



---

## Role of Communication in Rural Development

---

**Erum Saif<sup>1</sup>, Ashok Kumar<sup>2\*</sup>**

<sup>1</sup>Ph.D. Research Scholar, Department of Adult and Continuing Education and Extension, Jamia Millia Islamia, New Delhi-110025. India.

<sup>2\*</sup>Associate Professor, Department of Adult and Continuing Education and Extension, Jamia Millia Islamia, New Delhi-110025. India.

Corresponding Email: <sup>2\*</sup>[erumsf7@gmail.com](mailto:erumsf7@gmail.com)

**Received:** 15 May 2023

**Accepted:** 01 August 2023

**Published:** 12 September 2023

**Abstract:** *The nearby age has been truly term as a “Communication age”. Communication plays an enormous value in our civilization. Communication has turn out to be a vital part of our daily life. Now people want sufficient and valid information as early as achievable. The mass media namely newspaper, radio and television are taking important part in this important necessitate of people. Communication is the middle activity human connection in general and growth as well as development in particular. A man can stay alive only in society and the continued existence in society is likely with communication. Communication and Development have existed side by side since the sunrise of civilization. Both have gone through lots of changes since they have been connected with each and every feature of human growth, progress and development. The main center of attention of this paper is to examine the level of communication that has contributed for India’s rural development. The other cause is to check the success and act up of the special tools of communication in the rural development passage where many are aggressive and stressing on improving the eminence of rural life. Communication plays an important role in achieving various objectives of the rural development programs i.e. MGNREGA, PMAY-G, and PMGSY etc.*

**Keywords:** *Communication, Rural Development, Human Growth, Mass Media, Print Media.*

### 1. INTRODUCTION

Communication is the spirit of any organization. It also plays a major role in promoting the life of an individual. Communication is very useful in making strong relation in the world, in different parts of the world with its use in different schemes which is issued by the government. Communication is a key tool for individuals to use when exchanging ideas, assigning tasks, managing a team, developing positive relationship, etc. For planning,



organizing, leading, and calculating, managers need to be able to communicate effectively. The organization's managers are committed to communicating with employees about their numerous work duties throughout the day. They spoke with their generation, their subordinates, and the customers constantly, either in person or over the phone. Additionally, managers communicate in writing via the use of e-mails, memos, daily reports, and other formats. A key component of a successful organizational structure is effective communication. Motivational qualities are boosted by good communication. Information used in the decision-making process comes in the form of communication. It also helps in planning the process where workers must follow the organizations, standards of behavior, and other group policies. Communication encourages socializing both within and beyond the organizational structure.

Therefore the essential part for the development of the rural mass would be to distribute the word and express the needs and wants of the rural masses through dissimilar modes of communication. Spreading the word itself is a commanding tool to share their thoughts, ideas and necessities which can fall into the right hands and make sure in the background of the rural society

“Communication” originates from the Latin term “communis” which means commonness. The act of conveying information, concepts, messages, facts, feelings and knowledge from one person, place, or thing to another is known as communication.

**According to Leagans** (1961), Communication is the process through which two or more people exchange thoughts, information, feelings, and experiences in a way that aids in agreeing among all parties on the importance, use, and use of messages.

**Rogers and Shoemaker** (1971) referred to the act of transmitting messages from a source to a recipient as communication.

**Newman and summer** “Communication is an exchange of facts, ideas, opinions or emotions by two or more persons”

**Oxford English Dictionary** “Communication means the imparting, conveying or exchange of ideas, knowledge, whether by speech, writing or signs”

**M.T.Myers and G.E.Myers** The term “Communication” refers to a certain pattern that is conveyed symbolically. Two requirements must be satisfied for communication to occur between or among individuals.

- 1) The parties engaged must share a symbolic system (we need to speak the same language or jargon or dialects).
- 2) There must be common connections between the symbols and their referents.

### **Communication in rural development**

A communication would make it a point to fully support rural communication initiatives, particularly those involving interactive radio but also those involving other effective media like tape recorder and educational video programmes. Although rural communities may not yet



have access to computers and the internet; they do provide rural information providers for communication intermediates. Cell phones and other gadgets show great potential for the transfer and replacement of useful information. Radio is now the most effective and affordable medium for providing the most essential information to people in rural areas. However, other common forms of modern communication are as important, according to the circumstance and accessibility, as in face-to-face computer, cassette, and video conversations, as well as media (like newsletters, newspapers, journals, magazine, posters), teleconferencing and interactive exchanges (via village meetings and demonstration). One-way telecommunication media (including radio, on-interactive, satellite, television, (internet) computer information and communication technologies (ICTs) have shown to be important for internet consumers and for the midway consumer who assists the underprivileged. As a result of its medium, the media may provide information that is helpful to all groups within the rural population. However, it would represent a first step in the establishment of 'rural people' services and activities intended for rural development.

It often refers to a method of raising people's quality of life and financial security, particularly those who reside in populated and remote places. Utilizing commodities that need a lot of lands, including forestry and agriculture, has generally been the core goal of rural development. However, in modern times, Due to rising urbanization and changes in the world's industrial networks, rural region's features have changed.

Communication helps to make possible the replacement of ideas, views and information stuck between the farmers and agricultural and rural organizations to make payment to the execution and co-ordination of the agricultural and rural development projects. It also helps to make sure that the innovations are embraced and extend in rural areas. Communication helps to develop joint learning co-creation of knowledge and to get better the linkages and build up dialogue connecting policy makers, institutions and the farmers and local community it also links the gap between global information and local knowledge. Communication is very supportive in raising the consciousness in rural areas to promote people's contribution to various development programs and also ready to lend a hand to maintain the activities for education and awareness among the rural people.

The primary focus of national development is still rural development. A third of rural India is still below the poverty line, and more than two-thirds of the people rely on agriculture for their livelihood. In order to raise people's standard of life, it is essential for the government to be functional and offer enough services.

The government's sixth five year plan for rural development includes the following objectives:-

1. To progress the output and salary of rural people
2. To guarantee expanded and speedy service options.
3. To eliminate unemployment and bring about a significant decline in underemployment.
4. To promise to raise the living standards of the underprivileged people.
5. To provide for necessities including basic healthcare, safe drinking water, rural roads, and education.



6. Communication plays a vital role to accomplish the objectives of rural development and its various schemes like MGNREGA, PMAY-G, and PMGSY.

The majority of the population in rural areas depends on rural development, which is also important for country's overall economic growth. For the improvement of the nation's evaluation, rural development is seen as being more important now than it was in the past. This tactic aims to boost output, raise socioeconomic equality and aspiration, and preserve stability in the development of society and economy.

The primary goal is to eliminate hunger, which affects around 70% of the rural population, by making enough nutritious food available.

The secondary objective is to provide shelter, food, clothing, footwear, medical care, recreational activities, education, transportation, and communication.

### Various government schemes for rural development

**MGNREGA:** The MGNREGA ("Mahatma Gandhi National Rural Employment Guarantee Act") became public on 7<sup>th</sup> September 2005. The law permits every rural household with adults who agree to do unskilled manual labor to have access to at least 100 days of guaranteed pay work every fiscal year.

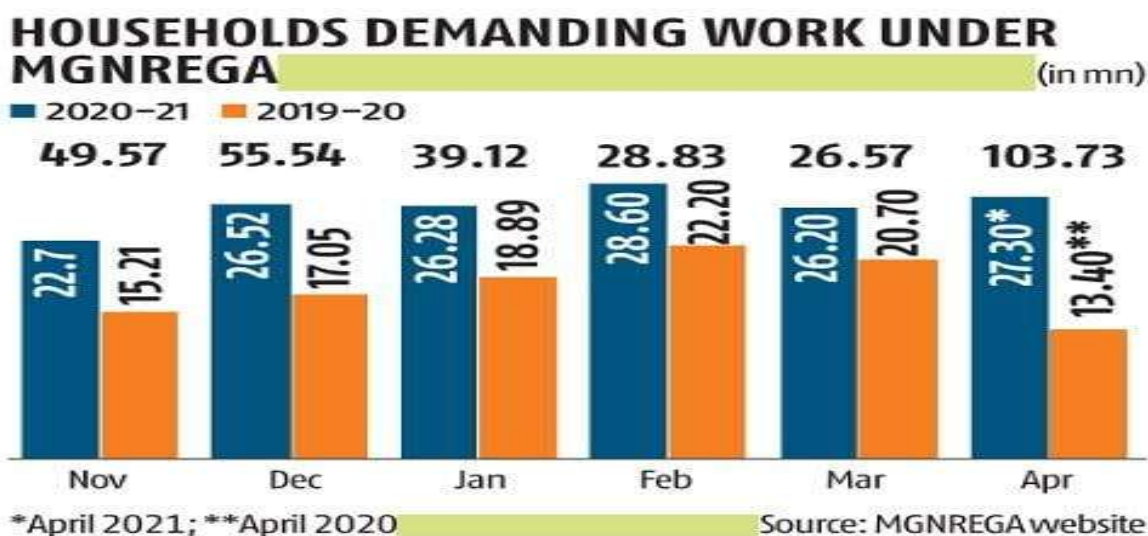


Fig.1. Households Demanding Work under MGNREGA

**PMAY-G:** Pradhan Mantri Awas Yojana-Gramin. PMAY-G. It was launched in 2022 to attain the purpose of "Housing for All". The previous rural housing scheme IAY (Indira Awas Yojana) was limited to PMAY-G i.e. 1<sup>st</sup> April, 2016. The major plan is to give a pucca house. By 2022, every houseless family as well as those living in Kutcha and decrepit homes would have access to basic amenities. The immediate goal is to assist 1 crore households in three years, from 2016-2017 to 2018-2019, that live in Kutcha house or decrepit homes.

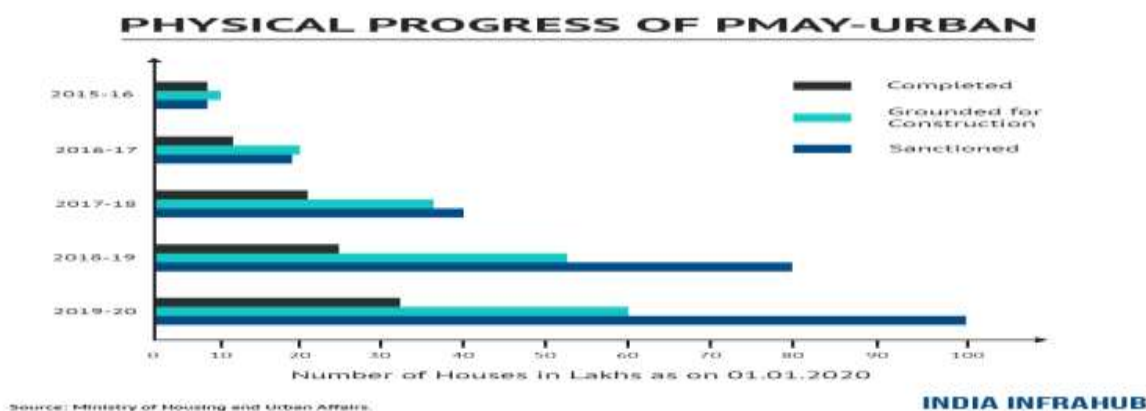


Fig.2. Physical Progress of PMAY-URBAN

**PMGSY:** PMGSY-1, or Pradhan Mantri Gram Sadak Yojana, was launched on 25<sup>th</sup> December 2000 to provide all –climate access to suitable independent habitations with a population of up to 500(Census 2001) in plain areas and 250 or more in special category states to provide all-climate access to suitable independent settlements with a population of up to 500 (Census 2001) in plain areas and 250 or more in specific category states(Jammu&Kashmir, Uttarakhand, Himachal Pradesh, State of north-east).

**Table 11: Habitations connected under PMGSY**

Year	Target habitations	Connected habitations	Connected habitations (%)
2005-06	12,962	6,633	51%
2006-07	13,857	7,767	56%
2007-08	14,005	8,990	64%
2008-09	18,100	10,718	59%
2009-10	13,000	8,786	68%
2010-11	4,000	8,360	209%
2011-12	4,000	7,666	192%
2012-13	4,000	9,413	235%
2013-14	3,500	9,515	272%
2014-15	4,688	11,121	237%
2015-16	10,177	9,953	98%
2016-17	15,000	11,742	78%
2017-18	15,000	7,082	47%
<b>Total</b>	<b>1,32,289</b>	<b>1,17,746</b>	<b>89%</b>

Note: Data for 2017-18 is updated till February 13, 2018.

Sources: Pradhan Mantri Gram Sadak Yojana Online Management, Monitoring and Accounting System (OMMAS), Ministry of Rural Development; PRS.

Fig.3.Habitations connected under PMGSY

**DDUGKY:** On September 25, 2014, DDU-GKY (Deen Dayal Upadhaya Grameen Kaushalya Yojana) celebrated its Antyodaya Diwas. It is an element of the NRLM (National Rural Livelihood Mission), which has the dual goals of supplying rural youth with employment opportunities and increasing diversity in the income of rural disadvantaged families. DDU-GKY only targets rural youngsters aged 15 to 35 who come from low- income

households. As part of the Make in India, Startup India, Smart Cities, Stand-up India, and Skill India programs, it supports government social and financial initiatives



Source=Ministry of Rural Development

Fig.4.Sectoral Spread of Trainings

**Mission Antyodaya:** Adopted in the 2017-2018 Union Budget, the goal of the Mission Antyodaya is to bring the best use and supervision of the resources that will be paid for by 27 ministries and departments of the Indian government under variety of initiatives toward rural area development. Mission Antyodaya includes an annual survey of Gram Panchayats all around the nation. Gram Panchayats conduct a yearly survey crossway the country is a significant part of Mission Antyodaya.



Source=Ministry of Rural Development

Fig.5. Why Mission Antyodaya

**NSAP:** National Social Assistance Programme (NSAP) is being implemented in rural areas as well as urban areas. It was launched on 15 August 1995. These programmes were meant to provide social assistance support to the aged, the BPL families in the case of loss of the main source of income and for maternity. These programmes were meant to make sure minimum national standards in the calculation of the profit that the States were then provided or would provide in future.

## National Social Assistance Programme

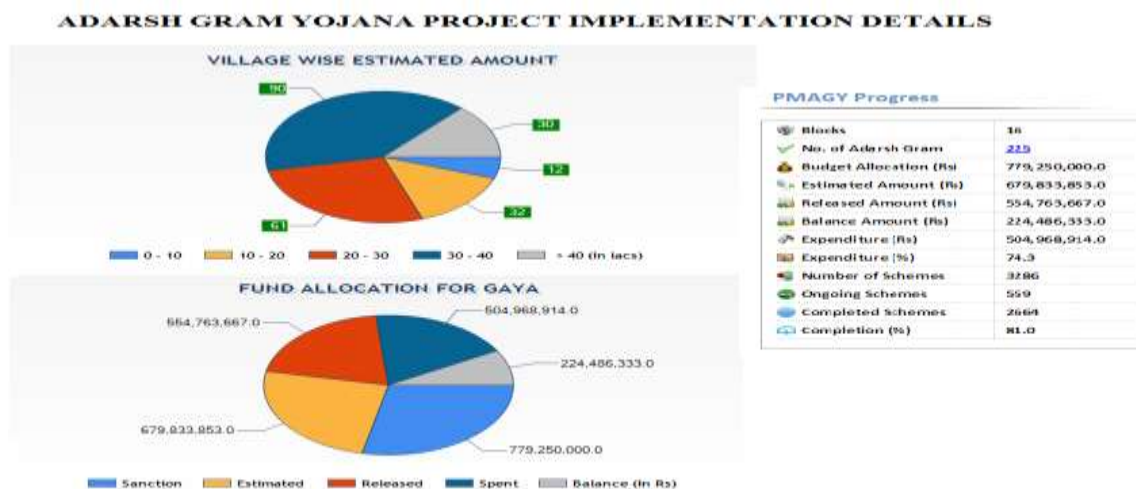
Year	Actual Expenditure (In crore)
2012-13	7884.3
2013-14	9112.4
2014-15	7083.7

Scroll.in

Data: Ministry of Rural Development

Fig.6.National Social Assistance Programme

**SAGY:** On October 11, 2014, the birth anniversary of Lok Nayak Jai Prakash Narayan, Shri Narendra Modi. The SAGY (Saansad Adarsh Gram Yojana) was introduced by the honorable PM at Vigyan Bhawan in New Delhi. Three Adarsh Grams were to be expanded by March 2019: one was to be completed by 2016. These proposals, which were inspired by Mahatma Gandhi's belief and ideals, focus the same emphasis on cultivating qualities of national pride, nationalism, communal spirit, and self-confidence as well as on improving transportation.



Source=Ministry of Rural Development

Fig.7.Adarsh Gram Yojana project implementation

**Day-Nrlm:** Deen dayal Antyodaya Yojana-National Rural Livelihoods Mission. It was launched as an upgraded version of the Swarna Jayanti Gram Swarozgar Yojna (SGSY) in June 2011. The key objective is to reduce poverty by giving low-income households the opportunity to engage in profitable self-employment and skilled wage employment, which will substantially improve their standard of living over time. To achieve this, strong grassroots institution for the poor.

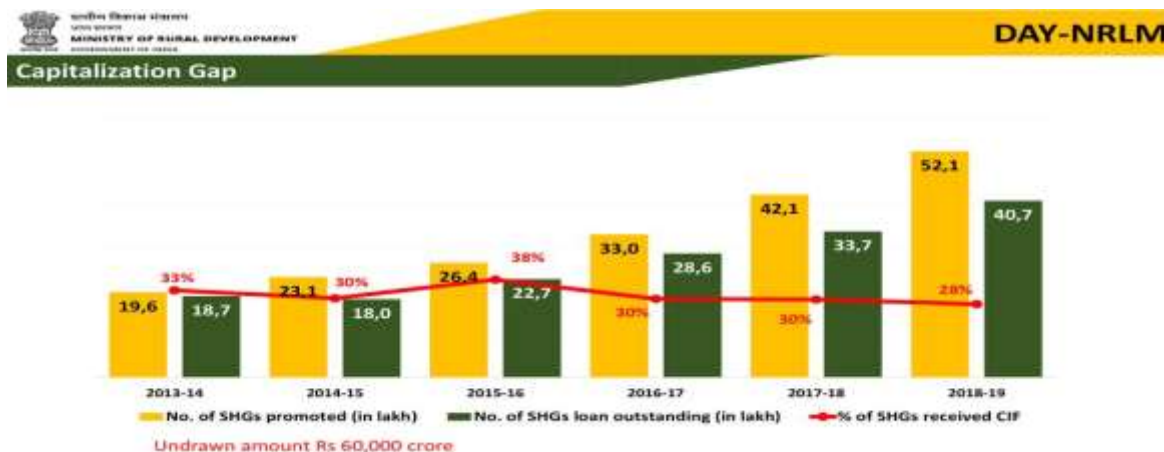


Fig.8. Capitalization Gap

**Spmrm (Rurban):** Shyama Prasad Mukherji Rurban Mission. It was introduced in 2016, to execute the vision of the “Development of a cluster of villages that preserve the character of rural village life and focus on equity and completion without sacrificing amenities”. The main aim of the (SPMRM) is to inspire local economic growth, improve basic armed forces, and develop a good strategy Rurban Clusters.



Source-Ministry of Rural Development

Fig.9. Chart on SPMRM (RURBAN)

### Summary

Effective communication is significant to rural development. It facilitates the substitute of sequence, thoughts, and facts among various stakeholders and enables rural communities to admission the information and hold. However, rural communities often look challenges in accessing communication technologies due to factors such as road and rail networks, cost and





literacy levels. Over-coming these challenges requires a versatile move that involves government interference, private sector investment, and community participation .Communication should be a main concern in rural development strategies, and efforts should be made to make sure that communication technologies are reachable.

## **2. REFERENCES**

1. (n.d.). Retrieved from byjus: <https://www.byjus.com>
2. (n.d.). Retrieved from <https://www.comminit.com>
3. (n.d.). Retrieved from <https://www.leverageedu.com>
4. (n.d.). Retrieved from <https://www.vedantu.com>
5. (n.d.). Retrieved from <https://www.dailyexcelsior.com>
6. (n.d.). Retrieved from <https://www.economicdiscussion.net>