

## **Role of Development Agencies in Development Communication**

### **UNIT III**

Development Agencies in Development Communication include Government Agencies, NGOs and Media. **5Is** are applicable in such agencies. These are as following:

Step 1: **Inform** each other of the concerns and priorities.

Step 2: **Instruct** each other on how we can achieve collaboration and cooperation to compliment and synchronize the development programmes.

Step 3: **Inspire** each other by mutually sharing the expertise and talents.

Step 4: **Insist** that all development programmes must serve the people

Step 5: **Involving** process should include all inclusive involvement by integrating all the programmes, expertise and innovation techniques through cooperation and collaboration and get involved with each other.

In other words, Development Agencies are set up to develop the teamwork between public sector, private sector and civil society and to provide meaningful and effective use of local resources, to accelerate (speed up) regional development as well as to provide sustainability to reduce inter-regional and intra-regional differences.

**The role development agencies are mentioned below:**

- 1) **To raise awareness among target audience on any disease or cause in developing nations through culturally sensitive manner.** Example: World Health Organisation updating people about the precautions to prevent Coronavirus.
- 2) **Capacity Building in the country affected by any health or social issue.** Example: Government taking measures to eradicate malnutrition.
- 3) **Advocate in raising global awareness in developed countries and motivate the citizens here.** Example: Supreme Court's judgement on permanent commission of women in Indian Armed Forces.

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