

Impact of the Media in Rural Development

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Abstract: Mass media is a powerful influence in the present go of life. Starting from book to internet it was catalytic action to the wide population. Mass media the forum pillar of democracy plays pivotal role in upkeep ling the socio-political system of a country sound and treating due to the advancement of information and communication technology (ICT), the role of mass media has been multiplied to a higher order.

Media touch the remotest village and unfolds the irony behind the science. Mass media really connects the whole universe with a noble mission to share the sorrows and sufferings pains and strains success stories of the society. It always, if properly mange, takes a vital part in political affairs.

1. INTRODUCTION

Media is undoubtedly very fast vast and powerful mode on communication. Nor does it only appeal a vast audience it has got a tremendous impact on the political run of a country and culture of a Society ,Films, T.V Shows ,Journalism (news papers and news channels) all come under short yet large “Media”.

Mass Media perform the role of dynamic waterdogs and erects its fingers towards and backlog in a system. It diagnoses the system and opens the pit full and tries to rectify it. As we know our country in a democratic way of living and India has completed sixty five years of its independence it is still in its youth stage. Our country has been successfully serving as the largest democracy of the world.

In last two decades it is observed that liberalism has its impact on various dimensions of the human civilization. Establishment of market economy creates challenges to heritage of our country. It affects the urban population most and gradually creeps in to rural circle.

This stratification of distribution occurs not only between urban and rural areas, as much pervious evidence attests, but more important the areas themselves, television is the mass media with the greatest diet bias in most developing countries and radio is the most generally available however , even radio is quite the social strata. The majority of rural people in underdeveloped countries are found to live in a state of “under communication.”

A great inequalities still hundred the potential use of mass media in availability in rural areas mirrors the unequal distribution of other resources. Even where mass media widely available serious reservation remains concerning the contribution of the information to a more equitable rural development.

2. PROBLEMS IN RURAL DEVELOPMENT

1. People Related
2. Agricultural related
3. Infrastructure related
4. Economic related
5. Social and culture
6. Leadership related
7. Administrative

As we know the 60-70% of rural population in India lives in primitive conditions. This sorry state exists even after 60 years of independence. So that Rural Development programmes have urgency in the present condition also. There are many obstacles in the rural development programmes which are as less than.

1. In 21st Century, there is no electricity supply in many villages.
2. Now also many rural peoples using primitive methods of cooking, living and farming and they have trust on these methods.
3. By using primitive cook stoves, around 300,000 deaths / year takes place due to pollution.
4. 54% of India's population is below 25 years and most of them live in rural areas with very little employment opportunities.
5. Literacy is the major problem in rural development programme.
6. The poor extension linkage causes slow growth of rural development.
7. Untrained, unskilled, inexperienced staff in extension linkage cannot provide satisfactory help to rural peoples.
8. Every one wants to go to the cities, so that rural people's remains as ignored part by the policy makers also.
9. Privatization concept is useful for rural development but, government not paying much attention to this aspect.
10. Policy makes prepared policies, programmes for betterment of rural people but, if these programmes are not implemented very well then have no used.

3. DEPARTMENT OF RURAL DEVELOPMENT

The department of rural development is implementing a number of programmes in rural areas through the state Govt. for poverty reduction. Employment generation, rural infrastructure habitant development, provision of basic minimum services keeping in view the fact that rural roads area vital to economic growth and measures for poverty alleviation in the villages Govt. have launched a 100% centrally sponsored scheme lunched the Pradhan Matri Gram Sadak Yojana(PMGSY). The progarmme seeks to provide connected to at unconnected habitation in the rural areas with a population of more than 500 people through good all weather roads by the end of the tenth plan period.

Information, education and communication plays a pivoted role in reating awareness mobilizing people and making the development participating through advocacy and by transferring knowledge skills techniques to the various progarmmes of the Ministry holistically in integrated ICE strategy envisaging optimum utilization of available models of communication , conversational and non-conventional has been evolved in order to effectively meet the communication needs of the progarmmes of the Ministry.

Several national programmed have been launched for poverty alleviation ,employment generation , food security abolition of child labour, safe guard of human right empowerment of women ensuring education for all right to information rural electrification safe drinking water , road connectivity access to mass media, ect. Prominent among them are Mahatma Gandhi National Rural Employment Guarantee Act Swarajayanti Gram Swarozgar Yojana. Pardhan Mabtri Gram Sadak Yojana, Indira Awas Yojana, National Social Assistance Progarmme, National Land Record Modernization Progarmme, Integrated watershed Management Progarmme, Right to information act, right to education act, Rashtriy Madhyamik Sikshy Abhiyan, formation of self Help Group.

All these programmer need special care by the media personnel for smooth arrival of these programmed to the needy people of the country. Television broadcast programmed and community radio services are very helpful in this regard. Newspaper and journal have no less importance in propagating the mission of the government.

Some say mass media is opiate of masses and others say if vital aspect of human society is. As we know we are living in a globalization knowledge world we have to change ourselves to cope up with this changing world. Sometimes mass media is criticized on ethical ground. Sometimes media publishes distorted news which create imbalance in the society. It is the responsibility of the media persons to go deep into the matter before publication .they should publish real, judicious, true facts rather than polarized stories. It should be free from any citizenship political, economic, social and cultural citizenship.

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