SYNCHRONIZING COMMUNICATION IDEAS FOR DEVELOPMENT

Ideosync Media Combine
WHO WE ARE AND WHAT WE STAND FOR

Ideosync works towards integrating innovative communication methodologies into development and social change programmes and initiatives; and to equip communities and NGOs with an understanding of communication techniques and technologies.

We develop C4SC strategies; produce media content - print, audio, video and multimedia - to support those strategies; conduct formative and impact research to assess the implementation and response to the strategy and media products; and train communities and development workers to take control of these processes and technologies.

We believe strongly in participatory methodologies for social change, which form the core of all our research and production processes.

For more details: www.ideosyncmedia.org/about_us.htm
OUR VISION

Ideosync envisions a world where all communities are empowered with communication and information sharing skills, tools, technology and infrastructure, enabling them to not just access and use information, but to also create and share their knowledge with other communities, nationally and internationally.

We are CATALYSTS, helping communities recognize their communication needs, so they can change from WITHIN.

For more details: www.ideosyncmedia.org/about_us.htm
YOUNG PEOPLE & HIV
For: DFID-India, in partnership with Constella Futures & MAMTA Institute
National communication strategy for HIV awareness among young people
Year: 2006 - 2007

BCC STRATEGY for IDUs
For: Population Council
Developed as part of larger PC strategy discussing risk reduction behaviour for IDUs in Manipur.
Year: 2006-2007

HIV RISK REDUCTION
For: FHI / USAID - Impact
HIV risk reduction for young people from marginalized communities, focusing on street children
Year: 2004-2005

ADVOCACY FOR INP+
For: INP+ / UNAIDS India
National advocacy strategy for Indian Network of Positive People, to guide engagement with donors & govt.
Year: 2003-2004

For further details: www.ideosyncmedia.org/projects_main.htm
Reach of media and interpersonal communication in rural Uttar Pradesh: Implications for behavior change communication

Background

Mass media, due to its wide reach, cost-effectiveness and appeal, has been used globally to disseminate information and promote healthy behaviors. The substantive growth in new information and communication technologies (ICTs), such as mobile phones, has provided new opportunities to promote behavior change. However, often populations with higher health burdens have poor access to communication technologies and information related to health care services.

Studies demonstrate that behavior change communication (BCC) is effective when the media and the message are context based, tailored to the needs of the audience, designed to be interactive and motivates the audience to take action. For a successful communication strategy it is important that messages are aligned, integrated and reinforcing. If the reach of mass media is not up to the desired level, mid media and interpersonal communication (IPC) can complement mass media efforts in disseminating family health messages. Mid media and IPC may be particularly effective in case of poor and disadvantaged groups living in small and remote villages as they have limited exposure to mass media.

One of the main challenges for BCC is to identify ways to reach the intended audience with appropriate media. Mapping the reach of various media and assessing the viewership, listenership and readership habits are important to enable appropriate media planning, allocation of funds and optimization of resources to reach the intended audiences.

In 2009, RK Swamy BBDO and the Population Council carried out an analysis to assess the reach of the media and IPC. RK Swamy BBDO, a leading advertising agency and a partner in the Population Council-led consortium, analyzed Indian Readership Survey (IRS) and Television Audience Measurement (TAM) data to explore the reach of various mass media and viewership patterns. The Population Council, using NFHS data and data collected in a formative study, analyzed the reach of other sources of information, including mobile phones, mid media and IPC, in addition to mass media (print media, radio and TV). The project was funded by the Bill and Melinda Gates Foundation.

This policy brief discusses the findings of the study. It describes the current status and trends in mass media exposure and media reach by audience segmentation. It also explores the reach of mid media and IPC between frontline health workers and family members, particularly women, husbands and mothers-in-law in rural Uttar Pradesh (UP).

Methodology

Policy Brief No. 10, 2010

Shaping Demand and Practices to Improve Family Health Outcomes in Northern India

1Indian Readership Survey (IRS), 2008, Round 2.
2Television Audience Measurement (TAM), 2008.
3Data from NFHS-2 (1998-99) and NFHS-3 (2005-06) presented in this policy brief are based on an analysis, conducted by the Population Council, of currently married women aged 15-34 in rural UP who had given birth in the three years preceding the survey.
CR TECH HANDBOOK
For: UNESCO India
Writing, design and production of a manual on technology options for community radio in India
Year: 2008

VISIONING FLASH CARDS
For: FHI / USAID - Impact
Flash card set for facilitated visioning exercises with young people from marginalized communities
Year: 2004-2005

SOCHO AUR KHELO GAME
For: FHI / USAID - Impact
HIV risk reduction game for young people from marginalized communities, focusing on street children
Year: 2004-2005

BADHTE HUM HANDBOOK
For: UNAIDS - India
Facilitators’ handbook supporting Bahdte Hum RSH modules for young people produced by Ideosync
Year: 2003

For further details: www.ideosyncmedia.org/projects_main.htm
**RAAHEIN VIDEO SERIES**

For: EDC / USAID

10 part fiction lifeskills video series in Hindi for young people from a rural Indian background.

Year: 2010-2011

**NAYEE DISHAA RADIO SERIES**

For: American India Foundation

52 part broadcast radio magazine series on HIV awareness for migrant populations, on All India Radio FM.

Year: 2008-2010

**JAB CHALE RADIO SERIES**

For: Ford Foundation / Equal Access

52 part broadcast radio magazine series on safe migration on All India Radio FM.

Year: 2007 - 2009

**GROWING UP RSH VIDEOS**

For: Ford Foundation/DFID/UNAIDS/ MacArthur Foundation

Long term multi-part video module based RSH series for young people

Year: 1998 - ongoing

For further details: [www.ideosyncmedia.org/projects_main.htm](http://www.ideosyncmedia.org/projects_main.htm)
Intelligent communication design can change behaviours — and communities. That’s where we come in.

MORE ABOUT US

Ideosync Media Combine is a registered as a not-for-profit organization based in the National Capital Region (NCR) of Delhi, India. With over 15 years’ experience in the communication for development and social change sectors, Ideosync has partnered with a variety of national and international donors, iNGOs and grassroots agencies to create compelling C4SC interventions that have resulted in tangible behaviour change across South Asia (Nepal, Afghanistan, India), South East Asia (Laos, Cambodia) and Central Asia (Tajikistan).

Ideosync’s work has covered the entire spectrum of C4SC related work, and uses media ranging from print to radio, the audiovisual media, and multimedia. It is currently exploring several new ICT platforms.

DONORS & PARTNERS

- DFID - India
- UNICEF - India
- UNDP - India
- UNAIDS
- UNESCO
- USAID
- The Ford Foundation
- The MacArthur Foundation
- Equal Access International
- American India Foundation (AIF)
- Family Health International (now FHI360)
- Constella Futures Group
- Digital Broadcast Initiative, Nepal
- Project Concern International (PCI)
OUR BOARD
Ideosync’s board is composed of a multi-skilled and diverse group of individuals with wide ranging experience in the sphere of communication, law, media management and public relations.

- **Venu Arora**

- **N.Ramakrishnan**
  Founder/Director. C4SC professional with more than 15 years of experience. Cinematographer, author, trainer and tech enthusiast. Extensive experience in designing C4SC strategies and interventions.

- **Prasanna Singh**
  Director. Media management and marketing professional. Expert in establishing and nurturing media start-up, and in media HR. Currently also COO of online media networking agency AFaqs!

- **Arpana Kumar Ahuja**
  Director. Extensive experience in media relations, brand building, and integrated marketing communications. Currently consultant for business & programme development with leading agency PR Pundit.

- **Arpita Mukherjee-Sengupta**
  Director. Legal professional with extensive corporate legal experience, with a special focus on communications and media related legal work. Formerly with Genpact, working on media process outsourcing.

Ideosync has helped setup 7 community radio stations across India, benefitting millions of people across 6 Indian states.