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Communication is a significant process related to the Socio-Economic development to the mankind. In India specially, communication plays a vital role in bringing about social change. Taking into account India’s particular situation, mass communication media can play strategic role in transforming underdeveloped society. Among different mass communication agencies, radio plays a key role in Indian situation because of mass illiteracy and underdeveloped technology. Newspapers, T.V. etc. are even unheard of in many remote villages. In such areas radio is the only agency which can diffuse information necessary for the development of rural masses. It was in view of this that I undertook to study the role of radio in the process of rural development.

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