

# Role of Mass Media in Rural Development of the Raebareli and Varanasi Districts of Uttar Pradesh

Adhrit Chandra Pati Tripathi\*

Department of Mass Communication and Journalism  
Assam University (A Central University), Silchar

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**Abstract:** *Mass media refers to communication devices, which can be used to communicate and interact with a large number of audiences in different languages. In the current situation, the role of mass media is very important to upgrade the rural society. It can stimulate the rural people towards progress. The mass media have been used at once for transmission of development communications to the people of this society as in others.*

*In this article the researcher has investigated the role of mass media in rural development in Raebareli and Varanasi districts of Uttar Pradesh about the rural development programmes in their areas. The researcher has selected two blocks from each district (Unchhar and Dalmau) from Raebareli and (Chiraigaon and Haruha) from Varanasi. Since each block contains several villages, for the purpose of designed survey, the researcher further selected one village from each block: Kand Rawan from Unchhar block; Aihar from Dalmau block; Bhabhanpura from Chiraigaon block and Lamahi from Haruha block. From this study the researcher tried to investigate the direct or indirect role of mass media in rural development of the selected areas that affects the life of the locals and also their level of participation in the development of their respective areas.*

**Keywords:** *Mass media, Rural Development, Communication strategies, Participatory communication, Development communication.*

## 1. Introduction

In India, out of total population of 121 crores, 83.3 crores live in rural areas (Census of India, 2011). Thus, nearly 70 per cent of the India's population lives in rural areas. These rural populations can be characterised by mass poverty, low levels of literacy and income, high level of unemployment, and poor nutrition and health status. In order to tackle these specific problems, a number of rural development programmes are being implemented to create opportunities for improvement of the quality of life of these rural people.

Rural development implies both the economic betterment of people as well as greater

social transformation. In order to provide the rural people with better prospects for economic development, increased participation of people in the rural development programmes, decentralization of planning, better enforcement of land reforms and greater access to credit are needed. This section provides complete information on initiatives taken by the government for bridging the urban-rural divide by upgrading the standard of living of people in rural areas. Information about programmes, schemes, employment opportunities, Panchayati Raj institutions, development authorities, drinking water, sanitation, road construction, electrification of villages and food supply etc. is provided. Rural Development in India is one of the most important factors for the growth of the Indian economy. India is primarily an agriculture-based country. Agriculture contributes nearly one-fifth of the gross domestic product in India. In order to increase the growth of agriculture, the Government has planned several programs pertaining to Rural Development in India.

Mass media, the fourth pillar of democracy plays a pivotal role in upkeeping the socio-political system of a country sound and healthy. Due to the advancement of information and communication technology (ICT), the role of mass media has been multiplied to a higher order. Man has conquered time and space due to this modern technology. The print and electronic media remain at the helm of affairs in every nook and corner of the world. Media touches the remotest village and unfolds the irony behind the scene. 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 managed, takes a vital part in political affairs. As we know the development of a country depends upon the political will power, it fires not only the spirit of legislature but also the other two pillars of democracy. Analysis of the affairs of a country is highly essential for smooth progress. Mass media perform the role of a dynamic watchdog and erects its fingers towards any backlog in a system. It diagnoses the system and opens the pitfalls and tries to rectify it. Our country has been successfully surviving as the largest democracy of the world.

The political thinkers of our country have provided a new way of functioning for the rural India as seventy percent of the total population reside here. In this article the author has focussed on the role of Mass Media on Rural Development in the selected areas of Raebareli and Varanasi districts of Uttar Pradesh. The aim of the study is to find out whether media has efficiently taken up the issues related to the development of the rural people in selected areas.

## 2. Review of Literature

Development is the process of improving the living conditions of a society. Improvement is linked to economic and material progress as well as spiritual and human growth (Melkote and Steeves, 2001). While some theorists perceive development as primarily the increase in production and distribution of capital, there is an increasing consensus to embrace development as a change in human conditions.

Traditionally, communication efforts have tended to fulfill three main roles in development practice. First, to inform and persuade people to adopt certain behaviors and practices that are deemed beneficial to them; to enhance the image and credibility of the development organizations involved in the efforts; and last, to enable community consultation on specific initiatives (Deane & Gray-Felder 1999). The focus in more recent years has shifted to providing a forum or platform for dialogue, debate, and participation for all sectors of society, especially those that have been underrepresented. Communication is the complex process of creation, transmission, maintenance and transformation of information and ideas, using a mix of interpersonal and mediated channels which are sustained by political, economic and social structures (Melkote and Steeves, 2001). Development communication is the use of communication to stimulate debate and involve people in decision-making and action to bring about change. It is also the use of communication channels and messages to help people acquire the new knowledge and skills needed to perform in society and to be able to work with people from different sectors in the development process (Fraser and Restrepo-Estrada, 1998). Here, development communication is defined as the purposive use of interpersonal, participatory and mediated channels to buttress positive change among individuals and societies at the micro (communities), macro (nations) and meso (large regions) levels (Melkote and Steeves, 2001). Rogers (2003) 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. In contrast to other modernisation theorists, Rogers continuously updated his framework (Rogers, 2006). 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). By selecting appropriate communication channels and addressing local opinion leaders, Rogers’ (2006) theory, therefore, considers the relevance of human agency and grassroots organisations to improve the process of diffusion of innovations.

Rural development defies any clear definition as it has gone through a number of changes over a period of time. Hence, there is no comprehensive universally accepted definition of rural development. Earlier, rural development was commonly understood and expressed by political leaders, academics and a whole lot of UN bodies as an enabling force for improvement of the quality of life of rural people. Development, as a process meant to empower the poor, reduce exploitation, and oppression by those having economic, social, and political power. It also means an equitable sharing of resources, improved health care and education for all. One of the major components and driving force of rural development is communication. Persuasive communication for rural development has been given highest priority for bringing about desirable social and behavioural change among the most vulnerable rural poor and women. Initially, the approach lacked gender sensitivity and empathy of the communicators and development agents who came from urban elite homes. Added to these constraints is the political will that still influences the pace and progress of rural development.

Samirendra N. Ray (1995) in his book ‘Communication in Rural Development: A Public Policy Perspective’ seeks to achieve the following objectives, based on a careful perusal and assessment of the limited but potentially rich data available at the macro and the micro levels:

- “To study the broad trends of development-thinking and development-communication inter-relationship in the writings of Euro-American scholars who have for long influenced and conditioned Indian academic writings, and their acceptance or otherwise in India’s development-experience in the 1950s and the 1960s;

- To trace the emergence of the changing perceptions in these fields in the 1970s and the 1980s, and how far these were reflected in Indian thinking;
- To set the pattern of communication-development relationship in the proper Indian perspective, especially in the context of Indian society and culture;
- To identify the problem-areas and to investigate whether the perceived problem-areas have been adequately realized and acted upon in terms of government policy and its implementation;
- To highlight the failure of the national government to evolve an explicit, well-articulated, integrated and comprehensive national communication policy as a supportive input to development in general and rural development in particular, and its negative impact on the development-situation in the country;
- To analyze the broad approaches to and strategies of rural development in India and the role of Development Support Communication in facilitating and promoting rural development policies, plans and programs;
- To project the inter-active relationship between research and public policy-making, in this case, communication research and a national policy for Development Support Communication; and take a close look at the state-of-the-art communication research in India in recent years; and
- To indicate the guidelines, directions, priorities and mechanism for formulating such policy and planning for the country in the light of the existing machinery and mechanism of public policy-making at the national and state levels”.

The author has examined in the Indian context, a skilful synthesis between traditional and folk media of communication on the one hand, and the modern audio-visual media including satellite communication on the other which is being attempted on a large scale. So far as programs for rural development are concerned, almost all AIR stations broadcast rural programs in different languages and in local dialects. It was in 1966 that AIR, in consultation with the Ministry of Agriculture and Irrigation, set up Farm and Home Units in selected AIR stations to provide relevant and problem-oriented technical information to the farmers of a small homogenous area with similarity of agro-climatic conditions.

Sybil L. James (1994) in ‘Facilitating Communication within Rural and Marginal Communities: A Model for Development Support’ is an attempt for reappraisal of marginal communities. It examines development constraints and networks in rural communities and raises

questions about the education of communication specialists in the Third World. It also explores the alternative ways in which development communicators can make effective use of their expertise in an arena already besieged by development workers, projects and ambivalent attitudes. In the summary part of this paper, it has been argued that “Professional communicators represent one of a number of groups working in support of development in Third World countries. Their role of interpreting communication messages and linking the people with the government is essentially a supportive one. At the same time, they have a responsibility to assist in the ‘consciousness raising’ and the ‘awakening of critical awareness in the poor and the marginal people’.

India Rural Development Report 2012-13 (Oct, 2013) prepared by Infrastructure Development Finance Company (IDFC Foundation-Chennai) in collaboration with network partners: Centre for Economic and Social Studies (CESS- Hyderabad), Institute of Rural Management Anand (IRMA-Gujarat), Indira Gandhi Institute of Development Research (IGIDR-Mumbai) along with the contributions from other researchers, experts and civil society organisations working on the ground. It is a lucid compilation of issues pertaining to rural livelihood and sustainability. Rural India is undergoing a sweeping transformation. The narratives vary from rural resurgence and expanding consumption to conflicts, poverty and distress. In this complex and multi-layered context, this report delves into various aspects of rural development. The Report is also unique as it provides a comprehensive current picture of rural India and brings together into a single compilation a review and analysis of the evolving rural economy. Further, implications of rural economy on social relations; contours of regional inequality, social and economic deprivation; inequalities in access to education, healthcare and physical infrastructure; changing nature of livelihoods with commercialisation and small holder farms and growing non-farm opportunities; sustainability of natural resources, so critical to rural livelihoods, and the conflicts over resources; and changing role of the state and local self-governance has been featured. The Report also 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.

‘Indian Development: Selected Regional Perspectives’ by Jean Dreze, Amartya Sen (1997)

explores India as a nation of great diversity. The commonly used indicators of 'quality of life' (such as life expectancy, infant mortality, and literacy) vary tremendously between the different states, rivaling international contrasts between very low performing countries and very high achieving ones. This volume of essays reflects an attempt to draw lessons from the disparate experiences within India, rather than from contrasts with the experiences of other countries. It supplements Dreze and Sen's India: Economic Development and Social Opportunity, which studies what we can learn from international comparisons of policies, actions, and achievements. The essays challenge exclusively economic judgments of the development process. The first task is to identify the ends of economic and social development in order to have a basis in which to found the means and strategies. The second task is to understand a wider range of means than those related simply to the use or non-use of markets. The first two overview essays study the issues at the national level, focusing on policy debates and district-by-district demographic indicators, respectively. They are followed by detailed case studies of three very different states: Uttar Pradesh, Kerala, and West Bengal. The chapter "Uttar Pradesh: The Burden of Inertia", contributed by Jean Drèze and Haris Gazdar, 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. This chapter also talks about the social and political circumstances underlying these diverse failures. The term 'inertia' has been significantly used with two aspects, (i) apathy of the state and (ii) failure of civil society to challenge oppressive patterns of caste, class and gender relations. Although the authors focus is on Uttar Pradesh, they argue that the 'inertia' explanation also applies to other backward regions of North India.

### 3. Methodology

In this study, the survey method was used with the help of a structured questionnaire for the rural population in the selected areas of Raebareli and Varanasi. A separate questionnaire was also prepared to examine the views of administrative government officials involved in rural development programmes. The researcher has adopted the sampling method for this study. The convenient sampling for selection of two developed blocks from each district was taken on the basis of villages in which the panchayats have worked and has utilized the government rural funds. Further, the method was also applied to access the beneficiaries

of the rural development programs and collect useful information relevant for the study.

### Area and Tool selected for the study

The areas selected for the study are Unchahar and Dalmau blocks under Raebareli district; Chiraigaon and Haruha blocks under Varanasi District. One village each from the two blocks of the district has been taken into account for the purpose of selecting the respondents. The researcher developed a questionnaire as a tool for data collection from the selected respondents. The study involved the response of 500 respondents (250 from each district) which have been analyzed in terms of percentages.

### Questionnaire and pre-testing

The researcher has conducted a pre test among 20 respondents in the sample villages of the universe. After the pre test some the researcher translated the questionnaire into the language used by the local people so that they can understand the questions. The questionnaire was based on the general information, demographic profile, educational and economical status, awareness about the citizen's rights, the communication usage pattern and developmental strategy for communicating rural development programmes. Here the respondents were asked to rate the performance of media on rural issues and give their critical opinion on the media's role.

### Sampling Technique

The researcher has used non-probability sampling, particularly in the form of available samples. An available sample (also known as convenience sample) is a collection of readily accessible subjects for study, such as group of students enrolled in an introductory mass media course or shoppers in a mall.

### Statistical Analysis

The researcher has applied percent analysis method for interpretation of the data collected through field survey in this study.

### 4. Results and discussion

Table 1., shows the response of respondents on role of media examined village wise and it was found that in all the four villages maximum respondents view that media is sensual arousal followed by the number of those who view it as politically dominated. In aggregate, 40.4% respondents view the media to be sensual-arousal, 28.4% assume it to

be politically-dominated, for 13.6% it favors only the rich, for 10.8% it is democratic while only 6.8% view it to be entertainment centered. Out of total 500 respondents, in comparison to Raebareli where the majority of respondents (35.6%) said that the role of media is sensual-arousal, Varanasi has 45.2% respondents in this category. In Varanasi 28.8% respondents stated media to be politically dominated when compared to Raebareli with 28% respondents. In Varanasi 10.4% and Raebareli 16.8% respondents said that media is only for the rich. 8.4% in Varanasi and 5.2% in Raebareli stated media to be entertainment-centered while the remaining 14.4% respondents in Raebareli and 7.2% in Varanasi stated media as democratic. Thus both in Varanasi and Raebareli, majority of respondents stated the role of media as sensual-arousal. (Table 1). Response of the locals when asked for the source of information of new welfare schemes launched by government, as shown in table 1., (village wise), in Kand Rawan, majority (more than 48%) respondents were getting information about new welfare schemes from interpersonal sources, followed by 19.2% of those who were getting information from radio, 18.4% of those who were getting information from newspaper, 13.6% getting information from television and none from internet. In Aihar, majority 53.6% were those getting information about new welfare schemes from interpersonal sources, followed by 22.4% of those who were getting information from newspaper, 16.8% of those who were getting information from radio, 7.2% getting information from television and none from internet. In Bhabhanpura, maximum 42.4% respondents were getting information from interpersonal sources about the new welfare schemes followed by 27.2% getting information from newspaper, 18.4% getting information from television, 10.4% from radio and the remaining 1.6% from internet. In Lamahi, the majority 47.2% respondents were getting information about the rural development programmes from interpersonal sources, followed by 23.2% from newspaper, 16% from television, 13.6% who were getting information from radio, and none from internet. Thus, out of total 500 respondents, in Varanasi the majority of respondents (44.8%) were getting information about the new welfare schemes from interpersonal sources as compared to Raebareli with 51.2%. In comparison to Varanasi with 25.2% respondents getting information from newspaper, Raebareli has more than above 20% respondents in this category. In the information from television category, Varanasi has 17.2% respondents while Raebareli has 10.4%. 18% of respondents in Raebareli and 12% in Varanasi were getting information from radio. 0.8% respondents in Varanasi were getting information about the rural

new welfare schemes from internet as compared to Raebareli where none was found in this category. In the final analysis, the highest percentage (48%) of respondents getting information about the new welfare schemes through interpersonal sources, followed by 22.8% were getting information from newspaper, 15% from radio, 13.8% in television and only 0.4% from internet. (Table 1).

Observation for credibility of information by different media sources states that, in Kand Rawan, according to the majority respondents (40.8%) the credibility of information is maximum through interpersonal sources, followed by 28% respondents who rely on newspaper, 23.2% on radio and the remaining 8% on television. In Aihar, more than 33% respondents said that the credibility of information is maximum through newspaper, followed by 32.8% respondents who rely on interpersonal sources, 20% on radio and the remaining 13.6% on television. In Bhabhanpura, more than 58% respondents said that the credibility of information is maximum through newspaper, followed by 17.6% respondents who rely on interpersonal sources, 14.4% on radio and the remaining 9.6% on television. In Lamahi, more than 48% respondents said that the credibility of information is maximum through newspaper, followed by 30.4% respondents who rely on interpersonal sources, 11.2% on television and the remaining 9.6% on radio. Thus, out of total 500 respondents examined, 42.2% respondents said that the credibility of information is maximum through newspaper, followed by 30.4% respondents who rely on interpersonal sources, 16.8% on radio and the remaining 10.6% on television. The study shows that in Varanasi, the majority of respondents (53.6%) said that the credibility of information is maximum through newspaper, as compared to Raebareli with 30.8% respondents in this category. In Raebareli, 36.8% respondents said that interpersonal sources are the means for the credibility of information as compared to Varanasi with 24% respondents in this category. In comparison to Varanasi where 21.6% respondents said that the means for credibility of information is radio, Raebareli has 12% respondents in this category. In Raebareli 10.8% respondents and in Varanasi 10.4% preferred television as a means for credible information. It can be concluded that in Raebareli 36.8% respondents stated interpersonal sources as means for credible information and in Varanasi majority of respondents (53.6%) felt newspaper as a means of credible information. (Table 1).

Table 1. Respondents opinion on role of media, source of information of any new schemes and the credibility of these sources.

Districts	Blocks (Village)	Parameters					
		Respondents Opinion on role of media	% (No.)	Source of information for any new welfare scheme being launched by the government	% (No.)	Credibility of source of information	% (No.)
Raebareli	Unchahar (Kand Rawan)	Politically dominated	27.2% (34)	Television	13.6% (17)	Newspaper	28% (35)
		Sensual arousal	36.8% (46)	Newspaper	18.4% (23)	Television	8% (10)
		Entertainment centered	2.4% (3)	Radio	19.2% (24)	Radio	23.2% (29)
		Only for the rich	21.6% (27)	Interpersonal sources	48.8% (61)	Interpersonal sources	40.8% (51)
		Democratic	12% (15)	Internet	0% (0)		
	Dalmau (Aihar)	Politically dominated	28.8% (36)	Television	7.2% (9)	Newspaper	33.6% (42)
		Sensual arousal	34.4% (43)	Newspaper	22.4% (28)	Television	13.6% (17)
		Entertainment centered	8% (10)	Radio	16.8% (21)	Radio	20% (25)
		Only for the rich	12% (15)	Interpersonal sources	53.6% (67)	Interpersonal sources	32.8% (41)
		Democratic	16.8% (21)	Internet	0% (0)		
Varanasi	Chiraigaon (Bhabhanpura)	Politically dominated	32% (40)	Television	18.4% (23)	Newspaper	58.4% (73)
		Sensual arousal	43.2% (54)	Newspaper	27.2% (34)	Television	9.6% (12)
		Entertainment centered	7.2% (9)	Radio	10.4% (13)	Radio	14.4% (18)
		Only for the rich	8.8% (11)	Interpersonal sources	42.4% (53)	Interpersonal sources	17.6% (22)
		Democratic	8.8% (11)	Internet	1.6% (2)		
	Haruha (Lamahi)	Politically dominated	25.6% (32)	Television	18.4% (23)	Newspaper	48.8% (61)
		Sensual arousal	47.2% (59)	Newspaper	27.2% (34)	Television	11.2% (14)
		Entertainment centered	9.6% (12)	Radio	10.4% (13)	Radio	9.6% (12)
		Only for the rich	12% (15)	Interpersonal sources	42.4% (53)	Interpersonal sources	30.4% (38)
		Democratic	5.6% (7)	Internet	1.6% (2)		

Table 2., the researcher has shown the response of locals for the role of media in highlighting the absence of development and it was found that most of the respondents in all the four villages of the selected blocks state that media rarely report the lack of development in these areas. In the final analysis, out of total 500 respondents examined, more than 56% respondents stated that media rarely highlight the absence of development, followed by 23.8% who said media highlight the absence of development, 2% said that media do not, none said they always highlight the absence of development while the remaining 18% couldn't say anything. The study shows that in Raebareli the majority of respondents (60.4%) said that media rarely highlight the absence of development as compared to Varanasi with 55.6% respondents in this category. In Varanasi 27.2% respondents said that media highlight the absence of development as compared to Raebareli with 20.4% respondents in this category. In Varanasi and Raebareli, 2% respondents each said that media do not, none said they always highlight the absence of development while the remaining 20.8% respondents in Raebareli and 15.2% in Varanasi couldn't say anything. It can be said that both in Raebareli and Varanasi, majority of respondents stated that media rarely highlight the absence of development while none said they always. But at the same time it was observed that majority of respondents agree that most of the time media doesn't fail to highlight the development related success stories in these areas. The study reveals that in Raebareli, the majority of respondents (43.6%) said that media rarely highlight the success stories of government development programmes as compared to Varanasi with 14.8% respondents in this category. In Varanasi 48.8% respondents said that media highlight the success stories as compared to Raebareli with 28.8% respondents in this category. In Varanasi 18% and Raebareli 4.8% respondents said that media always highlight success stories. 2.4% in Varanasi and only 0.4 in Raebareli said that media do not highlight the success stories of development programmes while the remaining 22.4% respondents in Raebareli and 16% in Varanasi couldn't say anything. Thus, in Varanasi 48.8% said that media highlight the success stories of development programmes while in Raebareli 43.6% stated that media rarely highlight the success stories of development programmes. (Table 2).

As shown in table 2, when asked for the type of media that usually exposes any corruption in the implementation of development schemes in the selected areas we found that in Kand Rawan, according to the majority respondents (28%),

means to expose corruption if any is through print media, followed by 20% respondents who said that corruptions is exposed through television and the same number of people said it is exposed through both print media and television, 11.2% said that RTI is the means to expose corruption and the remaining 20.8% couldn't say anything. In Aihar, more than 24% respondents said that both print media and television are the means to expose corruption, followed by 24% who said that corruption is exposed by print media, 16.8% said it is exposed by television, and the remaining 8% said it is through RTI. In Bhabhanpura, more than 26% respondents said that means to expose corruption is through print media, followed by 24% who said it is through RTI, 21.6% said that it is through both television and print media, 13.6% said it is through television and the remaining 14.4% couldn't say anything. In Lamahi, majority (above 24%) respondents said that corruption is exposed through both print media and television, followed by 21.6% who said it is through print media, 17.6% said it is through RTI, 16% said it is through television and remaining 20% couldn't say anything. In the final analysis, 25% respondents said that corruption is exposed through print media, followed by 22.8% who said it is through both print media and television, 16.6% said it is through television, 15.2% is through RTI and remaining 20.4% couldn't say anything. Thus in both Raebareli and Varanasi majority of respondents feel that corruption, if any, is exposed through print media. Investigation for respondents rating on performance of media in covering rural development issues, it was found that in all the villages majority rates it as poor. The study shows that in comparison to Raebareli where the majority of respondents 35.6% rated the performance of media in covering rural development issues as poor, Varanasi has 32% respondents in this category. In Varanasi 36.4% respondents rated media performance as good in covering development issues when compared to Raebareli with 30.4% respondents in this category. In Varanasi 8.4% and Raebareli 7.2% respondents said rated media performance as very poor in covering rural development issues. 4% in Varanasi and only 3.2% in Raebareli rated media performance as excellent while the remaining 23.6% respondents in Raebareli and 19.2% in Varanasi couldn't say anything. In aggregate, we found that in Varanasi 36.4% rated media performance as good while in Raebareli 35.6% rated it as poor in covering the rural development issues.

**Table 2. Response of locals on role of media in highlighting the absence of development and success stories of government programmes related to rural development (RD) in selected areas, Media role in exposing corruption and Respondents rating on media performance in these activities.**

Districts	Blocks (Village)	Parameters			Respondents rating on performance of media in covering RD issues % (No.)
		Media highlighting the absence of development % (No.)	Media highlighting success stories of govt. programs % (No.)	Means to expose corruption % (No.)	
Raebareli	Unchahar (Kand Rawan)	Yes 24% (30) No 2.4% (3) Always 0% (0) Rarely 55.2% (69) Can't say 18.4% (23)	Yes 34.4% (43) No 0% (0) Always 5.6% (7) Rarely 40% (50) Can't say 20% (25)	Print media 28% (35) Television 20% (25) Both 20% (25) RTI 11.2% (14) Can't say 20.8% (26)	Excellent 4% (5) Good 32% (40) Poor 37.6% (47) Very poor 5.6% (7) Can't say 20.8% (26)
	Dalmau (Aihar)	Yes 16.8% (21) No 1.73% (2) Always 0% (0) Rarely 58.4% (73) Can't say 23.2% (29)	Yes 23.2% (29) No 0.8% (1) Always 4% (5) Rarely 47.2% (59) Can't say 24.8% (31)	Print media 24% (30) Television 16.8% (21) Both 24.8% (31) RTI 8% (10) Can't say 26.4% (33)	Excellent 2.4% (3) Good 28.8% (36) Poor 33.6% (42) Very poor 8.8% (11) Can't say 26.4% (33)
Varanasi	Chiraigaon (Bhabhanpura)	Yes 31.2% (39) No 0% (0) Always 0% (0) Rarely 55.2% (69) Can't say 13.6% (17)	Yes 53.6% (67) No 3.2% (4) Always 20% (25) Rarely 11.2% (14) Can't say 12% (15)	Print media 26.4% (33) Television 13.6% (17) Both 21.6% (27) RTI 24% (30) Can't say 14.4% (18)	Excellent 7.2% (9) Good 39.2% (49) Poor 28.8% (36) Very poor 9.6% (12) Can't say 15.2% (19)
	Haruha (Lamahi)	Yes 23.2% (29) No 4% (5) Always 0% (0) Rarely 56% (70) Can't say 16.8% (21)	Yes 44% (55) No 1.6% (2) Always 16% (20) Rarely 18.4% (23) Can't say 20% (25)	Print media 21.6% (27) Television 16% (20) Both 24.8% (31) RTI 17.6% (22) Can't say 20% (25)	Excellent 0.8% (1) Good 33.6% (42) Poor 35.2% (44) Very poor 7.2% (9) Can't say 23.2% (29)

As shown in Table 3., when investigated the relevance of information about government development programmes, it was found that in all the four villages respondents feel that the information provided to them regarding the government programmes will not be relevant. Out of total 500 respondents examined, the highest percentage (51%) of respondents said that the information is not relevant, followed by 25.8% said that the information is impartial, 14.4% said the information is partial, 8.8% couldn't say anything

while none said that the information is relevant. The study shows that in Varanasi, the majority of respondents 41.2% said that the information is not relevant as compared to Raebareli with 60.8%. In comparison to Varanasi where 32.8% said that the information is impartial, Raebareli has above 18% respondents in this category. In Varanasi, 20% respondents said that the informations is partial as compared to 8.8% in Raebareli. 11.6% of respondents in Raebareli and 6% in Varanasi couldn't say anything. None in Varanasi and

Raebareli said that the information is relevant. In the final analysis, both Raebareli and Varanasi have more respondents who said that the information is not relevant. It was observed that when the locals don't get proper information and wants to approach the government officials regarding In the final analysis, information about developmental schemes, the best means for them to do so is through interpersonal sources except in Bhabhanpura where they do so through proper channel. Out of total 500 respondents examined, 39.6% respondents said that the means for approaching government officials to gain information regarding development programmes are interpersonal sources, followed by 20.2% respondents who said that it is through proper channel, 11.8% said it is through agents and the remaining 28.4% said it is not possible. The study shows that in Raebareli, the majority of respondents (45.2%) said that the means for approaching government officials to gain information regarding development programmes are interpersonal sources, as compared to Varanasi with 34% respondents in this category. In Varanasi, 23.6% respondents said that the means for approaching government officials to gain information regarding development programmes is through proper channel, as compared to Raebareli with 16.8% respondents in this category. In comparison to Varanasi where 15.2% respondents said that the means for approaching government officials is through agents, as compared to Raebareli with 8.4% respondents who said so. In Raebareli 29.6% respondents and in Varanasi 27.2% stated that approaching the officials is not possible. In the final analysis, both in Raebareli and Varanasi, majority of respondents stated that the means to approach the officials is through interpersonal sources. (Table 3).

When investigated about what type of problems do the villagers face while communicating with the government officials, the observation is as follows. In Kand Rawan, out of total 125 respondents examined, majority respondents (above 29%) said that communication with government officials is not participatory, followed by 23.2% who said that there is lack of expertise, 16.8% said the constraint of time is a problem, 16% said that wrong media is a problem and according to the remaining 14.4% language is a problem while communicating to the government officials. In Aihar, more than 29% respondents said

that language is a problem in communication with government officials, followed by 24.8% who said that there is lack of expertise, 23.2% said the constraint of time is a problem, 12% said that wrong media is a problem and according to the remaining 10.4% communication with the government officials is not participatory. In Bhabhanpura, 26.4% respondents said that constraint of time is a problem in communicating with government officials, followed by 23.2% who said that communication with the government officials is not participatory, 22.4% said that there is lack of expertise, 16% said that wrong media is a problem and according to the remaining 12% language is a problem. In Lamahi, majority respondents (more than 31%) said that communication with government officials is not participatory, followed by 28.8% who said that constraint of time is a problem, 20% who said that there is lack of expertise, 10.4% said that wrong media is a problem and according to the remaining 9.6% language is a problem while communicating with the government officials. In the final analysis, 23.8% respondents said that constraint of time is a problem in communicating with government officials, followed by 23.6% who said that communication with the government officials is not participatory, 22.6% said that there is lack of expertise, 16.4% said that language is a problem and according to remaining 13.6% wrong media is a problem in communication to the government officials. (Table 3). Thus, the study shows that (Table 3), in Varanasi, the majority of respondents (27.6%) said that time constraint is one of the problems in communicating with the government officials as compared to Raebareli with 20%. In Varanasi, 27.2% said that the communication with officials is not participatory as compared to Raebareli with 20% respondents in this category. In comparison to Raebareli where 24% said that lack of expertise is a problem in communicating with the officials, Varanasi has more than 21% respondents in this category. In Raebareli 14% respondents said that wrong media is a problem as compared to Varanasi with 13.2%. 22% of respondents in Raebareli and 10.8% in Varanasi said that language is one of the problems while communicating with the government officials. In the final analysis, it is found that in Raebareli 22% respondents have felt that language is a big problem while in Varanasi 27.6% respondents have said that time is the biggest problem in communicating with the government officials.

**Table 3. Relevance of information about government development programmes, means of approaching government officials to gain information regarding development programmes, types of problems faced by respondents in communicating the government officials.**

Districts	Blocks (Village)	Parameters		
		Relevance of information about government development programmes % (No.)	Means of approaching government officials regarding development programs % (No.)	Problems faced by respondents in communicating the government officials % (No.)
Raebareli	Unchahar (Kand Rawan)	Yes 0% (0) No 58.4% (73) Partial 10.4% (13) Impartial 21.6% (27) Can't say 9.6% (12)	Through proper channel 21.6% (27) Interpersonal sources 42.4% (53) Agents 8.8% (11) Not possible 27.2% (34)	Not participatory 29.6% (37) Language 14.4% (18) Wrong media 16% (20) Time 16.8% (21) Lack of expertise 23.2% (29)
	Dalmau (Aihar)	Yes 0% (0) No 63.2% (79) Partial 7.2% (9) Impartial 16% (20) Can't say 13.6% (17)	Through proper channel 12% (15) Interpersonal sources 48% (60) Agents 8% (10) Not possible 32% (40)	Not participatory 10.4% (13) Language 29.6% (37) Wrong media 12% (15) Time 23.2% (29) Lack of expertise 24.8% (31)
Varanasi	Chiraigaon (Bhabhanpura)	Yes 0% (0) No 39.2% (49) Partial 24% (30) Impartial 29.6% (37) Can't say 7.2% (9)	Through proper channel 33.6% (42) Interpersonal sources 30.67% (38) Agents 12.8% (16) Not possible 23.2% (29)	Not participatory 23.2% (29) Language 12% (15) Wrong media 16% (20) Time 26.4% (33) Lack of expertise 22.4% (28)
	Haruha (Lamahi)	Yes 0% (0) No 43.2% (54) Partial 16% (20) Impartial 36% (45) Can't say 4.8% (6)	Through proper channel 13.6% (17) Interpersonal sources 37.6% (47) Agents 17.6% (22) Not possible 31.2% (39)	Not participatory 31.2% (39) Language 9.6% (12) Wrong media 10.4% (13) Time 28.8% (36) Lack of expertise 20% (25)

As shown in Table 4., when investigated for the benefit at grassroot level from the various developmental programmes launched by government, it was observed that, in Kand Rawan, majority (above 39%) respondents were with the opinion that the benefit gained from the government development programmes is very less, followed by 18.4% of those who said that no benefit is gained, 14.4% of those who said it is average and the same percent of people said that they have no information about it, while 13.6% respondents said that the programmes are beneficial. In Aihar, majority 28.8% respondents were with the opinion that the benefit gained from the government development programmes is very less, followed by 26.4% of those who said that no benefit is gained, 21.6% respondents said that the programmes are beneficial, 12% of those who said it is average and the remaining 11.2% of people said that they have no information about it. In Bhabhanpura, the maximum 28.8% respondents were of the opinion that the rural development programmes are beneficial followed by 24% said it is very less beneficial, 23.2% said it is not beneficial followed by 16.8% who said it is average beneficial and the 7.2% had no information about it. In Lamahi, the majority 32% were of the opinion that the rural development programmes are beneficial, followed by 27.2% who said it is very less beneficial, 20% said it is not beneficial, 10.4% who said it is average beneficial, and the same percent of people said they have no information about it. In the final analysis, the highest percentage (more than 29%) of respondents have the opinion that the rural development programmes are very less beneficial, followed by 24% who said it is beneficial, 22% said it is not beneficial, 13.4% who said it is on average beneficial and 10.8% who said they have no information about it. Thus, Raebareli has more respondents (22.4%) with the opinion that the schemes are not beneficial as compared to Varanasi where majority respondents (30.4%) were of the opinion that the developmental schemes are beneficial. When examined whether the respondents are satisfied by the different communication strategies used by government for development in the selected areas, we observed that in all the four villages majority of the respondents don't feel satisfied. In the final analysis, the majority 60.8% said that the strategies are not satisfactory, followed by 27.6% who said that the strategies are satisfactory to some extent, 10.4% couldn't say anything and 1.2% were satisfied with the communication strategies while none said that the information are fully satisfactory. The study shows that in Raebareli, the majority of respondents (65.6%) said that the communication strategies are not satisfactory as compared to Varanasi with 56%. In Varanasi, 36.4% said that

the communication strategies are satisfactory to some extent as compared to Raebareli with 18.8%. In comparison to Raebareli where 15.2% said that they couldn't say anything, Varanasi has more than 5% respondents in this category. In Varanasi 2% respondents said that the strategies are satisfactory as compared to 0.4% in Raebareli. 11.6% of respondents in Raebareli and 6% in Varanasi couldn't say anything. None in Varanasi and Raebareli said that the information is satisfactory. Thus in both Raebareli and Varanasi have more respondents who said that the communication strategies are not satisfactory. (Table 4). We also investigated whether the government uses any feedback mechanism (from people) to check the development in the selected areas, and our observation is as follows. Out of total 500 respondents examined, more than 57% respondents stated that there is no feedback mechanism used by government followed by 20.2% who said that the officials rarely use and 2.4% said that the officials always use feedback mechanism while the remaining 20% couldn't say anything. The study shows that in Raebareli, the majority of respondents (60.4%) said that there is no feedback mechanism used by government as compared to Varanasi with 54.4% respondents who stated so. In Varanasi 25.6% respondents said that the respondents rarely use feedback as compared to Raebareli with 14.8% respondents in this category. In Varanasi 2.8% and Raebareli 2% officials said that the government always uses feedback mechanism while the remaining 22.8% in Raebareli and 17.2% in Varanasi couldn't say anything. Thus, we found that both in Raebareli and Varanasi, majority of respondents stated that there is no feedback mechanism used by government. (Table 4).

**Table 4. Respondents opinion on the benefit at grass root level from the government development programmes, satisfaction regarding communication strategies used by government, feedback mechanism used by government.**

Districts	Blocks (Village)	Parameters			
		Respondents opinion on the benefit at grass root level from the government development programmes % (No.)	Satisfaction regarding communication strategies used by government % (No.)	Feedback mechanism used by government % (No.)	
Raebareli	Unchahar (Kand Rawan)	Yes 13.6% (17) No 18.4% (23) On average 14.4% (18) Very less 39.2% (49) No information 14.4% (18)	Fully satisfied 0% (0) Satisfied 0% (0) Not satisfied 60% (75) To some extent 20% (25) Can't say 20% (25)	Yes, always 3.2% (4) No 64% (80) Rarely 12% (15) Can't say 20.8% (26)	
	Dalmau (Aihar)	Yes 21.6% (27) No 26.4% (33) On average 12% (15) Very less 28.8% (36) No information 11.2% (14)	Fully satisfied 0% (0) Satisfied 0.8% (1) Not satisfied 71.2% (89) To some extent 17.6% (22) Can't say 10.4% (13)	Yes, always 0.8% (1) No 56.8% (71) Rarely 17.6% (22) Can't say 24.8% (31)	
Varanasi	Chiraigaon (Bhabhanpura)	Yes 28.8% (36) No 23.2% (29) On average 16.8% (21) Very less 24% (30) No information 7.2% (9)	Fully satisfied 0% (0) Satisfied 2.4% (3) Not satisfied 55.2% (69) To some extent 35.2% (44) Can't say 7.2% (9)	Yes, always 5.6% (7) No 50.4% (63) Rarely 28% (35) Can't say 16% (20)	
	Haruha (Lamahi)	Yes 32% (40) No 20% (25) On average 10.4% (13) Very less 27.2% (34) No information 10.4% (13)	Fully satisfied 0% (0) Satisfied 1.6% (2) Not satisfied 56.8% (71) To some extent 37.6% (47) Can't say 4% (5)	Yes, always 0% (0) No 58.4% (73) Rarely 23.67% (29) Can't say 18.4% (23)	

## 5. Concluding remarks

With reference to above discussion it is clear that media has been playing an important role in the Raebareli and Varanasi district of Uttar Pradesh in different dimensions but at the same time it has some problems which are arrogant as well as operational in nature. So, the people linked with the media industry should be focused on development aspect in such a way that people come forward and freely to cooperate each other. Media strategy should be such that it can help in the development aspect and can provide minimum amenities in all areas of the state. Innovation, realistic, local resource person and local aspirations would have to be considered in media strategy for the greater interest of the society. The media strategies for rural development would therefore, essentially include the rural press, local radio stations, rural programmes on television and reinforcement through extension agencies, community development programmes and agencies, so as to facilitate and reinforce the adoption process through interpersonal and face-to-face communication process. Tradition, Technology, Trade, Transportability and Transformation of rural economy is the demand of the present time and in this context media can play an important role.....because it is the only platform where one can freely express/suggest the thought and strategy of reconstructing the rural economy.

## 6. Recommendations

- 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.
- 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'.

## 7. Acknowledgement

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## 8. References

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