CHAPTER-II

REVIEW OF RELATED LITERATURE:

An examination of available literature on mass communication indicates less work has been done on the impact of communication development process. Hence, we are actually looking in theoretical frame work on which to basic study development communication Sondhi (1981 : 153). Therefore, a remodeling of the development in other contexts is necessary for the meaningful analysis of the communication in national development in a tradition bound.

In this background, it was found that certain fields in development communications are large, remaining attended by communicologists. The nature and extend of in relation between mass communication and development is one among them.

The researcher undertook a review of the first research that focused on the communication development as awareness generation was a part of studies.

Studies on Communication and Rural Development

During 1950-51 in the middle east (covering Iran, Egypt, Turkey, Syria, Lebanon and Jordan) Daniel Larner (1958) found out that mass communication served as the great multiplies in development, the device that could spread the required knowledge and attitudes is necessary, more quickly and widely than ever before. The analysis received that there is high co-relation between media and national growth. He argued that the person who changed in
a developing society is usually “a mobile personality” who has high capacity to identify new aspects of environment and who can take his own new demands upon himself.

Dr. R. Lakshmi (2003), The study was undertaken in order to determine the existing level of awareness among rural women regarding health care measures. Data was collected with the help of schedule administrated on 100 respondents. Mass media such as TV & Radio, Cinema Play a dominate role in distribution of information. The study also brought out that fact of awareness is higher in this village in the case of immunization and family planning.

T. Brahma Chary (1989-90)- The study of reading habits of residents of the village. To certain access of rural audience to news papers and the frequency of reading them, the reasons for not subscribing to newspapers. A survey design was adopted. An 100 incidental sample was chosen and a questionnaire administered. The study was found that a majority of readers were young they belonged to higher income group. 10 out of them six respondent to read the news paper while 10 out of them 10 read regularly. 10 out of them four respondents subscribed the newspapers, the reason most cited for not subscription was irrelevant context, lack of time and lack of affordability. Political news and local news was most preferred.

K.M Daya Shankar (2002) the study of socio-economic profile a newspaper reader, was his habits. The survey method was adopted. 50 incidental sample was chosen. A questionnaire was used to gather data. The study of an average Telugu newspaper reader is young, college educated people, employee, speaks
Telugu at home and reads the newspaper daily. 10 out of them four readers read English newspapers. Local news was preferred to regional and National use only 75% use national readers read editorials daily. Most of the men first read the lead story while some read the astrological predictions. Most of the women read the Women’s column.

Vir Bala, (1989), The study aims found out how a medium like Television is contributing towards development of women in the areas of knowledge pertained to family planning, inequality among sexes, social problems, relating to health, drugs, smoking, AIDS, legal problems and sex education. The interview was conducted among 64 women belonging to Bemlos and a part of Shimla.

Yadeva S.J. (2000) observed that there is a need for generator conscious efforts towards decentralization and participation at all levels. The new technologies offer the possibilities for greater decentralization and participatory communication and development. But the technological possibilities need to be backed by sound political will on the part of ruling elite and or pressure from below by the people.

The study was conducted in Mahabub Nagar, district covered by Hyderabad’s Door Darshan Kendra. The district was also served by a SITE continuity TV station communication channels and content were found to be effective in carrying developmental information to the rural population to any extent. Utilization of development information in terms of application is low expect for agriculture which is the means of livelihood for most of the people even though without land.
Joni. C. Joseph (1997) found in his study “Mass Media and Rural Development” that when affair stage of development is achieved, the mass communication boosts it further unit that stage is attained the media could prepare a socio-psychological ground for the take-off in development. He observed that the media community is a better promoter of development for rural population who has obtained ascertain level of socio-economic advancement communication. In this study the degree of awareness contributed by mass media was related to age, education, religions, caste affiliation and social over heads of the area of residence. The level of adoption was found to be associated with education, income, socio-economic states and the nature of main occupation. But age, religion, caste affiliation and social overheads of the area do not influence the level of adoption introduced by the media persuasion.

Pandey G.P. (1999) contended that the object of communication activity in the process of development would be to make people accept and work for development communication can fulfill the task of mobilizing people for development only if the communicator is clear its objectives and does not operate on the periphery. According to him communication is as much an input in total development activity as money is as material, man, machines and methods.

Nora Auebral (1975) traces the genesis of the term development communication and its parameters. According to her, development communication grew out of the field of agricultural communication. The term was coined to include under it, a part for agricultural development other areas as of national development such as population, nutrition, health, education, housing, development etc…
Raja Shekar (1995) in his study on role of voluntary organizations in rural development found that Deccan Development society an NGO has been helpful to the public and it had created awareness among the people about government schemes and there by because a bridge between the government and the people to champion rural development.

Rao B.S.S. (1992) in his study “Television for Rural Development” which was conducted in five villages of Poona region, Maharastra found that for majority of the respondents interpersonal communication channels, such as follow villages and relatives were main channels of interaction. He further observed that by and large the villagers have the delivery of useful information. This could be properly exploited to create faith in its capacity to respond to the information needs of all occupation groups. Potential audience with no ideas of what television could offer to them, apparently, has no interaction either direct or indirect with the medium one of the immediate goals of television is to provide them with some relevant messages.

Jaiswal et al. (1978-79) found that the informal channel of communication seem to play a greater role in terms of discussion and final utilization of information through & data may initially originate from formal channels such as mass media of extension personal. Even items such as agriculture are dependent more on friends relatives and neighbours.

Pathak, Nagaratna. Y (2001) conducted a study, “ Role of Media in Empowering women with special reference Sthree Shakthi Project in Karnataka” The government of Karnataka had initiated Sthree Shakthi or
women empowerment project in 2001 for creating socio-economic revolution in villages of the state by organizing women led SHGs. The study was conducted in Bengal Kot, Kolar, Mysore and Udupi district. In each district 24 villages were randomly selected and one Sthree Shakthi group of a villages was chosen for study. Ninety Six Sthree Shakthi groups were visited choosing one member in each forms the groups for data collection.

Of the illiterate respondents 22-22 percent discussed about works of the group, 50 percent on development issues, 37.5 percent on children’s education, 75 percent on politics, 41.66 percent on rural development, 30 percent on works of small – scale industries and 48 percent gossip during meeting of the SHG. In general, a wide variety of topics like house hold problems, political, development works and programmes, children’s education, rural development, small – scale industries and gossip were discussed in the meetings of the groups one change felt by the respondent after joining is Sthree Shakthi groups, 31.25 percent of the illiterate respondents stated that they tried to have control over expenditure, 25 percent become more aware of their situation, 50 percent gained more confidence and 33.33 percent wanted to become independent.

Basavaprabhu (2003) Mass media sources of communication are intended to create mass awareness about new and improved technologies and also create a favorable psychological climate for their widespread adoption. The present study analysis the mass media sources utilization by rural women of Arid Zone. Data was collected from 120 rural women from four randomly selected villages of Jodhpur district. Rural women’s utilization of mass media sources such as Radio, Television and Newspapers, for obtaining information related to
Agricultural and livestock activities was analysed. Information seeking through mass media sources was found to be very low. Radio was reported as a source of information by 20 percent of the rural women and 17 percent of them were viewing programmes related to Agricultural and livestock on Television. More over only 3 percent women reported use of newspaper as source of information. The probable reasons for low utilization of mass media sources may be low economic status there by inability to purchase radio and T.V. Low literacy of women was the reason for nonutilization of printed material on Agricultural and live stock activities.

The traditional folk media of this region could be used for discremination of technical information to rural women as their participation in Agricultural and live stock activities was found to be 60 and 90 percent respectively. Rural women’s access to understanding of technical information is highly essential of adoption of improved technologies.

Mahadevan et al eds (2002) found the study of traditional folk media for in creating awareness about prevent mercures about HIV virus. Folk forms Villupattu or “bow-song” is more musical than the stage drama. As in the case of the state drama is only nearest to stage drama was popularity in the villages.

In a Study Conducted in 10 Villages of Ranga Reddy District of Andhra Pradesh, P.V.Sharada(1992) Concluded that TV Over ship does not seem to bear any direct relation ship with political awareness. The television medium did not only serve as a Source of entertainment but also as a medium of education. The medium has also weaned people away from Radio and cinema the major finding for the study was that the degree of exposure to political programs has shown a significant relationship with political awareness.
The Vidyalankar Committee in its assessment of the results of mass media towards creating awareness of the planning process states: “It must be confused that the need of the society. We are seeking to established are neither efficiently nor adequate being served by the existing publicity programmes they have not succeeded in projecting an impression on popular image of the plan and inculcating a conception of economic and social development, which can be regarded as constituting an integral part of the life and activity of the coverage citizen. The impact that the existing programmes were created on the public has been tenuous, vague and diffused in an unplanned attempt to achieve too much with too few resources. Plan publication has failed to touch any section of the population in a forceful manner. Aiming primarily at the dissemination of information it has lacked purpose and has generally been weak. In its both in content and media utilized.

In recent years there has been a definite policy shift in favour of adopting more new communication technologies to accelerate the pace of development and change. The country is on the threshold of a new communication revolution, of which satellite, computer, television and video are major manifestations. The communication scene in India is transforming in such fundamental ways that many social scientists speak of the drawn of the information age.

**Studies on self help Groups and need for self help groups**

Bala Swamy (2006) found a study that group communication was a critical element in bringing about change in the outlook of Rural Women, which a facilitating their empowerment. According to his members of DWACRA groups revealed that through they are in significant change in their income or
living conditions due to DWACRA. There was significant change their outlook as their coming out interacting with many other women, who are earlier confined only to their homes.

Suneema (1996) A study on the information channels among DWACRA groups in Cuddapah district, Andhra Pradesh, reference the aim of the study was find out the influences among the rural people taking part in DWACRA for the purpose of the study 5 DWACRA groups at Chitvel Mandal of Cuddapah District, A.P., were interviewed. The researcher (Suneema, 1996) find out that the standard of living of the members of this group has been improved after joining in DWACRA. She also observered that the influence of opinion leaders made the programme successful and beneficial for further study. She has suggested that the literacy levels among rural women and use of additional media have to be made more effect.

Suguna. B. (2001) the process of empowerment has provided a broad based activity scheduled to the regional, national and global agencies participation has been highlighted. By this method participated of women in the decision making process could be enhanced and progress attained in much short time. The process of empowerment helps in identifying areas to be planning strategies for action and outcomes. Empowerment is not a process horizontal are vertical but a process which goes round in circle.

Lakshmi.R. Kulasthetra (2001), started that experience has shows that many of the poverty alleviation programmes through organized channel have not achieved that required success it has been observered that in respect of financing poverty elevation programmes and creation of employment in rural
areas are a number of factors which prevent small borrows and poor people from securing adequate credit from Registered credit agency are a lack of awareness among beneficiaries respect of development through credit and proper use of credit.

Archana Gupta (2001) reported that a typical tribal women’s SHGs performs a number of functions such as enabling members to become self dependent and self reliant, providing a forum for members for discussing their socio-economic problem, developing decision making capacity and leadership qualities among members and equipping women with the basic skill required for understanding monetary transactions.

Gurumoorthy T.R. (2000) stated that the SHG aim at providing awareness among the poor about the non-going development programmes. The poor should know how to use existing government programmes and also the legal provisions meant for the disadvantage sections of the rural communities.

Laxmi R. K.(2001) Studied Self Help Groups as innovations in financing the poor and revealed that large number of institutions are providing credit to the rural and tribal people. Yet it is inadequate. The SHGs can create unique alternative, need-based credit delivery mechanisms by pooling their major resources for catering to their consumption and occupational requirements.

Laxmi R.K.(2001) reported that SHGs are to supplement credit strategies for meeting the needs of the poor by combining the flexibility, sensitivity and responsiveness of the informal credit system with the technical, administrative capabilities and financial resources of formal financial institutions to build
mutual trust and confidence between bank and the tribal poor and to encourage banking in a segment of population that financial institution usually find difficult to reach this innovative form of financing is imperative.

Kulasthetra and Gupta (2002) conducted a case study on role of cooperatives in rural developments Ranigunj. District in Bihar, they are discussed the role of NGOs in accumulating capital in the from of groups that can generate a sound base for there members to develop there credibility as barrowers and encourage financial institutions to develop a lending relationship with the groups to stop the main aim of the study is find of sources of capital for NGOs. The researches has use random survey. The study concludes that the NGOs transform the beneficial “barrowers” lending to establish systems of structures. In which a sustainable process of eligibly the sources of capital with formal financial institution is achieved.

V.M. Rao (2002) in a case study on “Women Self Help Groups” profiles from A.P. and Karnataka conducted by V.M. Rao the research has taken 48 self help groups spread over 6 districts of Andhra Pradesh, 6 districts of Karnataka and surveyed then using a questionnaire. The research has found among 48 villages of Andhra Pradesh and Karnataka 28 self Help groups have highest percentage of befits. Where as the remaining districts of A.P. and Karnataka. Have lowest percentage of self help groups and in their status.

P.Vasudeva Rao (2003) conducted a case study of success story of self help group women of Bejjipuram of Srikakulam District, A.P.( Jute Handicrafts) the researcher main aim is to find out how the village standard of living has improved. The researcher has find out that the seasonal and wage labour was
the only means. To meet their house holds expenditure of the DRDA appeared on the scene motivated a groups to from a self help groups thrift of “Udaya Bhanu”.

Shivamurthy M., Sarada O. and Gangadharappa Nr. (2003) The study was conducted in cumbum and Prakasham district of Andhra Pradesh Twenty Four self help groups were selected by proportionate random sampling from 6 villages. Five respondents from each of the self help groups were selected randomly forming 120 respondents for the study. Pre-tested structured schedule was used to collect the data. The results of the study revealed that, with respect to access to information, majority (more than 50%) of the rural women in self help groups were collected new information related to the enterprises and obtaining official guidance to modify and improve the enterprises. Seventy two percent of them documenting new and relevant information for future use.

Majority of the farm women self help groups were having medium level of mass media use and there was a significant association between mass media use and product, process and overall empowerment of rural women. With respect to communication skills of farm women in self help groups, more than 80 percent explain or illustrates ideas for giving for examples, 71 percent understands and comprehends the information. Nearly 70 percent interprets other through observation of expressions and maintaining pervasive tone and using clear and simple words, more than fifty percent patiently clarifies others doubts and persuades and influence others about their ideas. Study concludes that, mass media is considered to be an essential mean to bring about social change in the democratic societies. Appropriate media use can help to achieve gender equality (empowerment) even in the traditional patriarchal societies like
India. Also there is a need to train women in rural areas about advanced methods of communication techniques for effective discussion in the self help groups.

Alka Srivastava (2004) the study was conducted in four states of India, namely Bihar, Chattisgarh, Uttar Pradesh and Madya Pradesh, Three district were chosen in each state and each district 50 SHGs were covered for members. 5 each were selected from all the SHGs and care was taken that at least one of them should be the post holder. For one district the sample size was 50 SHGs and 250 women members over all the entire sample size for the study was 600 SHGs and 300 women members. There were slight variation in the sample size at some place. The study extent which SHGs buildup confidence and mutual support for women striving for social change by establishing from which women can critically analyze their situation and device collective strategies to solve their problems and besides, an assessment and how there SHGs are working for the establishment to gender equality and political participation in society was also carried out.

R. Rama Chandran, A. Subbaiah and A.K. Ravi Shankar (2004) The study focuses on analysis of socio-economic and demographic conditions of self help group members in Dindigul district of Tamilnadu. The study has tried to present a comprehensive analysis of emergence of women’s groups and their activities and their role in promotion of women’s welfare and rural development.

Dogra Bharat (2002) studied women Self Help Groups as kindling spirit of entrepreneurship and examined with the results of many credit programmes.
He found that the dissatisfaction with the experiences has demanded new modalities to provide effective financial services to rural poor. Research in various countries have brought to light the fact that SHGs play a significant role in mobilizing substantial amount of savings.

Gangadhara Rao G. (1995) examines intra-district trends in share, growth and composition of rural non-farm employment (RNFE) of women in West Godavari district for the period 1971-91. The share of RNFE of women increased in delta taluk from 1971 to 1991 whereas it declined in the upland taluk and the agency taluk. At taluk level, Narsapur, Tanuku and Tadepalli Gudem occupied the first three positions. The growth of RNFE of women in delta and upland taluks was attributed to initial support and vast change in agriculture during 1980s and establishment of female-based agro industries like cashew kernel processing, tobacco handling and fruit juice manufacturing industries. Female employment in delta area was high in household and non-household manufacturing, transport, storage and communication whereas upland area, the female employment was high in construction, trade and commerce. RNFE of female in the district level showed rising trends in all the regions with some discretion in growth levels due to agro-economic conditions. Implementation of employment generation programmes by the government and adoption of agro-limatic regional planning approach are the suggestions offered for the removal of disparities on women’s earning.

Bhagya Lakshmi J. (2000) while publishing on some strategic effects towards the empowerment of women stated that the national policy of empowerment of women seeks to adopt an integrated approach towards empowering women through effective convergence of existing services, resources, infrastructure and manpower in both women specific and women related sectors.
Kokila. K. (2002) examined DWACRA bazaar as a successful experiment in Andhra Pradesh. She reported that the DWACRA bazaar is yet another advance step in the process of empowerment of woman and helps members to get an exposure to marketing concepts, better technology, increased productivity and provides an opportunity to interface with consumers resulting in increased self-esteem of these women.

Dwarakanath H.D. (2002) conducted a study on rural credit and women self help groups in Ranga Reddy district in Andhra Pradesh taking in cooperative thrift and credit societies. These Banks collectively enrolled 2090 SH groups covering 28, 579 women members and deposited a share capital of rupees one crore and mobilized Rs. 319 crores from thrift deposits. About 5000 self help groups were sanctioned loan component worth Rs. 13.39 lakhs for the year 2001-2002 with a subsidy of Rs. 7.5 lakhs covering 85 percent beneficiaries belonging to weaker sections of the society. It is interesting to note that the Sneha Mahila Bank of Medchal stands first in the district with a thrift deposit of Rs. 8.7 lakhs covering about 300 self help groups comprising 3032 women members. About 178 women groups availed loan facilities worth Rs. 23.45 lakhs from the Bank. Similarly Gandveed Mahila Bank advanced loans worth Rs. 11.15 lakhs, followed by Maheswaram Bank Rs. 11.13 and Kesara Bank with 9.17 lakhs loan component.

Sharma S.L. (1998) observed that the voluntary action groups can work for development in various ways, e.g., by serving as watch dogs conscientizing and organizing people against unsustainable project, generating environmental awareness and literacy and launching programmes of regeneration. For
example in India alone, over 900 voluntary groups are involved in various environmental movements and projects.

Srinivas R. Melkote, et al. (1992) studied the comprehension of agricultural messages among formers. They emphasized on isomorphism between source and target he found that comprehension levels are higher for farmers with greater degree of formal education and lower for the farmers with less education or no education.

The National Bank for Agriculture and Rural Development (NABARD) impact evolution of SHGs covered by the bank linkage programme (Puhazhendi and Satyasai, 2000) is virtually the only one of its kind. The study covers the changes in socio-economic conditions of 560 members of 223 SHGs in 11 states before and after (spanning a three-year period) their association with the SHG. Out of a sample of 560 (58.2 percent), 326 households were Above the Poverty Line (APL) in the pre-SHG period. As per the study, average value of assets per household (including livestock and consumer durables) rose by 72.3 percent to Rs. 11,793 during the three-year period. Average net income per household from income generating activities where loan amount was deployed, increased from 20,177 prior to group formation to Rs. 26,889. Employment had increased by 17 percent and average savings per member was about Rs. 1,000 in 1988-99. Barrowings for income generation activities have increased from 50 percent to 70 percent. It was estimated that 112 households or 47.8 percent of the poor has crossed the poverty line.

Another significant finding was that a standard of living index of sample households comprising socio-economic parameters rose for both economic and
social parameters. However, the impact was more pronounced on social aspects rather than economic aspects. Further, social impact was found to be stronger in the case of groups promoted by NGOs than groups promoted by banks.

Other positive impacts experienced by SHG members related to increase in self-worth, communication skills, desire to protest against social evils, improved response to problem situations and a decrease in family violence. A consistently and sanitation, schools and market was also registered.

A more limited study of 70 SHGs promoted in Tamilnadu through four leading NGOs – Association of Sarva Seva Farms (ASSFA), MYRASA, DHAN Foundation and LEAD, Trichy – was undertaken by NABARD during 1996-97 (Puhazhendi, 2000.) the performance of group was assessed using a scoring system covering indicators such as homogeneity of groups, regularity in holding meetings, attendance at meetings, increase in rate of savings, share of production loan to total loan, training NGO involvement and effective leadership. Sixty-One percent of groups were found to be performing well, 29 percent average and 10 percent poorly. (Nine Percent of groups had disintegrated, but dropouts do not appear to have been covered by the study nor reasons for the break of groups reported).

In the Tamilnadu study, economic impact was assessed through net increase in family income, which was found to have more than doubled for the sample groups during the period of participation in the SHG.

Another major study of 72 SHG undertaken earlier (Harper et al., 1998) – covering over 1, 000 SHG members in Orissa, Uttar Pradesh, Maharasthra and
Karnataka – too registered improvement in member’s diet, asset and education. This addressed the question of the benefit to the poorest members of the SHGs. The evidence suggested that nearly all members benefited to some extent although the benefits to poorer members were less or delayed compared to the better off. Thus, only 31 percent of the families of the poor members increased their assets, 44 percent improved their food consumption and 15 percent improved their education.

On the question of the access to benefits and power to poorer members of groups, the finding from data collected from six MYRADA groups (Fernandez, 2000), however, suggest that the poorest were not marginalized in terms of access to loans, through their loan were mainly for consumption purposes.

The ASSEFA had attempted to study impact on SHG members of its women’s development programmes. The study covered 2,754 households (total membership of ASSEFA SHGs in March 2000 was 70,611 spread over 3,268 SHGs in eight districts of Tamilnadu) using interview schedule and survey methods. Villages covered were based on structured sampling and households were randomly selected. Forty-Seven percent of the members were found to be from families with an annual income less than Rs. 14,000, 31 percent from families with income between Rs. 14,000 and Rs. 20,000. While there is no discussion on the figures, it is presumed that Rs. 20,000 is the cut-off level for poor households and Rs. 14,000 for extreme poor. Other data from the ASSEFA study are also revealing. Only 55 percent of the SHGs (1,558 out of 2,834) had repayment rates of over 80 percent and overdues from SHG members were Rs. 624.44 lakh. Among total members, 28,053, constituting 40 percent of the total, did not have access to financial assistance from
ASSEFA projects. Ninety Five percent of the members covered by the study reported increase in the annual income and 52 percent have reported an increase in net worth of over Rs. 10,000. Among total members, 75-85 percent reported a range of social impacts such as attitude of family members, control over additional income, self-confidence etc.

The activities for social alternatives (ASA), Tiruchirapalli that provides a range of integrated financial and non-financial services through its Gram Vidya (GV) programme, had reported the findings of the first phase of its practitioner-led impact assessment using two qualitative AIMS tools, client empowerment and client satisfaction (Hishigasuren, 2000). The sample of 252 members was drawn from six ASA service branches. Empowerment benefits (based upon 40 interviews) reported by around 80 percent of the women members include improved confidence, increased participation in decision making, including ability to handle money and making voting decisions. Particularly striking were the findings that all the respondents, except one, increased their income.

An impact assessment study of clients of SHARE MICROFOUNDATION Ltd., Hyderabad using the five AIMS tools was conducted in 2001 covering 125 mature clients, 104 new clients and 109 exit clients. Preliminary study results show that 76.8 percent of the mature clients experienced significant reduction in poverty over the past four years and half of these were no longer poor. Of the 64 percent of the mature clients who were very poor and 36 percent who were moderately poor, 36 percent have come out of poverty and majority (56.8 percent) was now moderately poor and 7.2 percent remained
very poor. A significant discovery has been that the clients has used as many as 17 different “paths” as represented by different combination of activities.

Of the illiterate respondents, 22.22 percent discussed about works of the group, 50 percent on development issues, 37.5 percent on children’s education, 75 percent on politics, 41.66 percent on rural development, 30 percent on works of small-scale industries and 48 percent gossip during meetings of the SGHs. In general, a wide variety of topics like household problems, politics, development, small-scale industries and gossip were discussed in the meetings of the groups. On changes felt by the respondents after joining in the Sthree Shakti groups, 31.25 percent of the illiterate respondents stated that they tires to have control over expenditure, 25 percent became more aware of their situation, 50 percent gained more confidence and 33.33 percent wanted to become independent.

Mohanraj. R. and Lakshmi, Raman (1999) have conducted their study, “Enhancing the negotiating power of women within families through process work” at Whitefield near Banglore. After a training programme a core group of women in a women’s group had increased their bargaining power relating their male family member’s alcoholism. Thirty percent witnessed changes in their lives. Some women had negotiated with their husbands, partners or sons that if they wished to drink they must earn additional income for it, that the money for family expenses could not be diverted for drinking.

Some attempted to bargain with the alcoholic in the household that he should drink only at home and not with friends outside. Whenever men stuck to the agreement it help to cut down alcohol consumption. It also increased the money available for running the household. The training process seems to have
enhanced the self-worth of the women in the core group and ensured that they address their health needs.

In their study “To be or not to be: A self-help experience in women’s reproductive health, Sabala and Kranti (1998) had described about a self-help training programme they conducted in A.P., Maharashtra (Mumbai and Pune) and Gujarat between 1993 and 1997. In the context of health, the members of the Boston Women’s Health Collective in the US first used self-help methodology to explore and again control over their bodies. This process challenged norms of shame; privacy and pollution associated with women’s Institutions the world over, as well as the hierarchy between medical professionals and women.

After training many of the self Helpers have used skills to monitor their own fertility cycle. They have also promoted the use of this method among the community women. Some of the self Helpers have started to conduct their own training programmes, generating a self-help movement in the area. by and large the impact of the training programme has been more favorable in the case of women’s groups with a feminist perspective and in those NGOs led by gender sensitive men. The impact has been less visible in the case of NGOs led by men or women upholding particular values. Thus, gender sensitivity rather than the sex of the leader (or group members) seems to have a bearing on the impact of the training programme.

Nitya Rao (2002) in her paper, Transformative training: An experiment in Pudukkottai” had described about DWACRA societies of women quarry workers after a training programme was conducted for them. The women
claimed that wages were more than doubled from Rs. 150 to 400 per week, access to better clothes, ability to send children to school, ability to repay their debts, increase in self-confidence, learning of literacy skills, ability to go on their own to the office of the collector and other and so on after formation of groups.

Frances Sinha (2002) in the paper, ‘Micro Enterprise promotion for women in a traditional, male controlled sector: The silk industry project in Karnataka and West Bengal’, had described about the study on the informal assessment by the SHG group after it underwent ‘Spoorthi Kriya Saphalathey’ (Kannda for Inspiration, Action and Success). The members mentioned ‘intangible’ changes in self confidence, courage, determination and a sense of responsibility, alongside more tangible changes in activities they undertake which they would never have attempted earlier – such as coping with crowds of men, dealing in market, accounting for money and talking more decisions in the family.

Laxmana Rao (1963) in his study of two villages in India, Viz, Kottooru and Pathooru found that among other things, the road brought new people ideas and the mass media into the village while as the same time facilitating the villagers to visit the urban centers. All this new information opened upon people’s minds in Kottooru. They were not only ready for change but demanding and expecting it. The new ideas and innovations were first available for the elite and then trickled down to other selection in the village.

Nayerere, (1980) Rural Development is national development this is specially true in the case of an under developed country since rural population outnumber the urban population. For alleviating poverty of under developed countries rural development is the solution. Rural development has two
components. It must have economic betterment and social change RajaGopalam (1980).

As per the declaration of the world conference on Agrain Reforms and Rural Development (1979), the development infrastructure is only a means to an end it self. The fundamental purpose of rural development is individual and social betterment, development of endogenous capabilities, improvement of living standard of all people, in particular the rural people. The world bank report, 1975 also highlights the necessity for a single minded efforts for bettering socio-economic life of the under developed countries which are considered to be in absolute or relative poverty consolidating these views it becomes evident that the socio-called third world countries progress rests on the development of rural life.