Chapter V  Discussion and Conclusion

The first objective of the present study is ‘to know the awareness of rural people on development issues’. After analyzing the data of the two districts, comparatively it has been revealed that Varanasi has the majority of respondents with 48.4 percent, who were well aware of the rural development programmes whereas Raebareli comes up with 37.2 per cent. In Raebareli, Kand Rawan, has the majority of respondents (above 45 per cent) who were not aware of the different rural development schemes followed by those who were aware with 35.2 per cent, very less aware with 12 per cent and average awareness with 7.2 per cent. In Aihar, majority 42.4 per cent respondents were not aware of the different rural development schemes followed by those who were aware with 39.2 per cent, with average awareness 10.74 per cent and very less aware with 8 per cent. In Varanasi, Bhabhanpura has the maximum 49.6 per cent of respondents who were aware of the different rural development schemes while the remaining 29.6 per cent were not aware of these schemes followed by 13.6 per cent with average awareness and 7.2 per cent with very less awareness. In Lamahi, the majority of 47.2 per cent respondents were aware of the different developmental schemes while the remaining 25.98 per cent were not aware, followed by 16.8 per cent with average awareness and 10.4 per cent were very less aware of the developmental schemes. From these findings it may be termed out that in Varanasi there is more awareness about the schemes. This shows that proper communication strategies lead to more awareness among the people. As said by Diaz Bordenave (1977)\(^1\), “efforts to use communication to create development are based both on theories about the nature and purpose of development as well as assumptions about how people acquire information, form ideas, beliefs and act on the basis of their knowledge”. This view of Diaz supports our
finding as stated above which requires proper initiatives to generate awareness among the rural people.

The second objective of this research is ‘to assess the sources and availability of information on development programmes among the rural masses’. The findings for media access of respondents for development messages show that the preference for newspaper in Varanasi has the majority with 44.4 while in Raebareli, radio has been preferred by most with 49.6 per cent. Both the districts have least number of respondents who access internet for information on development programmes. Also, in Varanasi when assessed at village level, the majority of respondents with 28.4 per cent get the information on government welfare schemes through newspaper and last from internet with 0.8 per cent. The second major sources of information are non-government organizations with remarkable 27.2 per cent of respondents. In Raebareli, the majority of respondents, 28 per cent from Kand Rawan get information through newspaper as compared to Aihar where majority 26.55 per cent gets information through radio. In both the districts, the other sources of information are government officials and television with 16 per cent and 13.4 per cent respectively. Interpersonal sources are considered to be the prominent source for getting relevant information about any new welfare schemes by 51.2 per cent respondents in Raebareli as compared to Varanasi with 44.8 per cent, followed by 25.2 per cent respondents in Varanasi and 20.4 per cent in Raebareli who rely on newspaper for the information.

In the type of communication used by government officials for disseminating information about the welfare schemes, television has been preferred the most in both the districts by 22.22 percent officials in Varanasi and 21.74 per cent officials in Raebareli. The other media adopted in the selected villages are group communication methods like campaign
(preferred by 17.39 per cent officials in Raebareli and 22.22 per cent in Varanasi) followed by community meetings (chaupals) with 18.52 per cent in Varanasi comparatively more than Raebareli with 13.04 per cent. According to the government officials having their majority in Varanasi with 88.89 per cent and 100 per cent in Raebareli, internet is the most non-preferred source of information for the rural masses.

Rogers (2003)² emphasised that mass media have a key role in development and might be used for development purposes in areas such as education, family planning, nutrition, hygiene, agricultural and industrial production, and rural and urban life. His revised “diffusion of innovation” theory integrates the use of different communication channels and the relevance of human agency in the process of development: “Mass media channels are more effective in creating knowledge of innovations, whereas interpersonal channels are more effective in forming and changing attitudes toward a new idea, and thus in influencing the decision to adopt or reject a new idea” (Rogers, 2003).² By selecting appropriate communication channels and addressing local opinion leaders, Rogers’ (2006)³ theory, therefore, considers the relevance of human agency and grassroots organisations to improve the process of diffusion of innovations. This view of Rogers favours the above findings of this study.

The third objective is ‘to evaluate people’s participation in communication for development’. People participation in the study was assessed on the basis of their opinion on government welfare schemes, the tool they consider the most effective in exposing corruption if any, the types of problems faced by the government officials while interacting with the rural masses and the opinion of government officials on their interaction with the villagers. It was observed that 43.2 per cent respondents in Raebareli and 37.6 per cent in
Varanasi said that the government development programmes are poor while 9.2 per cent of respondents in Raebareli and 5.2 per cent in Varanasi couldn’t say anything. In Varanasi 48.4 per cent said that the development programmes are good and 4.4 per cent considered it as excellent whereas in Raebareli, 32 per cent considered the development programmes as good. When examine village wise, in Kand Rawan, majority (above 45 per cent) were those with the opinion that the government development programmes are poor, followed by 31.2 per cent of those who said it is good, 16.8 per cent of those who said it is very poor, 6.4 per cent who couldn’t say anything about the programmes and none said it is excellent. In Aihar, majority 40.8 per cent respondents were those who said that the rural development programmes are poor followed by those who said it is good with 32.8 per cent, 14.4 per cent said it is very poor, 12 per cent couldn’t say anything and none said it is excellent. In Bhabhanpura, the maximum 54.4 per cent were of the opinion that the rural development programmes are good while the remaining 34.4 per cent said it is poor followed by 5.6 per cent who said it is excellent, 3.2 per cent couldn’t say anything and 2.45 per cent said it is very poor. In Lamahi, the majority 42.4 per cent respondents were of the opinion that the rural development programmes are good, followed by 40.8 per cent who said it is poor, 7.2 per cent who couldn’t say anything and 6.4 per cent who said it is very poor.

The active participation of the respondents in exposing corruption through the most effective tool has been analysed and it is found that in Kand Rawan, according to the majority respondents (28 per cent), means to expose corruption if any is through print media, followed by 20 per cent respondents who said that corruption is exposed through television and the same number of people said it is exposed through both print media and television, 11.2 per cent said that RTI is the means to expose corruption and the remaining 20.8 per
cent per cent couldn’t say anything. In Aihar, more than 24 per cent respondents said that both print media and television are the means to expose corruption, followed by 24 per cent who said that corruption is exposed by print media, 16.8 per cent said it is exposed by television, and the remaining 8 per cent said it is through RTI. In Bhabhanpura, more than 26 per cent respondents said that means to expose corruption is through print media, followed by 24 per cent who said it is through RTI, 21.6 per cent said that it is through both television and print media, 13.6 per cent said it is through television and the remaining 14.4 per cent couldn’t say anything. In Lamahi, majority (above 24 per cent) respondents said that corruption is exposed through both print media and television, followed by 21.6 per cent who said it is through print media, 17.6 per cent said it is through RTI, 16 per cent said it is through television and remaining 20 per cent couldn’t say anything. Overall, print media and television are the major available means used by the rural masses to expose corruption where RTI also bags significant 20.8 percent in Varanasi and 9.6 per cent in Raebareli.

In both the districts the majority of government officials, 51.85 per cent in Varanasi and 52.17 per cent in Raebareli, stated that lack of awareness is one of the problems faced while interacting with people. In Varanasi 25.93 per cent and in Raebareli 13.04 per cent identified the lack of participatory approach followed by 14.81 per cent in Varanasi and 21.74 per cent in Raebareli who pointed out lack of literacy while the remaining 13.04 per cent in Raebareli and 7.41 per cent in Varanasi stated the lack of reliability as a problem while interacting with people. Both in Raebareli and Varanasi the majority of government officials stated the lack of awareness among people as major problem while interacting with them. The findings also reveal that in Varanasi, 74.07 per cent of the government officials accepted that the
response of the villagers during interaction is good as compared to Raebareli where 73.91 per cent of officials favoured accordingly.

Participation in development is the conscious decision to reach out to and involve those people that would be most affected by the proposed development program. Specifically, participation refers to involving the un-empowered, the marginalized and the poorest people in any society (White, 1994). Empowerment, when associated with development and participation in development, refers to the process by which individuals, organizations, and communities gain control over social and economic conditions (Melkote and Steeves, 2001). Thus, empowerment is linked to creating an environment where people who have control over situations that affect their lives are given the opportunity, knowledge, and power to bring about the change that would improve their lives. India Rural Development Report 2012-13 (Oct, 2013) reviews all major central government rural programmes and schemes and, in particular, provides an in-depth assessment of the flagship rural employment guarantee programme, MGNREGA. It covers debates on topical issues; provides empirical analyses; synthesises literature across a spectrum of issues; presents inspiring stories and innovative models to show what works and what does not.

The fourth objective of this study is ‘to analyze how far the communication services for development are effective in the rural base’. With respect to the relevance of information, in Varanasi, the majority of respondents 41.2 per cent said that the information is not relevant as compared to Raebareli with 60.8 per cent. In comparison to Varanasi where 32.8 per cent said that the information is impartial, Raebareli has above 18 per cent respondents in this category. In Varanasi, 20 per cent respondents said that the information is partial as
compared to 8.8 per cent in Raebareli. 11.6 per cent of respondents in Raebareli and 6 per cent in Varanasi couldn’t say anything. None in Varanasi and Raebareli said that the information is relevant. When analysed village wise, it was found that in Kand Rawan, majority (above 58 per cent) said that of information about the government development programmes is not relevant, followed by 21.6 per cent of those who said that the information is impartial, 10.4 per cent of those who said that the information is partial, 9.6 per cent couldn’t say anything and none said that the information is relevant. In Aihar, majority 63.2 per cent said that the information about the government development programmes is not relevant, followed by 16 per cent of those who said that the information are impartial, 13.6 per cent of those who couldn’t say anything, 7.2 per cent said that the information is partial but none said that the information is relevant. In Bhabhanpura, the maximum 39.2 per cent respondents said that the information is not relevant, followed by 29.6 per cent said that the information are impartial, 24 per cent said the information is partial, 7.2 per cent couldn’t say anything while none said that the information is relevant. In Lamahi, the majority 43.2 per cent respondents said that the information are not relevant, followed by 36 per cent said that the information are impartial, 16 per cent said the information is partial, 4.8 per cent couldn’t say anything while none said that the information is relevant. It is very clear that in both Raebareli and Varanasi the respondents are not sure about the relevance of the information.

The remarks given by the respondents with respect to the communication strategies used by the government in Raebareli, shows that the majority of respondents (65.6 per cent) found the communication strategies as unsatisfactory as compared to Varanasi with 56 per cent. In Varanasi, 36.4 per cent said that the communication strategies are satisfactory to some
extent as compared to Raebareli with 18.8 per cent. In comparison to Raebareli where 15.2 per cent said that they couldn’t say anything, Varanasi has more than 5 per cent respondents in this category. In Varanasi 2 per cent respondents said that the strategies are satisfactory as compared to 0.4 per cent in Raebareli. 11.6 per cent of respondents in Raebareli and 6 per cent in Varanasi couldn’t say anything. None in Varanasi and Raebareli said that the information is satisfactory. When analysed village wise, in Kand Rawan, majority (60 per cent) of respondents said that they are not satisfied with the communication strategies used by government for disseminating information about government development programmes, followed by 20 per cent who said that the strategies are satisfactory to some extent, 20 per cent couldn’t say anything, while none said that the strategies are fully satisfactory or even satisfactory. In Aihar, majority 71.2 per cent said that the communication strategies are not satisfactory, followed by 17.6 per cent who said that the strategies are satisfactory to some extent, 10.4 per cent of those who couldn’t say anything, 0.8 per cent said that the strategies are not satisfactory but none said that the strategies is fully satisfactory. In Bhabhanpura, the maximum 55.2 per cent of respondents said that the strategies are not satisfactory, followed by 35.2 per cent said that the strategies are satisfactory to some extent, 7.2 per cent couldn’t say anything, 2.4 per cent were satisfied with the communication strategies while none said that the information are fully satisfactory. In Lamahi, the majority respondents (56.8 per cent) said that the strategies are not satisfactory, followed by 37.6 per cent said that the strategies are satisfactory to some extent, 4 per cent couldn’t say anything, 1.6 per cent were satisfied with the communication strategies while none said that the information is fully satisfactory. In the ultimate, both Raebareli and Varanasi have more respondents who said that the communication strategies are not satisfactory.
The credibility of information sources which are quite effective in the rural areas reveals that newspaper bears the maximum credibility as per the majority of respondents (53.6 per cent) in Varanasi and Raebareli with 30.8 per cent respondents. Interpersonal sources regarded as the means for the credibility of information has 36.8 per cent respondents in Raebareli, as compared to Varanasi with 24 per cent respondents. Radio, as the means for credibility of information has in favour 21.6 per cent respondents in Varanasi and 12 per cent in Raebareli. Television as a means for credible information is preferred 10.8 per cent respondents by in Raebareli and 10.4 per cent in Varanasi. Over all in Raebareli 36.8 per cent respondents stated interpersonal sources as means for credible information and in Varanasi majority of respondents 53.6 per cent felt newspaper as a means of credible information.

Further in the study, respondents have rated the performance of media in the coverage of rural development issues. It is found that in comparison to Raebareli where the majority of respondents 35.6 per cent rated the performance of media in covering rural development issues as poor, Varanasi has 32 per cent respondents in this category. In Varanasi 36.4 per cent respondents rated media performance as good in covering development issues when compared to Raebareli with 30.4 per cent respondents in this category. In Varanasi 8.4 per cent and Raebareli 7.2 per cent respondents said rated media performance as very poor in covering rural development issues. 4 per cent in Varanasi and only 3.2 per cent in Raebareli rated media performance as excellent while the remaining 23.6 per cent respondents in Raebareli and 19.2 per cent in Varanasi couldn’t say anything. When examined village wise for their opinion on the performance of media in the covering the rural development issues in the select villages in Kand Rawan, 27.81 per cent respondents rated the media
performance as poor, followed by 23.95 per cent who rated as good, 5.6 per cent as very poor, 4 per cent as excellent while 20.8 per cent couldn’t assess the same. In Aihar, again the majority 33.6 per cent viewed the media performance as poor, followed by 28.8 per cent who rated it as good, 8.8 per cent as very poor, only 2.4 per cent as excellent and 26.4 per cent couldn’t say anything. In Bhabhanpura, the majority 39.2 per cent out of total 125 respondents, rated the media performance as good, followed by 28.8 per cent as poor, 15.2 per cent who can’t access, 9.6 per cent as very poor and only 7.2 per cent as excellent. In Lamahi, 35.2 per cent viewed the media performance as poor, 33.6 per cent as good, 23.2 per cent who couldn’t assess, 7.2 per cent as very poor and only 0.8 per cent as excellent. It is clear that in Varanasi majority of 36.4 rated media performance as good while in Raebareli 35.6 per cent rated it as poor in covering the rural development issues.

In the analysis it was also found that in Raebareli, 78.26 per cent of government officials are satisfied with their approach of communication to the rural people as compared to Varanasi with 77.78 per cent, while in Varanasi 22.22 per cent respondents and in Raebareli 21.74 per cent respondents are not satisfied with their communication approach to rural people.

We further observed that majority of the government officials in Raebareli with 82.61 per cent are satisfied with their department’s approach towards rural development as compared to Varanasi with 77.78 per cent, while in Varanasi 22.22 per cent respondents and in Raebareli 17.39 per cent are not satisfied. It can safely be said, both Raebareli and Varanasi has majority of government officials who are satisfied with their approach as well as with their department’s approach towards rural development and rural communication. Government communication initiatives propel change at the grass root level in the opinion of the workers of the machinery. As per the investigation 100 per cent officials in Varanasi
noticed change at grass-root level due to government communication initiatives as compared to Raebareli with 95.65 per cent respondents in this category. In Raebareli, 4.35 per cent respondents denied any change due to government communication initiatives.

Mehra Masani (1975) in the book ‘Communication and Rural Progress,’ a collection of seminar papers mention various useful studies which need to be replicated all over the country. Research must identify problems and explore solutions. Communicators in India have been deprived of accurate data. Possibility of effective rural communication without the area profile covering the major occupational, socio-economic conditions, the age and sex ratios, the opportunities and possibilities of development, and so forth is a big question. In Appendix D, ‘Communication Strategy for Rural Development’, a paper presented by D. Aurora, discusses the need for a comprehensive view of the total system of communication media and their relevance to the process of adoption. The process of communication can have two basic roles to play (a) creation of awareness, through general information and (b) adoption of an innovation through a conscious and planned use of communication tools. Both roles are important and complementary as adoption results out of awareness, if the process is one continuous chain of messages. Techniques and tools of dissemination will, however, differ from area to area depending upon the receptivity of the audience, and their level in the stage of development. By and large, communication tools in developing countries have been designed with a universal approach; to some extent this broad based approach might serve for programs which have a generalized base, for example, education, family planning and others. Agricultural communication, however, becomes more complex when receptivity to innovation is dependent upon a host of variables, which have a direct bearing on how a farm is structured and the stage of transition which it has reached. Before a
scientific policy for communication can be developed it becomes necessary for policy
makers to have a thorough understanding of the farming systems of their audience. This
view of Mehra supports the fourth objective.

The last objective of the study is ‘to suggest suitable approaches for the communication of
development messages’. Feedback mechanism is one of the vital elements in any
communication process. While examining the data for feedback mechanism it has been
found that in Raebareli, the majority of respondents with 60.4 per cent said that there is no
feedback mechanism used by government as compared to Varanasi with 54.4 per cent
respondents who stated so. In Varanasi 25.6 per cent respondents said that the respondents
rarely use feedback as compared to Raebareli with 14.8 per cent respondents in this
category. In Varanasi 2.8 per cent and Raebareli 2 per cent officials said that the government
always uses feedback mechanism while the remaining 22.8 per cent in Raebareli and 17.2
per cent in Varanasi couldn’t say anything. Examining village wise, in Kand Rawan,
according to the majority (64 per cent) there is no feedback mechanism used by government
followed by 12 per cent who said that the officials rarely use it and 3.2 per cent said that the
officials always use feedback mechanism while the remaining 20.8 per cent couldn’t say
anything. In Aihar, according to 56 per cent respondents there is no feedback mechanism
used by government followed by 17.6 per cent who said that the officials rarely use it and
0.8 per cent said that the officials always use feedback mechanism while the remaining 24.8
per cent % couldn’t say anything. In Bhabhanpura, more than 50 per cent respondents said
there is no feedback mechanism used by government followed by 28 per cent who said that
the officials rarely use it and 5.6 per cent said that the officials always use feedback
mechanism while the remaining 16 per cent couldn’t say anything. In Lamahi, more than 58
per cent respondents stated that there is no feedback mechanism used by government followed by 23.67 per cent who said that the officials rarely use and none said that the officials always use feedback mechanism while the remaining 18.4 per cent couldn’t say anything. We arrive at the conclusion that in both Raebareli and Varanasi, there is no feedback mechanism used by government.

The functioning of media in terms of highlighting the presence or absence of development in rural areas is a matter of major concern and also serves as an important tool for communication with masses. The investigations in the study shows that in Raebareli the majority of 60.4 per cent respondents view that media rarely highlight the absence of development as compared to Varanasi with 55.6 per cent respondents in this category. In Varanasi 27.2 per cent respondents view that media highlight the absence of development as compared to Raebareli with 20.4 per cent respondents favoured the opinion. It can be concluded that both in Raebareli and Varanasi, majority of respondents believe that media rarely highlight the absence of development while none said they always. The study further reveals that in Raebareli, the majority of 43.6 per cent respondents view that media rarely highlight the success stories of government development programmes as compared to Varanasi with 14.8 per cent respondents in favour of the statement. In Varanasi 48.8 per cent respondents view that media highlight the success stories as compared to Raebareli with 28.8 per cent respondents. In Varanasi 18 per cent and Raebareli 4.8 per cent respondents view that media always highlight success stories. 2.4 per cent in Varanasi and only 0.4 per cent in Raebareli view that media do not highlight the success stories of development programmes. In conclusion, Varanasi has 48.8 per cent respondents who view that media
highlights the success stories of development programmes while in Raebareli 43.6 per cent stated that media rarely highlight the success stories of development programmes.

The functioning and purpose of media can also be regarded as a suitable approach for communicating development messages to rural masses. After analyzing the available data we found that, the majority of 35.6 per cent respondents in Raebareli stated that the role of media is sensual-arousal; Varanasi has 45.2 per cent respondents with this view. In Varanasi 28.8 per cent respondents stated media to be politically dominated when compared to Raebareli with 28 per cent respondents. In Varanasi 10.4 per cent and Raebareli 16.8 per cent respondents view that media is only for the rich. 8.4 per cent in Varanasi and 5.2 per cent in Raebareli stated media to be entertainment-centered while the remaining 14.4 per cent respondents in Raebareli and 7.2 per cent in Varanasi stated media as democratic.

Finally we conclude that both in Varanasi and Raebareli, the role of media as sensual-arousal which must be democratic and act as a non-biased tool for communication.

For the successful communication between the government agencies and rural masses, the departments at their level must emphasize for providing skillful trainings or workshops on rural communication to their officials. It is also observed that below 50 per cent officials have not undergone training or workshop. As in Varanasi, only 44.44 per cent had undergone training to develop communication skills as compared to Raebareli with only 21.74 per cent, whereas in Raebareli 78.26 per cent respondents and in Varanasi 55.56 per cent respondents had no such training. To overcome any type of barrier faced by the government officials in pursuance of their duty, may also be considered as the most genuine approach in rural development communication where the findings reveals that that in Varanasi, 77.78 per cent government officials face the problem of finance by their
departments side as compared to Raebareli with 60.87 per cent officials has the same difficulty. In Raebareli 26.09 per cent officials and in Varanasi 14.81 per cent agreed that lack of training in their department is a difficulty in pursuance of their duty while in Raebareli 13.04 per cent and in Varanasi 7.41 per cent officials confirmed the lack of mutual cooperation at the departmental level as a major difficulty in pursuance of their duty.

The coalition between the government and the media is a prime concern for rural development as both must blend development with enriched communication to attain successful programming at the grass roots level. According to the survey in Varanasi, 96.30 per cent accepted that there should be a coalition between government and media for rural development as compared to Raebareli with 91.30 per cent. Possibility of corruption in the implementation of rural development schemes must be screened out in order to achieve the desired objectives. The study reveals that in Varanasi, 48.15 per cent accepted that there is corruption in the implementation of government schemes, as compared to Raebareli with 39.13 per cent, while in Raebareli 60.87 per cent respondents and in Varanasi 51.85 per cent refused any such type of corruption. In both the districts majority of the officials realized that rural women are participating and getting benefitted by the development programmes due to effective communication initiatives adopted by the government. The investigation shows that 100 per cent government officials in Varanasi accepted that women are able to take part in development programmes due to effective communication as compared to Raebareli where 91.30 per cent officials accepted this. Also, 81.48 per cent officials in Varanasi accepted that rural women are getting benefitted due to communication initiatives as compared to Raebareli where 73.91 per cent officials confirmed too. In Raebareli, 26.09
per cent officials and 18.59 per cent in Varanasi did not see any benefit to rural women due to government communication initiatives.

As Robert Chambers (1997)\textsuperscript{8} put it, ‘whose reality counts? the text has identified three key dimensions of participation in development programs (Uphoff, 1985)\textsuperscript{9}. First, it refers to the centrality of local knowledge in determining problems, identifying solutions, and assessing results. Communities, rather than experts or other external agents, should determine challenges and decide appropriate courses of action to tackle problems through dialogue and critical thinking. Second, communities have a protagonist role in making decisions about the goals and the direction of programs and actions. If decisions are left to agencies and their cadres of professionals, programs and actions are disconnected from the actual motivations and expectations of communities. Third, communities need to be involved in the implementation of activities. Hickey & Mohan (2008)\textsuperscript{10} in their book Participation: From Tyranny to Transformation, written as a response to The New Tyranny, book by Cooke and Kothari (2001)\textsuperscript{11} sought to reclaim the relevance of 'participation' in the processes of social transformation. The author looks at the particular conditions under which participation is able to contribute to change and the kinds of processes that can address issues of exclusion, injustice or unequal power relations. A cross-cutting feature of transformative participation is that it is inherently political, raising issues related to identity, inclusion/exclusion and power. Furthermore, the skills, capabilities, knowledge and support-base of individuals become integral to their capacity to participate in processes that enable them to influence others. Laura Cornish and Alison Dunn (2009)\textsuperscript{12} in their article “Creating knowledge for action: the case for participatory communication in research, explored the benefits of using participatory communication - “a citizen-led approach to both creating and expressing
knowledge” - in research for social change. Evidence reveals that communication is the key to the effectiveness of research in contributing to change at various levels.

White (1996) in the book, Depoliticising development: the uses and abuses of participation, has outlined four forms – or degrees – of participation: (1) nominal; (2) instrumental; (3) representative; and (4) transformative. The article emphasises that rather than merely being concerned with participation, it is necessary to engage with the question of how people are participating in a given process. White concludes that: (1) participation must be seen as a political process; (2) “while it has the potential to change patterns of dominance, [it] may also be the means through which existing power relations are entrenched and reproduced” (p.14); (3) “the form and function for participation itself becomes a focus for struggle.” Critically, “the absence of conflict in many supposedly ‘participatory’ programmes is something that should raise suspicions” (p.15).

‘Rural Development: Putting the last first’, by Robert Chambers (1983) evaluates rural poverty which is often unseen or misperceived by outsiders. Dr Chambers contends that researchers, scientists, administrators and fieldworkers rarely appreciate the richness and validity of rural people's knowledge or the hidden nature of rural poverty. ‘Rural Women in South Asia’ edited by Jaya Arunchalam and U. Kalpagam (2013) highlights the commonalities and differences in rural women’s experiences across the South Asia region. It argues that the low status and weak empowerment of rural women is due to the structural conditions of poverty and inequality in the region, the social and cultural shaping of gender ideologies, and the multiple patriarchies and caste and class dominance through which poor women experience power relations. The chapter “Uttar Pradesh: The Burden of Inertia”, contributed by Jean Drèze and Haris Gazdar in the book, ‘Indian Development: Selected Regional Perspectives’
by Jean Dreze, Amartya Sen (1997)\textsuperscript{16} gives an insight to the problems of economic and social backwardness in Uttar Pradesh and its causal antecedents. Among these are the disastrous functioning of public services in rural areas, the persistence of widespread illiteracy, and the suppression of women's agency in society. The views of all these authors are supported by our findings in the last objective of the study.
Recommendations

After an elaborate discussion, the following recommendations are placed for development communicators and stake holders in order to be successful in soliciting participation, designing strategic participatory communication and adoption of adequate skills for the overall sustainable rural development in India:

- The two-way dynamic interaction between grass root receivers and the information source mediated by development communicators must facilitate participation of the target groups in the process of development.

- A comprehensive review of the communication media for rural development is pertinent to the process of their adoption as an innovation bearing variables of science and technology but in an understanding manner and convenient to the rural masses. Further, the communication strategies must be integrated to generate awareness among the rural masses to persuade them for adopting new set of practices in order to enhance their standard of living.

- Poverty a basic constraint for rural development must be alleviated for which the capability of the rural people need not be undermined, instead it has to be supported through education, resource transfers, social and physical infrastructure development and by removing the multitude of social barriers. This requires strong ethical base to the new approaches of development communication.

- The purposive use of interpersonal, participatory and mediated channels by the government agencies must be in the spirit of actions rather than paper policy formalities concerning budgets and ‘reports on progress’.
• The obstacles of participatory communication research needs to be explored in the real world realities where participation is not consistent with the organizational frames of development having their own bias. These institutional challenges generally fail to meet the rhetorical promises in integrating participation in rural development projects especially in a state of villages, India.

• Pioneering the limited uses of participatory communication in development, the condition discouraging the adoption and approaches must be guided for the analysis of academic research which has not drawn the perennial interest among scholars to bridge theory and practice.

• The paradox ‘why people fail to participate when programmes are meant for them’; for their benefit, welfare and advantage reveals ignorance and lack of motivation. It may be factorial to their backgrounds: technical, professional, economical or social; postulates for a thorough examination by the R & D organizations.

• The decentralization of communication policy is recommended after the keen observations of the study and the bureaucratic imperatives of participatory communication also need to be examined as a remainder of this research study.

• There should be a strong coalition between government and mainstream media for better results of rural development in Uttar Pradesh. The Central as well as the State government may work to evolve an explicit and well articulated comprehensive communication policy to elucidate development in general and rural development in particular. The political biases having its negative impact on the development situation in the state must be kept apart while formulating and implementing rural development programmes. The political system of the nation must bear a concrete notion for
transforming India, the ‘land of villages’ into a clean, green and liveable nation bearing economic prosperity along with social equilibrium.

- ‘Rural renaissance: Renewing the quest for the good life’ must be advocated with the Gandhian concept for sustainable rural development in India. The auto-kinetic field experiences as well as lessons learnt by the practitioners and experts within India and other nations such as Nepal, Bangladesh, Philippines, South Korea, Uganda, Ghana, Tanzania and others must also be taken into research account. Thereby, engineering the challenges of participatory communication research for rural development.