

“Evaluation of Media – Based promotional Programmes for Naxal Management in LWE (Left-Wing Extremism) Affected Areas”. Sponsored by Naxal Management Division, M/o Home Affairs. 2012-13.

The aims of the study for evaluation of the media campaign comprising of print and audio messages, and what are PIC activities in the tribal areas through DFF, Song and Drama Division activities and performances. The specific objectives were: i) to analyze the content of newspapers advertisements, posters and audio spots, ii) to assess the planning, design and message of the Song and Drama programme as part of the outreach programme, and iii) to assess the planning, organization and impact of seminars and youth exchange programme as an effort to engage local communications.


