
47/1, St. Mark Road,
Bangalore - 560 025.

33. Sri Mahesh H. Lobo,
Chairman, FEVORD - K.
No. 2541, Richmond Town Post.
Bangalore - 560 025.

34. Sri M.V. Rajashekaran,
Executive Trustee and Coordinator,
Asian Institute of Rural Development (AIRD)
7/a, Ratnavilas Road,
Basavangudi, Bangalore - 560 004.

35. Dr. Kusuma,
Snehakunja,
Kasargod - 581 341
Honnovar Taluk,
Uttara Kannada District.

36. The Editor,
Cartman,
870, 17th Main Road
Koramangala VI,
Bangalore - 560 034.

37. The Editor,
PRARAMBHA,
53, Berlie Street Cross, B.C.C. Quarters,
Shantinagar Street III,
Bangalore - 560 025.

38. The Central Leather Research Institute (CLRI)
Madras

39. Sri Ram Institute of Industrial Reseach,
New Delhi.

40. National Chemical Laboratory,
Pune.

41. National Metallurgical Laboratory,
Jamshedpur.

42. Central Mining Research Station,
Dhanbad.

43. Indian Veterinary Research Institute,
Bangalore Campus,
Hebbal, Bangalore.

44. Sri B.M. Parameswar,
President, Green Belt Club,
Bhatkal.

45. The Tata Oil Mills Co., Ltd.,
Animal Feeds Plant,
10th Mile, Tumkur Road,
Bangalore - 560 073.
(OK Cattle Feeds)

46. The Voluntary Health Association of India,
40, Institutional Area,
New Delhi - 110 016.

47. The Editor-in-Chief, Readers Digest,
RDI Print & Publishing, LPL,
Mehra House, 250 - C,
New Cross Road, Worli,
Bombay - 400 025.

48. The Manager,
National House & Health Service,
P. No. 20, Pune - 411 011.

49. Department of Rural Development
Krishi Bhavan,
New Delhi.

50. Federation of Voluntary Organisation for
Rural Development in Karnataka,
(FEVORD - K), Box No. 4646,
Benson Town Post, Bangalore - 46.

51. Karnataka State Social Welfare Advisory Board,
No. 58, 2nd Main Road,
Vyalikaval, Bangalore - 3.

52. Confederation of Indian Industry,
604, North Block (Rear Wing) 6th Floor,
Manipal Centre, 47, Dickenson Road,
Bangalore - 560 042.

53. The Ford Foundation,
55, Lodi Estate,
New Delhi - 110 003.

54. National Dairy Development Board,
ANAND - 388 001
Gujarath State.

55. Spices Board,
P.B. No. 1909
Kochi - 682 018

56. Foundation for Research in Community Health (FRCH)
84-A. R.G. Thandani Marg,
Worli, Bombay - 400 018.

Annex 6

A TRAINING COURSE ON VILLAGE INFORMATION CENTERS AND INFORMATION SERVICES

INTRODUCTION

The main objectives of Village Information Center project is to foster all round development through informed and enlightened masses in the rural areas, with an emphasis on upliftment of the poorest of the poor by providing access to information. Information helps people have access to opportunities, facilities, and solution to their problems.

This training is planned with the following objectives:

1. To enable the volunteers of the Village Information Centers managed by local Mahila Mandals to run the library and reading rooms;

2. To equip them with the skills necessary to collect and disseminate information such as marketing skills, communication skills, survey skills, etc.;

3. To enable them to become effective community leaders, so that they can create awareness among people towards the extensive use of information; and

4. To enable them to identify individual client needs and customize it for delivery to the clients.

Participants

60 lady volunteers from 30 Mahila Mandals (Information Centers) or 2 participants from each Information Center.

Venue : Sri Ramakrishna Lodge, Udupi

Duration : 6 days (2 batches of 3 days each)

3-6-91 to 5-6-91 - I Batch
6-6-91 to 8-6-91 - II Batch

Syllabus :
I. Information - its scope, characteristics, need, etc.
II. Problem Identification:

- Assessing information needs
- User study
- Community profile

III. Village Information Center

- Newsletters
- Brochure
- Pamphlets/leaflets
- Audio visual aids
- Posters, etc.
- Seminars/workshops/discussions

V. Library and reading room facilities

- Maintenance
- filing
- Selecting materials
- Indexing, etc.

VI. Skill Development

- Communication skills
- Discussion skills
- Presentation of audio visuals
- Public speaking, etc.

VII. Follow up action (plan for 3 months)

MANIPAL INDUSTRIAL TRUST
TRAINING COURSE ON
VILLAGE INFORMATION CENTERS AND INFORMATION SERVICES

Batch I

DATE	TOPICS/ACTIVITIES	RESPONSIBLE PERSON
3/6/1991		
9:00 - 9:30 a.m.	Registration	
9:30 - 10:00 a.m.	Coffee Break	
10:00 - 11:00 a.m.	Inauguration	
11:30 - 01:00 p.m.	Introduction to the course Group Dynamics Group Discussions	
02:00 - 03:30 p.m.	Information: Its scope, characteristics, need, etc.	Mrs. Padma V.
04:00 - 05:30 p.m.	Village Information Centre: Its concepts, the basic tasks, activities	Mrs. Padma V.
06:00 - 07:30 p.m.	User study User profile Community profile	Karanth
4/6/1991		
09:00 - 09:30 a.m.	Report of the previous day	
09:30 - 11:00 a.m.	Information services/products	Ms. Ashalatha
11:30 - 01:00 p.m.	Library and reading room facilities	Ms. Ashalatha

DAY/TIME	TOPICS/ACTIVITIES	RESPONSIBLE PERSON
	Practical work	
	Role of mass media in rural information	Mr. Vasantha Kumar Perla
5/6/1991		
	Report of the previous day	
	Skill Development for Information Services	Mr. Henry D'Souza Sandesha
	Plan of Action for next 3 months	Karanth Gopinath Gopal Peraje
	Valedictory	

Batch II

6/6/1991		
09:00 - 09:30 a.m.	Registration	
09:30 - 10:00 a.m.	Coffee Break	
10:00 - 11:00 a.m.	Inauguration	
11:30 - 01:00 p.m.	Introduction to the course Group Dynamics Group Discussions	
02:00 - 03:30 p.m.	Information: Its scope, characteristics, need, etc.	Mrs. Padma V.
04:00 - 05:30 p.m.	Village Information Centre: Its concept, the basic tasks activities	Mrs. Padma V.

DAY/TIME	TOPICS/ACTIVITIES	RESPONSIBLE PERSON
06:00 - 07:30 p.m.	User study User profile Community profile	Karanth
8/6/1991		
09:00 - 09:30 a.m.	Report of the previous day	
09:30 - 11:00 a.m.	Information services /products	Ms. Ashalatha
11:30 - 01:00 p.m.	Library and reading room facilities	Ms. Ashalatha
	Practical work	
	Role of mass media in rural information	Mr. Vasantha Kumar Perla
9/6/1991		
	Report of the previous day	
	Skill Development for Information Services	Mr. Henry D'Souza Sandesha
	Plan of Action for next 3 months	Karanth Gopinath Gopal Peraje
	Valedictory	

Annex 7

VIC ACTIVITIES - 1991-1992
(People Trained at VICs by Grp)

Name of the VIC	Topics/ Activities	Methods Used	No. of Participants	Month & Year
1	2	3	4	5
Adarsh Mahila Mandal, Kalathoor	Family Planning	Mini Workshop	20	April 1991
	Group Discussion	Mini Workshop	19	April 1991
	Health	Mini Workshop	22	May 1991
	Health F & N	Mini Workshop	25	July 1991
	Slide Show	-	30	September 1991
	Awareness Programme	Mini Workshop	19	November 1991
	Leadership Qualities & Role of VIC in Devt.	Mini Workshop	27 22	May 1992
	Slide Show		35	May 1991
Yuvak Mandal, Kuthyaru	Slide Show Self employment Schemes	- Mini Workshop	30 22	January 1992 February 1992

Belapu Mahila Mandal, Paniyoor	Self employment Schemes Health Aspects	Mini Workshop Mini Workshop	30 20	April 1991 May 1991
	Health Aspects like Child Care, etc.	Mini Workshop	25	November 1991
	Slide Show	-		
	Role of Women in Rural Development	Mini Workshop	30	June 1992

1	2	3	4	5
Brahmajyothi Mahila Mandal, Majoor	Nursery Management Child Health Care Slide Show	Mini Workshop Mini Workshop -	30 35	January 1991 May 1991 December 1991
Harijan Mahila Mandal, Shirva-Padavu	Slide Show Role of Women in Rural Development	- Mini Workshop	40 25	January 1991 January 1991
Mahila Mandal, Padubelle	Slide Show	-	25	January 1991
Palimar Mahila Mandal, Palimar	Slide Show Slide Show Health Care	- - Mini Workshop	20 25 18	December 1991 February 1992 May 1992
Yelloor Mahila Mandal, Yelloor	Importance of VIC, Library of VIC, Categorizing materials Slide Show Legal Aid for Women Health Aspects Consumers' Awareness	Mini Workshop - Mini Workshop Mini Workshop Mini Workshop	22 40 22 25 24	June 1991 October 1991 December 1991 January 1992 February 1992
Khadgeshwari Mahila Mandal, Nandikoor	Training on Tailoring Dairying Slide Show Effective Public Speaking Doll Making Health Aspects	Mini Workshop Mini Workshop Mini Workshop Mini Workshop Mini Workshop Mini Workshop	25 22 60 26 21 25	January 1991 April 1991 November 1991 December 1991 January 1991 February 1992

1	2	3	4	5
Navodaya Mahila Mandal, Mudarangadi	Banana Cultivation Self employment Role & Importance of VIC, Cataloguing etc. Health Aspects	Mini Workshop Mini Workshop Mini Workshop Mini Workshop	23 20 18 22	April 1992 February 1991 June 1991 April 1992
Amarriyothi Mahila Mandal, Muloor	Effective Public Speaking Leadership Qualities Rural Development and Communication Slide Show Health Aspects	Mini Workshop Mini Workshop Mini Workshop - -	28 23 26 115	November 1991 December 1991 January 1992 February 1992
Jai Karnataka Mahila Mandal, Hejamadi	Slide Show Self employment (Handicrafts)Rexin bag Handicrafts-Training Women and Health	- Mini Workshop Mini Workshop Mini Workshop Mini Workshop	36 22 36 29 22	January 1991 January 1991 August 1991 October 1991 November 1991
Mahila Mandal, Mattu	Dairy Farming Slide Show Legal Aid for Women	Mini Workshop Mini Workshop Mini Workshop	35	March 1991
Mahila Mandal, Alevoor	Slide Show Self employment and Effective Public Speaking	Mini Workshop Mini Workshop	65 21	December 1991 January 1992

1	2	3	4	5
Spoorthi Mahila Mandal, Pernankila	Role of Women in Rural Development	Mini Workshop	25	June 1992
	Slide Show	-	50	July 1991
	Training on Horticulture	Mini Workshop	50	January 1991
	Free Legal Aid to Women	Mini Workshop	29	May 1991
	Slide Show	-	29	May 1991
Priyadarshini Mahila Mandal, Badagubettu	Slide Show	-	22	June 1992
	Role of VIC and Women in Rural Development	Mini Workshop	20	January 1992
Srinidhi Mahila	Free Legal Aid for Women	Mini Workshop	25	January 1992
	Slide Show	-	30	January 1992
	Slide Show	-	35	March 1992
TOTAL 15	SLIDE SHOW 20	MINI WORKSHOP 45	1767	

Annex 8

NAMES AND TRAINING PROGRAMMES ATTENDED BY CORE STAFF IN 1992

NAME	SUBJECT	PLACE	DATE
1. Sri P.V. Rao Project Leader VIC Project M.I. Trust	Library & Information Centre Automation	Universiti Sains Malaysia, Penang	20 Apr. - 22 May 1992
2. Sri Sriram Karanth Manager - CIC M.I. Trust	Information Repackaging and Consolidation	IDRC/AIT Bangkok	3 Feb. - 3 Mar. 1992
3. Sri Sreepathi Pai Stat. Assistant VIC Project M.I. Trust	Computer Applications to Library and Information Work	Indian Statistical Institute, Bangalore	11 May - 19 June 1992
	DTCP/IDRC Course on Communication Planning	UNDP/DTCP Philippines	6 - 24 July 1992
4. Sri P.V. Rao Project Leader	Design and Development of Village Information Centres	Manipal Industrial Trust, Manipal	23 - 27 Mar. 1992
5. Sri Sriram Karanth Manager - CIC	"	"	
6. Sri M.R. Gopinath Programme Coordinator	"	"	
7. Sri M.P.V. Bhat O-I-C	"		
	Participatory Rural Appraisal (PRA)	OM Consultants (Pvt) Ltd. Bangalore (Held at Kundapur)	20-25 July 1992

NAMES	SUBJECT	PLACE	DATE
8. Sri P.N. Acharya Activity Manager	Design and Development of Village Information Centres	Manipal Industrial Trust, Manipal	23 - 27 Mar. - 1992
	"	"	
9. Ms. Scinthia Stenographer			"
10. Ms. Pampala Kumari Medico Social Worker	"	"	"

Annex 9

SAMPLE REPORT ON INFORMATION ASKED BY VIC USERS AND INFORMATION GIVEN BY VIC VOLUNTEERS

DATE	ASKED INFORMATION	NAME	GIVEN INFORMATION	PROCESS
21/2/1992	Tailoring Centre	Gowramma	Classes will be held at Centre everyday 02:00 - 04:00 p.m.	Tailoring Teacher Ms. Sharada Explained
29/2/1992	Poultry Farming	Sharmila	Net income Rs500 to Rs800	Ms. Puttama Explained Poultry
14/4/1992	Dairy	Shanthi-lakshmi	Good profit from cross breed cow milk can be supplied to dairy	Shaila Explained
20/4/1992	Which compost is used for jasmin cultivation	Vathsala	Ground nut	Sarojini Explained
24/4/1992	Where is the nearest nursery	Jayalakshmi	At Uchila Moolur	Sandhya
/3/1992	Self employment	Savithri	You can get the training at Shivalli Self Employment Training Centre	Sharmila
/3/1992	How to prepare pickles	Surekha	The method for preparation of pickle explained	Sunitha
/3/1992	How to make crafting	Sharmila	Ms. Madavi (Extn. Staff MIT) contacted Ms. Sunanda	Sunanda
8/3/1992	The cow is unhealthy not eating anything	Sarasu	Asked to contact doctor at Adamar	Sarojini
5/3/1992	To prepare condiments	Sarojini	Explained the procedures to prepare some condiments	Bhagirathi

Annex 10

RELATIONSHIPS BETWEEN THE INFORMATION NEEDS OF POTENTIAL USERS AND THE TOPICS COVERED BY JHANA DEEDA NEWSLETTER

This table shows the relationship between the information needs of the potential users of the VICs and the subjects published in the project newsletter Jhana Deepa.

The survey, which was conducted by the project in 1990, covered 600 potential users. On the other hand, the content analysis included 11 issues of the newsletter covering 110 articles. The column inches devoted to each published article were also measured.

The results shown below suggest a direct relationship between the information needs of the users and the articles published in the newsletters. This means that the choice of articles published in the newsletters were based on the information needs of the potential VIC users.

AREA OF USER NEED	NO. OF USER	NO. OF ARTICLE PUBLISHED	NO. OF COLUMN PROVIDED
1. Rural Development	558	41	131
2. Agriculture	319	25	63
3. Health	188	12	35
4. Animal Husbandry	177	15	36
5. Law	47	-	-
6. Politics & Culture	39	8	15
7. Rural Technology	32	-	-
8. Sports	12	1	2
9. Environment	-	2	9
10. Women	61	-	-
11. Youth Development	-	-	-

Annex 11

LIST OF PERIODICALS AVAILABLE IN THE CIC AND VICs

VILLAGE INFORMATION CENTRES (VICs)

TITLE	DETAILS
1. Udayavani/Prajavani/Mungaon	Kannada Daily
2. Taranga	Kannada Weekly
3. Sudha	Kannada Weekly
4. Lankesh	Kannada Weekly
5. Tushar	Kannada Monthly
6. Mayura	Kannada Monthly
7. Chandamama/Balamangala	Kannda Monthly
8. Guana Deepa (from CIC)	Kannada Bi-monthly

CENTRAL INFORMATION CENTRE (CIC)

1. Udayavani	Kannada Daily
2. The Hindu	English Daily
3. Deccan Herald	English Daily
4. Spice India	Kannada Monthly
5. Adike Pathirke	Kannada Monthly
6. Gramvani	Kannada Monthly
7. Dharmaprabha	Kannada Monthly
8. Janapada Vichar	Kannada Monthly
9. Kalpavriksha	Kannada Monthly
10. Balkedarara Veedike	Kannada fortnightly
11. Samaja Kalyana	Kannada Monthly
12. Janashakthi	Kannada Monthly
13. Baduku	Kannada Quarterly
14. Indian Forming	English Monthly
15. Span	English Monthly
16. Literacy Mission	English Monthly
17. Peoples Action	English Monthly
18. Health	English Monthly
19. Capart Press Clippings	English Quarterly
20. Aga Khan Health Services	English Quarterly
21. FRCH Newsletter	English Bi-monthly
22. The Voice of the Western Ghats	English Monthly
23. Indian Horticulture	English Quarterly
24. AIRD News	English Bi-monthly

Annex 12

LIST OF PUBLISHERS INVOLVED IN OR TO BE TAPPED BY THE PROJECT

1. RB Research Periodicals & Book Services Inc.

2. Veekay Book House

3. Pathrike Prakashana

4. Rajalakshmi Prakashana
   Balepate Chowka
   Bangalore 560 053

5. I.B.H. Prakashana
   5th Main Road
   Gandhi Nagar
   Bangalore

6. Prema Prakshana
   Jeenahalli Post
   Nayamthi Road
   Shimoga

7. Samaja Book Depot
   Dharawad 580001

8. Saraswatha Prakashana
   Hayagreeva Nagara
   Udupi

9. Capart
   Gurunank Foundation Building
   New Mehrauli Road
   New Delhi

10. Navakarnataka Publications Pvt. Ltd.
    Karnad Sadashiva Rao Road
    Mangalore

11. Hamsa Dwani Prakashana
    599, 6th Block, Rajajinagar
    Bangalore

12. University of Agricultural Sciences
    Samwahana Kendra
    Hebbal
    Bangalore

13. State Resource Centre
Karnataka State Adult Education Council

14. ECO Publications

15. Vikas Publishing House

16. U.N.O. for Economic Co-operation & Development
Information Division
IDRC

17. National Institute of Bank Management, Pune

18. Multi-projects and Development Consultancy Pvt. Ltd.
Bangalore

19. Society for Participatory Research in Asia
New Delhi

20. Karnataka Cashew Development Co-operation Ltd.
Mangalore

21. K.S.S.W.A. Board, Bangalore

22. Ford Foundation
New Delhi

23. The Agricultural Division Council Inc.
New York

24. Eric A. Cristian
Book Depot
Raichur

25. New Light Publishers

PROPOSED VIC MONITORING FORMS
VILLAGE INFORMATION CENTER PROJECT
INDIVIDUAL USER'S FORM

MONITORING FORM 1

INSTRUCTIONS

This form is to be completed by every VIC user. The VIC volunteer should keep the user complete this form. The form could be completed by checking the appropriate answer to each item.

In item No. 1, more than one answer may be checked. However, in items 2 - 4, only one answer per item should be checked. The VIC volunteer should collect this form and submit all collected forms for the month to the CIC through the extension workers assigned in the area.

Name of VIC user _____ Date completed _____

1. Services used

___ 1.1 Borrowed material
___ 1.2 Enquired
___ 1.3 Consulted
___ 1.4 Asked for free materials
___ 1.5 Attended mini-workshop
___ 1.6 Attended training
___ 1.7 Others (write)_____

2. Sex of User

___ 2.1 Male
___ 2.3 Female

3. Occupation of User

___ 3.1 Farmer
___ 3.2 Fisherman
___ 3.3 Housewife
___ 3.4 Student
___ 3.5 Out-of-school youth

4. Literacy

___ 4.1 Literate
___ 4.2 New literate
___ 4.3 Illiterate

VILLAGE INFORMATION CENTER PROJECT
MONTHLY SUMMARY OF THE USERS' FORMS

MONITORING FORM 2

INSTRUCTIONS

This form is to be initially completed by the CIC staff in charge of monitoring and evaluation. However, later the VIC volunteer should be trained to complete this form based on the data in Monitoring Form 1. The specific procedures in completing this form are explained below.

1. Indicate the name of the VIC
2. Indicate your name of whoever completed the form.
3. Indicate your position of whoever completed the form.
4. Indicate the month and year covered by the report
5. Fill up the tables using the data in Monitoring Form 1
6. Use the following abbreviations

6.1 Sex

Male (M)
Female (F)

6.2 Occupation

Farmer (FR)
Fisherman (FS)
Housewife (H)
Student (ST)
Out of School (OS)

6.3 Literacy

Literate (LT)
New literate (NL)
Illiterate (IL)

6.4 Total (TO)

VILLAGE INFORMATION CENTER PROJECT
MONITORING FORM 2

Name of VIC _____

Name of staff who prepared this table _____

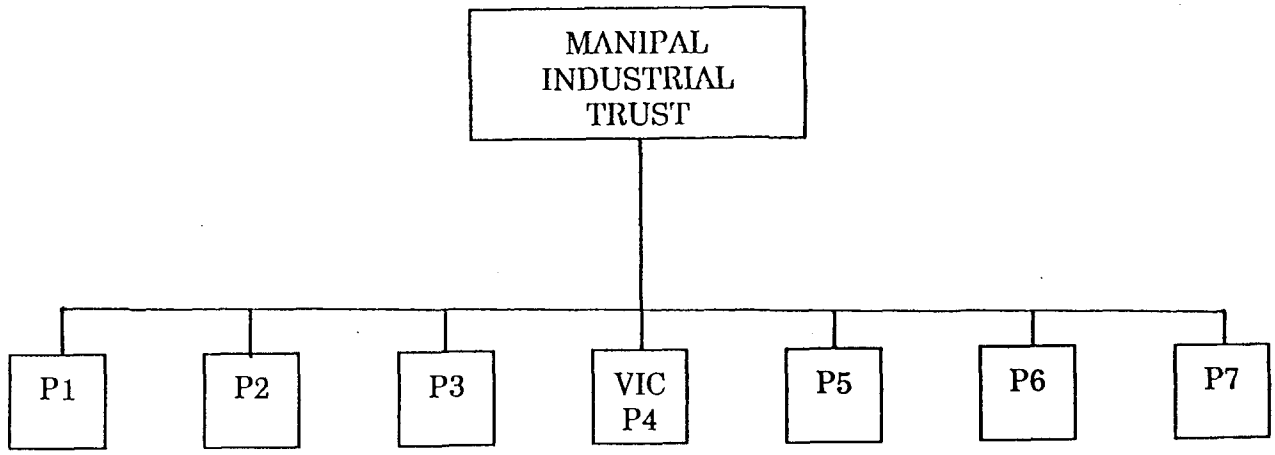
Position _____

Month and year covered in this report _____

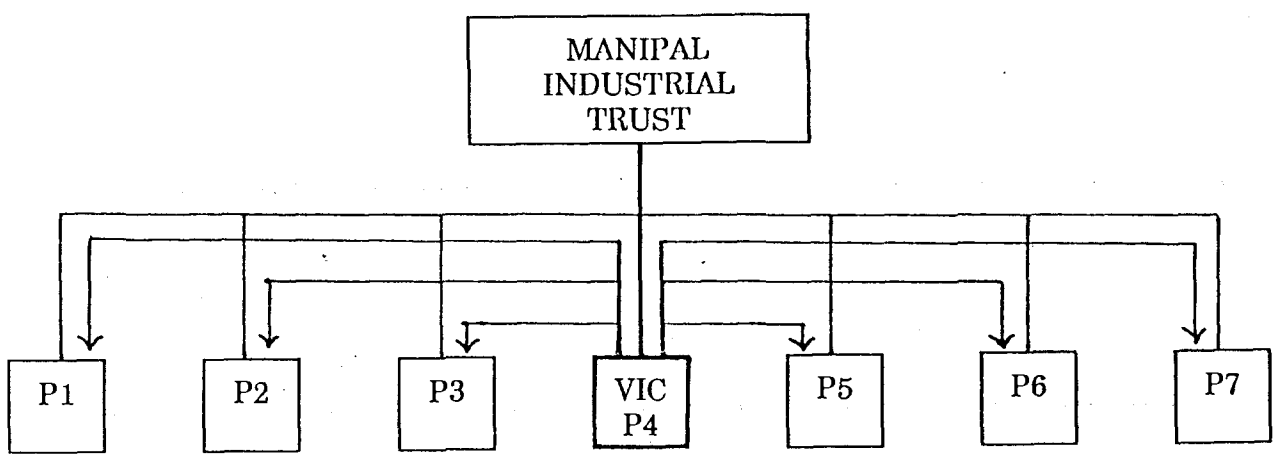
	SEX			OCCUPATION						LITERACY			
	M	F	TO	FR	FS	H	ST	OS	TO	LT	NL	IL	TO
Services used													
Borrowed materials													
Enquired info													
Consulted on issue													
Asked for free materials													
Attended workshop													
Attended training													
Others (write)													

NOTE: Be sure that the totals (TOs) for sex, occupation and literacy are the same; otherwise there is something wrong in the tabulation or in Monitoring Form 1.

EXISTING PROJECT FRAMEWORK

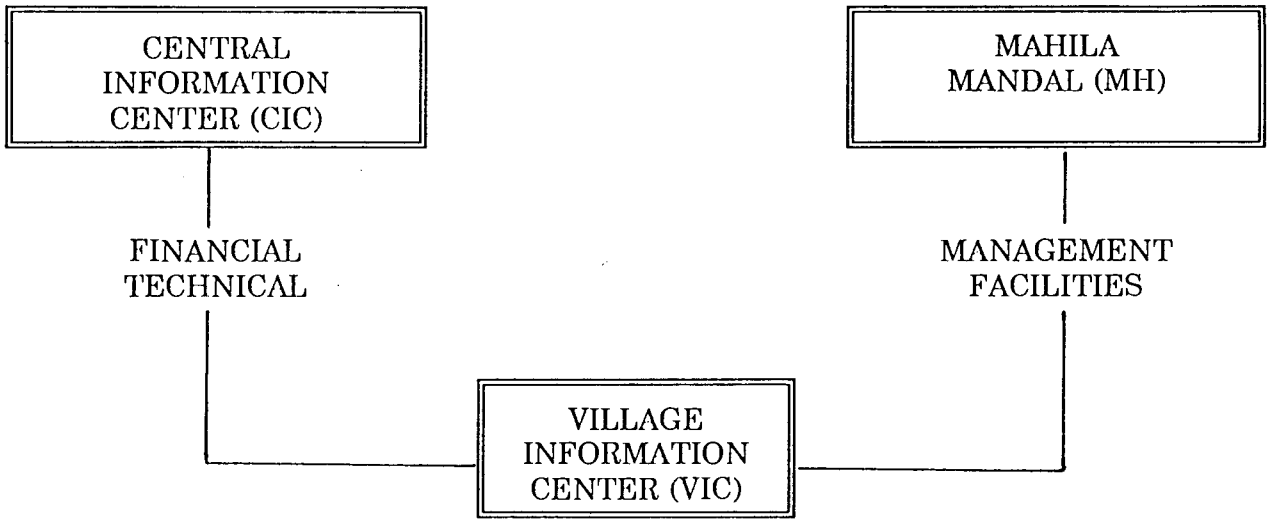


PROPOSED PROJECT FRAMEWORK

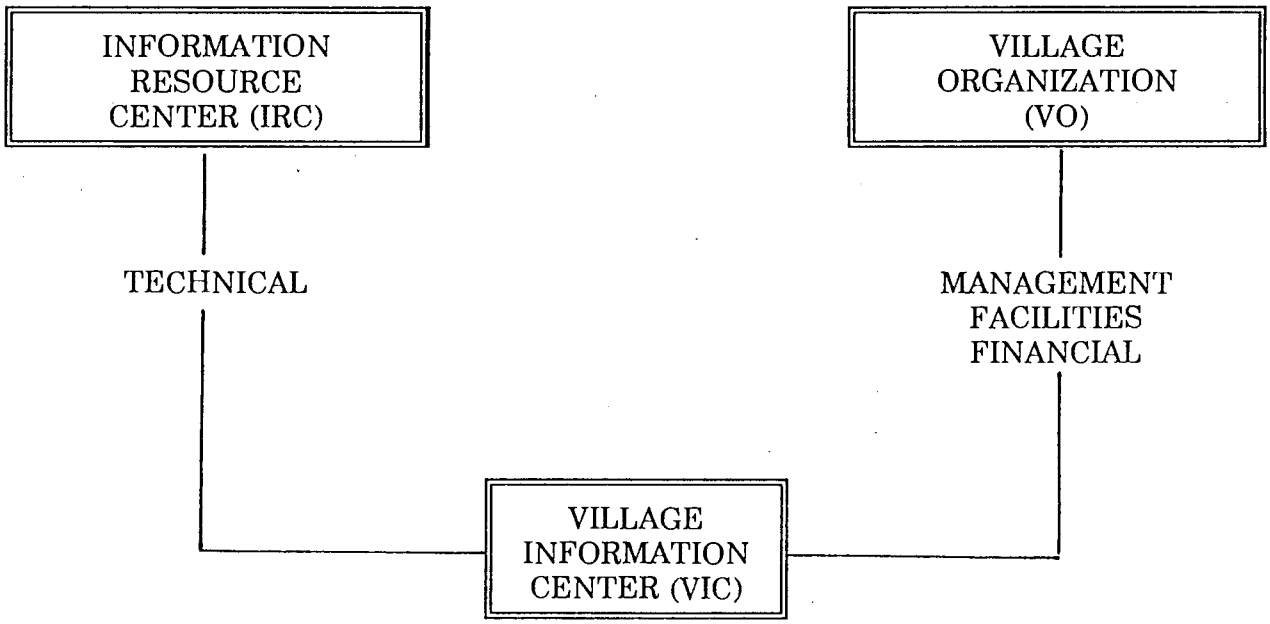


Annex 15

EXISTING ORGANIZATIONAL SUPPORT PROVIDED TO THE VIC



PROPOSED ORGANIZATIONAL SUPPORT TO BE PROVIDED TO THE VIC



Meeting of the Evaluation Team with some of the project staff at the CIC. From left to right, Dr. Cesar M. Mercado, Team Leader; Dr. I.K. Ravichandra Rao, Local Consultant; Staff of MIT; Mr. Karanth, Project Manager and Mr. P.V. Rao, Project Leader.

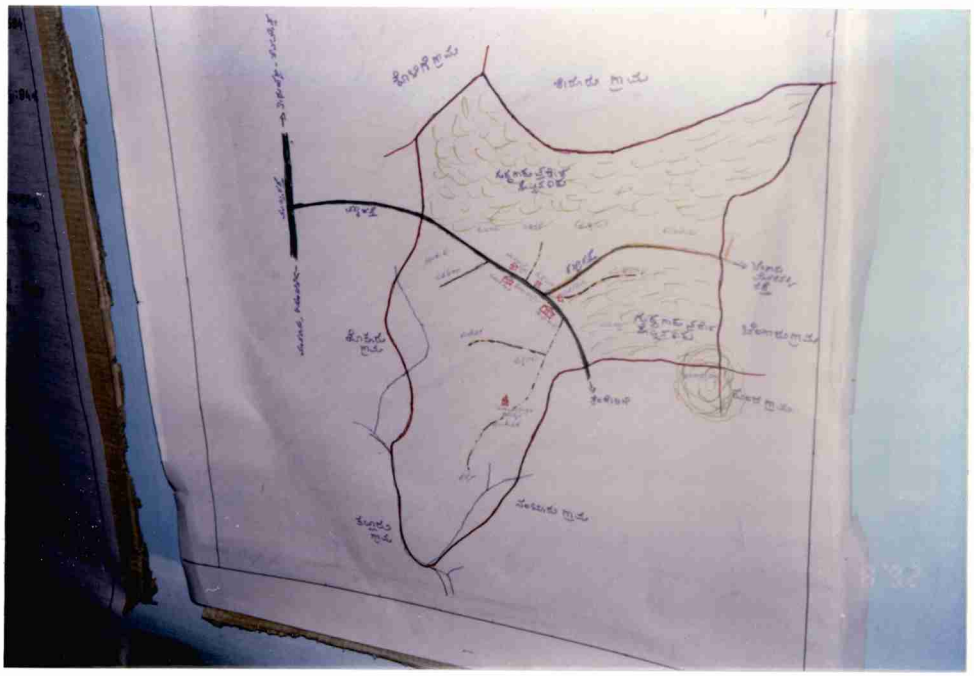
Some of the project staff at the back of Mr. Karanth, CIC.

A highway store cum restaurant with a Village Information Center.

Dr. I.K.R. Rao looking at one of the materials displayed in the VIC iron rack.

Customer (left) and owner (right) of the store cum VIC.

Mr. P.V. Rao examining the record book in the VIC at Kendalbail.



Historical map of Kendalbail.

Officers of the Mahila Mandal in Kendalbail. The lady standing near the door is the VIC volunteer.

A young lady explaining her reaction to the question on the use of the VIC. In front of her are the male participants in the focused group discussion in Kendalbail.

Mr. P.V. Rao (left), Dr. C.M. Mercado (middle) and Dr. I.K.R. Rao managing the discussion in Kendalbail.

Female and male children (front) who attended the discussion in Kendalbail.

Group picture at Kendalbail after the group discussion

MIT Extension Workers Office in Tirthahalli. In front is Mr. P.V. Rao (left), an Extension Worker (middle) and Dr. I.K.R. Rao (right).

Sign on the wall of the MIT Office on rural development in Tirthahalli.

The Evaluation Team discussing with extension workers of MIT and VIC volunteers during the focused group discussion in Tirthahalli.

A VIC volunteer explaining her experience in providing information to villagers in Tirthahalli.

The President of the local Mahila Mandal at Yermal delivering her opening remarks.

A male member of the Advisory Committee of the VIC in Yermal presenting his side.

Male and female extension workers attending the focused group discussion in Tirthahalli.

Opening of the focused group discussion at Yermal VIC. An officer of the local Mahila Mandal is saying a prayer.

A female member (standing) of the Mahila Mandal in Yermal giving her feedback about the VIC.

Extension workers in Udupi Taluk discussing with the Evaluation Team.

Officers and members of the Mahila Mandal in Kalathur.

One member of the women's organization in Kalathur raising a question.

Another member of the group in Kalathur sharing her views on the VIC.

Members of the Mahila Mandal in Yellur attending the meeting are amused by a cute baby boy who was brought in the meeting.

Ricefield in Yellur with coconut trees at the background.

A small store selling variety of goods and fruits in Yellur.

Officers and members of the Mahila Mandal and the Yuvak Mandal (youth organization) in Mattu attending the focused group discussion.

Two female youth presenting their views on the VIC in Mattu.

Members of the Mahila Mandal and Yuvak Mandal in Mattu posing before the vegetable plants which they planted after viewing the slides on vegetable. This is a case of the impact of the slide set on the subject.

Dr. C.M. Mercado, the Evaluation Team Leader signing the visitor book with some of the officers of the youth organization in their office in Mattu.

The Evaluation Team, project staff and some officers and members of the Mahila Mandal and Yuvak Mandal posing in front of the Arabian Sea in Mattu.

The Evaluation Team Leader some project staff, officers of the Yuvak Mandal and a fisherman posing in the beach of the Arabian Sea.

Dr. C.M. Mercado (left) and Mr. P.V. Rao (right) posing with a village couple.

A TV antenna towering on top of the house of the village couple, showing TV as a source of information in the village.

Scene in the commercial centre of Tirthahalli.