

## “COMMUNICATION OF INNOVATIONS FOR FREEDOM”

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### ABSTRACT

**Objective:** Through Innovations in Communication and its impact on human being for their freedom from few aspects of deadly diseases eradication from society, case study “the Communication of Innovations” that helped in eradication of Polio from India

Lack of proper Communication of Innovations strategy has been identified as a major factor in relapse of polio. This is indeed majorly related to under developed and developing countries. Designing a Planned Communication of Innovations strategy can be instrumental in sustainable steps to eradicate polio. The paper focuses on a case study of Polio Eradication in India. The experience further points out to the need of proper community relations. The challenge of designing effective message for the target group also throws light on knowing the community well. The importance of opinion leader is also immense in this respect. Altogether it has to be an overall inclusive approach.

**KEYWORDS:** Polio, Communication of Innovations, Peer Group, Content Design, Immunization, Freedom, Polio Eradication, Advertising, Differentiation