



## CREATING AWARENESS REGARDING DISABILITY AND FOLK MEDIA IN SELECTED VILLAGES OF VADODARA DISTRICT

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### Abstract

*Disability is the consequence of an impairment that may be physical, cognitive, mental, sensory, emotional, developmental, or some combination of these. A disability may be present from birth, or occur during a person's lifetime. The NSSO's countrywide surveys on the magnitude of the problems of disability show that the disabled population (excluding the mentally disabled) increased from 13.67 million (1.8 per cent of total population) in 1981 to 16.36 million in 1991 (1.9 per cent). Commonly, persons with disability have been considered burdensome and shameful, because they are incapable of contributing to traditional social obligations and roles. These attitudes and behaviors not only prevent the children from getting appropriate medical care for their conditions, but also prevent them from living "normally". To overcome this it was decided to conduct the project on creating awareness about disable children amongst selected villages of Vadodara District. The programme was systematically planned and executed with the help of folk media Programme was conducted in four villages Karachiya, Koyli, Undera, and Bajawa. Programme was conducted through bhavai and rally. Through this villagers were aware and sensitized towards disables. This programme is not enough for the whole but it help a little bit to improve the status of society and nation. The purpose of this programme is to create awareness and people are responding well to the activities this shows that people start attending the disables as a normal one.*

**Keywords:** *disability, folk media, awareness*

Disability is the consequence of an impairment that may be physical, cognitive, mental, sensory, emotional, developmental, or some combination of these. A disability may be present from birth, or occur during a person's lifetime. Disabilities are an umbrella term, covering impairments, activity limitations, and participation restrictions. Impairment is a problem in body function or structure; an activity limitation is a difficulty encountered by an individual in executing a task or action; while a participation restriction is a problem experienced by an individual in involvement in life situations. Thus disability is a complex phenomenon, reflecting an interaction between features of a person's body and features of the society in which he or she lives.

An individual may also qualify as disabled if he/she has had impairment in the past or is seen as disabled based on a personal or group standard or norm. Such impairments may include physical, sensory, and cognitive or developmental disabilities. Mental disorders (also known as psychiatric or psychosocial disability) and various types of chronic disease may also qualify as disabilities. Persons with Disabilities are defined as those suffering from 4 types of disabilities viz. Visual, loco-motor, hearing, speech and mental disabilities.

As the 2011 Census figures are not yet available, one has to depend on the occasional sample surveys of the National Sample Survey Organization (NSSO). The NSSO's countrywide surveys on the magnitude of the problems of disability show that the disabled population (excluding the mentally disabled) increased from 13.67 million (1.8 per cent of total population) in 1981 to 16.36 million in 1991 (1.9 per cent). Pending the availability of figures of the 2001 Census, the disabled population (estimated) in the country has been placed at 20.54 million, representing 2 per cent of the total population.

Disabled children frequently end up being kept at the fringe of society, where they continue to be non-productive and develop additional behavioral problems because of the lack

of structure in their life. This stigmatizing effect further contributes to social exclusion of children with disability. There is also the traditional common belief that disability is related to God's will that the parent should have a child with a disability. Commonly, persons with disability have been considered burdensome and shameful, because they are incapable of contributing to traditional social obligations and roles. These attitudes and behaviors not only prevent the children from getting appropriate medical care for their conditions, but also prevent them from living "normally".

Looking towards the above discussion it was decided to conduct the project on creating awareness about disable children amongst selected villages of Vadodara city. For this particular project department of Extension and Communication collaborated with Astitva foundation, Bajawa. Astitva foundation is running a multiple disability school for physically and mentally impaired children in Bajawa, Vadodara District.

### Justification for the project

The principle reason to conduct the project entitled "Creating Awareness regarding disability in selected villages of Vadodara district" was a less information on disable. People were not sensitive towards the disable persons. Disability needs and services for children with special needs is a largely neglected area in the India overall. There are three major obstacles. Firstly, some families are ashamed to acknowledge that their child is impaired or handicapped. Many children with disability are kept at home without receiving specialized services. Secondly, when families decide to seek placement for their children in either day centers or residential facilities, they may be faced with fees that they cannot afford given their poor financial conditions. Lastly, even after placing a child in a centre, integrating the child later into society can be problematic. Not many schools accept children with a physical or mental handicap. Similarly, (and except for governmental agencies), few businesses will take on adolescents or young adults with special needs even



though a specific job may be well within their capacity. Astitva foundation was working in this four village karachiya, undera, koyli and bajwa form long time. They found that people were not responsible towards the disable children. For creating awareness on disable children it is decided to carry out the awareness programme on mentally and physically disabled children in selected villages of Vadodara city in collaboration with Astitva foundation. Main objective of this programme was to create awareness regarding disability amongst the selected villages of Vadodara district.

#### **Procedure for conducting the programme**

Programme was undertaken with an aim to create awareness regarding disability amongst the selected villages of Vadodara district. The procedure of conducting the programme was systematically planned. Various books and materials were studied. Astitva foundation provided basic information of village and beneficiaries. Along with this different programme and projects of government were also studied. Observations of the villages were also done by the students of department. It was observed that people from near by villages of Bajawa were not much sensitized with disable children. They were not aware about disability school and their activity also. In this particular programme, awareness generation was done through the folk media Scripts writing and preparing teaching materials were done by the department. As per the development aspect, department also planned activities with the disable school children.

#### **Planning for the programme**

Before placing the foundation brick of starting a programme, it is important to plan all the steps, strategies and procedures of the activities to be conducted. In order to carry out the programme successfully, it was essential to have complete information regarding disability. Village profile was collected from the Astitva foundation NGO. Initially the Astitva foundation NGOs and school teachers were approached. The purpose of meeting was to get the information about school and conducted activities during the school time. Meeting was also conducted with the director for discussing the concept and content of the programme. The Director was agreed and whole heartedly ready to support the programme.

#### **Developing IEC material**

After selecting villages, it was decided to prepare teaching learning material which would be effective for creating awareness. Educational and motivational games were prepared for the school students. The folk-media namely Bhavai were scripted and rehearsed for creating awareness in villages. Banners and leaflets were also prepared for the Rally, which was planned in Bajawa village on 15<sup>th</sup> August 2012. Dance on different songs were also prepared for the school children with easy steps.

#### **Execution of the Project**

Execution of the work plan is the part of the project. It involves logical and systematic process of implementing the preplanned activities. The project worker can achieve objectives by execution of planned activities. Maximum efficiency would be achieved through systematic and effective execution of the

work plan, Rapport building with target group and Conducting the awareness generation programme through bhavai Activities with school children

#### **Rapport Building with the Target Group**

In order to start any programme with the people, building of the rapport is necessary which helps in developing closer contacts with the target group. For building rapport motivation activities were considered necessary. Motivational activity helped to have a closer association with the group. Motivational games were actually executed to break the monotony and also make learning fun and enjoyable. For this motivational game/activities were conducted.

#### **Awareness generation programme on Disability**

Programme was conducted in four villages Karachiya, Koyli, Undera, and Bajawa. Programme was conducted through bhavai and rally. Bhavai was performed in all primary schools of all villages. Script was in Gujarati language with disability concept. Rally was also organized for the awareness generation programme. It was conducted on 15<sup>th</sup> August 2012. All the students, school teachers and associate members participated. It was started from Bajawa market to Refinery Company. All members were carrying ply cards posters, banners messages and illustration. Messages were focus on disability. Example “**we are not burden of society**,” “**we are god’s gift**” kind of slogans were used.

#### **Activities with School Children**

Activities with disable children were also conducted. Identification, work and function of each body parts were explained to children with the help of charts and posters.

A Dance is a type of art that generally involves movement of the body and also emotional expression. One easy dance performance was also prepared from the school children to celebrating environment day.

#### **Evaluation**

Villagers aware and sensitized towards the disability. People were giving positive reaction after bhavai. They started thinking about

Disables situation, Needs, Wants

#### **Conclusion**

Creating awareness regarding disables will help to improve their conditions in society. This programme is not enough for the whole but it help a little bit to improve the status of society and nation. The purpose of this programme is to create awareness and people are responding well to the activities this shows that people start attending the disables as a normal one. Hence is a need to conduct awareness generation programme on disability. Various mass media also should publicize about them and create awareness amongst civil society for their support.

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