

THE PROFILE

We are a consortium of media and development professionals working as a National Consultancy Agency for over 27 years. The professionals associated with us have experience in designing, developing and implementing development projects both for public and private sector, production of films and documentaries, designing & developing IEC materials.

We are providing communication and programmatic solutions to different organisations in order to support their development and promotional activities, primarily for low-literate and rural audience. We have our own creative, media, research and client services team at regional centers to cater to the needs of clients in different states and regions with Head Office at Delhi to coordinate at the national level.

Specialize Services

- Development Consultancy
- Production of documentaries, social-ad, training films and AV presentations
- Designing, developing and printing of communication materials
- Exhibition and outdoor publicity.
- Communication Strategy for development and social initiatives
- Media & communication Research
- Project planning and implementation.
- BCC Strategy and its implementation
- Third Party monitoring and evaluation
- Training Module development & ToT
- Capacity building and training for grassroots communicators
- Development of tools for social audit
- Process Documentation on print and video.

Significant Consultancy

- i. Communication Need Assessment (CNA) for World Bank funded JEEViKA (SHG) project of Bihar and development of communication strategy for them. Government of Bihar with help from World Bank launched JEEViKA in 2007 to improve financial and social status of rural poor with formation of SHG of rural women as entry point to rural household. JEEViKA commissioned us to conduct a communication need assessment through qualitative and quantitative study to develop a fresh communication strategy for all four thematic; institution building, social development, micro-finance and livelihood. The idea was to initiate such communication processes to trigger both internal and external communication in a sync.

- ii. Training Need Assessment (TNA) for World Bank funded JEEViKA (SHG) project and development of BCC Training Modules and tools to improve communication skills and facilitation skills. The idea was to incorporate new tools and get it assimilated in SHG Training by preparing 72 Master Trainers and then handholding JEEViKA in cascade training programme to reach SHG member and bring required changes in their knowledge, attitude and practices.
- iii. Communication Strategy development and implementation of Government of India national Campaign in 2004. Government of India marked 2004-05 as the “**Year of Scientific Awareness**”. Yearlong activities across the country were organized in order to develop scientific temper among common person. We were commissioned by Department of Science and Technology, the lead Ministry for GoI to handle the National Campaign to ensure peoples, specially the rural population participate in the yearlong celebration.
- iv. Piloting of **rural communication and capacity development intervention** for Ministry of Panchayatiraj, GoI. We were assigned by MoPR to develop innovative communication project and implement it as pilot in Bihar. Though qualitative methodology identified information need assessment, developed content for print media initiative and distribute it in all Panchayats, Block Development Office/Taluka. To supplement communication interventions identified 100 Rural Change Agents, developed training plan, training module and then trained them in a series of Trainings Programmes.
- v. We partnered with HHH-India for their DST, GoI project to develop communication strategy for improving **Mother & Child - Health & Nutrition** through participatory process. A full scale study was done from national, state, district and village level to identify low-hanging fruits/interventions from health expert point on view and then do priority ranking exercise with community to identify those issues in which communication can play an important role.
- vi. We have been commissioned by Government of Gujarat to develop strategy for “**Saving Water & Electricity**” targeting rural. The assignment has five components. This includes Impact evaluation of projects like **Gram Jyoti Yojana** (24x7 three phase electricity to rural household), **Kutir Jyoti Scheme** (single phase electric connection in tribal area free of cost to BPL families up to 100 meter from LT line), **Electrification under tribal area sub-plan**, **Rural electrification for Agriculture**, **Household Electrification of primitive Tribe**, **Narmada Canal Project** (both for irrigation and drinking water supply to water deficit area), **WASMO Initiatives** (safe drinking water to all rural households) and **improved irrigation canal**.
- vii. **Vitamin “A” Supplementation Programme: Netra Jyati Abhiyan**”, as this campaign is generally referred to, was a State level pilot project to administration Vitamin “A” solution to 9 months to 5 years children in a campaign mode. Three round of successful campaign was launched between 2000 and 2003 by **Government of Bihar** in collaboration with **Unicef** to reach more than 1 crore children in a day.

- viii. “Jharkhand Jyoti Saptah” was **Jharkhand Govt. & MOST India Immunisation Programme**: We were hired by MOST India to design and develop IEC strategy and develop its implementation guide line in order to ensure delivery of IEC materials to the last beneficiary. We developed the designed of logo of the campaign and all the IEC materials for *Jharkhand Jyoti Saptah* which included audio and video jingle, banner, cinema slide, Hoarding and Press Advertisement.
- ix. Multi-media campaign for Department of Sugarcane Development, Government of Bihar to implement Central Government SUBAC programme for sugarcane farmers. This campaign was designed to support Technology Transfer initiative of Government from communication perspective.
- x. **PPI Campaign**: Bihar is one of the challenges in the success of PPI campaign in India. We have been associated with the campaign for as designer and implementer agency of Urban Strategy (mobile communication vehicles). After successful implementation the experience was shared with many districts at the National level. Developed Communication material for PPI for Govt. of Bihar Health Department. It was a district level effort with partnership from Unicef and WHO.
- xi. **RH Project supported by UNFPA**: Patna District RH Project was one of the five pilot projects UNFPA supported in India. As population emerged on the top of the list of deterrents of development and prediction that India will be the most populous country of the World in coming years; becoming more pronounced, Bihar is emerging as a major challenge for the development professionals. We were commissioned by District RH to designed and developed communication strategy for the rural population and developed communication materials targeting adolescents and school going boys and girls.
- xii. **Pratibadh, an Alternative Channel of Communication**: We are publishing a development fortnightly from six states in three different languages. This has emerged as leading source of development information for more than 700 thousand rural families, who have little exposure to development information. This newspaper is being circulated through well organised milk cooperative milk collection points in the villages. Besides milk cooperative, network of Krishi Vigyan Kendra, Panchayat, rural bank premises and grassroots CBOs are also being used to reach rural audience with **news** of some **use**.
- xiii. **Qualitative Analysis & Documentation of STIs/HIV/AIDS Projects**: FPAI, Mohali (Punjab) has been assigned a Project on Education, Counselling and Control of STIs/HIV/AIDS among Truckers by IPPF and Japan Trust Foundation. The idea is to work within various stakeholders, specifically with women group and with truckers. We have been assigned as an outside agency to do a Qualitative Analysis of the Project. As also do the Process Documentation of the Project both on Video and on Print.

Significant assignments for UNICEF

1. Design of IEC materials for promotion of various UNICEF concerns.
2. Development of exhibition kit on Facts for life, Water & Sanitation, education, ICDS, immunisation, villages contact drive and DWCRA.
3. Research appraisal of project on training of RMPs in Diarrhoea management.
4. Directed and produced documentary on UNICEF in Bihar, film 'A day with Anganwadi worker, film on lesson learnt and success stories 'Where are the children', training material on teacher's training, documentation on women's empowerment 'Mahila Samakhya'.
5. Designing & Developing communication strategy and IEC material (TV spot, radio Spot, Audio Cassette, Cinema Slide, Paper Ad and Press Note) for Vitamin "A" supplementation campaign, which was jointly organised by Govt. of Bihar and Unicef to administer Vit. "A" solution to 9 month-5 year children.
6. Produced and Directed 30 mints film on Role of *Panchayat* in implementation of *National Health Programme (RCH, AIDS, Malaria, TB, Kalajar, Blindness Control)*.
7. Designed and Printed Supplements on Child Right.

Capacity Building through Advocacy & Training

1. Media Advocacy for Vitamin 'A' supplementation programme for Unicef.
2. Organised seminar with different Media Heads and their representatives for advocacy with them on the issue of routine immunisation in Jharkhand and win their support for the cause for MOST India and Govt. of Jharkhand.
3. Seminar on Media Ethics and portrayal of Women, communal issue and corruption in collaboration with Press Institute of India and Fredrik Eburnt Foundation.
4. Training of Rural Reporters cum Communicators for developing communication skills and understanding of development issues.
5. Training and Capacity Building of Rural Communicators for developing scientific temper in them and thus bringing some positive intervention in the lives of rural Punjab.
6. Training Workshop for Media and NGO on Right to Information for AMIC-India as collaborator and event manager.
7. Development of training module, case study and other participatory tools for updating Rural Communicator on various programmes of Panchayatiraj and then supplementing them with regular print media support.
8. Development of BCC tools for Dairy farmers of Uttaranchal and Haryana and then training of Dairy Extension workers.
9. Trained 50 State level Managers and District Level Officers of Department of Social Welfare on implementation of Communication Strategy and IEC Campaign

List of production of Icon Communications

S. No	Programme	Aired on
1.	Spot on AIDS for CHEB, WHO funded for extension	Doordarshan
2.	Spot on Oral Cancer for CHEB, WHO funded on	Doordarshan
3.	Let Unity be Our Strength (training film) for FES, W. Germany	for extension
4.	Piece of the Pie (training film) for FES, W. Germany	for extension
5.	Credential for Success (corporate film) for promotion of Kalyanpur Cements	
6.	Unicef in Bihar (documentary) for UNICEF	for documentation
7.	A day with Anganwadi worker (profile)	for training
8.	Where are the children (success story)	for documentation
9.	The DIET (shot film on teacher's training)	for documentation
10.	Mahila Samakhya (documentary) for UNICEF	for documentation
11.	Cinema'97 (sponsored serial 13 episodes)	on Doordarshan
12.	History of Steel and TATA Steel	on Doordarshan
13.	SAIL organisation in Bihar (documentary on SAIL Bokaro, RDCIS, CET& MTI Ranchi)	on Doordarshan
14.	Coal the fuel of National Development (Docu-drama Featuring life at the coal from independence to the Golden Jubilee year of Independence)	on Doordarshan
15.	Mica the mirror of Bihar (documentary on mica mining on mica based industries, MMTC mica paper plant at Kodama)	on Doordarshan
16.	Uranium Corporation India Ltd (documentary on history of atomic power in India, Uranium mining and its processing)	on Doordarshan
17.	30 mnts Docu-drama for UNICEF on Role of <i>Panchayat</i> in National Health Programme	for Video Vans
18.	Social Commercial for Unicef and Doordarshan for promotion of Vitamin 'A' supplementation programme in Bihar	on Doordarshan
19.	Social – commercial for USAID micro-nutrient programme for strengthening of routine immunization for Government of Jharkhand.	on Doordarshan
20.	Documentary Series on Tsunami & Disaster management for Department of Science & Technology, Government of India.	on Doordarshan

21. Short profile of 8 scientists of country who have been awarded NRDC Award for 2011 by National Research & Development Corporation, Government of India.
22. Four part documentary series of technology transfer for sugar cane farmers under Central government sponsored SCUBAC project Department of Sugarcane Development, Government of Bihar.
23. Training Film on PESA for Ministry of Panchayatiraj, Government of India.
24. Success Story on Sarath Panchayat of Deoghar who were conferred Panchayat Shashakti Karan Award for Ministry of Panchayatiraj, Govt. of India.
25. Profile of Pradhan Mantri Rural Road programme (PMGSY), Ministry of Rural Development, Govt. of India.
26. Training Film for Milk Producer Company for World Bank supported NDDDB-Dairy Services.
27. Documentary on success story of Ashiravand village of Kachchh of World Bank supported GEC, Government of Gujarat.
28. Documentary series on success story of PACS revival by setting up of rice mill, gasifier and godowns.
29. Technical Film on Baby-corn and Makhana for ATMA, Department of Agriculture, Govt. of Bihar.
30. Short film on Migration Resource Centre (MRC-Gurgao) for Jeevika (BRLPS), Government of Bihar
31. Profiling of innovations on rural technology in Odisha and Karnatka for Sansad Adarsh Gram Yojna (SAGY) for the Ministry of Rural Development, GoI
32. Profiling of Individuals as a Success Story of MGNREGA effort in Tamilnadu and Telengana for MGNREGA Day, 2016 for the Ministry of Rural Development, Govt. of India.
33. Advocacy Film of importance of Rural Roads Maintenance for ILO and World Bank.
34. Documentary on Success Story series of JEEViKA (NRLM-Bihar) for Ministry of Rural Development, Government of India through NFDC.
35. Documentary on Success Story series of PMGSY-Bihar for Ministry of Rural Development, Government of India through NFDC.
36. Documentary on Success Story series of DDUGKY-Assam for Ministry of Rural Development, Government of India through NFDC.
37. Documentary on Success Story series of DDUGKY-Odisha for Ministry of Rural Development, Government of India through NFDC.

38. Documentary on Success Story series of MGNREGA-Karnatka for Ministry of Rural Development, Government of India through NFDC.
39. Training Film on “Use of plastic waste in construction of Bituminous Road, NRRDA, Govt. of India.
40. Training Film on “Cold Mix Technology” for NRRDA (MoRD, Govt. of India).
41. Documentary for ILO on PBMC Contracting Model for rural road maintenance.
42. Documentary for ILO on Community Contracting Model in Himachal Pradesh for Rural Road Maintenance.
43. Short Films on efforts of Gram Panchayat of Balaguda in Madhya Pradesh for bringing qualitative change in the life of people under Sansad Gram Yojana (SAGY).
44. Short Films on efforts of Gram Panchayat of Tingvong in Sikkim for bringing qualitative change in the life of people under Sansad Gram Yojana (SAGY).
45. Short Film on Geo-MGNREGA initiatives of Ministry of Rural Development, Govt. of India.
46. Training Film on Rural Roads Safety for NRRDA, Ministry of Rural Development, Govt. of India.
47. AV for book launch of NRRDA for Rural Development Day function at Vigyan Bhawanm New Delhi.
48. Documentary series of two episodes on Success Stories of SRLM, J&K for SRLM, Ministry of Rural Development, Govt. of India.
49. Success Story of rural road construction using pre-fabricated iron bridges in Assam by CPWD under PMGSY.
50. Training Film for Milk Producer Companies of Punjab and Andrapradesh for World Bank supported NDDB-Dairy Services, New Delhi.