CHAPTER-I

Introduction

“Women who contribute half of the world’s population by virtue of an accident of birth, perform two – thirds of the world’s work, receive one – tenth of its income and own less than one – hundredth of its property”.

The UN Commission on Status of Women

Communication and Development

Development, which has been variously defined, has several combinations of factors with awareness being very crucial to the process. In India awareness of diverse schemes promoted by the government, NGOs and social groups hold the key to any progress and development. The term “development” has undergone a change in meaning and has been interpreted by scholars in several different ways. Some perspectives describe development as change in the status of individual, people having better control over their environment; positive change in socio-economic and cultural lives of majority of people on permanent basis without exploitation and violence.

Development is a type of social change in which new ideas are introduced into social system in order to produce higher incomes and levels of living through modern production methods and improved social organization (Rogers and Shoemaker, 1971:11).
Devadas views development of community as a total process in which all aspects of human life-aspirations, education, health, and nutrition are involved and elevated on the touchstone of economic growth and living standards (Devadas : 1975).

Joshi defined development as “the modernization of the total structure, a process of social and economic change on which depends the making of a community” (Joshi, 1979:97).

Development is viewed as a host of social, anthropological, cultural, economic and political dimensions of the human problem. Social justice is the essence of development. It is growth with equity (Ratnam, 1980:43-51).

Lakshamana Rao used development to represent “the complicated pattern of economic, social and political changes that take place in a community as it progresses from traditional to a modern status. These changes include political consciousness, urbanization, mobility, illiteracy, media consumption and a broad general participation in nation building activities” (Rao, 1966:7).

Communication can help creating awareness about technologies and mobilizing people to create links. Between government agencies and the masses as well as people to people. It is a common understanding that communication helps to inform, motivate, educate and entertain the respective clients, organizing community and farm related processes and co-ordinating various activities. It is laid down that the information should reach people in their own languages to facilitate participation in the development process. Information and communication technologies in view of globalization are expected to play a role in the future.
The successive five year plans have incorporated communication as their integral part. Information about goals of the plants should reach the people in their own languages to win their support in the development process. Therefore, without effective communication, the pace of development of rural areas slackens. Communication is recognized as the pathway for rural development.

Varghese asserted that the transfer of technology for development depends closely on communication. If developing societies are moved along the path of modernization, they need more sophisticated and effective communication for social and political mobilization, national integration, learning, social education and extension (Varghese, 1980: 137). A high rate information is essential for attitudinal changes of the villagers to transform from a traditional society to modern one (Ploman, 1980:77). Fortune regards development and communication as synonyms (Fortune, 1977:44).

An effective communication system is an essential element in modernizing agriculture, in producing healthy, literate and trained workers for industry and in bringing about effective participation in the making of the nation. Lerner also upholds the view of Schramm that if we do not give priority to development, we need not bother about communication (Lerner: 1967: 316). Such a setup cannot survive for long. Emphasizing the role of communication in development, Dube remarked that a well-drawn project is sure to fail unless it is supported by an imaginative communication programme (Dube, 1967: 93).
Third World Scenario

A characteristic feature of the third world countries including India is that they are predominantly rural in character and their economy is agrarian and subsistence-oriented. The transformation of these countries by structural changes in the total society has been the major emphasis in all models of development.

Rural development is national development (Nyerere, 1980:32). This is especially true in the case of an underdeveloped country since rural population outer numbers the urban population. For alleviating poverty of underdeveloped countries rural development is the solutions. Rural development has two components. It must have economic betterment and social change (Rajagoplam, 1980: 54)

The World conference on Agrarian Reforms and Rural Development, 1979 stated that development infrastructure is only a means to an end itself. The fundamental purpose of (rural) development is individual and social betterment, development of endogenous capabilities, improvement of living standards of all people. The World Bank Report, 1975 also highlights the necessity for a single-minded effort for bettering socio-economic life of the underdeveloped countries, which are considered to be in absolute or relative poverty. Consolidating these views it is understood that the progress of the third World countries rests on the development of rural life.

Developing countries are societies-in-a-hurry. They want to catch up fast. They can be assisted by mass media for making people aware about what they want to catch. The people in the developing world cannot entirely depend on extension work since the extension agents tend to provide intensive assistance
to only a small number of innovative, wealthy, educated farmers (Khan, 1980: 96-97).

**Importance of Interpersonal Communication**

In the case of rural development also, mass media can hardly function by themselves. They can create awareness about the existence of new practices for development. For securing action, personal reinforcement is necessary (Pool: 1966: 109). Schramm is of the opinion that only when media channels can mix with interpersonal channels and with organization in the village the expected development will occur (Schramm, 1977: 3). Fuglesang specifies the effect of film in mass communication. Films will turn out to be useful if they are integrated with inter-personal communication (Fuglesang, 1976: 65).

Varghese also focuses attention to the inadequacy of a single medium approach. For example, he says that radio instructor only supplement, not supplant the classroom teacher or extension worker. They have to work together (Varghese, 1980: 137). Reddy sees mass communication and interpersonal communication as two components of rural communication (Reddy, 1980: 55). Dubhashi postulates that mass media communication or libraries are still not a substitute in the developing countries for extension work in rural areas by field workers (Dubhashi, 1980: 63).

All the above prepositions uphold Schramm’s view that mass media is necessary but not a sufficient condition for development.

Development of media and society is to be considered as being interlocked. Expansion of media can produce development of society and vice versa. This may be the reason why Varghese considers communication as both instrument
and product of development (Varghese, 1980: 123). Rao hypothesizes that communication plays a significant role in national development and that the relationship between communication and development is a constant and cumulative one (Rao, 1966: 6).

**Participation and Development**

The concept of people’s participation is an integral part of our concept of the democratic welfare state contained in our constitution. Community development programme laid emphasis on people’s participation right from the beginning. The response of the people was good largely in terms of their willingness to carry out official programmes and to accept the recommended practices. They would have a role in planning of programmes and in formulating their needs for the fulfillment of which they were prepared to work.

**Communication, Participation and Rural Development**

Participation of people in development programmes has been the anchor of the development policy of the central and state government in recent years. The term participation has become an important part of the development lexicon. A common element in the lexicographic meanings of participation is the centrality of “sharing”. Communication is one of the key elements to achieve participation. The new development communication perspectives underline community orientation community radio, community listening groups, etc self-management and self reliance, voluntary action and right to participation in planning, implementation and decision making. This, however, does not mean that planners, managers and experts have no role to play in executing the development programmes. Whereas participation as a part of communication
process has been enthusiastically accepted in most of the countries, participation of the people at grassroots level remains generally very low. In the case of mass media particularly participatory communication is a difficult task. The relationship between development, participation and communication was appropriately conveyed by the UNESCO Director of Communicating Division in his Key note address at the AMIC 25th Anniversary Conference held at Singapore in June 1966: as under.

The struggle against poverty, education for all, the preservation of the environment, the first against AIDS, the promotion of human rights and of a culture of peace, all these great and noble cause for which the international community is mobilizing its human, intellectual and financial resources, will remain ideal words if the people directly concerned in the rural areas and in the suburbs of the megalopolis; do not them selves consider these causes as their own. Therefore, they should be given the means and the skills to participate in the communication process, in order to voice their opinions and aspirations through their own media or, at least, through media with which they can identify. There is no development without participation, as there is no participation without communication. Development, participation and communication form part of a continuity.

According to Pearse A Steefel in “An Enquiry into participation : A Research Approach” “participation is defined in social development as an organized efforts to increase control over resources and regulatory institutions by groups and movements of those hitherto excluded from those controls”. Such a formulation suggests that participation is potentially conflictual and problematic as it involves distribution of power such a situation is bound to
resistance from the vested interests. Of course, the exponents of the concept of participation suggest ways to encounter this resistance.

**Role of Communication Channels in Development**

Communication is an important component in development process. It is crucial in increasing awareness, educating facilitating people’s expression, changing their attitudes and behavior moulding a new life style and culture for the next millennium. Further, it includes supporting the programmes and projects of the governments, NGOs and other organizations.

As the purpose of communications is over all development the same needs to be addressed by using different types of communication channel, print media, radio, TV, cinema, SHGs etc., The media is a prominent player in communication for development.

**The Role of Media in Five Years Plans**

Ever since the beginning of the era of development planning in 1952, the role of media came to be emphasized in greater measure. The media was entrusted with the responsibility to provide communication support for general masses about the objectives, targets and benefits of the plans. The second Five year plan documents the expansion of plan publicity through the mass media. The their plan (1961-66) observed “As a part of the programme for strengthening public co-operation and participation driving the third plan, it is proposed to intensify the existing arrangements for bringing home the implications of rapid development and carrying the message of the plan to the masses throughout the country”.

MASS MEDIA AND RURAL DEVELOPMENT

A nation may have technology, manpower, inventions, machinery to convey this know-how to the target groups can prove success for the country’s planned development.

After independence, mass media assumed such an action that it has become one of the major social resources. Before independence India had a rich tradition of using media for nation building activities. Even during the freedom struggle folk songs were used to popularize the idea of Satyagraha” and political messages. Communities and individuals have utilized a wide range of media, local fairs, puppet shows, street theater, folk songs and ballads to support local development schemes for health and family welfare campaigns.

In India the most effective means of communication specially in villages continue to be traditional forms, folk theater, folktales and communications of drama, dance, song, mime, story telling and puppetry. In rural India, the traditional media create greater impact than the mass media, it is therefore necessary for the media planners to give a new approach to the media in our country. It should be a blend of the modern mass media and the oral and traditional media.

In the context of the Indian environment and limitations of mass media interpersonal communication and traditional media are of great relevance.

Rural development has received an overriding priority. Hence particularly development in rural areas need for mass media. Rural development only one of the communication tools. The primary aim of the development media is not only education in the broad but education of those who are from the enjoyment sections of society. Participation of the target groups in the development
programmes has been important. The poor people are mostly aware of the programmes. They have no knowledge to about how to use the facilities created for their benefits. The media known to be “watch dog” of society has running successfully in projecting the rural development programmes in the right perspective.

The development of rural mass raising the standards of living of the poverty-stricken people. Having a low literacy rate and facing the problems of unemployment and social in equality. People’s participation is required to achieve the goal of socio economic development which, turn upon communication strategies. Here in key role of communication and mass media.

Systematic campaign on the electronic media through various stages of conceptualization, strategic operationalization, and implementation of the development programmes. Can help in breaking not only geographical and socio cultural access and psychological access. Which play an action role in the performance of development programmes. This is the reason why information, has considered easy input in all the rural development.

In all the four areas of mass communication i.e. Newspapers, Radio television and films. Now a days because of lack of expansion, the rural areas where highly present of the population live in our country.

The third tires of the Indian press is constituted a small news papers mostly in Hindi and Indian Languages brought by district centers having grass root contacts.

A rural Newspaper essentially a small, language newspaper published from a district town is one of the great movers of National Development.
Technology in impacting print media as well more and more online editions of newspapers will be available. Colour and graphics will play important roles in newspapers publishing. The newspapers will become increasingly digital in their production process.

Radio is frequently used as a mass medium in development programmes. In developing countries, radio is the most medium that can rarely be labeled mass where a large population can be reached by radio broadcast and possesses. There is no other medium now has the potential to reach, many people efficiently for information, educational, cultural and entertainment purposes.

A research survey in Hasan district has shown the potential of local news. Through the Air Network for the people of each district. This will develop the essence of participation among the people and mobilize the people in each district. Day by day radio increased between multi Communication Technology.

In India almost all village areas compulsory hearing Radio by rural masses. So many communication tools available now. However rural masses interested the Radio.

In order to meet the communication needs of vast population a good majority of poor and illiterate, the plan for local radio was set-up in 1984 with Negercoil each local radio station will truly reflect the multifaceted talents and desire of the local community in its broadcast.

In negercoil hundred of people largely illiterate who have been victims of fairesses have learnt earlier of the importance of personal hygiene and community sanitation.
Here is another sample to show the impact created the mass media in rural India. The Tamilnadu the impact at all India Radio’s from broadcasts has been over powering that a new variety of Paddy published through it come to known not by its genetic or market name but simply as “Radio Rice”.

The Hindustan times can claim some credit in starting development reporting. In the 70’s for months the problems faced and perceived by the resident of the Chittor village infrastructural facilities, development inputs and this impact and reactions of the resides of the residents were reported . The Column informed and motivated various functionaries to undertake the development activities and solved the problems faced by the villages. It was a equal (unique) experiment of the daily newspaper playing a role of urgent change in the process of rural development.

An instructional programmes, for formers, Krishi Darshan, was started on January 26, 1957, through an agricultural television pilot project. The main objectives of the project were to communicate the latest scientific know – how agriculture, dairing and animal husbandry to the farmer and to assess the effectiveness of TV as a medium of farm communication.

A promising experiment in decentralized television broadcasting was the Kheda project was under taken by the Indian Space Research Organization (ISRO) with Doordarshan programmes were produced on hardcore areas like agriculture, animal husbandry, health as well as on social issues. During 1984 India’s first soap opera “Humlog” was introduced with the object of promoting women’s welfare, family planning and reinforcing positive social values.

Particularly in electronic media and satellite communication technology, witnessed during the recent years has changed the media land scope as never
before. In the limitation (works) of these developments, the focus has shifted from development support communication to computerization and digitations from rural communication to satellite transmission from information to infotainment.

News Paper, Television, Video, radio etc., how become relevant for rural India. Radio is more easily manageable. The emergence of new electronic media has revolutionized the communication process. The use of Radio and Television in Agriculture and daily development has already been established in India. However other new communication technology namely Internet, Video Text, Tele Text, etc., need further scrutiny and emphasis for their potential use. In the near future the concerted and coordinated efforts of this media with their appropriate combination could be effectively used in disseminating newly developed agricultural and dairy innovation to the respective beneficiary formers for rural development.

Self help is one of the most interesting aspects of development. It is creating a platform for sharing of experience collecting knowledge, building problem solving and resources mobilisation and other institutions. Self help groups play a crucial role in the rural economic system, especially for rural women. Their social economic status also increase. With self help Inter personal communication also helps rural women’s development and empowerment. The aim of the study is to examine the role of communication in Self Helps Groups (SHGs) and socio-economic changes among rural women after joining SHGs.

The study is divided 8 chapters in the introduction

First chapter outlines the introduction and importance of the study, and communication and development. Second chapter focuses on the review of
literature for the present study. Third chapter describes the methodological aspects followed in the study such as sample size, data collection and data analysis. Fourth chapter discusses rural development and different programmes in India for rural development after independence. Fifth chapter discusses the exposure of rural women through Self Help Groups, Self Help Groups needs, structures, functioning, savings, economic activities and womens entry into print media through “Navodayam” into publishing in a big way. Sixth study has been conducted five mandals in Chittoor districts. This chapter presents the socio economic status of women, their communication patterns and impact of Self Help Groups on their life. Seventh chapter presents successful case studies of Self Help Groups women and socio-economic change in five mandals. Eight chapter discusses the conclusion and policy implications of the present study. It is followed by bibliography and interview schedule which are included as appendices.