

## USE OF FOLK AND TRADITIONAL MEDIA IN DEVELOPMENT COMMUNICATION-A CASE STUDY OF THE ARTIST FEDERATION (KALA SANSKRUTI SANGHA) IN ODISHA

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*The alternative paradigm of development communication recommends the use of cultural forms of expression in spreading the messages of development in rural, underdeveloped areas. The Artist Federation is an ambitious project of the Government of Odisha which aims to institutionalize the process. The present study is a critical case study of the project in the light of the changing paradigm of development communication.*

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