

PARTICIPATORY COMMUNICATION AND EMPOWERMENT

A STUDY OF SELECT RURAL DEVELOPMENT INITIATIVE IN TAMIL NADU

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Abstract: Participatory approaches have been in practice since 1970s. In India rural development initiatives of Government have helped to develop the rural people and empowered the society. Vellore is one district in Tamil Nadu where the rural initiative have played a key role in creating participatory approach for empowerment. Vellore being a district where Christian Medical College is actively implementing and promoting participatory communication through its unit RUHSA near Gudiyatham taluk, Government rural development initiative are functioning in the grass root level to develop and empower the society. This paper aimed to study to concentrate on the part of participatory communication with the assistance of rural development initiative THAI scheme. This study aims to study the level of awareness, understanding, the social changes, the participation, development and empowerment of through interview schedule with the members followed by Focus Group Discussion with the project managers, staff members and volunteers.

Keywords – Government rural development initiative, participatory communication, development, empowerment.

INTRODUCTION

Indian Government administration has implemented plans like Watershed development, Panchayat raj for rural welfare and development. For the past 20 year there is no massive development in the rural territories. Rural areas are still affected by issues of absence of education, malnourishment while we have new modern technologies and strategies developed in urban India. This emphasizes the need for development in the rural economy, which in turn can stabilize and develop India by all means.

Tamil Nadu, a state has positioned among one of the best performing states in the nation as far as eight out of nine development like economy power, streets and well being by ASSOCHAM study on comparative performance of the state noted [1]. Tamil Nadu is among the best performing states (BPS) in all other parameters.

Participatory development communication is an effective strategy that can be applied with rural development initiative for the rural development. The concept of participation has been purposefully administered for social change (Singhal, 2001).

Gudiyatham in Vellore district, Tamil Nadu is a developing taluk, where Christian Medical College unit RUHSA (Rural Unit of Health and Social Affairs) in K.V. Kuppam has been successfully contributing for the rural health. It is also disseminating 'participatory communication to increase access to health service in rural areas. The purpose of the study is to assess the Government rural development initiative Tamil Nadu village Habitations Improvement (THAI) scheme contribution in terms of implementation of scheme in Gudiyatham, where a private contribution is significant.

The objective is to study on the level of awareness of Government rural development initiative, sources of channel or mass media to get information about initiative, problems while enhancing participatory communication in the initiative, developments in participatory communication and empowerment through initiative in study area in Gudiyatham taluk.

METHODOLOGY

Participatory Research is considered a new paradigm. PR is action oriented inquiry [1]. People discuss their development issues. They make effective choices in the process and come out with the possible solutions by making decisions and actions as outcome.

This study has used techniques which include Interview schedule and focus group discussion with the members of the rural project initiative, project officers and volunteers [2].

The researcher preferred quantitative and qualitative approach for the study. In this study, it focused on a single town Perampattu in Gudiyatham taluk. Convenience sampling was the method employed to collect data from participating individuals of the rural initiative. Interviews were conducted among people from different age groups and quotas were used in each area, and a representative spread of all age groups and income levels. Interviews were conducted in the study area followed by focus group discussion.

SELECTION OF RESPONDENTS AND DATA COLLECTION

An aggregate of 50 interviews were conducted in the study area during February 2015, which comprises general public who had involved in the rural development initiative, project officers and volunteers. The data gathered from respondents were coded and analyzed.

The Focus Group Discussion was conducted with a group of 10 to 12 members in the study area. The group consisted of both male and female representatives of different age groups, income groups and social status. Major issues discussed included in FGP were Level of Awareness, The influencing factor, Overcoming problems and obstacles, Developing rural leadership, The role of channel or mass media in promoting, Getting support and encouragement, Benefits of participatory communication [3].

FINDINGS

The study finds out that there is a solid connection amongst gender and participatory communication. Contingent upon this element, their level and force of investment fluctuates. The study demonstrates that the statistical structure of the group has a huge association with the upgrading participatory communication among them.

INTRODUCTION LEVEL OF AWARENESS OF RURAL DEVELOPMENT INITIATIVE

The results reveals that 35% of respondents strongly agree while 25% of agree, 20% of neither agree nor disagree and an identical 10% of respondents disagree and strongly agree regarding awareness of rural development initiative. Hence, it is concluded that majority of respondents are highly aware about the rural development initiative in rural areas in Gudiyatham. This is mainly because of people who are living in Gudiyatham wants to discover solution to the area problem, which is significantly difficult for the respondents to carry out day to day activities

SOURCES OF CHANNEL OR MASS MEDIA TO GET INFORMATION

It reveals that 50% of respondents get data through word of mouth communication, which is highly effective while 20% of through mobile phone who make participatory communication very fast, 15% of through television, 6% of through other channels, 5% of through radio to update daily data about rural area problems and 4% of through internet. However, it concludes that highest number of respondents get communication through word of mouth.

PROBLEMS WHILE ENHANCING PARTICIPATORY COMMUNICATION

It explains an identical 25% of respondents faces problem due to improper planning and grouping of same community people affects the development of Initiative in a high manner. 20% of respondents facing other problems and 10% of faces lack of support, which is mainly because of groupies of same community. Thus, it concludes that highest number of respondents faces improper planning and grouping of same community people at one side which affects participatory communication in a high manner.

DEVELOPMENTS IN PARTICIPATORY COMMUNICATION

It tells that 55% of development identified in rural area is women empowerment, which is most important and welcoming concept in present day. However, 20% of imitate this development to other areas, which improve the status of rural area, 15% of make community empowerment and 5% of get supported income generation. Thus, it concludes that maximum number of respondents develop women empowerment in Rural area.

DISCUSSION ON THE FINDINGS OF THE STUDY

GENDER

It is observed that 65% of respondents are male who partakes in Government imitative undertakings to build up their zones in Gudiyatham while 35% of female are taking part in Government ventures. Consequently, it is presumed that most elevated number of respondents are male.

AGE

It demonstrates that 30% of respondents are between the age classes of 31 years to 40 years, 25% of between 41 years to 50 years nearly took after by 21% are of over 51 years. Hence, it is inferred that larger part of respondents who are including in Government activities are of between the age classifications of 31 to 40 years. They are exceptionally excited about including themselves in undertakings, which at last enhance the status of rural territory in Gudiyatham district. It demonstrates that 30% of respondents are between the age classifications of 31 years to 40 years, 25% of between 41 years to 50 years nearly took after by 21% are of over 51 years. Hence, it is presumed that larger part of respondents who are including in Government activities are of between the ages classes of 31 to 40 years. They are exceptionally enthusiastic about including themselves in ventures which eventually enhance the status of rural territory in Gudiyatham region.

MARITAL STATUS

It demonstrates that 53% of respondents are unmarried while 47% of respondents are hitched. In this manner, it is reasoned that greatest number of respondents are unmarried.

OCCUPATION

It is watched that 55% of respondents have a place with horticulture in light of the fact that in rural territory individuals profoundly draw in themselves in this calling to acquire salary to lead everyday life nearly took after by 20% have a place with others while 15% of private workers and an indistinguishable 5% are of Government representative and independently employed. Accordingly, it infers that most extreme number of respondents have a place with farming.

EXPERIENCE

It makes it clear that 44% of respondents having background of over 21 years while 31% of between 11 years to 20 years and 25% of having beneath 10 years of experience. Therefore, unmistakably most extreme number of respondents having over 21 years of experience, which assists them to use government activities with engaging in social exercises, sort out meeting, empower the respondents to discovering answer for everyday issue confronts in Gudiyatham.

INCOME

It demonstrates that 45% of salary is between Rs. 5,000 to Rs. 10,000 while 30% of respondents pay is beneath Rs. 5,000/- nearly took after by 20% of between Rs. 10,000 to Rs. 15,000, 4% of between Rs. 15,000 to Rs. 25,000 and 1% are of above Rs.25, 000/- .Hence it is found that most extreme number of respondents procuring salary between Rs. 5,000 to Rs.10, 000.

EDUCATION QUALIFICATION

It makes completely clear that 65% of respondents having HSC while 21% of having SSLC, 9% is of graduates, 3% of postgraduates and 2% of having others capability. Thus, it is found that most extreme number of respondents having instruction capability of HSC. Because of higher studies is not accessible appropriately in country range drives the respondents to have HSC capability. Obviously extremely pitiful number of respondents is having higher capability.

ASSOCIATION BETWEEN AWARENESS OF PARTICIPATORY COMMUNICATION AND ENHANCING PARTICIPATORY COMMUNICATION

There is a noteworthy connection amongst mindfulness and participatory communication as far as country development rural development initiative, upgrading participatory communication, level of comprehension, advantages, social changes and strengthening is profoundly huge.

CONCLUSION

This study embraces that development is attractive and that urges the members to connect with themselves for rural development. Yet, for the most part the part of sexual orientation is over-underlined and it asserts a need of significance. Despite the fact that the researcher considers upgrading participatory communication assumes vital part, which engages women in Gudiyatham. Strengthening

women as they are getting acknowledgment and support to take part in rural development exercises, which is an inviting undertaking as well.

The more women are associated, the more they can get to data, assets, and create suitable conduct towards each other too. Women have assumed a part of uniting individuals through steady connections and thus constructing solidarity connections that have made individuals to create trust connections, which facilitated data spread. Along these lines, society gets change with the assistance of interest and also reassuring development of country territory in the general public.

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