

VIRTUAL RESOURCE CENTRE (VRC)

WHAT IS THE VIRTUAL RESOURCE CENTRE?

The Virtual Resource Centre is a one stop service for providing access to advocacy and communication material related to issues such as population, gender, mother, infant and child health, sexuality, reproductive health, HIV / AIDS, declining sex ratio, women's rights, nutrition, adolescent health, sexual violence.

It provides a resource base that can help further the dialogue and enhance understanding on any or all the above issues among different audiences.

The material hosted on the website is especially appropriate for the following:

1. NGOs and civil society groups working in related areas
2. Schools: Senior students and teachers
3. Government bodies working with communities
4. Medical Colleges - students and teaching staff
5. Institutes of Public Health
6. University Colleges - Departments of social work, sociology, population studies
7. Researchers and Research Organizations
8. Media: Print and TV journalists

Most of the material is available for free. All you need to do is log onto the website and download films, posters, spots, still photographs, articles, reports, datasheets and booklets on any or all of the above mentioned topics.

You can also request a copy on a CD from JSK.

HOW CAN YOU ACCESS THE MATERIAL ON A CD?

1. Log onto www.jskvrc.gov.in
2. Become a member of VRC by registering yourself
3. Click on any section of the VRC - posters / films & video / audio / photographs / printed materials
4. Click on the selected material to see the details
5. In a separate window click 'Request a copy by post or by email' to get a free copy

YOU CAN CONTRIBUTE

If you have films, posters, still photographs on any of these or related issues that you would like to share and add on this database, you can do so very easily.

1. Log onto www.jskvrc.gov.in
2. Become a member of VRC by registering yourself (if already a member skip this step)
3. Click on 'You can contribute'
4. Sign in with your user name and password
5. Fill up details of your material as requested on the form
6. Click on ' Upload' to upload your material

The material submitted will be uploaded on the database giving full details of the contributing individual / organization. The uploading of submitted material is subject to editorial review by JSK. Please make sure that you have the sole copyright over the material before you upload it.

You can also send the material on a CD / DVD to JSK by post / courier accompanied by a note giving your name, contact details and details about the material including name and approval by copyright holder.

COMPETITIONS: ADVOCACY ON POPULATION STABILISATION

One of JSK's key advocacy strategies is to conduct video and still photography contests especially among school children on population stabilisation issues.

The VRC resource base becomes the starting point for the young minds to familiarize themselves with issues and creative ways of depicting the issues.

Through this approach JSK aims to motivate young people to refuse societal pressure to prove early fertility, to shun dowry and sex determination and welcome children of either sex.

The winning entries are hosted on the VRC.

TOPICS COVERED UNDER THE VRC

Main Topics	Additional Topics
Infant and children	Child Sex ratio Health General Nutrition
Adolescence	Age at Marriage Gender Health Rights Literacy Nutrition Sexuality
Women	Contraception Gender Health Maternal Health Nutrition Rights and Women's Empowerment
Population and Development	Economic Development Environment Population Facts Society Urbanization
General	Health and Hygiene Health Care Delivery Family Planning Mindset Change Public Private Partnership
JSK	VRC Competitions GIS Mapping Prerna Call Centre Santushti World Population Day

HOW WAS THE VRC MATERIAL COLLECTED?

JSK commissioned the Voluntary Health Association of India (VHAI), to identify, select and collect the audio and visual material from various Ministries, State Governments, International Agencies, Associations, NGOs and Corporate Houses across the country.

The VRC website is hosted on NIC server.