

## Information Education Communication (IEC) / Social Behavioral Change Communication (SBCC)

### 2.9.1 – Vasectomy Fortnight Observation

Name of Programme	Name of Dept.	Type of Activities	Location	Total No. of Programme
Vasectomy Fortnight Observation	Dept. of Health, Medical Education & Family Welfare, Govt. of Jharkhand	IEC / SBCC on Vasectomy, Vasectomy Fortnight Observation	13 Districts of Jharkhand State (Details Location is attached below)	420

We all know that Department of Economic and Social Affairs, United Nations has fixed 17 Goals with support of 169 Targets. Out of the 17 Goals, **Goal No. 3 clearly stated that Ensure Healthy Lives and Promote Well Being for all at all Stages and Target 3.7 clearly stated that By 2030, Ensure Universal access to sexual and reproductive health care services, including for Family Planning, information and education, and the integration of reproductive health into national strategies and programmes.**

We all know that India was the first Country in the World to have launched a National Programme for Family Planning in 1952. Over the decades, the programme has undergone transformation in terms of policy and actual programme implementation and currently being repositioned to not only achieve population stabilization goals but also promote reproductive health and reduce maternal, infant & child mortality and morbidity. Under the Programme public health sector provides various family planning services at various levels of health system.

**Vasectomy** is a surgical procedure for male [sterilization](#) or permanent [contraception](#). During the procedure, the male [vasa deferentia](#) are cut and tied or sealed so as to prevent [sperm](#) from entering into the [urethra](#) and thereby prevent [fertilization](#) of a female through [sexual intercourse](#). Vasectomies are usually performed in a physician's office, medical clinic, or, when performed on an animal, in a veterinary clinic—hospitalization is not normally required as the procedure is not complicated, the incisions are small, and the necessary equipment routine.

**Bhartiya Lok Kalyan Sansthan** with the **Department of Health, Medical Education and Family Welfare, Govt. of Jharkhand** and District Health Committee, Ranchi, Gumla, Khunti, Simdega, Ramgarh, Bokaro, Latehar, Garhwa, Saraikela, Godda, Palamu, East Singhbhum, West Singhbhum Districts has initiated Information Education Communication (IEC) / Social Behavioral Change Communication (SBCC), Folk Media, Nukkad Natak, Street Play on Vasectomy Fortnight Observation on 21<sup>st</sup> Nov. 2020 to 04<sup>th</sup> Dec. 2020 among the Govt. Officials, PRIs Members, Key Functionaries, Health Workers, Traditional Leaders, Farmers Club, SHG Members, Community Members. During the Vasectomy Fortnight Observation, Our Agency and Team Members have created positive environment

about Vasectomy and aware Govt. Officials, PRIs Members, Key Functionaries, Health Workers, Traditional Leaders, Farmers Club, SHG Members, Community Members about the Vasectomy.

During the Vasectomy Fortnight Observation, Our Agency have conducted 312 Programmes in selected Block, Panchayats, Villages of Ranchi, Gumla, Khunti, Simdega, Ramgarh, Bokaro, Latehar, Garhwa, Saraikela, Godda, Palamu, East Singhbhum, West Singhbhum Districts and approximately 18000 + Individuals have been imparted knowledge about the Vasectomy and aware them.

The brief details of Vasectomy Fortnight Observation are as follows.

S.N.	Name of Assignments	Name of Funding Agency	No. of Assignments	Date of Assignments	Duration of Assignments
1	Vasectomy Fortnight (Folk Media/Nukkad Natak / Street Play)	DHC / Civil Surgeon, Ranchi	84	18/11/2020	21/11/2020 to 04/12/2020
2	Vasectomy Fortnight (Folk Media/Nukkad Natak / Street Play)	DHC / Civil Surgeon, Gumla	08	24/11/2020	21/11/2020 to 04/12/2020
3	Vasectomy Fortnight (Folk Media/Nukkad Natak / Street Play)	DHC / Civil Surgeon, Ramgarh	16	25/11/2020	21/11/2020 to 04/12/2020
4	Vasectomy Fortnight (Folk Media/Nukkad Natak / Street Play)	DHC / Civil Surgeon, Latehar	28	03/12/2020	21/11/2020 to 04/12/2020
5	Vasectomy Fortnight (Folk Media/Nukkad Natak / Street Play)	DHC / Civil Surgeon, Garhwa	32	25/11/2020	21/11/2020 to 04/12/2020
6	Vasectomy Fortnight (Folk Media/Nukkad Natak / Street Play)	DHC / Civil Surgeon, Saraikela Kharsawan	32	28/11/2020	01/12/2020 to 08/12/2020
7	Vasectomy Fortnight (Folk Media/Nukkad Natak / Street Play)	DHC / Civil Surgeon, Godda	28	23/11/2020	21/11/2020 to 04/12/2020
8	Vasectomy Fortnight	DHC / Civil Surgeon, Simdega	28	24/11/2020	21/11/2020 to 27/11/2020

	(Folk Media/Nukkad Natak / Street Play)				
9	Vasectomy Fortnight (Folk Media/Nukkad Natak / Street Play)	DHC / Civil Surgeon, Bokaro	32	24/11/2020	25/11/2020 to 04/12/2020
10	Vasectomy Fortnight (Folk Media/Nukkad Natak / Street Play)	DHC / Civil Surgeon, Khunti	24	26/11/2020	21/11/2020 to 04/12/2020
11	Vasectomy Fortnight (Folk Media/Nukkad Natak / Street Play)	DHC / Civil Surgeon, Jamshedpur	32	23/11/2020	21/11/2020 to 04/12/2020
12	Vasectomy Fortnight (Folk Media/Nukkad Natak / Street Play)	DHC / Civil Surgeon, Chaibasa	44	26/11/2020	21/11/2020 to 04/12/2020
13	Vasectomy Fortnight (Folk Media/Nukkad Natak / Street Play)	DHC / Civil Surgeon, Palamu	32	24/11/2020	25/11/2020 to 04/12/2020
<b>Total No. of Programme</b>			<b>420</b>		



Vasectomy Fortnight Observation at Ranchi District





Vasectomy Fortnight Observation at Gumla District



Vasectomy Fortnight Observation at Ramgarh District



Vasectomy Fortnight Observation at Latehar District



Vasectomy Fortnight Observation at Garhwa District





Vasectomy Fortnight Observation at Saraikela Kharsawan District



Vasectomy Fortnight Observation at Godda District



Vasectomy Fortnight Observation at Khunti District

## 2.9.2 Covid 19 Awareness Programme – PRD

Name of Programme	Name of Dept.	Type of Activities	Location	Total No. of Programme
Covid 19 Awareness Programme	Dept. of Transport, Public Relation Dept., Govt. of Jharkhand	IEC / SBCC on Covid 19 Awareness Programme	04 Districts of Jharkhand State (Details Location is attached below)	107

Coronaviruses (CoV) are a large family of viruses that cause illness ranging from the common cold to more severe diseases such as [Middle East Respiratory Syndrome \(MERS-CoV\)](#) and Severe Acute Respiratory Syndrome (SARS-CoV). A novel coronavirus (nCoV) is a new strain that has not been previously identified in humans.

The economic and social disruption caused by the pandemic is devastating: tens of millions of people are at risk of falling into extreme poverty, while the number of undernourished people, currently estimated at nearly 690 million, could increase by up to 132 million by the end of the year.

At the time of writing this Special Feature, there are over [2,700,000 confirmed cases](#) of COVID-19 across the globe. According to official reports, the largest numbers of confirmed cases are in the United States, Italy, Spain, and France. However, even the countries that the new coronavirus has hit less aggressively are still under considerable strain. As many as [213 countries and territories](#) Trusted Source have registered COVID-19 cases, and the entire world is buzzing with uncertainty and questions: How long will the pandemic last? What will people's lives look like once the pandemic is over?

**Bhartiya Lok Kalyan Sansthan**, with association with different stakeholders in Jharkhand such as **Public Relation Dept., and Dept. of Transport, Govt. of Jharkhand** We have executed the Covid 19 Awareness Programme. The brief details of Covid 19 Awareness Programmes are as follows.:

S.N.	Name of Assignments	Name of Dept.	No. of Assignments	Date of Assignments	Duration of Assignments
1	Covid 19 Awareness Programme	District Transport Office, Dept. of Transport, Govt. of Jharkhand	36	16/01/2021	-
2	Covid 19 Awareness Programme	District Public Relation Office, Ranchi, Public Relation Dept., Govt. of Jharkhand Ranchi	12	-	09/07/2020 to 14/07/2020
3	Covid 19, Mukhyamantro Sukanya Samridhi Yojana, Beti Bacchao, Betti Paraho, Witch Hunting, Road Safety Awareness Programme	District Public Relation Office, HZB, Public Relation Dept., Govt. of Jharkhand Ranchi	12	11/01/2021	19/01/2021 to 28/01/2021



S.N.	Name of Assignments	Name of Dept.	No. of Assignments	Date of Assignments	Duration of Assignments
4	Covid 19, Mukhyamantro Sukanya Samridhi Yojana, Beti Bacchao, Betti Paraho, Witch Hunting, Road Safety Awareness Programme	District Public Relation Office, HZB, Public Relation Dept., Govt. of Jharkhand Ranchi	08	11/01/2021	05/02/2021 to 08/02/2021
5	Covid 19, Mukhyamantro Sukanya Samridhi Yojana, Beti Bacchao, Betti Paraho, Witch Hunting, Road Safety Awareness Programme	District Public Relation Office, Dhanbad, Public Relation Dept., Govt. of Jharkhand Ranchi	14	22/10/2020	24/10/2020 to 15/11/2020
6	Covid 19 Awareness Programme	District Public Relation Office, Bokaro, Public Relation Dept., Govt. of Jharkhand Ranchi	14	22/10/2020	28/10/2020 to 01/11/2020
7	Covid 19, Mukhyamantro Sukanya Samridhi Yojana, Beti Bacchao, Betti Paraho, Witch Hunting, Road Safety Awareness Programme	District Public Relation Office, Bokaro, Public Relation Dept., Govt. of Jharkhand Ranchi	11	10/03/2021	15/03/2021 to 16/03/2021
<b>Total No. of Programme</b>			<b>107</b>		











### 2.9.3 32<sup>nd</sup> National Road Safety Month

Name of Programme	Name of Dept.	Type of Activities	Location	Total No. of Programme
32 <sup>nd</sup> National Road Safety Month	Dept. of Transport, Govt. of Jharkhand	IEC / SBCC on 32 <sup>nd</sup> National Road Safety Month	04 Districts of Jharkhand State (Details Location is attached below)	143

Road Safety is a multi-sectoral and multi-dimensional subject. It includes orderly development and management of roads, provisions of safer vehicles, and a comprehensive response to accidents. It relies on modern traffic management system and practices, improved safety standards in design, construction, operation and maintenance of roads, and production and maintenance of safer vehicles. Owing to unsafe condition on roads, the rate of accidents in India has been high. According to the WHO statistics for 2018, out of about 11.8 Lacs road accident deaths across the world, 84674 deaths were reported from India along. In the year 2018, the number of road accident death in India increased to 92618. The social cost of road accidents in India at about 3 percent of GDP. Considering the gravity of the situation, there is consensus that concerted measures are necessary for reducing this high level of accident death and injuries through improved safety measures and traffic management. In India, with the expansion in road network, motorization and urbanization in the country, the number of road accidents have surged. Road traffic injuries (RTIs) and fatalities have emerged as a major public health concern. With RTIs is having become one of the leading causes of deaths, disabilities and hospitalization which improve severe socio economic costs across the world.

Road safety is an issue of national concern, considering its magnitude and gravity and the consequent negative impact on the economy, public health and the general welfare of the people. Today, RTIs are on the leading causes of deaths, disabilities and hospitalization, with severe socio economic costs, across the world. World Health Statistics 2008 cited in Global Status Report on Road Safety states that RTIs in 2004 were the 9<sup>th</sup> leading cause of death and at current rates by 2030 are expected to be the 5<sup>th</sup> leading cause of death.

At present, Road Safety is a national priority which aimed at raising public awareness about traffic rules and ultimately to reduce casualties due to road accidents. Millions lose their life and millions get injured in road accidents globally; mainly due to lack of awareness about traffic rules or a behavior of flouting them. Therefore, to make people more aware of the traffic rules and to persuade them to follow rules while on road.

The main cause for the road accidents is attributed to be behavioral; that is a habitual flouting of traffic rules like not wearing helmet, not wearing seat belt, jumping traffic lights, over speeding, drunken driving etc. It is therefore needed that people are made aware of the perils of not following traffic rules, and the emotional and financial trauma that it could bring to their families.

Considering the gravity of this situation, **Bhartiya Lok Kalyan Sansthan (BLKS)** team with association with **Ministry of Road Transport and Highways, Govt. of India** and **Dept. of Transport, Govt. of Jharkhand** has intervened by participating and conducting **Road Safety Advocacy Campaign, 32<sup>nd</sup> National Road Safety Month 2021 on the Theme of “Good Samaritans”** in **Ranchi, Lohardaga, Gumla and Simdega** Districts of Jharkhand State from dated **18/01/2021 to 31/03/2021**. BLKS designed a different types of activities plan and conducted these by getting participation of Transport Department, Govt. of Jharkhand, Authorities from various Govt. Dept., Public Representatives, Common masses, College Students, School Students, Ranchi Bus Owner’s Association, Ranchi Auto Richshaw Owner’s Association, Different associations and created awareness and conducted IEC activities and Nukkad Natak among them about the Traffic Rule and precautions to be taken during driving and on the Road.

#### **Activities conducted during the Programme**

- Organized Jhanki on the Eve of Republic Day with Theme of “Good Samaritans”;
- Organizing and Celebration of 32<sup>nd</sup> National Road Safety Month 2021;
- IEC Materials Distribution on Road Safety;
- Quiz / Painting / Speech / Slogan Writing Competition on Road Safety Advocacy Campaign in Schools and Colleges;
- Rally and Nukkad Natak;
- Awareness Campaign on Road Safety in Ranchi, Simdega, Lohardaga and Gumla Districts of Jharkhand State

#### **Photographs / Media Coverage – Ranchi District**









Photographs - Simdega District





Photographs - Gumla District



Photographs - Lohardaga District



## 2.9.4 Witch Hunting Awareness Programme

Name of Programme	Name of Dept.	Type of Activities	Location	Total No. of Programme
Witch Hunting Awareness Programme	Dept. of Women and Child Development, Govt. of Jharkhand and District Social Welfare Office (DSWO), Gumla and Dhanbad	IEC / SBCC on Witch Hunting Awareness Programme	02 Districts of Jharkhand State (Details Location is attached below)	27

Jharkhand leads the country in cases of witch-hunting, the data showed. This is the practice of first branding women as ‘witches’ and then punishing them with violence, often fatally. Since 2014, 173 people have been killed in Jharkhand after being labelled as witches, data showed. In 2017, 19 of the 73 (26%) people killed across India on suspicion of practising witchcraft were in Jharkhand, [NCRB data](#) reported.

In 2018, Jharkhand saw 18 of the total 63 ‘witchcraft’ deaths reported across the country, nearly one-third of all deaths. It was followed by Madhya Pradesh, a state with [more than double](#) its population, which recorded 10 deaths. Police officials, speaking informally to **India Spend**, blamed these attacks on the state’s [poor literacy rates](#)--70.3% as against the national average of 75.4%--and the belief in black magic.

But there is another reason, we found in our investigations across Jharkhand’s Ranchi and Gumla districts--the crippling shortage of quality, accessible healthcare in a predominantly rural state. Up to [75.95%](#) of the state’s people live in the countryside. Since public health facilities are situated in distant towns and transport facilities are limited, people in distress find it easier to seek help from quacks and *ojhas*.



Poor healthcare, low literacy and deeply entrenched beliefs in the healing power of the *ojhas*--these are the reasons why Jharkhand continues to report a high number of witch-hunt deaths, we learned from speaking with villagers, law enforcement officers and NGO workers.

**Bhartiya Lok Kalyan Sansthan**, with association with Dept. of Women and Child Development, Govt. of Jharkhand, District Social Welfare Office (DSWO), Gumla, and Dhanbad, Jharkhand has executed the Witch Hunting Awareness Programme in Gumla Districts in 08 and 02 Programmes respectively as on dated 22/01/2021 to 28/01/2021 and 17/02/2021 to 23/02/2021 respectively in order to bring awareness and about the Witch Hunting System and its negative and adverse effect on Society and Generations.

During the Witch Hunting Awareness Programme, We have organized varieties of Programmes such as IEC / SBCC Programme, Nukkad Natak, Meeting With PRIs Members, Key Functionaries and many more programme has been organized with taking all Covid 19 safety precautions.

During the Programme, Dignitaries from District Administration, Gumla, Secretary Bharitya Lok Kalyan Sansthan, Artists from Bhartiya Lok Kalyan Sansthan and Common masses have participated in order to make the Witch Hunting Awareness Programme successful.

Photographs of the Witch Hunting Awareness Programme are as follows.



## 2.9.5 Awareness Programme on Govt. Public Welfare Programme

Name of Programme	Name of Dept.	Type of Activities	Location	Total No. of Programme
Awareness Programme on Govt. Public	Public Relation Dept., Govt. of Jharkhand & District Public	IEC / SBCC on Govt. Public Welfare Programme	01 District of Jharkhand State	18

Welfare Programme	Relation Office (DPRO), Palamu		(Details Location is attached below)	
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**Bhartiya Lok Kalyan Sansthan**, with association with **Public Relation Dept., Govt. of Jharkhand**, and **District Public Relation Office, Palamu** has executed the Awareness Programme on Govt Public Welfare Prog. such as Mukhyamantra Sukanya Samridhi Yojana, Beti Bacchao, Betti Paraho, Witch Hunting, Road Safety, BHGY, PDS, Covid Vaccine in Palamu District as on dated from 28/02/2021 to 05/03/2021 in order to bring awareness on Govt Public Welfare Prog. such as Mukhyamantra Sukanya Samridhi Yojana, Beti Bacchao, Betti Paraho, Witch Hunting, Road Safety, BHGY, PDS, Covid Vaccine .

During the Awareness Programme, We have organized varieties of Programmes such as IEC / SBCC Programme, Nukkad Natak, Folk Media, Street Play have been organized with taking all covid 19 safety precautions.

During the Programme, Dignitaries from District Administration, Palamu, Secretary Bharitya Lok Kalyan Sansthan, Artists from Bhartiya Lok Kalyan Sansthan and Common masses have participated in order to make the Awareness Programme successful.

Photographs of the Awareness Programmes are as follows.





### 2.9.6 Awareness Programme on Developmental and Social Issues

Name of Programme	Name of Dept.	Type of Activities	Location	Total No. of Programme
Awareness Programme on Developmental and Social Issues	Public Relation Dept., Govt. of Jharkhand & District Public Relation Office (DPRO), Simdega	IEC / SBCC on Developmental and Social Issue	01 District of Jharkhand State (Details Location is attached below)	16

**Bhartiya Lok Kalyan Sansthan**, with association with **Public Relation Dept., Govt. of Jharkhand** and **District Public Relation Office, Simdega** has executed the Awareness Programme on Human Trafficking, Covid 19 Awareness Programme, Matdata Jagrukta Awareness Programme, Witch Hunting, Anemia Awareness Programme, TB Awareness Programme, Awareness on Govt Public Welfare Prog. such as Mukhyamantro Sukanya Samridhi Yojana, Beti Bachao, Betti Paraho, Witch Hunting, Road Safety, BHGY, PDS, Covid Vaccine in Kolaria and Bano Block of Simdega District as on dated from 11/01/2021 to 14/01/2021 and 12/02/2021 to 20/02/2021 in order to bring awareness on Awareness Programme on Human Trafficking, Covid 19 Awareness Programme, Matdata Jagrukta Awareness Programme, Witch Hunting, Anemia Awareness Programme, TB Awareness Programme, Awareness on Govt Public Welfare Prog. such as Mukhyamantro Sukanya Samridhi Yojana, Beti Bachao, Betti Paraho, Witch Hunting, Road Safety, BHGY, PDS, Covid Vaccine .

During the Awareness Programme, We have organized varieties of Programmes such as IEC / SBCC Programme, Nukkad Natak, Folk Media, Street Play have been organized with taking all covid 19 safety precautions.

During the Programme, Dignitaries from District Administration, Simdega, Secretary Bharitya Lok Kalyan Sansthan, Artists from Bhartiya Lok Kalyan Sansthan and Common masses have participated in order to make the Awareness Programme successful.

Photographs of the Awareness Programmes are as follows.



## 2.9.7 Awareness Programme on Developmental, Health and Social Issues

Name of Programme	Name of Dept.	Type of Activities	Location	Total No. of Programme
Awareness Programme on Developmental, Health and Social Issues	Public Relation Dept., Govt. of Jharkhand & District Public Relation Office (DPRO), Latehar & Koderma	IEC / SBCC on Govt. Public Welfare Programme	01 District of Jharkhand State (Details Location is attached below)	24

**Bhartiya Lok Kalyan Sansthan**, with association with **Public Relation Dept., Govt. of Jharkhand** and **District Public Relation Office, Latehar and Koderma** has executed the Awareness Programme on Mukhyamantri Gambhir Bimari Upchar Sahayata Yojana, Aayoushman Bharat Yojana, Malnutrition, Child Marriage, Witch Hunting, Intoxitation, Human Trafficking, Covid 19 Awareness Programme, Anemia Awareness Programme, TB Awareness Programme, Skin Diseases Awareness Programme, Awareness on Govt Public Welfare Prog. such as Mukhyamantri Sukanya Samridhi Yojana, Beti Bachao, Betti Paraho, Road Safety, BHGY, PDS, Covid Vaccine in 8 Panchayats of Barwadih Block of Latehar Districts and 16 Panchayats of Chandwara and Satgawan Block of Koderma Districts as on dated from 11/01/2021 to 14/01/2021 and 03/03/2021 to 10/03/2021 in order to bring awareness on Mukhyamantri Gambhir Bimari Upchar Sahayata Yojana, Aayoushman Bharat Yojana, Malnutrition, Child Marriage, Witch Hunting, Intoxitation, Human Trafficking, Covid 19 Awareness Programme, Anemia Awareness Programme, TB Awareness Programme, Skin Diseases Awareness Programme, Awareness on Govt Public Welfare Prog. such as Mukhyamantri Sukanya Samridhi Yojana, Beti Bachao, Betti Paraho, Road Safety, BHGY, PDS, Covid Vaccine.



During the Awareness Programme, We have organized varieties of Programmes such as IEC / SBCC Programme, Nukkad Natak, Folk Media, Street Play have been organized with taking all covid 19 safety precautions.

During the Programme, Dignitaries from DPRO Office, Latehar and Koderma, Secretary Bharitya Lok Kalyan Sansthan, Artists from Bhartiya Lok Kalyan Sansthan and Common masses have participated in order to make the Awareness Programme successful. The brief details of Awareness Programme is as follows.

S.N.	Name of Assignments	Name of Funding Agency	No. of Assignments	Date of Assignments	Duration of Assignments
1	Kusth Rog, Skin Diseases and Covid Awareness Programme (Folk Media/Nukkad Natak / Street)	DPRO, Koderma (16 Panchayats of Chandwara & Satgawan Block)	16	01/03/2021	03/03/2021 to 10/03/2021
2	Mukhyamantri Gambhir Bimari Upchar Sahayata Yojana, Aayushman Bharat Yojana, Kuposhan, Baal Vivah, Witch hunting, Intoxication, Covid 19 Awareness Prog.	DPRO, Latehar (8 Panchayats of Barwadih Block)	08	09/01/2021	11/01/2021 to 14/01/2021

Photographs of the Awareness Programmes are as follows.



