

# Communication skills at work

- The newly appointed Development Officer was placed in a particular Block
- He wanted to change the conditions in the Block which lacked development
- He decided to focus on one particular village and convert into a model village

- A village had no road facility,
- no street lamps,
- no safe drinking water,
- no school,
- no anganwadi centre,
- no visible symbols of development.
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Yet

*The people lived a poor -happy miserable life.*

- He convened a meeting with the village elders and **informed** about **His** decision
- He convinced the higher authority and got schemes sanctioned for the villagers.

As per the DO project plan

- Roads laid
- Playground prepared
- Tanks for drinking water constructed
- School built for children to study in the morning and for adults in the evening.

## The Aftermath

- *People in the village stood up together*
- *Petitioned to the authorities against Him*

**There was a complete breakdown of Communication**

## WHAT THE REASONS COULD BE

1. The DO “thought” the people needed roads to the anganwadi centre but the roads that cut through the fertile lands made the people angry.
2. the water tank that was constructed was too small and could not meet the needs of all.
3. The school was constructed 5 km away from the habitation

4. There was no participation from the people.

5. By taking decisions unilaterally the DO became the enemy of the people

**He changed his approach and got back the confidence in the village**

**HOW?**

## Managing Situation using Communication skills

- Mobilized Community Participation
- Convinced that people moved upward economically or socially by using their own power or resources or skills
- Made them aware via IEC about the problems faced as individuals/village



- Motivated them to identify solutions to the problem is known
- Made them partners for problem solving
- Encouraged people to work towards self-reliance.

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