

'Awareness key to success of government schemes'

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PATNA: The planning commission had announced several district-level plans in 2006. However, feedback from states was not very encouraging, which signified lack of awareness among people.

Keeping this in view, the United Nations Development Programme (UNDP) and the Centre for Study of Developing Societies (CSDS), Delhi, organised a media capacity building workshop on Wednesday. Christened 'Joint programme on convergence', the workshop also aimed at simplifying the concept of decentralisation and decentralised participative planning.

Law, planning and development minister Narendra Narayan Yadav, Bihar princi-

NARENDRA NARAYAN YADAV SAID MEDIA PLAYED AN IMPORTANT ROLE IN SPREADING KNOWLEDGE ABOUT SCHEMES TO MASSES

pal secretary Vijoy Prakash, UNDP senior advisor TR Raghunathan, vice-chancellor of Patna University Shambhu Nath Singh and Vipul Mudgal of Inclusive Media for Change, a web-based resource centre, based at CSDS, inaugurated the workshop.

Speaking on the occasion, Yadav said media played an important role in spreading knowledge about various schemes to masses.

"We initiated several plans

at panchayat, block and district levels and our efforts have yielded fruits," he added. Prakash said plans were important but it was equally important that human resources be developed in villages so that proper execution of the plans, as per the budget available, was ensured.

Talking about decentralisation, Raghunathan said many felt that it would effectively address several problems at the block and panchayat levels.

"But, nobody knows how to do it. Several plans are just 'hurriedly-put-together-wish-lists', having no vision or importance," he said, adding, "It is important that people, especially those heading local bodies, understand its proper definition, impact and the money involved. Media should play a very important role in this," he added.