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INFORMATION DISSEMINATION FOR COMMUNITY DEVELOPMENT

SUBMITTED TO
INTERNATIONAL DEVELOPMENT RESEARCH CENTRE
OTTAWA, CANADA

JUNE 1992

BAIF DEVELOPMENT RESEARCH FOUNDATION
"KAMDHENU", SENAPATI BAPAT MARG, PUNE - 411 016.

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INFORMATION DISSEMINATION FOR COMMUNITY DEVELOPMENT

1.0 INTRODUCTION

1.1 Background

Information is a resource which, when utilized, leads to knowledge. Like other resources, it must be discovered, assessed and produced to become knowledge. In the case of science and technology, information is the product of research and application. The latter, implying technology transfer, forms an integral part of any development program. It therefore becomes imperative that information reaches everybody involved in the development process. This need was recognized as BAIF's programs grew in diversity, complexity and geographical coverage and an Information Resource Center was set up within BAIF in 1988 with the assistance of IDRC. Its mandate is to provide information support to the comprehensive, multi-disciplinary program staff, both at the laboratory and field levels. The support provided is two-fold: management of internally generated information (MIS-handled by the Computer/ EDP Services) while the Library & Information Services (LIS) unit deals with collection and dissemination of technical information.

1.2 Library and Information Services (LIS)

In its five years of existence the LIS has been fairly successful in introducing an 'information culture' within BAIF. Earlier, BAIF scientists had the habit of using information, although this was done in rather cumbersome ways. The extension or field level workers were generally isolated and not used to receiving and using information in solving technical problems and providing advice.

A survey was conducted during the first phase to understand the information requirements of these user groups and plan effective services accordingly. The users were divided into two groups based on their needs viz. i) the researchers and ii) field level extension workers. The needs of the researchers, were 'conventional' in that their information

requirements could be satisfied through available bibliographic sources. They also being involved in program planning and management would be involved in guiding the BIRC

while planning information services for the field level, which had implications for format and language choice. Therefore, the whole information dissemination activity was divided into a two stage process: the first stage was planning specific products and services tailored to the needs of researchers; followed by those for field level workers who would form the direct link with the community and facilitate dissemination to the community.

1.3 Information Services

Setting up a central Information base was a major objective of the first phase and large scale collection building was initiated at central and campus levels. Bibliographic databases have been compiled covering almost all areas of interest to BAIF and information services like Article Alert, Information Update with online and retrospective searching for inhouse users (research) were introduced. Compilation of Information Packets in various need based topics like mushroom cultivation, vermicomposting, participatory research techniques, GIS etc. was also introduced on a pilot scale. With the enthused response to those, the stage is now set to operate regular information services for the second group. This will involve repackaging technical information into forms and languages suitable for community level users.

1.4 Concentrating on Community Information needs

The main goal of the BIRC-LIS group will be to provide information for community development, which will be achieved by- i) increasing emphasis on information services to field level users and repackaging information for them; ii) expanding services to users outside BAIF including provision of products and services, and networking for information sharing and exchange.

Phase II activities will concentrate on the design of new products and services for the field level workers. Efforts will be directed to packaging and repackaging information in different forms which they could effectively make use of in their work. In order to enhance the information delivery mechanisms, it is envisaged that Regional Information Units (RIUs) will be set up at BAIF regional headquarters and

other campuses through whom field level information services will be provided. These RIUs will make use of local languages and appropriate indigenous media such as folk songs, folk tales, to create such information products for field workers. Information repackaged at the RIUs will be delivered to the community through village information outlets e.g. in village schools, local organizations (NGOs) and BAIF field functionaries. *dissem.*

Besides inhouse users, the BIRC has also been contacted by other NGOs for their information requirements. On conducting a preliminary survey to assess their needs, it was found that most NGOs lack access to information and would like to receive BIRC's services regularly. Extending the existing information services to them will complement the BIRC's efforts to provide information to the community.

2.0 OBJECTIVES

2.1 General Objective

The focus of Library & Information Services group will be to provide appropriate, adequate and timely information for community development.

2.2 Specific Objectives

1. To prepare information products and services suitable for community level development workers
2. To establish Regional Information Units
3. To identify and strengthen outlets for information dissemination at the community level viz. village schools, mahila mandals/ local NGOs

3.0 PROJECT AREA

Over the five year project period, the BIRC-LIS will cover BAIF's operational areas. Two Regional Information Units will be set up every year for the first three years, who in turn will start minimum three community information outlets in a year. Tentatively identified areas are as follows:

Year	State	Regional Information Units
1	Maharashtra	Urulikanchan
	Gujarat	Vansda
2	Karnataka	Lakihalli
	Gujarat	Baroda
3	Rajasthan	Udaipur
	Uttar Pradesh	Allahabad

From the fourth year onwards additional such community outlets will be promoted by the RIUs in their own operational areas.

4.0 DURATION OF THE PROJECT

The project duration will extend over the Phase II period of five years.

5.0 ACTIVITIES

5.1 Setting up Regional Information Units

Rationale

BAIF operates its field programs through a network of regional headquarters. Few of these have well equipped campuses, where smallscale library collections were initiated during Phase I. The staff at these campuses is in close contact with the community in the region and hence would be the best channels for further information dissemination.

Methodology

During the first year two such campus libraries will be strengthened to function as Regional Information Units; four more RIUs (two per year) will be established at/ around other headquarters in the next two years. Strengthening will be in terms of building up reference collections and training of staff in information handling. Subsets of the BIRC databases will also be housed at the RIUs for ready reference. Once all the RIUs have been set up, information exchange in the form of a Bulletin Board service through telephone lines will also be started.

Specific functions of the Regional Information Units will be:

1. Helping the BIRC in identifying community level outlets- minimum three per year,
2. Translating and repackaging information with the help of the BIRC,
3. Providing feedback on community information needs to the BIRC with a view to improve services and products

5.2 Identifying outlets for information dissemination

Rationale

The farthest link in the three tiered information chain will be community level outlets- which shall be instrumental in providing information directly to the villagers. Probable sites which could enable community access are BAIF field workers- who already are in contact with the people, village schools- where information already exists to some extent and local NGOs- who are also working with the community in that area.

Methodology

Three outlets will be started every year by each RIU. Sites will be selected through field visits- informal interactions and group meetings with the village people considering factors like needs and accessibility.

These community outlets will do the following:

1. Act as clearing houses for BIRC/RIU information products
2. Provide information support for field level trainings organized by BAIF program staff
3. Organize community education/ awareness activities like lecture-demos, film shows, local competitions jointly with RIUs
4. Provide feedback to the RIU and BIRC on information needs and community response to the services and products

5.3 Design/ field-testing of repackaged information products

Rationale

Information needs at the community level are distinctly different from those of researchers. Field workers generally prefer practical, easily applicable information and are more comfortable using it if it is in their own language. Hence suitable products/ compilations, designed in consultation with subject specialists and translation assistance from the Regional Information Units will be prepared.

Methodology

Topics will be identified in consultation with the program staff and basic scripts in simple English will be written at the BIRC. These will then be translated into local languages and sent out periodically to the RIUs. Topics covered will include health, income generation activities including dairy cattle management, agroforestry, horticulture, sericulture, non-agricultural activities and aspects of social/ family life. Specific products planned will be:

1. Topic specific handouts in local languages
2. Resource material/ training kits for field level trainings
3. Audio cassettes with lectures, group discussions, narrations- case studies from other BAIF areas, interviews
4. Information Packets on topics of current interest

Multiple copies of printed material for distribution will be prepared at RIUs.

5.4 Involvement of other development NGOs- networking

Rationale

In a survey conducted during Phase I, it was found that most NGOs lack access to information and would like to receive BIRC's services regularly. Extending the existing information services to them will complement the BIRC's efforts to provide information to the community. There are also certain NGOs who have strong collections in particular subject areas. It would be mutually beneficial to form a network in order to share information resources/ experiences and preventing duplication of information dissemination efforts.

Methodology

415 NGOs in Maharashtra, Gujarat and Karnataka have been contacted for basic information about their information needs, infrastructure, target groups, geographical coverage/ subject scope of activities etc., during Phase I. Accordingly BIRC services and products will be sent out to them- initially gratis and later on a charge-back basis.

NGOs with an existing information infrastructure will be shortlisted for information sharing. Periodic meetings will be held to standardize information handling methods/ techniques, standards and tools for the same will also be developed. Information will be shared/ exchanged through a quarterly newsletter.

6.0 EXPECTED OUTCOMES

1. Information dissemination upto grassroot level in BAIF operational areas;
2. Inculcate information seeking habits among field functionaries and effective use of local resources to satisfy local needs (in local languages)- foster peoples' participation.
3. Involvement of village schools and local organizations for community level information dissemination thereby generating interest and creating a 'need to know' in the rural people
4. Linkages with NGOs working in areas of Agroforestry, Health, Environment, Water Management, and Women in Development.
5. Foster cooperation among NGOs in terms of communication and information sharing; promote sharing of information resources and development experiences.

7.0 PROJECT OUTLAY

The overall project outlay for the over the five year project period is detailed out in Annexure 2. Budget notes for the same are given in Annexure 3.

ACTIVITY PHASING

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PROJECT TITLE: INFORMATION DISSEMINATION FOR COMMUNITY
DEVELOPMENT

=====

S.No	Activity	Years				
		1	2	3	4	5
1	Setting up RIUs	*	*	*		
2	Identifying community outlets	*	*	*	*	*
3	RIU staff training	*	*	*	*	*
4	Design/ field-testing of repackaged information products	*	*	*	*	*
5	NGOs- services	*	*	*	*	*
6	NGOs- training	*	*	*	*	*
7	NGOs- info sharing (newsletter)	*	*	*	*	*

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Information Services: Researchers

Information requirements of the research group differ from the field level and accordingly the following services have been planned:

1. Information Update

Monthly indexing bulletin covering over 200 periodicals and newsletters received at the BIRC. Over 100 articles are indexed every month. Topics included are divided into seven broad categories as stated below -

- a. Animal Sciences: health, nutrition and production; poultry
- b. Forestry: incl. environment and ecology
- c. Land & Water Resources Management: wasteland development; land use planning; groundwater and watershed development
- d. Health: MCH care; sanitation; health systems research; health education and traditional health practices
- e. Sericulture: incl. apiculture
- f. Agriculture: incl. horticulture; organic/ natural farming; biofertilizers
- g. Development: WID; rural development; tribal development; voluntary agencies; general management aspects
- h. Appropriate Technology: incl. energy, engineering/ industry aspects; bioenergy

Each user will be entitled to a selection of two categories (approx. 20 citations with abstracts per category); additional categories will be available at an extra cost of Rs. 100/ per category to cover reproduction costs.

2. Article Alerts

A Current Awareness service called Article Alert consisting of 2-3 articles per month of general interest inclusive of those sent out to the field level. The subject areas will be the same as the categories stated above (selection of two) unless indicated otherwise. Additional categories will cost Rs. 50/- each.

3. Info Packets

The BIRC shall be compiling topic specific Info Packets, approx. six per year. These packets envisaged as 'starter kits' shall include reading lists- books/ periodicals, selected articles, online searches, directory information of institutional resources, AV material, newspaper clippings and a brief summary of BAIF's work in that area. Initially, the topics will be decided coinciding with BAIF's needs. Direct reproduction cost for an Info Packet is estimated to be Rs. 75/-.

Information Services: Field Extension workers

1. Field Info

This is a current awareness service for field level workers which will also be extended to the community level outlets. A small compilation, in English or in regional languages on any two of the following modules shall be sent out every 15 days:

- a. Dairy Cattle Production
- b. WADI: Incl. Horticulture and Watershed Management
- c. Health
- d. Sericulture
- e. Development: rural, tribal, WID
- f. Agriculture: incl. agroforestry
- g. Appropriate Technology

Direct reproduction cost towards this service has been estimated as Rs. 50/- per module per month.

2. Special Reference Briefs (SRBs)

Topic specific SRBs in regional languages will be prepared with the help of subject experts within BAIF. These occasional publications will serve as basic reference material for a particular topic and shall be available at an extra cost of Rs. 5/- per SRB.

ANNEXURE 2

BUDGET SUMMARY

PROJECT NO. : 19

PROJECT TITLE : Information Dissemination for Community Development

(Rs. in '000)

Sr. No.	A/C Head	← YEAR →					TOTAL
		1	2	3	4	5	
BAIF Administered :							
1.	Salaries	228	330	450	495	545	2048
2.	Research Expenses	143	205	281	359	571	1539
3.	Consultancy						
4.	Reports & Documentation	80	88	93	99	105	463
5.	Training	19	20	21	22	24	106
6.	Travel	30	33	36	40	44	183
7.	Books & Periodicals	43	67	132	146	165	553
8.	Capital Equipment	721	514	587	200	210	2232
9.	Infrastructure	5000	5000	5000	60	60	15120
10.	Unallocated Fund	100	100	100	100	100	500
11.	Administrative O. H.	636	636	668	152	182	2274
SUBTOTAL (A) :		7000	6991	7348	1673	2008	25018
IDRC Administered							
1.	Consultancy						
2.	Training		50	50	50		150
3.	Travel		50	100	100		250
4.	Capital Equipment			100			100
SUBTOTAL (B) :			100	250	150		500
TOTAL CONTRIBUTION :		7000	7091	7598	1823	2006	25518

BUDGET NOTES

PROJECT TITLE: INFORMATION DISSEMINATION FOR COMMUNITY
DEVELOPMENT

in '000 Rs.

No	Account Head	Years					Total
		1	2	3	4	5	

BAIF ADMINISTERED

1 Salaries

Information specialist (1)	60	66	73	80	88	366
Librarians (2)	96	106	116	128	141	586
Info Asstt. (6)	72	158	261	287	316	1096
Total	228	330	450	495	545	2048

Allocated salaries of
Program Monitoring staff

Salaries and allowances of the information services group consisting of an information specialist, two librarians and information assistants in each of the regional information units will be covered under the project. There will be two information assistants during the first year, four during the second (2 + 2 new) and a total of six over the next three years of the project period.

2 Research expenses

Information services to:

* NGOs	38	76	76	76	38	304
* research group	38	41	45	49	53	226
* field staff	50	55	60	65	70	300
* village schools	9	20	46	68	88	231
* local organizations	4	9	29	96	316	454
NGO Networking	4	4	5	5	6	25
Total	143	205	261	350	571	1540

Research expenses will be mainly towards provision of information services to various groups working directly or indirectly with the community. These are:

- a. BAIF Research group- about 50 persons; will receive the BIRC monthly indexing bulletin 'Information Update' for two subject groups in their areas of interest. Article Alerts and occasional retrospective searches on BIRC databases and

Information Packets on topics of current interest. Annual costs per head for these services are Rs. 500/-. Details of the services and products are provided in Annexure 4.

- b. BAIF field functionaries- about 100 persons; will receive repackaged information handouts, consisting of popular articles and/or specially written 'reference briefs' every 15 days. The same will also be shared with the village schools. Costs for these services work out to Rs. 500/- per head per year, details in Annexure 4.

- c. Research NGOs- Information services will be provided to 50 NGOs every year during the first four years of the project period. Each group of 50 NGOs shall be provided information services (same as those provided to the BAIF research group) gratis for two years after which an annual fee of Rs. 500/- shall be charged. Copies of material sent out to the field as well as Information Packets will be available at separate cost.

- d. Village schools/ mahila mandals- 2-3 per RIU every year; shall be provided services similar to the field group.

- e. Local organizations- 2-3 per RIU every year

Limited reference collections, besides books and local periodicals, (worth about Rs. 100/- each) will be built in the community outlets viz. village schools and local organizations. Additionally they will also receive field information from RIUs and occasionally from the BIRC.

Some amount is also allocated for networking with other NGOs through meetings, development of standards/ tools.

3 Reports/Documentation

Translations	25	27	30	33	36	151
SRBs-per center	10	11	12	13	14	60
Manuals/ Occ.pubs	30	30	30	30	30	150
Quarterly Newsletter	15	18	21	23	25	102

Costs towards translation- approximately 10 articles a month at Rs. 50/- per article - for information repackaging have been included. Material will have to be translated primarily into Marathi (Maharashtra), Gujarathi (Gujarat) and Kannada (Karnataka) initially. Production costs towards topic specific Special Reference Briefs have been calculated to include production, printing and distribution costs. An eight page newsletter for information exchange is proposed. Costs towards occasional publications, information packets and manuals for information handling have also been included.

6 ~~4~~ Travel 30 33 36 40 44 182

Project costs include periodic visits to the Regional Information units/ community outlets as well as occasional travel by project staff to attend relevant meetings, seminars and workshops. Costs of travel for RIU Information assistants for training to BIRC is also included.

5 Training

RIU Information Asstt.	10	11	12	13	15	61
NGOs: info handling	9	9	9	9	9	45

Training of community level information staff in information handling techniques will be arranged. A workshop on community based information services/ products- preparation and design is also planned. Besides information staff, trainings will also be arranged for other NGOs on demand.

8 6 Capital equipment

Photocopier- BIRC	300	36	39	42	46	463
Photocopier- RIUs	200	220	240	60	60	780
PC-AT 286/40 MB	150	180	222	60	66	678
Printer	40	46	54	12	12	164
Tape recorder	6	7	7	1	1	22
Annual Maintenance charges	25	25	25	25	25	125
Total	721	514	587	200	210	2107

2932

It is proposed to procure equipment for information dissemination- primarily size-to-size photocopiers, micro-computers and printers for the Regional Information units (two per year for the first three years). A photocopier with advance features for the BIRC will also be needed to prepare multiple copies of information products produced centrally. Simple cassette tape recorders for the community outlets are also proposed. Annual maintenance for the hardware is also included for the five year period.

9
7 **Infrastructure**

A) Procurement of Office Space including furnishings for Regional Information Units : 2500 Sq.ft. per unit at the rate of Rs. 1000 per Sq.ft. for 2 units each over a period of 5 years.

5000 5000 5000 60 60 15120

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8 **Books /Periodicals**

RIU	Books	6	20	65	72	79	242
	Journals	2	7	22	24	26	81
BIRC		25	30	35	40	50	180
Online searches		10	10	10	10	10	50

Basic reference collections for the RIUs will have to be purchased. Journal subscriptions for selected Indian titles relevant to local information needs have been allocated within the project for the five year period. A modest amount has been allocated every year to strengthen the BIRC reference collection.

IDRC ADMINISTERED

in '000 Rs.

No	Account Head	Years					Total
		1	2	3	4	5	

1	Consultancy						
2	Training		50	50	50		150
3	Travel		50	100	100		250
4	Capital Equipment			100			100

Amounts have been set aside for foreign travel and training in years 2, 3 and 4. Provision for software e.g. Bulletin Board software, DTP in Indian scripts has been made in the third year.

2. Article Alerts

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ANNEXURE 4

Information Services: Researchers

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- e. Sericulture: incl. apiculture
- f. Agriculture: incl. horticulture; organic/ natural farming; biofertilizers
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- h. Appropriate Technology: incl. energy, engineering/ industry aspects; bioenergy

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ANNEXURE 1

ACTIVITY PHASING

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PROJECT TITLE: INFORMATION DISSEMINATION FOR COMMUNITY
DEVELOPMENT

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S.No	Activity	Years				
		1	2	3	4	5
1	Setting up RIUs	*	*	*		
2	Identifying community outlets	*	*	*	*	*
3	RIU staff training	*	*	*	*	*
4	Design/ field-testing of repackaged information products	*	*	*	*	*
5	NGOs- services	*	*	*	*	*
6	NGOs- training	*	*	*	*	*
7	NGOs- info sharing (newsletter)	*	*	*	*	*

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