

9-1-8

**Evaluation of Development Programmes  
through  
Force Field Analysis**

**(An Experiment in Parvathipuram ITDA area of  
Vizianagaram District)**



**O S V D. Prasad  
Deputy Director**

**TRIBAL CULTURAL RESEARCH & TRAINING INSTITUTE  
TRIBAL WELFARE DEPARTMENT  
GOVT OF ANDHRA PRADESH  
HYDERABAD**

**November' 1999**

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# APPLICATIONS IN PRA

(A Technique used in Parvathipuram ITDA)

## ACKNOWLEDGEMENTS

My sincere thanks to M/S Damayanti I.A.S., Project Officer Parvathipuram, Sri D.Pari Naidu of Jattu Organisation, Sri D.Venkata Rao, M.Seetharama Murthy, H.M and Chiranjivi Naiko teachers of Ulipiri Ashram High School, Parvathipuram ITDA and lastly Sri Rama Krishna Artist Of TCR & TI Hyderabad for help and co-operation they have extended in bringing out this report.

OSVD Prasad  
Deputy Director.

## APPLICATIONS IN PRA

(A Technique used in Parvathipuram ITDA)

Force Field Analysis is a technique to visually identify and analyse forces affecting a problem situation so as to plan a positive change. It has been used in diverse fields ranging from organisational change to self development. Its visual character, simplicity, suitability for group work and applicability in planning for change makes it a potential tool with wide application in PRA.

### BACKGROUND:

Kurt Lewin is credited with the development of Force Field Analysis (FFA) (Lewin 1951). According to Lewin, any situation or performance can be viewed as state of temporary equilibrium. This equilibrium is caused by two sets of opposing forces (See Fig. 1 to 7).

"Those which try to bring change, driving, facilitating or positive forces and those which try to maintain the status quo restraining, resisting or negative forces".

The length of the trees in the Figure, representing VTDA denotes the strength of the force depicted. For every force there need not be any opposing force. In FRA, the forces affecting a problem situation are assigned weights according to their perceived impact on the problem. FFA makes it easy, therefore, to pinpoint the forces which need to be further strengthened and the ones which need to be weakened. While there are some limitations to Lewin's assumption that any problem situation can be viewed to

take into account the complexities involved, FFA has proven to be helpful in analysing problems and identifying solutions.

Because it is based on visual depiction, FFA provides people with opportunities to think of forces that are effecting the problem in question. Even problems that look quite vague start becoming clear. The forces are quantified and their strength represented visually. This makes it easier for the participants to think of how to grapple with them in order to bring about desirable change. It becomes obvious that the magnitude of the driving forces has to be decreased. These decisions are taken jointly in the light of resources available, other constraints etc. Often solutions start to emerge to seemingly insurmountable problems.

#### **FFA in PRA:**

FFA is most effective in small groups and therefore fits well with the basic tenets of PRA, where the methods are supposed to enable local people to share, enhance and analyse their knowledge of life and conditions to plan and act. (Chambers, 1992).

Despite being a useful tool to use for facilitating participatory discussion and planning, it has not been widely used as yet (although there is one notable exception reference, see Montgomery, 1995).

This method was used by Sri.Somesh Kumar, I.A.S., to analyse the status of Primary Education and also to analyse the reasons of Migration in Orissa and also Womens' participation in local Womens group. Basing on these techniques the opinion of the VTDA, Presidents/Secretary's was taken on different developmental activities

being implemented by Tribal Welfare Department, besides their opinion on VTDA's and traditional agriculture.

**THE SUBJECTS COVERED:**

- 1) VTDA'S Strengths & Weaknesses.
- 2) HEALTH adoption to Allopathy/RMP/Local Vezzu.
- 3) EDUCATION strengths/Weaknesses in the structure.
- 4) **TRADITIONAL AGRICULTURE:-** The views reflect on the rich food available in olden days without applying manure and pesticides. Although the present crops are economically viable, the negative aspects is lack of nutritious variants in these crops. They are of the opinion that technical advice is necessary continuously and should be available to all.

**REGARDING ITDA:-** They are of the opinion that although the system is good the officers working are not sincere and devoted and the benefits are going to educated people and Roadside Villages.

**REGARDING HEALTH:-** Although they are favourable to the Government Doctors & the various factors like availability, accessibility of the local Private Doctor / their Economic conditions are the main factors tending them to go for Private Doctors.

**REGARDING G.C.C:-** The negative points are more when compared to positive points. The only positive points are availability of Rice at less rates that is Rs. 3.50/- and sanction of loan, and availability and rate to MFP Products except, tamarind.

**REGARDING EDUCATION:-** Most complaints are against non-availability of teacher, no School Building and also on mid-day meal programme. In some areas the Schools are running well.

**REGARDING HORTICULTURE:-** Especially for cashew, there is good response as it is yielding good results and giving Rs. 12,000/- per acre. They are of the opinion that sprayers are to be supplied to each VTDA and VLWs (Village Liasion Workers) are misappropriating the sprayers. During flowering season there will be loss due to clouds.

**Conclusion:**

With increasing emphasis on decentralisation and participatory approaches to development, there is a tremendous scope for application of FFA in PRA. At present its potential is only partially utilised. By utilising this method people views can be known on different schemes being implemented by different ITDA's.

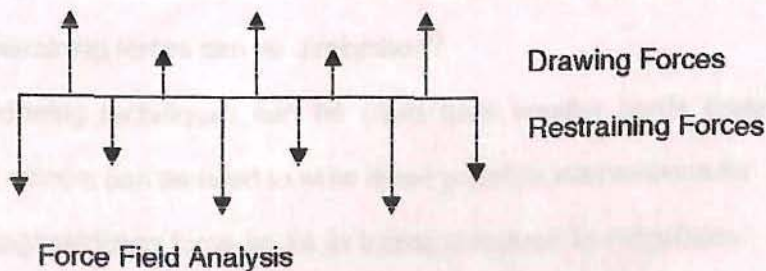
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## STEPS FOR CONDUCTING FFA (THE PROCESS)

These steps are suggested only. They are not prescriptive. The circumstances, location, profile of the participants, time available, problem etc., will determine the exact nature of the process. You are the best Judge.

- ❖ Write or draw the problem which the group of participants wants to discuss on a sheet of paper. Try to make the problem as quantifiable as possible.
- ❖ Keep the sheet of paper with the problem written/depicted on it in front of the participants and ask them to concentrate on the problem. Ask them to visualise the problem situation in a state of temporary equilibrium maintained by two sets of opposing forces - and favouring change (driving forces) and the other opposing them (restraining forces). The following figure is useful



- ❖ Ask participants to list one set of forces first followed by the other. Each of these can be written/depicted on small cards. Different colour cards can be used on driving and restraining forces. Clarify that if a force seems to be made of multiple elements, each component should be listed separately as a force. The use of cards is more flexible than simply listing forces on a sheet of paper. They can also create a more participatory discussion, as with

cards, writing/drawing can be done by many and control is not in the hands of one person.

- ❖ Keep the sheet of paper with the problem written on it in the centre and draw a line cross it. Spread the cards with restraining forces below the line and those with driving forces above the line.
- ❖ Ask them to look at the cards and see if they would like to make any changes.
- ❖ Next ask the participants to assign weights to each of the forces. They should position each force card at varying distances from the problem line/present status line in such a way that the distance denotes the strength of the force. The greater the distance the greater the perceived effect of the force on the problem.
- ❖ Check they are satisfied with the diagram, then ask them to discuss how they can change the situation, which of the driving forces can be reinforced and which restraining forces can be diminished?
- ❖ Brain storming techniques can be used here smaller cards preferably of different colours can be used to write down possible interventions for each of the driving/restricting force so as to increase/reduce its magnitude. Each of the possible interventions can be further weighed in light of various factors e.g. reasons available, time, ideology of the organisations etc., The idea is to capitalise on those that would bring greatest change.
- ❖ Copy the diagram on to a piece of paper.

If the number of participants is large, one common way is to divide them into smaller groups and then ask them to work on the FFA separately. The findings are later shaped amongst different groups.

It also provides ample scope for improvisation.

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MUTUAL UNDERSTANDING

TRANS-  
RANCY  
CO-OPERATIVE  
EFFORT

AWARENESS

INTEREST  
&  
PATIENCE

JOINT  
RESPONSIBILITY

UNDER-  
STANDING

WEEKLY  
MEETING

COORDINATION  
OF THE SUB-  
COMMITTEES

SELF  
CONTRIBU-  
TION

LOVE &  
AFFECTION

CO-OPERA-  
TION

FINANCIAL  
PROBLEMS

COURAGE



INDIGENCE

LACK OF  
FAITH

LACK OF  
RESPONSIBILITY  
OF THE  
MEMBERS

LACK OF  
PROPER  
TRAINING

INTERFERENCE  
OF  
MIDDLEMEN  
AND  
CONTRACTORS

ALCOHOLISM

ABSENTING  
FROM  
MEETINGS

CO-ORDINATION

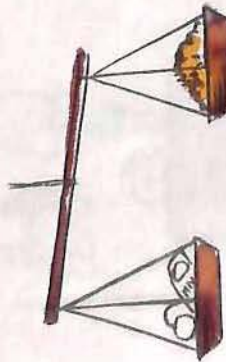
LACK OF  
UNITY

CO-OPERATION

LACK OF  
TRUST

LACK OF  
UNDERSTANDING

LACK OF  
COMBINED  
EFFORT



LOWER RATES



WITHIN REACH



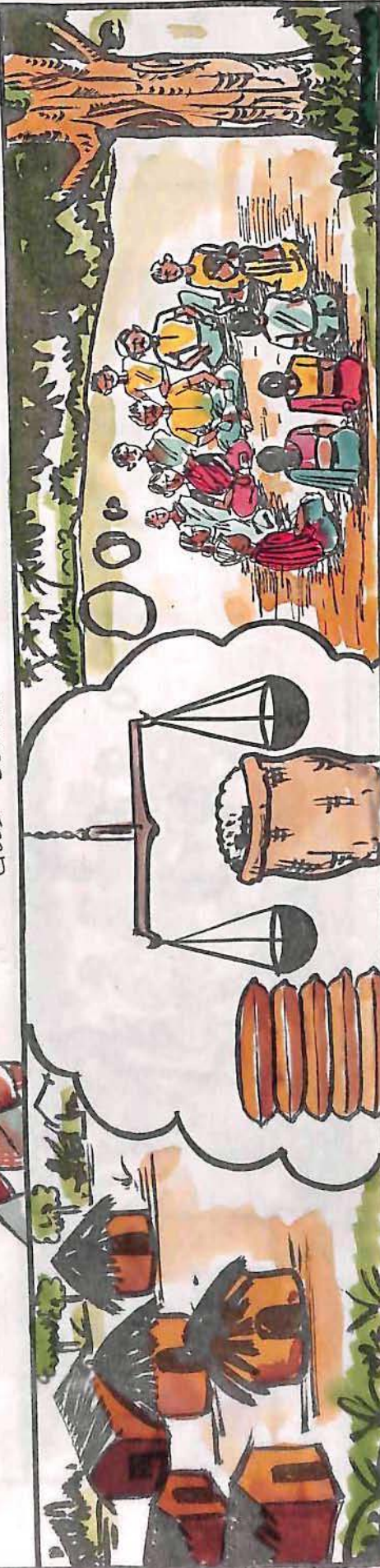
LOANS ARE SANCTIONED



APPROPRIATE RATES FOR FOREST PRODUCTS

| RATES |      |
|-------|------|
| No.   | Rate |
| 1     | —    |
| 2     | —    |
| 3     | —    |
| 4     | —    |
| 5     | —    |
| Sum   | —    |

GOOD BECAUSE OF G.C.C.



COMMODITIES NOT AVAILABLE UNTIL END OF THE MONTH



PURCHASE OF COMMODITIES IS THRUST



SUPPLY OF COMMODITIES TO THE HOUSES OF MIDDLEMEN



NON DISTRIBUTION OF EDIBLE OIL



MALPRACTICES IN WEIGHMENT



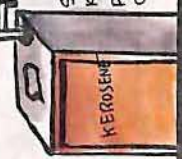
LONG DISTANCE



NON-AVAILABILITY OF RICE ON CARDS



SUPPLY LESS KEROSENE FOR THE CARD



RATES OF CERTAIN ITEM ARE HIGHLY PRICED THAN IN THE LOCAL MARKET



INEFFICIENCY OF THE ORGANISATION

INEFFICIENCY OF G.C.C.

ABC  
DEF

REGULARITY  
OF  
TEACHERS

PLAYING  
WITH  
DOLLS

STAYING AT  
NATIVE  
VILLAGE

PEOPLES  
PARTICIPATION  
IS MORE

STUDENTS  
ENTHUSIASM

PARENTS  
RESPONSIBILITY

GAMES \*  
SONGS



SINGLE TEACHER  
FOR FIVE  
CLASSES

NO SCHOOL  
BUILDING

NON PAYMENT  
OF SALARIES  
TO TEACHERS

MISAPPROPRI-  
ATION  
IN  
MID-DAY MEAL  
PROGRAMME

LACK OF  
INTEREST  
IN  
STUDENTS

MANAGEMENT  
SCHOOL

NO SCHOOL  
IN OUR  
VILLAGE

IRREGU-  
LARI  
TY OF  
TEACHERS

ALCOHOLISM  
IN  
TEACHER

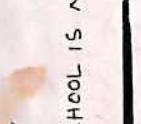
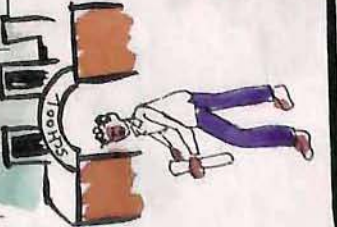
NON PAYMENT OF  
HONORARIUM  
TO  
COOK

DEPUTATION  
SCHOOL

OUR SCHOOL IS NOT GOOD

IRREGULAR  
SUPPLY  
OF  
RICE

RICE



LATEST AGRICULTURE METHODS ARE GOOD.



DISTRIBUTION OF QUALITY HYBRID SEEDS



SELF SUFFICIENCY



IMPARTS TECHNICAL KNOW-HOW



HIGH YIELD

ENSURES AVAILABILITY OF METHODS TO ALL



PRESERVATION OF SOIL CONSERVATION



DISEASE RESISTANT



EARLIER CROPS ARE MORE SUSCEPTIBLE TO DISEASES



LOW INVESTMENT



DISEASES FREE DUE TO NON-UTILISATION OF FERTILIZERS

NO SHORTAGE OF FOOD GRAINS



PREVIOUS AGRICULTURE METHODS ARE GOOD



CYCLONE RESISTANCE

10 TIMES PROFIT

BENEFITS AFTER INITIAL STAGE IS OVER

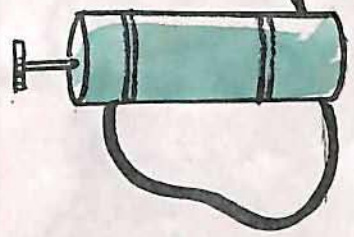
CASHEW COMMITTEE PROCEDURES ARE GOOD

DEMAND IN MARKET

PROFITS BECAUSE OF 'CASHEW PLANTS'



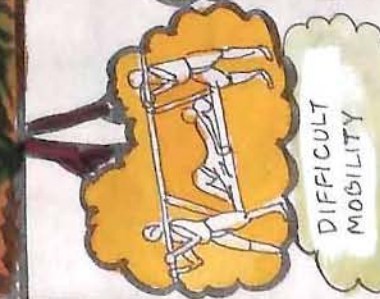
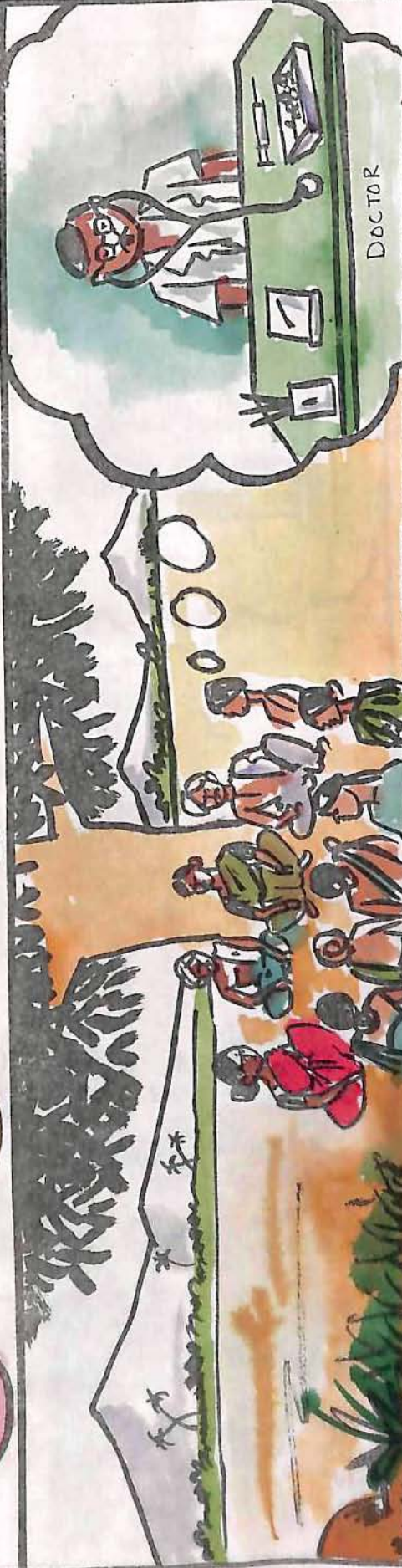
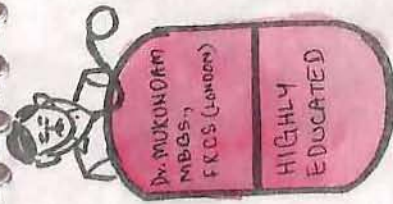
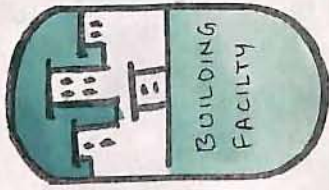
DURING FLOWERING SEASON  
LOSS DUE TO  
HEAVY CLOUDS



SPRAYERS TO BE  
DISTRIBUTED TO  
ALL VILLAGES

PROBLEMS BECAUSE OF 'CASHEW PLANTS'

WILLINGNESS FOR GOVT. MEDICAL SERVICES



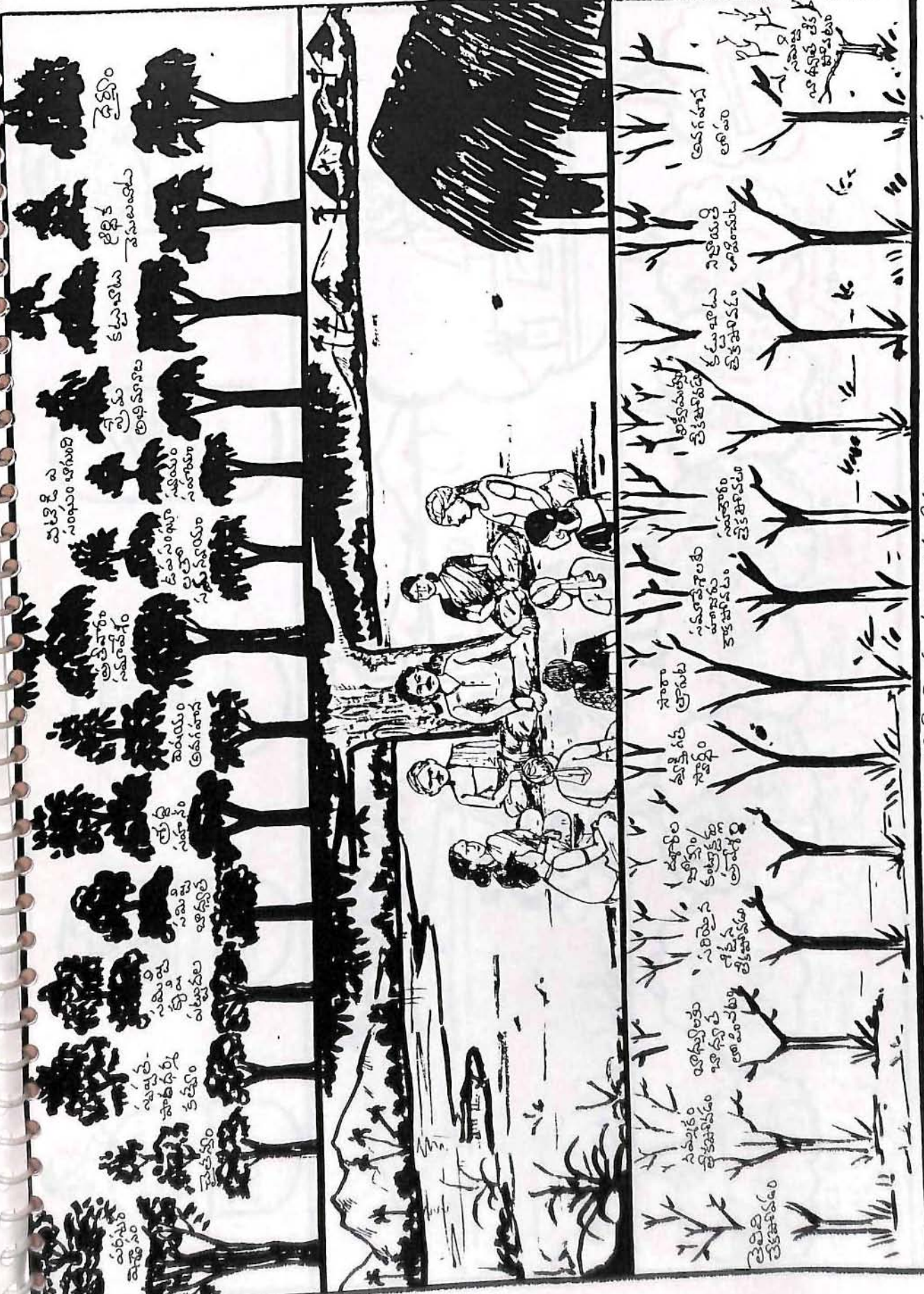
ADOPTION TOWARDS LOCAL SYSTEM (TRADITIONAL SYSTEM)



PROBLEMS WITH ITDA S.



**TELUGU VERSION**



కెర్రీ

శ్రీశ్రీక  
వెనులవలదు

కట్టాచిటా

ప్రేమ  
అభిమానిని

చిక్కెలి  
సంఘం బోసుది

సర్వముం  
సంఘం

డబ్బు సంఘం  
అభిమానిని

అభిమానిని

వెనులవలదు

అభిమానిని

అభిమానిని

అభిమానిని

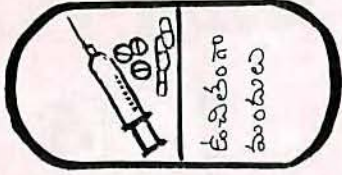
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అభిమానిని

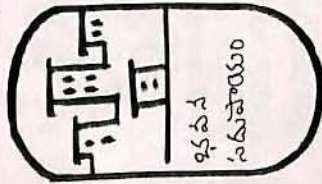
వి.టి.డి.వి. సంఘం బోసులేదు.



శత్రు చికిత్స  
సమహాయం



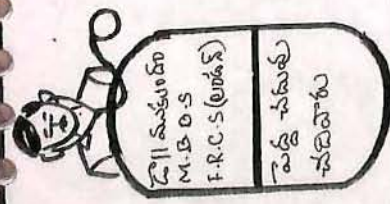
ఉచితంగా  
మందులు



ఇవని  
సదుపాయం



రాగం  
మూలికా పోషక  
తప్పక



డా|| మతులం  
M.D.D.S  
F.R.C.S (అంగ్లండ్)  
పెద్ద సమతుల  
చదివారు



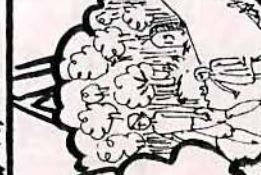
సూచి మందు



ANMల నెలల  
తరచుగా చేయండి



సమయంలో  
కొరకులు చేయండి



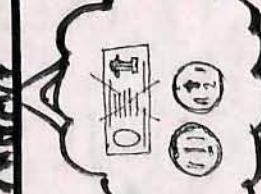
కూడగా  
కూడండి



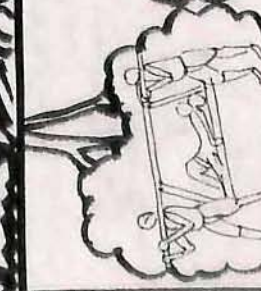
ఇప్పుడు  
తనకు తనకు  
సమస్య



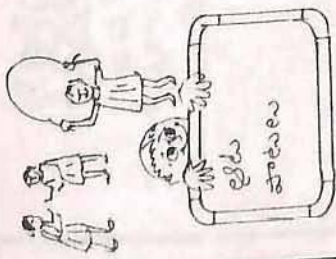
అనుకోని ముగ్గు  
సమస్య



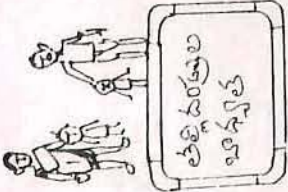
డా|| ఇప్పుడు  
తనకు తనకు



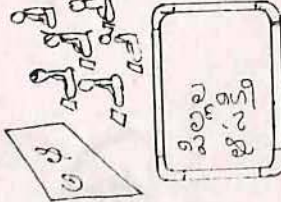
నడవలేని  
వారికి



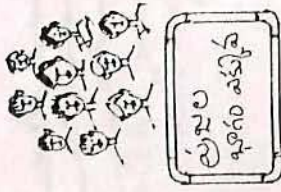
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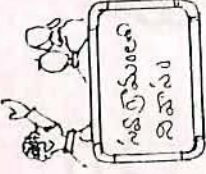
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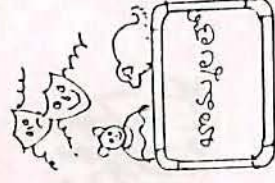
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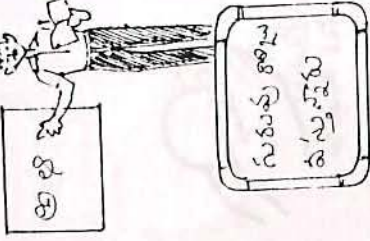
అభివృద్ధి అభివృద్ధి



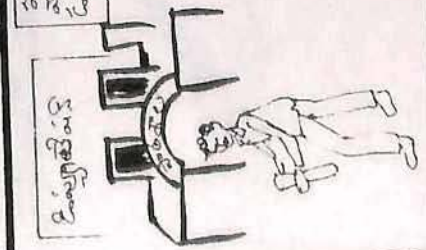
సామాజిక నియమాలు



అభివృద్ధి అభివృద్ధి



అభివృద్ధి అభివృద్ధి



విద్యార్థులు



మనస్సు

మనస్సును సాధారణ నిర్వహించు

మనస్సును నిర్వహించు

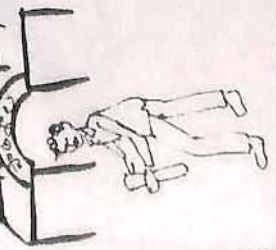
మనస్సును నిర్వహించు

మనస్సును నిర్వహించు

మనస్సును నిర్వహించు

మనస్సును నిర్వహించు

మనస్సును నిర్వహించు



విద్యార్థులు



మనస్సు

మనస్సును సాధారణ నిర్వహించు

మనస్సును నిర్వహించు

మనస్సును నిర్వహించు

మనస్సును నిర్వహించు

మనస్సును నిర్వహించు

మనస్సును నిర్వహించు

మనస్సును నిర్వహించు



మనస్సును నిర్వహించు



విద్యార్థులు

విద్యార్థులు

పాఠశాల

జి.టి.డి.పి ఇచ్చిన  
ఇత్తనాలు (హైల్డ్)  
మొందేవి



స్వావలంబన



సాంకేతిక నైపుణాలు  
అందిస్తే మంచి



అధిక దిగుబడి



అందుకో అందు  
ఇలాంటి కోసే మంచిది.

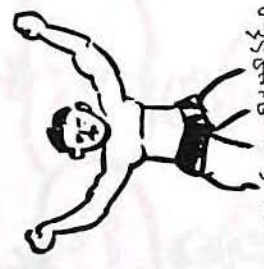


పూర్వ భక్తవసాయం పథకముల మంచివి



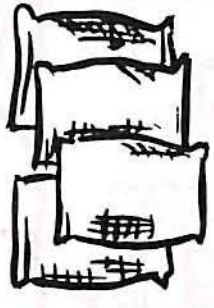
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అనుభవం చేస్తే కల

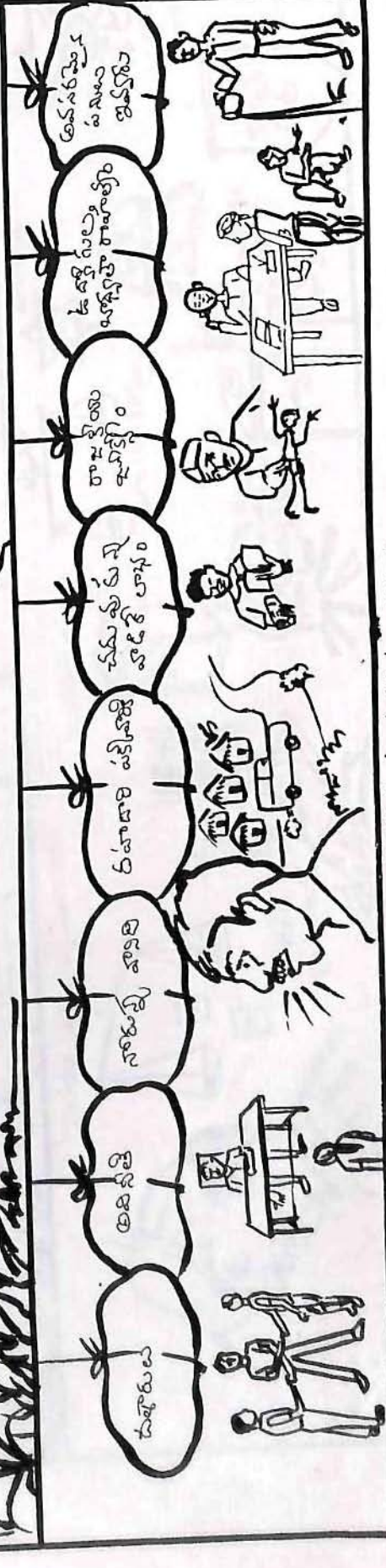
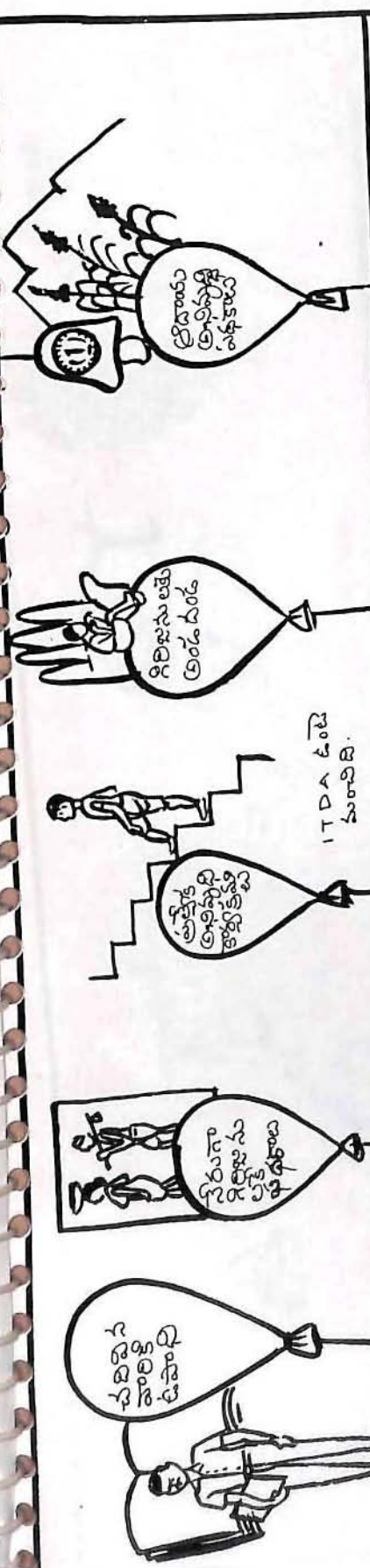


పనులను చేకూర్చడం  
వలన ఇబ్బందులు లేవు

పైకి గొంతు కాంచలేదు









తుళ్ళానసు  
అట్ట కుంటులు

పదేల  
లాంబం

కొలికున  
కాటికె  
కొనుకొత్త అనేది  
లాంబం

ఇది కమిటి  
ఇలానం  
ఇలాసంది

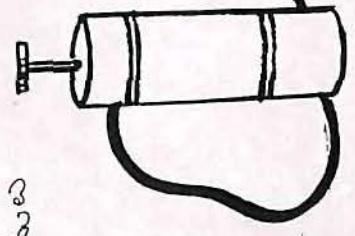
వ్యాకృత  
ఇలాకి

ఇది మొకటిల వలన లాభం



ఇది మొకటిల వలన ఇల్లుండులు

మొట్టమొదట  
పూర్వకు నమ్మం



ఇది మొట్టమొదట  
పూర్వకు నమ్మం



