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This file is a sample project proposal (synopsis) for the IGNOU MADJ Project, written for the MDJP-004 Dissertation of the M.A. in Development Journalism. It shows how the eight parts that the MDJP-004 Project Work Manual (effective from the January 2025 batch) asks for can be filled in on one topic. It is a study reference only.

What you must not do

Do not submit this file, or any part of it, as your own proposal. IGNOU asks for your original work: the MDJP-004 manual tells supervisors to encourage learners "to work originally, not to copy or reproduce". Every place, number and earlier study that belongs to your own work is left in [square brackets]. Your topic, locale, sample and review of literature must come from you and your supervisor.

What the official proposal packet contains

Under section 4.4 of the MDJP-004 manual you post three things to the Programme / Course / Project Coordinator MADJ, Block 15-A, School of Journalism and New Media Studies (SOJNMS), IGNOU, Maidan Garhi, New Delhi 110068: (a) the Project Proposal Proforma (Annexure A) signed by your supervisor, (b) one typed copy of the proposal of about 4 to 5 pages, and (c) the supervisor's bio-data of about 2 pages. Section 4.3 asks you to prepare two typed copies of the proposal, send one and keep one. Write 'Project Proposal MDJP-004' on the top right corner of the envelope. The proforma is not reproduced here; use the one printed in your manual.

How this file follows the manual

The parts below follow the list in section 4 of the manual: title, statement of the problem, objectives, issues or research questions, kind of data, hypothesis if any, research methodology and expected outcomes. Section 3 of the manual advises a case study or a survey method; this sample uses a survey. It also asks for three to six objectives, so the sample carries four. Layout follows section 5.6.8 of the manual for the report: A4, 12-point serif type (one of the APA options the manual permits), 1.5 line spacing, 1.5-inch margins, left alignment, a running head in capitals and page numbers at the top right. The manual sets this layout for the dissertation; using it in the proposal too is our choice, not a stated proposal rule.

Who made this file

Prepared in November 2026 by the ignouproject.com editorial desk with AI assistance, from the MDJP-004 Project Work Manual and the MADJ Programme Guide (2025) read that month. Facts about Ayushman Bharat PM-JAY are taken from the National Health Authority's PM-JAY page. Published under the editorial responsibility of BK Sahni, Shri Chakradhar Publication Pvt. Ltd., New Delhi. ignouproject.com is an independent service and is not affiliated with or endorsed by IGNOU.

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PROJECT PROPOSAL

MDJP-004: Dissertation, M.A. in Development Journalism (MADJ)

School of Journalism and New Media Studies, IGNOU

Name of the learner	[Your name]
Enrolment number	[Your enrolment number]
Study Centre (name and code)	[Study Centre]
Regional Centre (name and code)	[Regional Centre]
Name of the supervisor	[Supervisor's name and designation]

1. Title of the proposed project

Where Rural Households Hear About Ayushman Bharat PM-JAY: A Survey of News Media, Mobile and ASHA Channels in [Block], [District], [State], [Year]

The title names the issue, the group, the place and the period, which section 4 of the manual asks you to specify before you fix the title.

2. Statement of the problem

Ayushman Bharat Pradhan Mantri Jan Arogya Yojana (PM-JAY) was launched on 23 September 2018 in Ranchi, Jharkhand, and the National Health Authority describes it as providing cashless cover of up to Rs 5,00,000 to each eligible family per year for listed secondary and tertiary care conditions. A health scheme of this kind reaches people only when they know it exists, know what it covers and know where to use it. Development communication research treats this as a question of channels: whether people learn about a scheme from mass media, from mobile messages, or from a trusted person in the village.

In [Block], [District], households can receive information about PM-JAY through local newspapers, television, radio, mobile phone messages and social media, and through Accredited Social Health Activists (ASHA workers) and other frontline workers. It is not known which of these channels households in this block actually rely on, how accurate the information they hold is, or whether the channel they rely on is linked to holding an Ayushman card. [Add one or two sentences on the local context

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from district records or news reports you have read, with their source.] This study examines these questions among rural households in [Block].

3. Objectives of the study

The manual asks that objectives specify the steps of the work and number three to six. This study has four:

- To identify the sources from which rural households in [Block] first heard about PM-JAY and the source they rely on most at present.
- To examine the extent of correct knowledge among these households about three features of PM-JAY: the amount of cover, cashless treatment and the use of empanelled hospitals.
- To study the place of ASHA workers alongside news media and mobile messages as a source of information about PM-JAY.
- To explore the difficulties households report in getting or using information about PM-JAY.

4. Issues and research questions

- Which channel (newspaper, television, radio, mobile message, social media, ASHA worker, panchayat or other) do households in [Block] name as their first and their main source of information about PM-JAY?
- How many households can state the amount of cover, the cashless feature and the use of empanelled hospitals correctly?
- Is the main source of information associated with whether the household holds an Ayushman card?
- What problems do respondents describe in understanding or acting on what they heard?

5. Kind of data and information required

Primary data: responses of one adult member from each sampled household, collected through a structured interview schedule in [local language], covering household profile, sources of information, knowledge of the three features, possession of an Ayushman card and the difficulties faced.

Secondary data: the National Health Authority's official description of PM-JAY; district or block records on PM-JAY coverage where available [name the office]; [two or three news reports on PM-JAY in your district,

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with dates]; and published studies on health communication and scheme awareness [add the studies you find, with full references].

For each secondary source the manual (section 5.1) asks you to record who collected the data, when, and how reliable it is, along with the full title, author or agency, date and publisher.

6. Hypotheses

The manual asks for hypotheses "if any". This survey states two null hypotheses, worded without assuming a result:

- $H_0$1: There is no significant association between a household's main source of information about PM-JAY and whether the household holds an Ayushman card.
- $H_0$2: There is no significant association between the respondent's level of education and correct knowledge of the three features of PM-JAY.

7. Research methodology

Research design: descriptive survey, one of the two methods the MDJP-004 manual advises (case study or survey).

Locale: [three villages] of [Block], [District], [State], chosen because [give your reason: access, familiarity, local language].

Population and sample: rural households in the selected villages. A planned sample of [120] households, [40] from each village, selected by [systematic random sampling from the household list of each village / another method you justify]. One adult respondent per household. [Write the sampling frame you will actually use and why.]

Tool: a structured interview schedule of about [25] questions in five parts: household profile; sources of information; knowledge of PM-JAY features; Ayushman card status; difficulties and suggestions. The schedule will be pre-tested on [10] households outside the sample and revised before fieldwork. A blank copy will go in the appendix of the report.

Fieldwork and quality control: interviews conducted in person by the investigator during [months, year]. Each schedule will be checked on the same day for missing answers, and a [10] per cent sample of households will be revisited to verify entries, as section 5.3 of the manual asks you to explain field supervision, recording and data verification.

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Data analysis: responses will be coded and tabulated. Percentages will describe sources and knowledge (objectives 1 to 3). Chi-square tests (our design choice for two categorical variables) will test $H_0$1 and $H_0$2 at the [0.05] level; section 5.4 of the manual points to the statistical tests in Unit 13 of Block 4 of MDCE-006, Research Methods in Development Communication. Open answers on difficulties (objective 4) will be grouped into themes.

Period of the study: fieldwork in [month to month, year]; report writing in [month, year].

Limitations: the study covers [three] villages of one block, so findings describe these households and are not generalised to the district or state. Answers on knowledge are self-reported at one point in time.

8. Expected outcomes

The study is expected to show which channels households in [Block] actually rely on for information about PM-JAY, how accurate that information is, and whether the channel they rely on is linked to holding an Ayushman card. These findings can inform how local media and health workers present scheme information to rural audiences. The direction of any finding will depend entirely on the data collected.

9. Tentative chapter scheme of the dissertation

The manual asks for about 4 to 5 chapters in 10,000 to 12,000 words (60 to 70 pages):

Chapter	Working title	Covers
1	Introduction	Context, rationale, problem statement, objectives, research questions
2	Review of Literature	Studies on health communication, scheme awareness and information channels
3	Research Design and Methodology	Locale, sampling, interview schedule, fieldwork, analysis plan, hypotheses
4	Findings and Discussion	One section for each objective, with tables and the hypothesis tests
5	Summary and Conclusions	Summary of work, conclusions point by point, suggestions, scope for further study

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References (APA style, as the manual recommends)

Indira Gandhi National Open University. (2025). *Project work manual for students of M.A. in Development Journalism: MDJP-004 project work*. School of Journalism and New Media Studies.

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Katz, E., & Lazarsfeld, P. F. (1955). *Personal influence: The part played by people in the flow of mass communications*. Free Press.

Melkote, S. R., & Steeves, H. L. (2015). *Communication for development: Theory and practice for empowerment and social justice* (3rd ed.). SAGE Publications.

National Health Authority. (n.d.). *PM-JAY*. Retrieved [date of access], from https://nha.gov.in/PM-JAY

Rogers, E. M. (2003). *Diffusion of innovations* (5th ed.). Free Press.

[Add the empirical studies you read for your review, each in full APA form.]

Signature of the learner: _____ Date: _____

Signature of the supervisor: _____ Date: _____

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