

“Building Knowledge and Participations in Development – Role of Public Information Campaign (PIC) in promoting flagship programmes”. Sponsored by M/o I&B. 2012-13.

The study analyses the role of PICs in improving awareness, demand generation and uptake of development schemes and services. The objective of the study to assess the effectiveness of PICs in promoting awareness and providing information on the Rights of the peoples as well as disadvantaged communities. The study also explored critical campaign factors that determined an incremental change in knowledge, attitudes, practices and uptake of services in different parts of the country. The study was designed to assess the impact of the campaign in rural and special category areas in the selected districts in the country.


