CHAPTER – IV

RURAL DEVELOPMENT PROGRAMMES IN INDIA

India is presently rated among the first ten Industrialised nations of the world but the dimension of the rural sector cannot be minimized or overlooked about 80 percent population of India lives in 576 lakh villages. The Incidence of poverty is much higher in villages than in urban areas for taking early remedial action. Hence, the secret of India’s all round development lies in the socio-economic emancipation of our rural masses. This is why our great leaders and social reformers had well conceived the pivotal role of rural development even before the down of Independence in our country therefore, the five year plans recognized that the countries progress was upliftment of rural areas.

Thus with a clear emphasis on poverty alleviation there have been a plethora of Rural Development programmes launched to the various problems of rural areas in a concerted and coordinated manner. Admitted by the abiding concern such programmes has been to enhance the standards of living of rural populations. Name of the initial strategies of rural development comprehensively covered the entire country. Yet a large number of blocks had more then one programme operating simultaneous in the same area for the same larger groups. The territorial overlap and also funding patterns of these programmes not only created difficulties in effective maintaining and accounting, the programmes objectives. Hence, the need was felt for under taking programmes which were not only for more comprehensive in coverage but cold also make a direct assault on the rural poverty. As a result, in 1980’s a number of Rural Development programmes were introduced by the Government.
Rural Development is a comprehensive programme of activities which includes Agricultural grants, Development of economic and social infrastructure, village planning public health, education, functional literacy and communications, etc., Rural Development cannot over all development of rural areas with a view to improve the quality of life of the rural people. Rural Development had been emphasised by the national congress was committed to the rural poverty, amelioration programmes since, 1920 when Mahatma Gandhi emerged as leader to guide the destiny of the country. When India achieved independence in 1947, bold and determina
tional steps were taken by the Government in the field of Rural Development. So one of the earliest action of the Government of independent India was to initiate wide ranging measures for Rural betterment on a national wide basis.

Community Development program as a measure of rural development was started in 1952. The program designed to bring about as overall improvement in rural life activity covered under it as agricultural production, minor irrigation, health, education, drinking water road constructions and village industries.

Intensive Agricultural Distinct program (ADP) was introduced in 1960. It was a recognition of the failure of the global approach to rural development quality in the comity development program. The intensive Agriculture Area programmer (ADP) in 1964 with Suitable agro climatic Conditions and high irrigations Potential. After IADP started with green revolution the objective of these programmers were raise food production and provision of an adequate economic base for more rapid development.

Training –cum - employment -cum - production centers under this programmes priority is given for training in electronics, electrical equipment water assembly computer programme using printing and binding, handlooms garments manufacturing hotel management fashion technology tourism management etc.
Social-economic programme (SEP) implemented by the central social welfare board CSWB, the programme of training and employment central to need women such as windows deserted wives economically back word and handicapped women.

Condensed courses of education and vocational training for adult women CCE & VT this scheme started in 1958 and recast in 1975 by the central social welfare board provides new visit of employment through continuing education and vocational training for those who are sheer drop out.

The national machinery has spread a wide network of support services for women and children belonging to the weaker sections. They include hostels for working women to provide greater mobility to them in the employment market. In the field of child development and maternal care, the government admin is tars the world’s largest program me called the integrated child development service scheme. (ICDS) the scheme also supports, women, and nursing motherly loving in rural areas and urban s schemes ICDS forces on school dropouts aged 11 and 18 attempts to meet their special needs of nutrition, health education, literary, recreation and skill development. Legal literacy Manuels (LLMS) published by government in 1992 are expected to educate women about the lows concerning their basic rights, national Resource centre for women’s will act as an apex body for promoting and in competing gender perspectives in policies and programmers of the Government.

India has a rich tradition of selfless voluntary action Governments is intervene tons for women’s empowerment are large through Ngoc the initiatives that the latter have themselves developed. Support to NGDS/VAS grant-in-Aid

100 percent grant is provided to registered voluntary agencies, cooperatives, manila manuals, yuvamandals and other similar organizations for undertaking work directly or indirectly, encouraging afforestation and waste lands development. Projects meant for creation of awareness appropriate technology application, training, extension and
Publicity are also considered for implement 1998 identified back words blocks of different states.

The National social Assistance Programme (NSAP) Comprises of three separate schemes, namely, National old Age pension scheme (NDAPS), national. Family benefit scheme (NFBS). The programe introduces a national policy for social Security assistance to poor families from August 15, 1995.

The Silent programmes of the Department of land Resources the land Reforms Policy adopted since independence aims at restructuring agrarian relations to archive an egalitarian social structure; elimination of exploitation in land relations.

The desert development programme (DDP) was started in the year 1778-78 the programme was started both in the hot desert areas and the cold desert areas. Development of waste lands is important programme which includes among other things checking land degradation, increasing bio-mass availability and putting waste lands to sustainable

This scheme has been under implementation since 1989-90, and came under the purview of the Department of land Reforms along with the National waste lands Development Board in July 1992. From 1st April, 1995 the scheme is being implemented on. Watershed basis under the new guidelines for water shed development the Technology development, Extension and training scheme aims to develop suitable technologies for the reclamation of waste lands for sustained production of food, fuel-wood and fodder.

The Rajiv Gandhi National Drinking water mission is the most important programme of the department of drinking water supply. Rural water supply programme (ARWSP) was introduced in 1972-73 by the government of India to assist the states and union Territories (UTS) to accelerate the pace of Coverage of drinking water supply. The state Government have been implementing the state government have been implementing the rural water supply programme under the state sector minimum
needs programme (MNP) The Central Government Through The Rajiv Gandhi National Drinking Water Mission (RGNDWN) Supplements the efforts of the state Governments is by providing central assistance under the accelerated Rural Water Supply Programme (ARWSP).

**Extension Communication**

There is a need to bridge the gap between planner and beneficiary and lab to land from time-to-time. This calls for a two way communication process. Extension workers, such as demonstrators, who can function as channnels of communication between planner and beneficiary, lab and land to be given orientation by organizing orientation classes on latest developments. From time-to-time such extension workers also should give a feedback farmers, side areas of sustainable development like sustainable agricultural practices. This is to carry on various tasks in accordance with the goals of sustainable development.

**Non-Governmental Organizations (NGOs)**

In meeting the audience-specific needs of communication, mass media channels have certain limitations. Therefore, to trigger the developmental activities and to facilitate the effective communication.

**Rural Development Initiatives – An Overview**

Governments have been initiating various programmes and projects aiming at poverty alleviation, employment generation, conserving and protecting environment etc., IRDP, TRYSEM, DWCRA, clean and green are this kind of programmes. For the effective implementation and good results of such
programmes, target groups or beneficiaries have to be well informed and through awareness has to be created about the programmes meant for them. Thus communication has a gap filling role between benefactor and beneficiary or the planner and the target group.

A number of rural development programmes which are oriented to overcome the various rural problems have been launched in the post – independent India.

These are as:


To improve the basic needs are necessity of the rural people, few of the targeted programmes of action are:


Some of the important programme for the weaker section; such an SC, ST and OBC, children, women, old age people, handicapped etc., of the society are as:

Politics and Programmes of Government for Development:

Development and Poverty Alleviation:

For the last decades, the major objective of the governments, especially in developing countries has been removal of poverty. Poverty Alleviation is an essential component of sustainable development. Because every year 1.8 crore people are dying due to decease caused by hunger. The overall availability food in the world is not a problem. Even in developing countries, per capita food production in increased by 18 percent on an average in the 1980s. there is enough food to offer to everyone in the world-around 2, 500 calories a day – 200 calories more than the minimum requirements people go hungry not because food is unavailable, but because they cannot afford it (Human Development Report, 1994). Therefore Alleviation of poverty is inevitable for improving the condition of these people to enable them meet their needs and aspirations, which is a broad goal of sustainable development.

Poverty Alleviation and Intervention of the State:

The state seeks to intervene positively in the development process through a number of public policies by stimulating production and ensuring distributive justice. The entire trust appears to be on improving the quality of life of all the citizens. The policies are broadly of two types: one, the policies, which might be called comprehensive and leads to the structural transformation and two, incremental policies, which are of a reformative type. Policies like land reforms, ceiling on property and wealth belong to the former category, as they touch the ownership of the means production and policies like reservations,
public distribution system and subsidized anti-poverty schemes fall in the letter category. The incremental policies are intended to provide some relief to the poorer sections without affecting the basic socio-economic structure of the society. The modern state pursues both types of policies and covers a wide range of socio-economic process touching the life of the community at various point Reddy Ram and Haragopal, 1985). India has also followed both comprehensive and incremental policies.

**Poverty Alleviation in Five Year Plans:**

The First Five Year plan declares that the central objective of planning in India is to raise the standard of living of the people and to open to them opportunities for a richer and more varies life (First Five Year Plan). And it took the stand that in the initial stage, the accent of endeavor must be on increased production—because without this, no advancement is possible at all. The second Five Pear plan was formulated in the wake of the government decision to adopt a socialist pattern of society and a pronounced egalitarian thrust in the direction of the economy. It gave priority to provide equity for. Along with rapid growth, it also evinced concern for less privileged sections, equity and reduction of inequalities between rich and poor. It can be understood from the plan document declared the pattern of development and the structure of socio-economic relations should be so planned that they result not only in appreciable increases in national income and employment but also in greater quality in incomes and wealth. The benefits of economic development must accrue more and more to the relatively less privileged classes of society and there should be a progressive reduction of the concentration of incomes, wealth and economic power (Second Five Year Plan). As Kamta Prasad (1985).
Observed, this plan contained the conflict between the objectives of growth and equity and at operational level, emphasis was on increasing the role of public sector without caring much as to how this alone would help in raising the living standards of the masses.

In the third plan also, growth continued to have an important position. But in this plan, special attention was also paid to poverty. It was stated in the plan that “the principal aim if the third plan is to secure a marked advance towards self-sustaining growth” (Third Five Year Plan). Besides, it also stated that the plan seeks to provide basic necessities to all citizen, more specifically food, supply of drinking water, clothing, elementary education, health and sanitation, housing and progressively also work for all. Thus, as Morley Mohanlal observed (1988), during the first decades of economic planning, emphasis was laid on the need to maximize the rate of growth of the GNP mostly in conformity with the conventional approach, through stepping up the rate of investment in the economy, the goal being increased production. It was considered that automatically public investment would stimulate induced investment by private sector, which, in turn, would contribute significantly to poverty alleviation and employment generation through trickledown effect.

Through poverty prevalent both in rural and urban areas, since more than 80 percent of people lived in rural areas, by and large, government concentrated on the eradication of rural poverty.

**Direct Beneficially Oriented Programmes:**

In the late 1960s, it was realized that any indirect policy measure would not be of much help to the rural poor (Ram Reddy and Haragopal, 1985.) Development with social justice involving the large sections of the small
farming communities was considered to be important for the alleviation of poverty. So, it was through necessary to provide them a separate institutional base to speed up the required help to improve their level of productivity and living. Implementation of land reforms, Nationalization of Banks for the service of the forming communities and other weaker sections, drought-prone area programme were the other activities the government undertook at the macro level for poverty eradication. Therefore, in this direction, following are the direct beneficiary oriented programmers:

**Small Frames Development Agency (SFDA) (1969-80):**

The target group approach was adopted from the Fourth Plan. The Objective was to produce a direct impact on the status of the rural poor. It started with the Small Farmer Development Agency (SFDA) and Marginal Farmers and Agriculture Laborers Development Agency (MFALDA) were introduced on the recommendations of the Rural Credit Review Committee in 1969 with a view to improves the economic conditions of small and marginal farmers and agricultural labours. In the case of small and marginal farmers, this was sought to be done developing the capacity of their land through additional capital. Therefore, SFDA and MFAL agencies were expected to offer schemes, which can generate additional income and these agencies were expected to bring the benefits of modern technology to the small and marginal farmers and agricultural laborers and raise their standards of living by improved agriculture, subsidy occupations and supplementary employment (Compendium, 1975).

**The SFDA: The Impact on Target Group:**

Several studies were conducted on the impact of SFDA in different States. About the coverage of the target groups, the studies from Bihar, Kerala,
Karnataka, Rajasthan, Madhya Pradesh and Uttar Pradesh point that it was very low and fell short of the targets awfully. The case of wrong identification of the beneficiaries have been pointed out. Most of these studies that the benefits did not percolate to the target groups. Ineffectiveness of the agency in traced to lack of awareness about the agency on the part of target groups to cornering of the benefits by richer sections (Ram Reddy and Haragopal, 1985).

However, certain successful schemes were reported from Karnataka, Haryana and Himachal Pradesh. Karnataka study reveals that households under sheep rearing category derived the benefit. The studies from Haryana report that the agency has left a favorable impact on the employment conditions of the beneficiaries, since a rise in both the man-days of work and wages were noticed.

The dairy development programme was pointed out, attained marked progress crossing the set targets more than 2 ½ times.

In their classic study SFDA in Andhra Pradesh, Prof. Ram Reddy and Haragopal (1985), found that in a target of 10 lakh households, the total number of members covered accounted for 4.18 lakh, i.e., 48 percent. Of the households covered, the small farmers constitute 1.67 lakh, the marginal farmers covered, the target number is that of marginal farmers followed by small farmers. Agricultural Labourers constitute 17 percent in which scheduled castes were 28 percent. Out of the total of 56 lakhs small and marginal farmers in Andhra Pradesh, the target covered was seven percent. From the 83 lakh agricultural labourers, target covered was less than one percent.
An analysis of income on account of the scheme shows that the schemes hardly had shown any impact on the target groups. Category wise, the impact on small farmers was very little and on marginal farmers, negligible. In the case of agricultural labourers, it resulted in further impoverishment of this class. For, the number that could cross the poverty line was absolutely negligible. A comparison between the income levels of beneficiaries and those of non-beneficiaries further confirmed that the scheme had an impact on the target groups Ram Reddy and Haragopal, 1985)

Thus, though SFDA occupied a place of pride for about 10 years during the Fourth and Fifth Plans, the amount sanctioned under this has been very meager by all standards and the impact on the poorest of the rural poor even in areas having best performance was therefore, not likely to be significant. The SFDA has merged with the IRDP in October 1980.

**Rural Works Programme**

Considering under-employment and unemployment as one of the basic problems of the rural poor, the Third Five Year Plan had proposed to organize a rural works programme on a mass scale to provide employment for about 1,00,000 persons in the first year, about 4,00,000 to 5,00,000 in the second year, about a million in the third year, rising to about 2.5 million in the last year of the plan at an estimated total cost of Rs.150 crores during the plan period at the then prevailing prices 9Third Five year Plan, P.165). The plan had also indicated the possibility of considering ways of paying wages in part in the form of food grains. But the scheme did not gain much ground because only Rs 19 crore could be made available for such programmes.
Food for Works Programme (April 1977-October 1980)

The Maharashtra Government introduced the Employment Guarantee Scheme in 1970-73. Karnataka Government also initiated a similar scheme. In April 1977, the Central Government launched a nationwide ‘Food for Work Programme’ to enlarge employment opportunities for rural poor. The basic objectives of the programme were.

1. To generate additional gainful employment to a large number of unemployed and under-employed persons both men and women, in rural areas for raising their incomes and consequently their nutritional levels.

2. To create durable community assets and strengthening the rural infrastructure;

3. To utilize surplus food grains for the development of human resources.

National Rural Employment Prgramme (NREP) (1980 October to 1989)

Since October 1980, the Food for work programme was renamed as the National Rural employment programme (NREP) and made a part of Sixth Five year Plan. It was a centrally sponsored programme with equal contributions of the central and state governments. Like food for work programme, it provided supplementary employment opportunities to work seekers during the lean period of the year. Apart from FWP objectives, it aimed at social forestry.

For implementing NREP, there was a total outlay of Rs. 1,620 crore for both central and state sectors during the sixth plan however, a total amount of Rs.1,873 crore 9Rs. 1,079 crore on central share and Rs.794 crore on state share) was actually made available and an amount of Rs. 1,834 crore was utilized under the programme during the Sixth plan period.

It was felt that hardcore of rural poverty, particularly pertaining to employment opportunities for the landless during the lean agricultural periods, when work is scarce, has to be tackled in a more direct and specific manner. Accordingly, a new scheme called Rural Landless Employment Guarantee Programme (RLEG) was launched in August 1983 (Morley, 1988). The basic objectives of this programme were (1) to improve and expand employment opportunities for rural landless with a view to providing employment for at least one member of every landless labour household up to 100 days in a year, and (2) to create durable assets for strengthening rural infrastructure, which will lead to rapid growth of rural economy.

Under the programme, the State/ UT governments were required to prepare specific projects relevant to the 20 points programmes and the minimum needs programmes such as:

- Construction of rural link roads.
- Construction/ Renovation of field channels to maximize the utilization of potential created by existing irrigation projects.
- Land development and reclamation of waste land or degraded land with special emphasis on ecological improvement in hill and desert areas.
- Social forestry and soil and water Conservation works including the improvement of minor irrigation works (Morley 1988).
- The programme was fully funded by the central Government. During the sixth plan, Rs. 600 Crores was provided (Rs. 100 core for 1983-84 and Rs. 500 Crore for 1984-85)
- Employment generation to the extent of 360 million man-days was expected during the sixth plan in April 1989, RLEGP merged with Jawahar Rozgar yojana (JRY)

**Integrated Rural Development Programme;**

The Integrated Rural Development Programme (IRDP) represents a combination of schemes in different sectors of rural economy, i.e., in the primary sector, such as crop production and minor irrigation in agriculture, animal husbandry, development of women and children in rural area (DWCRA), social forestry and also a number of self employment programmes in secondary and tertiary sectors through Training Rural Youth for Self-Employment (TRYSEM) and developing industry service and business (ISB) activities in rural areas.

IRDP, in its present from, was introduced in 1978-79 with the objective of reducing poverty through generation of employment and income and also achieving a balanced development of rural sector in a coherent manner. Prevalence of widespread unemployment and under-employment and the fact that almost 50 percent of the households fell below poverty line provided the backdrop in which IRDP was conceived as strategy to combat rural poverty. In a nutshell, the programme envisages a direct attack on rural poverty by providing viable income generation assets to the identified target groups and also to enable them through training extension and supportive infrastructure facilities to maintain and manage the assets provided (Morley, Mohan Lal,
This programme envisages that 600 poorest families shall be assisted in each of the 5,011 development blocks in the country every year to improve their income. It is a centrally sponsored programme funded by the center and the states on 50:50 basis. In the Sixth plan, in each of the 5,011 blocks in the country? The poorest were targeted to be identified. Thus the Sixth Plan aimed at assisting 15 million families. At the beginning of the Sixth Plan, approximately, 46 million households in rural India were poor.

**Target Group**

IRDP has the target group, the weaker sections of the rural population, which includes Schedule Castes and Scheduled Tribes, agricultural and non-agricultural labourers, rural artisans, marginal and small marginal farmer and those who are living below the poverty line.

**Development of Women and Children in Rural Areas (DWACRA):**

Women constitute nearly 50 percent of population in India. But it is a historical reality that women have been neglected. Their contribution to the national economy as well as to the wellbeing of their families is well known. It is observed that in the whole process of implementation of IRDP, women have been, by and large, overlooked. Family approach, in a way, ignored the economic potential of women workforce. Therefore, to cure the situation to some extent, a women component IRDP has been designed, which is called the “Development of Women and Children in Rural Areas” (DWACRA), was launched in September 1982 with the objective of focusing attention on women below the poverty line so as to improve their income generation activities. Since individual ventures may not be effective due to the existing socio-
economic constraints operating in regard to rural women, the scheme was
designed to operate through groups.

Hence, homogeneous groups are formed with a membership of 15-12 in order
to facilitate and promote activities. A provision was made for childcare
facilities.

Training of Rural Youth for Self-Employment (TRYSEM):

Training of Rural Youth for Self-Employment (TRYSEM) was launched on
15th August 1979 as a centrally sponsored scheme. The scheme is and integral
part of the Integrated Rural Development Programme (IRDP). The objective of
TRYSEM is to provide technical skills to the rural youth from families below
poverty line to enable them to take up self-employment. The target group under
this scheme comprises rural youth between the age group 18-35. In certain
conditions, wage employment can also be taken up under the scheme.

The identified youth are put thorough a properly designed training courses
either with a training institution or a master craftsman to provide them
necessary technical and entrepreneurial skills. Training is to be provided on the
basis of actual needs and therefore, it has been decided not to have separate
targets at macro level under TRYSEM. On successful completion of training,
the trained youth are assisted under IRDP through subsidy and loan for
acquiring income-generating asset(s).
**Jawahar Rozgar Yojana:**

With the objectives of providing employment and alleviating poverty in rural areas, the Government of India launched the biggest wage employment scheme “Jawahar Rozgar Yojana” (JRY) in April 1989. The existing schemes, know as National Rural Employment Prograhmme (NREP) and Rural Landless Employment Guarantee Programme (RLEGP), have been merged with this new Yojana (JRY), which is now being implemented and administered by the village panchayats all over the country. Over 440 lakh families, which are below the poverty line, are intended to benefit from this scheme. It provides employment to at least one member of each poor family for 50 to 100 days in a year in the vicinity of their residence. Of the total expenditure incurred, 15 per cent will be transferred to village panchayats to be used exclusively for the benefit of scheduled castes and scheduled tribes. Of the beneficiaries under the JRY, 30 per cent will be women.

**Swarnjayanti Gram Swarozgar Yojana (SGSY)**

The multiplicity of programmes such as IRDP, TRYSEM, DWCRA, etc., being viewed as separate programmes in themselves, resulted in a lack of proper social intermediation, absence of desired linkages among these programme inter se and the implementation being more concerned with achieving individual programme targets rather than focusing on the substantive issue of sustainable income generation (SGSY Guidelines). To rectify the situation, government has decided restructuring the self-employment programmes. A new programme, known as Swarnjayanti Gram Swaroazgar Yojana (SGSY), has been launched from April 1999. This is a holistic programme, covering all aspects of self-employment such as organization of poor into self help groups, training, credit, technology, infrastructure and
marketing. SGSY will be funded by the centre and the states in the ratio of 75:25. With the coming into force of SGSY, the earlier programmes, IRDP, TRYSEM, DWCRA, SITRA, GKY and MWS are no longer in operation. SGSY aims at establishing a large number of microenterprises in the rural areas, building upon the potential of the rural poor. It is rooted in the belief that rural poor in India have competencies, and given the right support, can be successful producers of valuable goods and services. The people benefited by this scheme are not called as beneficiaries, but as Swarozgaries.

The objective of SGSY is to bring the assisted poor families (Swarozgaries) above the poverty line in three years by providing them income generating assets through a mix of bank credit and government subsidy. It would mean ensuring that the family has a monthly net income of at least Rs. 2,000. Subject to availability of funds, the effort will be to cover 30 percent of the poor families in each block during the first five year.

**Communication initiative for Rural Development in India.**

The electronic media like radio, television and videotapes are placed under simple electronic media because of the lesser extent of complexities involved in their operation and maintenance as compared to others. Radio broadcasting in India started since 1927 and All India Radio (AIR) was established in 1936 that became “Akashwani” in 1957. Technically, the radio signal cover almost the whole country. However, on an average, there are only 4.4 radio/ transistors sets per 100 persons, i.e., only one radio is catering to the requirements of about 25 persons in India.

In 1965, ten intensive farm and home units were established at selected AIR stations to feed factual and technical information and utility announcement to
the farming community. In these programmes, farmers and experts are invited for deliberations keeping in view the local agricultural problem.

In order to increase extensive reach, effectiveness, popularity and acceptability of radio, now the concept of ‘local radio broadcast’ has been observed more effective. The local radio stations are ideally suited to the dissemination of farm technology according to different agro-climatic region. The All India Radio started first in this kind of local radio station at Dageroli in Kanyakumari district of Tamil Nadu (TN) in October 1984. The concept of ‘Radio-forum’ that is working in many countries could be operational in Indian context also. It will synergies the mass media with interpersonal communication, which in turn, would be helpful in generating greater awareness, creating conviction and developing positive attitude among farmers and rural youth about the innovative farm technologies. However, for increasing effectiveness, radio programmes must be flexible and spontaneous to enable it of function as mouthpiece of the local community. The programmes should satisfy the local aspiration of the people whom such station/forums serve.

Television is yet another powerful electronic communication media. Through the television is existing in India for the last 40 years, it has been mostly utilized for entertainment; however, it can be used both of motivation and instructions. Doordarshan (National Television Service of India) as now become one of the largest broadcasting organizations in the world. Presently, Doordrashan covers over 87 percent of country’s population’s.

An instructional programme for farmers under the label of ‘Krishi Darshan’ was started from 26th January 1967 through the agricultural television pilot project. The main objectives of the project were to communicate latest
scientific know-how in agriculture, dairying and animal husbandry to the farmer and to assess the effectiveness and also realizing the urgency for bridging the knowledge gap, since 1976, the frequency of Krishi Darshan programme has been extended to five days in a week from Monday to Friday.

A promising experiment in decentralized television broad casting was the Kheda communication project. The project was under taken by Indian Space Research Organization (ISRO) with Doordarshan. The programmes were produced on hardcore areas like agriculture, animal husbandry, health as well as social issues. This medium was extensively used for problem solving by recording the problems and taking these to the decision makers or by bringing the villages and the decision-makers together to discuss the problems of mutual interest.

Video is another suitable medium for generating and promoting integration. It can be easily handled and at the same time, it is easy to carry. Experiments with format videotape have recently aroused the interest of farmers. In developing countries. Videotapes are seen as an ideal medium to promote motivation, attitudinal change, behavior reinforcement, community participation and entertainment. The National Dairy Researcher Institute (NDRI) in collaboration with memorial with Memorial University of Newfoundland, Canada took rural development action research project in the village Taparana at Karna in Haryana extensively video in various contexts. Video tapes have tremendous utility in the training of extension personal the present array of training activities in extension in India cover a wide range from fortnightly training sessions (FTSs) and monthly workshops (MWs) to specialized special courses of extension training institutions. Some videotapes can be recorded on successfully conducted FTSs and MWs. They can be a
lesson for others on conducting successful; FTs and MWs and pinpoint pitfalls to avoid it. Different “Success Stories” can be of great practical use to our trinax.

Yet, another very promising area of video tape recording is technology training. The most successful ‘mixes’ of training methods and technologies can be video taped and sent to Directorate of extension (DOE). The DOE can multi play them and sent to states and training institutions. Such an exchange programme will enhance the training capabilities of training institutions at national, regional, state and even divisional level. The extension training institution like, MANAGE Eels, other training institutes, centers etc., themselves can undertake this valuable exercise.

Computer aided agricultural extension (CAEx) can generate and disseminate information relevant for locality in different ways.