CHAPTER - VI

CONCLUSION & SUGGESTIONS
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The contrasting differences are visible in Zari and Gargotwadi villages. The Gargotwadi is located 45 Km away from district head quarters, the agriculture is monsoon based, the land is not fertile, irrigation canals are not provided, ground water level is depleted and one third of the families are migratory laborers. Although there is lot of leisure time for the cultivators, diary farming not developed because of distance from the towns. The Gargotwadi villagers are very poor and most of them are in debts and they have taken loans from the private money lenders from towns.

The Zari is located very close to River Godavari in Nanded town and city bus services are extended to the village. The village lands are very fertile, cultivation is carried out in Kharif and Rabi seasons with the help of tube wells, wells and Vishnupuri lift irrigation canal. The diary farming is also well developed as the village is very near to Nanded town. The villagers are very busy in cultivation and dairying throughout the year. More over many men are engaged in private employment in shops and factories in Nanded town. They are socio-economically well developed compared to Gargotwadi.

Similarly, contrasting differences are visible in old and new generation of people in both the villages. Most of the old generation are illiterates and are doing the traditional form of cultivation, following native culture, old customs and practices. They are wearing old dress Dhotis, shirt and turban etc, the new generation are literates and are loaded with modern scientific knowledge of cultivation acquired through exposure to various communication and contacts. The cultivating youth started wearing modern pants similar to the youth of the modern world. They want to be the global citizens and do not want to be left out in the tribal and rural lands. They are using modern communication media such as Radio, DTH TV, Mobile Phones, Computers and Internet. They are reading news papers when they go to near by towns.
The small and marginal farmers in both the villages are heavily dependent on agriculture compared to landless labors, medium and large farmers. Landless labors of Gargotwadi are migrating in Rabi season to near by towns in the state and in Andhra Pradesh state for daily wages. The medium and large farmers have better socio-economic status and are ready to invest their time and money in other ventures. Some of the medium and large farmers in Zari have purchased tippers, few opened shops and some others doing jobs in Nanded town. Similarly in Gargotwadi, Medium and Semi-medium farmers have purchased tractor, tempos, jeeps, auto-rickshaws and some others opened provision shops in the village. Unlike in Zari, in Gargotwadi people are not doing private jobs in near by town Bhokar.

The farmer's socio-economic conditions are improving because of media exposure, participation in interpersonal interaction with agencies for high yielding agricultural science. Although most of the farmers in both the villages are aware of scientific farming and farm machinery, but the farmers affordability and the size of land holding are playing important role in owning the farm machines and adaptation. In Zari, scientific farming and farm machinery use are very much higher in comparison with Gargotwadi, because of farmer's affordability and also intensive agricultural activity through out the year. In both the villages affluent farmers are using more of DTH TV, Radio, Mobile phones and Print media to become aware of latest agricultural practices, machinery compared to small and marginal farmers. Such exposure and use of latest agricultural practices further improving their socio-economic conditions. The farming decisions are not dependent on the number of hours the farmer is involving in farming operations but on media exposure, marketing interaction and personal interaction with extension agencies.

The consumer goods and communication devices are flooding into both the villages much faster than the extension services and governmental policies. The commercial activity compared to mass media or extension workers are playing powerful role in selecting the agricultural inputs by the cultivators. The fertilizer shop owners, seeds distributing companies, pesticide retail shops, the middle men who purchased grains had more impact on cultivators in choosing agricultural inputs as well as selling of their farm products. The market
environment is more influential in farming than the agricultural research carried out in laboratories.

The extension services such as VLW, village assistant, health workers, teachers and other business men are visiting to both the villages for delivering the services. In both the villages extension exposure to latest agricultural practices enhanced the science, technology and machinery operations capabilities of the farmers. An NGO is functioning in Zari and involved in extension activity to provide the latest information to farmers in respect of agricultural production, veterinary and dairy farming, rural development and SHG (micro-finance) etc., to the villagers and provide training to the villages of Nanded, Hingoli and Parbhani districts. Zilla Parishad employees from these three districts also come for training to this NGO. Media exposure and extension of services in both the villages have improved the mechanization of agriculture, use of tractors, hybrid seeds, fertilizers and pesticides. But the markets in near by towns to both the villages have played significant role in the use of high yielding farm technologies compared to media exposure and extension services. The modern agricultural machines are purchased in near by towns to make cultivation easy, fast and to increase the production. In addition, the companies are also offering free gifts, calendars, T-shirts, diaries, information brochures and pamphlets for the promotion of fertilizers, pesticides, seeds, tractors and other farm machinery. In case of Gargotwadi, its geographical distance from the district head quarter, to the government offices and monsoon based agriculture making scanty exposure to the extension and the impact is less compared to in Zari village.

Although, free flow of information is crossing the geographical boarders with in a fraction of seconds from various agencies regarding various developmental matters, but all the villagers are not able to use the developmental information and services. The elite families from scheduled castes of Zari and Aundh tribe of Gargotwadi are mostly using reservation policies of the governments compared to the poor families from other castes. Similarly, from other castes of Zari and Banjaras of Gargotwadi also the rich families are able to use most of the services of developmental agencies for the purpose of socio-economic progress compared to the poor families.
The media in the villages polarized the people, those who own the DTH TV, Radio, Mobile Phones and those who do not. Those who own them are access to variety of Informations for education, information and entertainment. Nowadays the media is playing a major role in socialization by teaching new values of the world in rural and tribal villages. The villagers are exposed to global cultures and age old traditions are dropped and accepting foreign cultural practices with enthusiasm. In both the villages' media boom, spread of literacy, transportation vehicles and markets brought many changes in the livelihood of people. The villagers are easily attracted to fashions of the world. The media is more powerful in dictating the various aspects of human life in the villages. The media brought social, cultural and consumer goods awareness of the world among villagers. The DTH TV, Radio and Mobile phones are converting the villagers into watching, listening and talking people of world events. The new communication devices are easily available at low prices in near by markets and they are becoming popular in the villages. The villages are going global with connectivity to the communication networks and free flow of information. This free flow of information is affecting their life in many ways. The modern communication technologies have become a major social phenomenon in both the villages as they can not spend a single day without using them. The communication media is changing the villagers' attitudes, work, agriculture, economy, relationships, family, friendship, market, leisure time, politics, governance etc. The DTH TV and Mobile phones, Radio are fast growing communication technologies in the villages. DTH television is spreading into villages and promoting technical knows how. Global information is reaching to both the villages with mass media. The foreign programs are dubbed and broadcast in Marathi languages are being watched in the villages. However, Zari is connected with internet and World Wide Web and not the Gargotwadi. The socio-economic competition is no more limited to the villages or neighboring villages in the district but the entire world after the globalization. In the past the village life used to be of family, friends, caste, religion, culture and cultivation. Now in additions to these institutes others such as education, media, extension services, transportations and Panchayat are contributing more too social change in the villages.
Media boom is impacted in raising the general awareness in Zari and Gargotwadi. The awareness is helping them to use the extension services of various institutions for social developments. The mass media content and filtering of information are shaping the villagers view of the world. Most of the public opinions about government policies, national movements and leadership are largely dependent on the information received from various communication media rather than from the primary sources. The villagers are spending their leisure time with listening to Radio, watching to TV and talking over mobile phones. The media is also impacting the villagers in a subtle level without conscious awareness by broadcasting live coverage's of national and international events of science, technology, natural calamities, economic, sports, cultural, religious, markets, politics and wars etc, Media impacted in raising the rationalism, nationalism, social justice, democratic values, gender equalities, citizen rights, promoting education and health in the villages. The broadcast of false information, rumors, spread of distortion, biased information and unscientific information are not come under awareness preview for the villagers as they are misleading. The sex, violence and other harmful material in the media are degrading the human dignity and not improving the standard of living and polluting the cultural values. The organized crime scenes are shown on television. The children are now exposed to violence, drug abuse and loud music at very young age. The negative depictions of social issues are impacting on the innocent children. Due to media boom and literacy is rising. The farmer children do not want to do cultivation. The parents themselves are not advising their children to do cultivation. The youth are learning skilled jobs like computers, tailoring, driving and clerical work. The villagers are becoming multi-skilled to improve their economy. The ignorance and poverty which are linked to isolation is started casting away. The migration of youth to the cities and towns is on the rise for education and employment. The education, print, radio and television media are pushing the youth of both the villages to set the goals of life. The education and mass media exposure are helping in changing the occupations. Mass media and road connectivity to both the villages have impacted in erasing the feelings of isolation from the villagers and they became travel minded. Road and transportation facilities lessened travel time and cost from villages to towns. The traveling became easy and smooth due to cement and bituminous roads. Zari farmers are daily going to Nanded to sell their milk, agricultural produce in the
market. The vendors and traders are coming to the villages during harvesting season. The road connectivity also impacted in enhancing social contacts with neighboring villages and rise of commercial attitudes among people. The students are attending schools and colleges in neighboring towns. The villagers are visiting to information sources, relatives, political leaders, health and educational centers more easily than never before for the fulfillment of their needs. The roads and transportations linked to the urban markets for selling of crops and purchasing of farm machinery and house hold items.

The impact of AIR and DD, the public service broadcast in both the villages for the socio-economic development is worth mentioning. The AIR and DD have farm and home units for disseminating of developmental agricultural information. AIR and DD have their fixed programmes catering for education, information and entertainment. The youth, women, children, medical, social welfare, rural development, poverty alleviation and other developmental issues are broadcast for the benefit of villagers. The villages are changing through educational, informational and entertaining programmes. AIR and DD also broadcasts programmes on national integration and communal harmony. AIR (FM), Nanded, local radio station programmes have greater impact on both the villages compared to other AIR stations as the villagers are identifying themselves with the station. People in both the villages are mostly dependent on local radio station for district, regional and state news. Programmes are made in local language by local artists and experts for the local audiences. The Zari villagers had many opportunities to participate in programme production and listened their own voice in the radio. The Gargotwadi villagers had no such opportunity as it is geographically far off and the village did not achieved any note worthy developments for coverage in the media. Mass media boom is impacting at different levels on individual, cultural, family, Gram Panchayat and other institutions of society. However, people are not concerned about the incidents occurring at foreign lands and have least impact compared to the incidents occurring in the district and state.

The beautiful pictures and melodious songs in TV, Radio and Mobile phones are creating lively atmosphere in the villages. The chirping sounds of birds have decreased and jingling sounds of mobile phone rings tones have increased in the villages. The impact of print media is very much lagging in the
villages. Newspaper reading is only due to rising literacy levels in the villages. They are reading Newspapers for news and current events happening in the District, in Marathwada Region, in Maharashtra State, in India and news happening all over the world in that order. The villagers are interested in local issues. They never referred to newspapers for agricultural information and newspapers also not covering farm sciences. But the printed material supplied by governments and marketing leaflets on agriculture has been referred by the villagers. The affluent persons, educated, politically active persons are using more variety of mass media compared to others in the villages. The mobile phones are enriching the interpersonal communication with distance shop owners in near by towns to know about the information of farming inputs and marketing information to sell the crops and for enriching relationships with distant relatives. The mobile phones are used to know about the weather information. In villages people are no more dominated by face to face oral communication. Landline telephones are not penetrating into the villages but the mobile phones are very popular. The radio listening, television watching and mobile phones are making face to face interaction to decline in both the villages. The mobile phones are dissolving the boundaries of space and time in communication contact with relatives and agencies at any place on the globe at any time. The impact of mobile phones for personal, extension and marketing is observed daily in the villages. The mobile phones have real time impact in receiving SMS, voice information to receive new knowledge from the agricultural universities, markets and weather stations. Some mobile phones have cameras to take the photographs of persons, places and things of their choice. There is not much difference in the land holdings of the farmers in using the mobile phones. Every person in the village is using mobile phones. The mobile phones brought revolution in personal communication in both the villages.

There is an intense and unlimited interaction with resourceful persons and agencies which is making Zari to move forward in the developmental activities. Gargotwadi on the other hand have limited access to developmental information due to its distant location and lack of personal interaction with resourceful persons and agencies of the government in the district head quarter. The awareness, political participation, extension and developmental activities, educational and employment achievements, transportation, assets and affordability are more in Zari compared to the Gargotwadi. Zari is changing
rapidly and Gargotwadi slowly. The rapid changes in Zari are also due to irrigated agriculture, mechanization and modernization of cultivation, scientific farming, diary farming and infrastructure development.

It is concluded that, general awareness is rising in the villages due to media exposure and rising literacy levels. The villagers are now accessible to information and services through free flow of information with the help of communication media, transportation facilities, extension services, Gram Panchayat institutions and markets. The understanding of agricultural science is very much increasing so as the agricultural production. Farmers are becoming wise by media exposure to become wealthy. The wealthy persons are using more media to become more wise. Therefore, wise villagers are indeed wealthy.

**SUGGESTIONS**

From the study of rural and tribal villages within the same district on the impact of developmental communication the following suggestion can be made.

1) Farming is a multidimensional work and it requires all-round awareness from seedling to marketing of farm produce. Farmer should have the knowledge of changing plant pathologies, latest versions of seeds, soil fertility, water and air requirements for each crop, fertilizers, pesticides, new farming technology and harvesting in dealing with undesirable factors so that the farm productivity increases. The farmers should be multi-faceted talented for that they should be trained half yearly or yearly to make them aware of latest research on farming improvements. So that institutional training inculcates the spirit of participation in learning modern cultivation practices.

2) Although, rural society is transforming with rapid speed due to media and free flow of information, poverty levels are not coming down as observed in the Gargotwadi village. Further study of the economic problems of farmers is essential in the understanding the social change process. The modern technology and communication media use is not resulted in improving the poverty. Efforts are required to check and evaluate the poverty problems in the rural and tribal areas in view of increasing population, literacy and awareness. Rural housing,
infrastructural development, vocational training for willing candidates, land distribution for landless, dry land farming and such other schemes are required to meet the basic needs and amenities for developmental initiatives in remote villages. The extension services of various departments are required to be strengthened as villagers follow wise men's advice from the government offices and not on the one way broadcasts of Radio and TV for the village development. Communication is sources of clarity and a cause of confusion also. But, the government needs to supply the developmental information to the poor. Without the use of communication nothing happens. During emergencies no information was available to them what to do in the villages for guidance. In such situations functioning of "village information centers" in the remote villages may be helpful.

3) The television, radio, mobile phones, news papers, internet and other modern media have minimal forms of regulation and have no borders in propagation of signals to any geographical areas. Although mass media is used for awareness. But in reality people are access to traffic of contradictory messages on the same topic or issue over multiple channels because of bias and agenda of the individual media which is creating confusion. Due to competition in the media facts are distorted and there appears no way in correcting the contradictory messages to supply the facts to the audiences. The TV broadcast is heavily related to entertainment and escapist content from the realities of the livelihood. Beware of TV, Radio, internet and Print media content which supplies misleading messages. Today media is a big business and works for earning profits and for achieving their agenda. The halo campaigns are going on in the society with the use of various media to make unscientific and untruthful messages acceptable by the audiences. The gullible audiences are becoming victims in the world of messages wars and media wars as unlimited options available to watch many channels. The government should frame regulatory mechanism to stop such message and media wars for the benefit of audiences to get truthful information.

4) Today, many millionaire media organizations are functioning in the country and they are not generous towards the rural poor. The media content is predominantly covering the matters related to sensational issues, distortion of truth and bias in reporting of news. Mass media is not giving importance to educational and informational Programmes compared to entertainment.
Communication is a change agent in the society; it requires changing the content of the media from entertainment to education to realize social developments. The quality of the content will have an impact of improving the quality of life. The media is considering the poor farmers issues are not items the to be broadcast on TV and Radio. The broadcast Programmes should contain poor farmers’ voices and they must be provided privileges to appear on TV and Radio. Therefore, policy makers and producers of media messages should make the messages accordingly to have developmental impact. The government is required to issue orders to make every electronic media organizations to mount at least ten per cent of their media content on developmental information for the development of society as part of the social responsibility of the licensed media organizations. Similarly, news paper circulation to villages may be made mandatory for each Gram Panchayat at free of cost along with ten per cent news papers space to be allocated to rural development.