

# Sustainable Development Goal 3: Case Study of using Folk media as a Potent tool in India

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*Abstract: This study is an attempt to provide comprehensive information and explore the significance of the role of folk media as a powerful tool towards achieving the Sustainable Development Goal 3 in India. The methodology adopted is the analysis of case studies developed through in-depth interview to show the impact of folk media in attaining the objectives. Communication plays a fundamental role in disseminating information, encouraging participation, and stimulating community action. Any program for development is a failure if the people are treated as mere recipients rather than active participants. Involving people as contributors to change and progress will accelerate the process of development. Third world countries like India have been facing odd situations in terms of poverty, environment, health, politics, and education. There have been efforts by the government and non- government agencies to sensitize the citizens and to make them acknowledge the programs intended at improving their socio-economic welfare. Communication is a vital tool in mobilizing people in the direction of the participatory process which in turn makes development an achievable goal. Traditional folk media forms have a personal appeal as they are close to the minds and hearts of the people. Folk arts like Tamasha, Nautanki, Puppetry, Bhand Pather have been used time and again to instruct the masses and bring about a change. The common denominator of communication and development is participation, hence traditional folk media forms can be used effectively for development as they work on the Participatory model.*

**Key words:** Sustainable Development Goals, Goal 3, Folk media, Health, Development.

## Introduction

Development is a wide term that encompasses social, political, economic, and cultural escalation so that the people lead towards a fulfilling life. Sustainable Development has come up as one of the most significant paradigms of development in the last two decades. The Sustainable Development Goals are a broad arrangement of goals that United Nations member states are relied upon to use in confining their motivation and political strategies in the following fifteen

years. These objectives grow and follow the Millennium Development Goals approved in the year 2001. With the broad appeal and little specificity, Sustainable development is combination of development and environment in addition equity to describe it (Parris & Kates, 2003). The SDGs which were embraced in September 2015 has a cutoff time of 2030. The objectives are 17 in number and they go further to analyze the underlying driver of need and the general requirement for advancement that works for all individuals (Ghai & Vivian, 2014). A few nations recorded enormous outcomes in the accomplishment of their MDGs. The SDGs can't be talked about suitably without satisfactory reference to the MDGs which speak of the initial steps by governments to adjust their strategies to programs planned for eradicating poverty and improving the lives of poor people (Fukuda-Parr, 2016). Even though the MDGs were blamed for not being much broader and not comprehensive since they didn't address the main driver of neediness, gender equality, all-encompassing improvement, tending to human rights, and explicit economic advancement, only a few nations had the option to meet their objectives (Sachs, 2012). The SDGs were intended to be progressively wide-ranging and maintainable so as not to discard anyone. The achievement of the SDGs will rely to a great extent upon the viable communication of the objectives through conventional media forms (Khalid, Sharma, & Dubey, 2020). The utilization of folk media particularly in the country territories will go far in attaining the objectives in India. Information and open mindfulness tools are fundamental instruments in causing the general population to comprehend the idea and significance of the Sustainable Development Goals (Kumar, 2006). The traditional folk media is likewise a stage for giving functional implications to the practical advancement objectives and their pertinence to everyday life. The conventional media can give the channel to exchange and talks between specialists, establishments, and the residents. Traditional media has an additional bit of leeway of contacting individuals at the grassroots in India (Mefalopulos & Grenna, 2004). The achievement of the development goals is subject to the specialized communication tools utilized in informing the individuals. The SDGs are the next level of the Millennium Development Goals (MDGs); they are an extension of the MDGs. The SDGs were acknowledged at the United Nations summit in September 2015 and they became operational universally in January 2016. The SDG procedure initiated in 2012 at the United Nations meeting on reasonable advancement was held in Rio de Janeiro. At that meeting, an open working group was made and given the assignment of drawing up the objectives. In July 2014, the group displayed a proposition to the United Nations General Assembly (Wole-Abu, 2018). The 17 goals are hereunder:-

1. No poverty
2. Zero Hunger
3. Good health and well being
4. Quality education
5. Gender equality
6. Clean water and sanitation
7. Affordable and clean energy
8. Decent work and economic growth
9. Industry, innovation, and infrastructure

10. Reduced inequalities
11. Sustainable cities and communities
12. Responsible consumption and production
13. Climate action
14. Life below water
15. Life on land
16. Peace and justice, strong institutions
17. Partnership for goals

The progress from the MDGs to the SDGs is a transformational procedure that ought to be dealt with seriousness and globally there is the need to address the SDGs with their objectives and pointers. Although there have been various agreements on sustainable development, the understanding level is still exceptionally low and the individuals don't know about the SDGs and what they are intended for (Akenroye, Nygard, & Eyo, 2018). It will be reviewed that the achievement most nations recorded with the MDGs was credited not exclusively to the monetary steps taken, but also to the communication and correspondence techniques which they applied (Mathew, 2010). In third world countries like India, the quality of making progress with national policies lies in the capacity to create consciousness about the project. This is the reason there is a substantial dependence on the traditional media which is regularly viewed as a grass-root medium (Chatterjee, 2018). The remarkable universal acknowledgment of the folk media in the communication and development systems of the third world nations came in the year 1972 when the International Parenthood Federation and UNESCO started a progression of gatherings in London identifying with the coordinated utilization of traditional media and folk media in family planning communication strategies (Skoglund & Laven, 2018). The success of these gatherings proceeded with activities to feature folk media as a successful structure to pass on formative messages brought about various classes and workshops around the globe. In India, folk media is by all accounts utilized as a supplement to mass media as opposed to at the focal point of communication endeavors to arrive at 70 percent of India's absolute populace dwelling in the villages (Sharma & Singh, 2015). Traditional performing expressions being useful, relational and having a logical base would be able to put across the message of progress, improvement, and development.

### **Sustainable Development Goal 3 in India**

The accomplishment of Sustainable development Goals globally largely depends on progress in India owing to the large size and less success in health and nutrition targets over the years (Dhaliwal, 2019). According to the National Health Policy, 2017 in India the achievement of SDG 3 is given a significant place towards achieving the development goals. The specified goals under NHP, 2017 are reduce Infant Mortality Rate to 28 by 2019 under “*India New Born Action Plan*”, reduce Maternal Mortality Ratio to 100 by 2020, reduce Neonatal Mortality to 16 by 2025, reduce Under-Five Mortality to 23 by 2025, completely immunize 90% of newborn children by 2025, immunize all unimmunized and partially immunized children against vaccine-preventable diseases by 2020, enhance skilled birth attendance to more than 90% by 2025,

increase antenatal care coverage to 90%, achieve the global target of 90:90:90 for HIV/AIDS by 2020, eliminate Kala Azar by 2017, Lymphatic Filariasis in endemic pockets by 2017 and Leprosy by 2018, achieve and maintain a cure rate of more than 85% in new sputum positive TB patients; and reduce incidence of new cases to reach elimination status by 2025, reduce premature mortality from cardiovascular diseases, cancer, diabetes & chronic respiratory diseases by 25% by 2025 (Lahariya, 2018). The significance of health and wellbeing in India can be seen from the way that consistently numerous people in India are headed towards poverty simply because of the enormous clinical costs that one has to bear on his own pocket (Duggal, 2007). The data provided by WHO reveals that in India the public spending share is only 30% of the total health spending and in other first world countries like Germany it is over 80% (Kindornay, 2018). Taking this into consideration healthcare should be at the focus of strategy making as it will additionally help in poverty annihilation, increased education index, gender equality and overall economic expansion too. Media has a very imperative role in disseminating messages regarding health, and in a country like India which is deeply rooted to its culture folk media can be used as a powerful tool to change behavior (Kumar, 2012).

### **Traditional folk media for development in India**

Folk media is a feasible method for communication in this day and age since it connects individuals with their societies as well as restores the lost culture of the societies. Folk media shapes the language of expression for the masses and allows them to voice out their feelings on different issues (Abdulla, 2016). It delineates the continually changing face of any society alongside its intrinsic worth and vices. It is a practice to underline certain prevailing belief systems of society through its people. Whenever observed intently, folk media is a brilliant instrument to improve communication and advance discourse at the grass-root level of any culture (Popescu, 2011). Traditional folk media is a means of expression for the common man, and an approach to vent out his emotions. Alongside predominant mass media, even folk media must be supported so our grassroots are as solid as the glass on top of the pyramid. Traditional folk media is a term used to symbolize 'people's' medium. This term alludes to the indigenous performative expressions which can be portrayed as the socio-cultural symbols of the individuals (Shaika & Mishra, 2020). Folk music, dance, storytelling, and theatre all come under traditional folk media. Folk media isn't simply bound to move and music, yet additionally incorporates craftsmanship and artworks. Conventional folk media started as a result of individuals' need to communicate and express and slowly changed through the motion of time as a medium to bring about change in the social system. The folk media are a viable channel of communication particularly in supporting any development whose success is rooted in a participatory approach. Participation is a shared factor in communication and development (Das, 2013). Folk media has instant channels for feedback, which helps in evaluating the success and failure of any development message. It is convincing in activating desired reactions, serving the "preservative" function. As it does not adulterate the rooted culture of people so it is always a medium of choice to propagate the messages with maximum acceptance from the audience (Gupta, 2017). In India, different forms of folk media have been used to disseminate the development messages to the people. Different forms of folk media used for bringing about a change in the society are described below:-

*Jatra*: a folk theatre form of Bengal and Orissa has been used by famous artists like Utpal Dutt, Motilal Ray as an instrument to bring the change in society and politically educate the people. Jatra artists use loud and high pitch voice to attract the people and powerfully deliver the

messages (Deshpande, 2007). It projects the community and political needs of the public and acts as a medium to bring change. It has been used by the government during the election times to educate people about different political concerns.

*Tamasha*: a folk theatre form that is indigenous to Maharashtra comprising of two forms Banavat (artificial) and Assal (real). Its main lead is a woman performer who starts it by singing a song to praise the patrons. Tamasha has three sections Gan, Gaulan, and Vag. Vag is the performance part that is satirical and comments on contemporary social and political issues (Ghosh, 2009). Tamasha is mainly an entertainment medium but today many government and non-government agencies are using it to educate the masses on different developmental schemes and issues.

*Puppetry*: is another type of traditional folk theatre in India. For hundreds of years, it has been a well known and acknowledged source of entertainment for the people in India. The government and NGOs have utilized Puppet shows to deliver development messages (Mohapatra, 2014). There are four distinct kinds of puppets- string puppet, shadow puppet, glove or hand puppet, and rod puppet found in various parts of India. The medium of puppetry has been used by Film Division, Doordarshan, Life Insurance Corporation, and many other organizations to arouse interest in different programs related to development.

*Nukkad Natak*: street theatre is also known by the name Nukkad Natak in India. It has been used as a strong medium of expression by famous theatre artists Bijon Bhattacharya, Safdar Hashmi, Sheela Bhatia, and Badal Sircar (Naznin, 2017). All across India, it has been used by government, NGOs, independent religious and political groups, student activists to raise issues like dowry, sex discrimination, education, women empowerment, health, and cleanliness.

*Bhand Pather*: is a folk theatre of Kashmir which is composed of dance, music, and dialogue. It is satirical in nature and talks about the socio-political issues in society. It covers issues of ecological balance, child marriage, polygamy, deforestation, and the caste system. It has been used for more than 200 years to educate and entertain the people of Kashmir (Akhtar, 2017). It uses subtle ways to satire different issues and has been used as a tool to bring change in the society through powerful messages.

## **Review of Literature**

Radebe, D. L. T. (2019) conducted a research on the use of folk media to convey messages at the public health care services. Through this study the researchers examined the role of traditional folk media to effectively disseminate the messages about diabetes and came up with the conclusion that folk arts should not be underestimated while propagating health messages. Mbachaga, D. J. (2017) also suggested the use of folk drama as a tool for raising awareness about maternal health among the women in Nigeria. Through this study the researchers established that the participatory approach enhances the understanding and helps to raise awareness about the Sustainable Development Goals. World Health Organization. (2016) addresses an underlying effort to combine together accessible information on Sustainable Development Goals, health and related indicators giving a review of the situation in 2016. Corvalán, Kjellstrom, & Smith. (1999) also discusses an integrated action on the framework of Sustainable Development where environment and health problems are the fundamental part of the planning. The study also suggested that health, environment and Sustainable Development are linked to each other and the action taken to control the environment will have enduring positive effects on human health. Nunes, A. R., Lee, K., & O'Riordan, T. (2016) in this study the researchers have also suggested a

framework as a precondition in integrating messages about the health and well being goal of Sustainable Development. The researchers are of the view that there should be a synchronized approach while identifying the challenges and opportunities to achieve the goals and targets. Stenberg et al. (2017) gave a model based solution for achieving the goal of health and well-being. The researchers suggested cost effective methods and tools that will help in the resource analysis to reinforce nation's health systems and increase resource allocation which in turn will accelerate the overall health indicators. Buse, K., & Hawkes, S. (2015) argues that addressing the agenda of global health success requires a pattern shift and a focus on prevention rather than the treatment. It suggests a local approach which is politically smart and enhances public participation ensuring accountability. Kruk et al. (2018) propose that the health systems need to change the trajectory whereby health systems will be judged in the context of care they are providing consistently and are being trusted by the people. It assesses the role of health systems based on the high quality care as an indicator towards achieving the goal of sustainable health. Lim et al. (2016) this study has highlighted the importance of income and education as the agents towards achieving an improved health. But the researchers have also emphasized that these two indicators are not enough and additional efficient resources should be used to address the extended extent of the health related Sustainable Development Goals. A similar study was conducted by Panda, B. K., & Mohanty, S. K. (2019) in India measuring the growth of selected health indicators based on the social and economic status. While predicting the expected progress by 2030 the researchers found that the health and development are interlinked, observed a prominent development in maternal health, a slow and uneven progress in other health and nutrition goals. Esiere, O. A., & Obot, C. (2014) signified the use of integrated media as a potent tool for achieving Sustainable Development Goals especially in the Third world countries. The researchers suggested that the lack of communication at the grass root level results in the lack of awareness which leads to challenges for fulfilling the development goals. Panford, S., Nyaney, M. O., Amoah, S. O., & Aidoo, N. G. (2001) explores the role of integrated folk media with radio for HIV/AIDS in rural Ghana Africa. The study revealed the positive outcome in the reproductive health and behavior change. In a similar attempt Poku Quan-Baffour, K. (2007) conducted a research on using folk music as a powerful tool to educate the adults about HIV/AIDS in Africa. Yoshida, I., Kobayashi, T., Sapkota, S., & Akkhavong, K. (2012) evaluated the impact of health messages communicated through oral folk traditions in the form of folk songs. A Malaysian study using folk song for health education Bahri et al. (2016) revealed the cost effective factor of using folk media for development messages. The researcher observed linguistic barrier due to the poetic words of the folk songs but there is surely a wider coverage in a short span of time. Padmanabha, K. V., & Kumar, S. (2020) also discussed the potential use of folk media such as puppetry, theatre, dance and storytelling as a strong vehicle towards the success of health communication. The study revealed the role of Yakshagana (folk theatre) performance to educate the people about Corona Virus. It also indicates a significant impact of the health messages communicated through performances combined with music, dialogues and non verbal body moves on the study population. Prasad, N. (2013) explains the importance of folk media in today's era of digital media and how effectively messages are conveyed through folk arts about health and science through Ministry of Culture and Ministry of Health and Family Welfare in India. Chakraborty et al. (2014) through this study the researcher attempted to draw the conclusion that folk media is an effective medium to educate the participants about the ill effects of tobacco use and other public health messages. Yoshida, I., Sapkota, S., & Akkhavong, K. (2017) the study evaluated the effectiveness of the messages to the female factory workers about HIV/AIDS in Lao using

traditional folk song providing education and entertainment simultaneously. The conclusion revealed an increased use of condoms, a positive approach towards people fighting with AIDS and more open communication about the disease with the fellow workers after receiving education about sexual behavior and healthy life style practices for HIV patients. Hmar, E. L. (2018) is an attempt to find out how traditional forms of folk media can be used to educate as well as make people aware about drug abuse in north east India. The researcher is of the view that folk mediums are close to the culture of the people as they are indigenous and people can easily relate with them. Nigussie, H. (2021) the study based in Ethiopia also recognizes folk media like oral poetry and folk songs as strong tools for development due to their high degree of understandability and reliability. Dyikuk, J. J. (2019) the study concluded that the sustainable development messages can be circulated across Africa through the persuasive campaigns involving traditional rural media. The study discovered that folk media has active listening and shared values between the performers and the participants.

## **Methodology**

The research methodology is case study analysis within qualitative research aimed at in depth exploration approach, interpretive in nature. The case study research as a research strategy and qualitative content analysis is used in this study as a method for investigation of data and aim to encourage the integration of qualitative content analysis into the data analysis in case study research (Kohlbacher, 2006). The study based on the analysis of secondary data from published resources for theoretical arguments and theoretical discussion. The descriptive method has been used to explore the data gathered through different sources and reach a conclusion from holistic and meaningful characteristics of real-life events. The case study selected trusts on the multiple sources of evidence, with data to converge together in a triangulating fashion with the theoretical propositions for data collection and analysis. The information gathered through in depth interview was used to develop case study for analysis and finding the results.

## **Case selection Procedure**

The case selection is purposive (non-random). In this research study, the case(s) selected and identified for this intensive study is chosen from a selected population and the reasons for this choice depends upon the area of research and relevance of the sample the way in which it is situated within that population. The case study selection procedures followed prior cross- case technique with qualitative assessment analysis. It depended on certain assumptions about the broader population, the relevant data from the significant sample on key variables for accuracy and conceptual validity of the variables. The researcher employed the qualitative approach of case selection.

## **Research strategy**

The research study strategy is systematic step-by-step case study analysis in the folk media. In this study clarity, selection, and operationalization of qualitative data are taken into consideration. The research study followed four phases for analysis, that is, (i) foundation phase,

(ii) pre-field phase, (iii) field phase, and (iv) reporting phase (Rashid et al, 2019). The study explored by linking all the four phases of the case study with the learning from the review of literature and theoretical base for in-depth multiple cases with description and thematic analysis. Multiple case studies are taken for parallel investigation. The case studies are analyzed at the same time which is documented for records. This is the first and foremost step in conducting the case study. The Foundation phase is the first stage based on considerations to avoid ambiguity, and to focus on the literature to set the tone regarding each consideration. The philosophical paradigm emerged from the understanding familiarity and concepts and theories (Lincoln, Y. S., Lynham, S. A., & Guba, E. G, 2011). The research logic commonly used in any research is induction and deduction. The deductive research logic used with theory in this research, which improves theoretical strength and aims at testing argument. The study started with subjective accounts of life and experience is on which theory is built. The study investigated the philosophical considerations and relationship between the language and the concepts defining the phases of the research and appropriate strategy of each phase (Evely, A. C., Fazey, I., Pinard, M., & Lambin, X, 2008). For early Idea generation to establish the research purpose theoretical literature was consulted and analysed. The researcher consulted the participants to understand the social phenomenon and researcher tested the theory and the assumptions associated with it to generalize it. The context and the processes involved in the phenomenon were deeply investigated to examine specific events or action in a bounded environment to identify essential factor processes and relationships, individual behaviour attributes actions and interactions (Punch, 2013). Case studies are taken into consideration for the research because of the little control over the event within real life context (Yin, 1994).

### **Objectives of the study**

1. To analyze the effect of health messages propagated through folk media.
2. To study different folk theatre forms as strong mediums to bring social change.
3. To understand traditional media as a platform for giving meaning to Sustainable Development Goals.
4. To explore the key roles played by folk media in generating awareness about health SDGs.

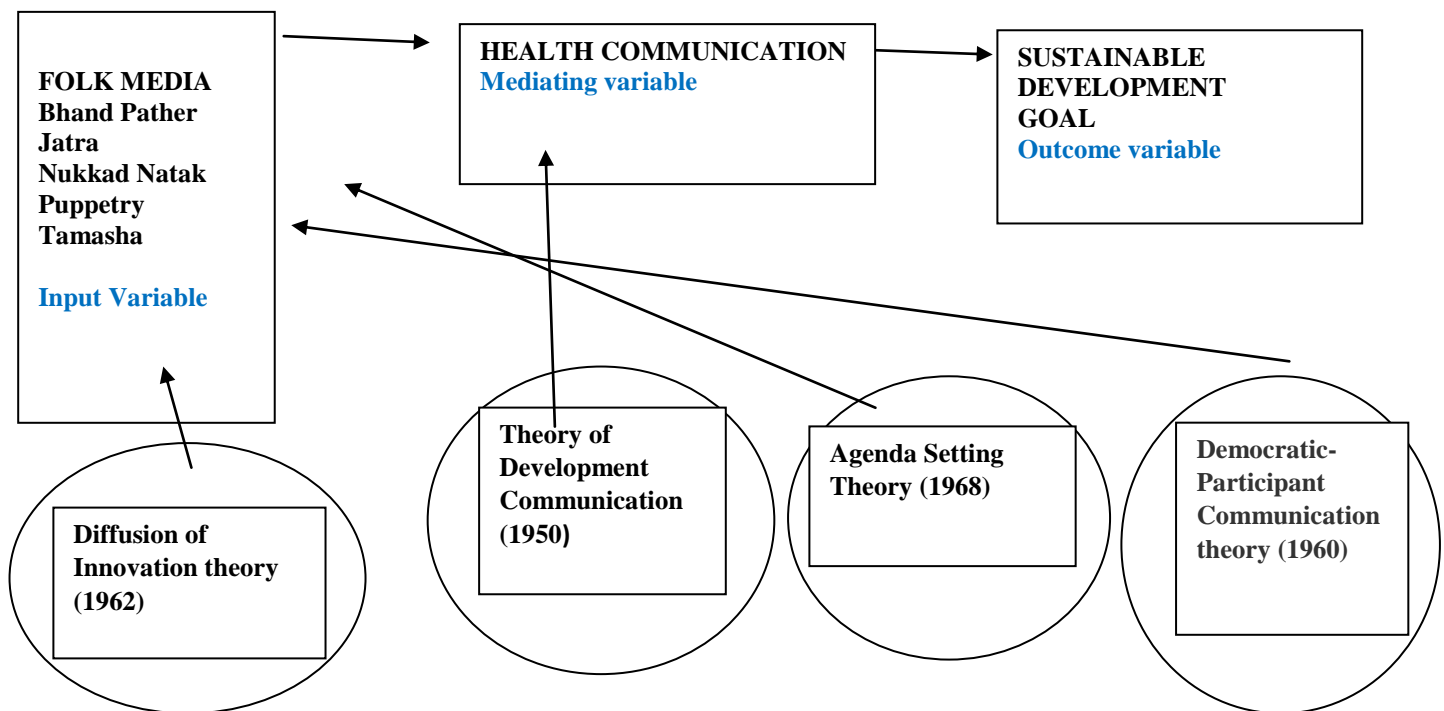
### **Conceptual and Theoretical Foundations**

In this research study the major variables of the study are traditional folk media, health communication and sustainable development goals. In this study, with theoretical foundations it is found out the traditional media, the independent variable acts as input variable of the research study. The input variable has significant direct effect on the Health communication, which plays the mediating role in the research study and Sustainable Development Goal is the outcome variable. The folk media predicts significantly as potential mediator for health communication which significantly predict the outcome variable as Sustainable development goals.

This study on the role of the traditional folk media in the propagation of the SDGs is supported by the Agenda-setting theory, Diffusion of innovation theory, and theory of Development Communication. Everett Roger (1962) in his theory of Diffusion of innovation refers to diffusion



as "the process by which an innovation is communicated through certain channels over time among the members of a social system. Innovation is an idea, practice, or object perceived as new by an individual or other units of adoption. The diffusion of innovation involves both mass media and interpersonal communication channels". Rogers has defined innovation as "an idea perceived as new by the individual and it is the newness of the idea to the individual that determines his reaction to it" (Kumar, 2005). Agenda setting theory by McCombs and Shaw (1977) shows that members of society tend to follow the agenda set by the dominant media in living their lives (McCombs, M. E., & Shaw, 1977). Therefore, the traditional media can set the agenda about the SDGs and they will become a major issue of public discourse. This will create much-needed attention for the SDGs. The "Theory of Development Communication" (1950) is based on the wellbeing of local people, their development and creating opportunities for their growth. In this research study the theory is considered to improve the quality of life of people not only economically but also socially, culturally, politically, etc. and the mass communication tools as folk media has been used as the tools of development communication. It is used as a concept of participation as a model to be used for social change, development communication through "Democratic-Participant Communication theory (1960)" (Baran & Davis, 2016).



**Fig: 1.1 Conceptual and Theoretical Framework**

## **Discussion**

### **Case Study 1:**

In 2017 a women menstrual hygiene program was propelled in West Bengal. An age group of women from 20-30 years of age was made to see the street theatre performance dedicated to menstrual health and were given sanitary pads at the end of the performance. The fundamental aim was of "accomplishing a hundred percent inclusion under Menstrual Hygiene Program". Initially, this program had little impact as the women were reluctant to see the performances on this topic openly in front of everyone as it is considered as a taboo in India. Murshidabad came out to be the evident district of the state which had more disinclination towards the Menstrual Hygiene Program. The obvious reasons were ignorance, poverty, and so forth. A campaign was organized as a joint venture by UNICEF and Kolkata Creative Art Performer to succeed over this issue. Kolkata Creative Art Performer along with the group of some students started working together expecting a change in the society and lead towards development. The street theatre performances were focused on various blocks like Suti I, Suti II, Samsheganj, and so on. The campaign got a great reaction and the performances were successful being generally acknowledged by an enormous number of individuals. Women came forward to NGOs for receiving sanitary pads and 60% rise was seen in the number of women coming forward for learning more about menstrual hygiene.

### **Case Study 2:**

In 2016, Médecins Sans Frontières (MSF) and Government Medical College (GMC) started a psychosocial project in Ganderbal Block in Kashmir. This project was designed to improve the psychological health of the people. The objective was to reduce the stress levels among the people living in Kashmir caused by the prevailing conflict in this region. MSF, in this way, chose to utilize conventional folk theatre as a medium for psycho-training and decided to use 'Band Pather'- folk theatre of Kashmir. They approached theatre artists in Wathura (Budgam District) and several other theatre groups participated in this effort. The main aim was to make it clear to the people the reasons for psychosocial anxiety in persons and their societies. To reintroduce traditional folk forms that had vanished for over 14 years now, to offer the people a delightful environment that has been absent as of late. After the theatrical performance people were interviewed and asked how can people reduce their stress and tension? Will, they use this method of folk theatre performances in the future? All the people interviewed cherished the performance and had a positive approach towards it. Some people even said that such performances should be repeated in the future as the messages delivered through it had a lot of influence. The villagers believed that folk media is necessary to improve the quality of life and to reduce stress-related problems.

## **Data Analysis and Interpretation**

In the research study, four phases of case analysis is used as an analytical framework for exploring the broad range of perspectives found in the stories through in-depth interviews. It helped in the understanding to increase the attempts and the ways that can offer an alternative for a wide range of possibilities for growth and development.

### Four Phases of Case Analysis

The cases are developed based on interview conducted with the participants who attended the live event of folk media used as a tool for communication and information delivery. The phases of case studies are analyzed based on the case study method proposed by Stake, R. E. in 2013 (Stake, 2013). The study retained theoretical flexibility to develop cases from the data collected through field notes. Focused efforts provided better grounding for crafting instrument and protocol for including divergent perspective of the respondents.

**Table 1.1 Phases of case analysis**

Four Phases of case study analysis				
Foundation Phase		Pre-Field Phase	Field Phase	Reporting Phase
i.	Philosophical & Sociological consideration	Decide	Contact	Case study Reporting
ii. Research Logic Consideration		Design and methodology for goal achievement	Interact	
iii.	Ethical Consideration			
		Case study protocol		

**Table 1.2 Process of Data Analysis from the case study**

Sl. No.	Case Description	Participant Description	Relationship Description	Field Protocol
1.	Women Menstrual Hygiene Program at West Bengal was analyzed.	Women from 20-30 years of age	Theatre performance to connect the Female for bringing social change. Personal and community level connections were observed.	Interview was conducted with the participants attended the theatre performance to understand their experience, motive, process, learning and outcome of the event. Investigation looked beyond the initial impression. Flexible and opportunistic data

				collection.
2.	Psycho-social project in Ganderbal Block in Kashmir to reduce the stress levels among the people living in Kashmir caused by the prevailing conflict in this region	Residents of Kashmir and the theatre artists in Wathura (Budgam District) and several other theatre groups participated in this effort.	To reintroduce traditional folk forms (Bhand Pather) for reducing the psychosocial anxiety in persons and their societies.	to develop clarity and justification before using each source of evidence  Interview was conducted to develop clarity of the tool, 'Band Pather'- folk theatre of Kashmir and justification of the event attended.

Table 1.3 Framework of case study consideration

S. No.	Philosophical Consideration	Research Logic Consideration	Ethical Consideration
1.	Interpretive paradigm was explored.	Through Semi structured interviews and deductive approach, experiences were considered.	The participants were full aware about their roles. Privacy and confidentiality was maintained.
2.	The philosophical differences of perspective in research areas were explored. The social processes and phenomenon were explained to the participants to measure effect of folk media on the growth and development.	Semi structured interviews, deductive research logic. Documents used were emails.	The consent was taken before the interview process and no deception was there at any stage of the research process.

Case studies of Kolkata where the street theatre was used and Kashmir where 'Bhand Pather' was used to reach the desired output from the message circulated have been discussed thoroughly. The methodical analysis revealed that folk media has played a key role in disseminating messages about sustainable development. The researcher after the systemic analysis of secondary data has reached to an in-depth conclusion. In this study the emphasis of the projects through social media were on personal voice and the development of identity, esteem, and resilience in the community as well as the individual. The project undertaken not

only incorporates the cultural identities of local communities and democratization at all levels but also helped for the growth and development in the context of working toward sustainable social change. The communication through folk media provided the democratic and individual space for the expressiveness of people who have been ignored since long and neglected in the public sphere.

## **Conclusion**

India is a very diverse nation and multiculturalism, and multilingualism is the strength of Indian legacy. To make the message more comprehensible and successful for the Indian masses, it is essential to get in touch with their traditions. For creating awareness, it is imperative to reach the masses through their indigenous language with an appropriate cultural approach. The folk media are close to the rural life. It is found out that the respondents consider it credible source because of the utilization of familiar signs and symbols. There is scope of community participation and collective presentation with the utilization of experience which helps the plot and the subjects to set from their own life. The folk media can be used with the minimum media literacy. The study suggests that folk media can be used to prepare a good communication model in rural community for growth and development to achieve health related Sustainable Development Goals. Deep-rooted channels of communications are appropriate in a country like India where the suburbs have a low proficiency rate and people lack awareness. Indian folk theatre forms are conventional methods for communication and improved social legacy. It comprises a potential tool for passing on messages for social-political, economic, and cultural development which at last leads towards national development. The best way to propagate messages about development is to include information, education, and entertainment as important elements in it and folk media serves all the three functions simultaneously. In India, traditional media serves both urban and rural audience hence it is a worthy medium in helping to propagate and achieve the SDGs. The traditional folk media has many advantages over the other mass mediums which lack a personal touch with the audience. Folk delivers the message in the most feasible environment and the socio-psychological perspective develops a consciousness towards the message. The key to accomplishing the SDGs depends on the following conditions, information access by the individuals, access to equity, competent organizations to push the procedure, responsibility and straightforwardness, harmony, and security. For the traditional folk media to perform, it must also have the freedom to perform its duties in the society, and the objective of the SDGs which is to further development in the nations of the world cannot be achieved if there are no changes in behavior. The media, hence, goes about as the change agent by guaranteeing that it includes all the partners in the communication procedure.

## **Recommendations**

1. The government through arranging workshops and training programs should enhance the role of indigenous traditional folk media for development.
2. Various core standards should be set by the administration on the best way to utilize indigenous folk media for persuasive purposes and advance development programs.
3. Participatory development communication should be supported as this gives people a sense of belonging to the project. It is likewise a method for distinguishing and fulfilling the

communication needs of the individuals particularly those in the rural areas. For instance, the message should include local people while promoting SDGs and they should be allowed the chance to discuss their desires and goals.

4. There is a need to achieve parity in the content of the message to strive for the fulfillment of SDGs which should be 50% information, 30% education, and 20% entertainment.

5. The primary responsibility of media is to inform the people but the individuals should also strive to be informed. If the information is properly delivered and perceived it will lead to the contribution of people towards national development. For that, strong folk media should be selected.

6. All forms of folk media cannot be used for development messages, thus they should be carefully considered in terms of the content and categorization for the potential adaptation for development function.

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