

TRADITIONAL MEDIA OF COMMUNICATION AS TOOLS FOR EFFECTIVE RURAL DEVELOPMENT AND HEALTH AWARENESS: A CASE STUDY OF GARHWA DISTRICT AND VILLAGE DALKO OF JHARKHAND STATE

Ajay Kumar Pandey¹

G.P.Pandey²

K.M Pandey³

Abstract

In this paper analysis has been done by questionnaire method and a sample size of 100 is taken for interview purpose.. In urban areas people are highly aware about challenged diseases, but in rural areas lack of medical facilities and unawareness may be considered as the main causes of diseases. Hence, the media is one of the communicator to all the rural people through various ways of health awareness. If health awareness is increased, then definitely they can work more effectively and may contribute in rural development. So, the media is very important to educate the rural people about health awareness for our bright future. This paper highlights the impact of mass media on health awareness among the rural mass. The traditional media of communication is now television in Garhwa town but in rural area , still market place is a big means of communication . Analysis of village Dalko has been taken as a model case study. Still this village has got no electricity although the villagers have put good effort since last 10 years. There the road communication is good. A detailed study has been presented for the village.

Key words: , role of media, world health organization , rural people, communication

1. Assam University, Silchar, Assam, India
2. Assam University, Silchar, Assam, India
3. Department of Mechanical Engineering,NIT Silchar Assam
Mail id-kmpandey2001@yahoo.com

1.INTRODUCTION

Garhwa District is in southwest Palamou Division and it has achieved independent status on 1st April 1991. Spanning from 23060' and 24039' north latitude and 83022' and 84000' east longitude the district encompasses an area of 4044 sq. km. Garhwa is surrounded by the river Sone in the north; Palamau District and portions of Chhatisgarh in the south while Palamau District and Sarguja District of Chhatisgarh and Sonebhadra District of Uttar Pradesh flank it in the south east and west respectively. Having recorded a net population size of 10,34,151, Garhwa District has a promising tourism industry. The "Goddess Bhagawati" temple at Ketar, the Golden Radha Krishna Mandir of Nagar-Untari and Catholic Ashram at Kanjia attract tourists. The district also opens up a Pandora's box of natural treasures as illuminated by the gurgling Sukhaldari waterfall, Parasdiha fall and Gursandhu fall. Raja Pahari, famous for its natural beauty and Lord Shiva. Temple, the lofty peak of Saruat Pahar and the charming villages of the Korba tribes also deserve mention.

2.LITERATURE REVIEW

From the literature referenced above it must be evident that although much work has been done towards exploration of the causes and effects of rural developmental programme. Researchers have studied the topic from various point of views considering it to be a dangerous social threats. Still there is a great need of some relevant research to focus upon the role of mass media in creating awareness towards developmental issue. Moreover for having a larger reach and greater impact in the society, the potential secondary sources of motivating the common masses must be explored. The mass media, although effective enough in delivering its message successfully to the intellectuals of the society, lacks the same degree of effectiveness in creating awareness among the common people in the society.

On the basis of above studies it can be inferred that developmental work in rural areas is a burning issue for the rural people or rural society. Many people are suffering for many diseases or problems like anemia, illness, poverty, transportation, market, information centre etc. Social and cultural life is also largely affected through literacy degradation. We have already lost many lives due to cronical diseases, transportation facilities, health and hygiene, poverty and high level of illiteracy. Many researches, Social scientist and others have done research work on the rural development, The have explored its effects on the society but they have not been very much successful in sending message to the people in general and particular to the illiterate. Government is providing message about the consequences of developmental issues to the people through the mass media but not much research has been done to trace out that what is its effect on the society?

3. VILLAGE DALKO AT A GLANCE

- Total Population - 851

Male	Female	Total
450	401	851

- Cast wise Population

Brahmin	Barbar	Kahar
289	56	170
Lohar	Dusadh	Teli
106	147	31
Kumbhar	Chamar	Total
52	50	901

- Health and Hygiene

Health Centre – Nil

Aaganbari – 01

Temple- 01

- Economic Condition

Very good	good	bad
10%	40%	50%

- Use No. of Communication tools out of 100 house

Mobile – 250

Radio – 100

TV – 20

News paper – 200

- People who are benefitted through Central /State Governmental Plan

Governmental plan	Benefitted People
NAREGA	50%
MANREGA	55%
Health &Hygiene	60%
BPL	60%
Scholarship ST, SC& OBC Student	50%
Indra Home Plan	50%
Lakshmi Ladali Plan	45%
Kishori Plan	55%
Old Age Pension Plan	80%
Antodaya/Annpurna plan	100%

- Number of tools /Channel for communication

Tools /Channel	% of respondent
News paper	20%
Oral communication	100%
Radio	50%
T.V	20%
Mobile	60%
Books	30%
Poster/Banner	80%

- Reading habit of newspaper sex wise

Language of newspaper	Male	Female
English	30%	20%
Hindi	70%	50%

- Reading habit of newspaper of people

Sex	Urban	Rural(near urban)	Rural	Remote
Male	100%	80%	50%	20%
Female	100%	60%	40%	10%

- Educational Institution at village Dalko
Primary School – 01

Literacy rate sex wise

Sex	Total	Number of literate	Percentage
Male	450	208	46%
Female	401	97	24%

- Drinking water facility

Well	03
Hand pump	08

- Main causes of development at rural areas

Causes	% of respondent
Illiteracy	100%
Communication Gap	50%

- Knowledge about government plan

Yes	No
40%	60%

- Work done by NGO's

Type of work	Beneficial for people
Health and hygiene	50%
Sanitary facilities	40%
Provide some assistance	50%
Medicine	50%
Provide seeds	40%
Plantation	40%
Artificial sperm for animal	60%
Dairy development	45%

- The level of Rural Development Programme at Garhwa district

RDL	% of respondent
Yes	60%
No	25%
Can't say	15%

- Contribution toward Rural Development by the people

Answer of the people	% of respondent
Enormous	70%
Mere	30%
Not Sure	30%
Nothing	20%

- Source of Rural Development Plan

Plan	% of respondent
Government	70%
NGOs	30%

- Is any initiative being taken by the government to control the level of poverty

Answer of the people	% of respondent
Yes	40%
No	30%
Can't say	30%

- Are NGOs playing role for Rural Development

Answer of the people	% of respondent
Yes	40%
No	40%
Can't say	20%

- Involvement of Government in sort of poverty activities

Answer of the people	% of respondent
Yes	50%
No	40%
Can't say	10%

Are NAREGA promote the people

Answer of the people	% of respondent
Yes	60%
No	30%
Can't say	10%

- Main Governmental Programme for rural development

Governmental plan	% respondent
NAREGA	55%
MANREGA	45%
Health & Hygiene	60%
BPL	60%
Scholarship ST, SC & OBC Student	55%
Indra Home Plan	40%
Lakshmi Ladali Plan	55%
Kishori Plan	65%
Old Age Pension Plan	70%
Antodaya	90%

- Does the governmental plane is main source for rural development

Answer of the people	% of respondent
Yes	70%
No	20%
Can't say	10%

- Have you taken any assistance from the Bank

Answer of the people	% of respondent
Yes	30%
No	50%
Can't say	20%

- Media exposure in respect of Sex

Media information	% of respondent	Sex
Media Exposure	70%	Male
	30%	Female

- Level of awareness about developmental issues in respect of economic background

Medium of information	% of awareness level of the respondent	Family income	% of respondent
Rural developmental Issues/plan	30%	Below 5000	30%
	60%	5000-10000	40%
	80%	10000-20000	20%
	90%	Above20000	10%

- Level of awareness about Rural Developmental programme in respect of age and sex

Medium of information	% of respondent	Total % of respondent	Age	Sex
Rural Developmental Issues	40%	64%	20-30	Male
	60%		30-40	Male
	70%		40-50	Male
	80%		50-60	Male
	70%		60-70	Male
	30%	49%	20-30	Female
	35%		30-40	Female
	70%		40-50	Female
	70%		50-60	Female
	40%		60-70	Female

- The Most Important Issues affecting on Rural Developmental Programme

Sl No.	Issues	% of respondent
1	Unemployment	70%
2	Crime	40%
3	Diseases/ Health issues	40%
4	Over population	30%
5	Homelessness	30%
6	Famine/ Hunger	40%
7	Religions/ Racial Ethnic	30%
8	Prejudice or discrimination	40%
9	Strike/ Bandh	40%
10	Civil violence	30%
11	Politics	40%
12	Corruption	60%
13	Caste	50%
14	Others	40%

15	Don' know	20%
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4.METHODOLOGY

The study is based on primary data sources. The research study is based on surveys conducted among the villagers at rural areas. About 100respondents are selected through sample random sampling technique. The data is collected through a structured questionnaire. The variables of study include the age, sex, marital status, family income, occupation, place of origin, the exposure to mass media like newspaper, magazine, radio, T.V., cinema, internet, traditional folk media, folk lore,, poster/ banner, level of consciousness among the people, their knowledge regarding the developmental work and social activities of the people.

5.OBJECTIVES OF THE STUDY

- i. To analyze the impact of mass media on health awareness among rural people.
- ii. To explore the key roles played by mass media in generating health awareness in rural.
- iii. To know the role of advertisements in health awareness.
- iv. To find out the role played by government on health awareness in rural areas.

6.ANALYSIS AND INTERPRETATION

1. Gender -50% of respondents are male and the remaining 50% of the respondents are female.

2. Age - 50% of the respondents belongs to the age group up to 30, 30% the respondents belongs to the age group of 31 to 40, 10% of the respondents are in the age group of 41 to 50, and remaining 10% of the respondents belongs to the age group of above 51.

3. Marital status - majority of 80% of the respondents are married. Only 20% of the respondents are unmarried.

4. Family size -70% of the respondents are in the family size of 3 to 5 members, 25% of the respondents are in the family size of 5 and above, and the remaining 5%of the respondents belongs to the category of up to 2 members.

5. Education -50% of the respondents are in school level, 20% of the respondents are in ug level,10% of the respondents are in pg level, 10% of the respondents are in professional level and remaining 10% of the respondents are coming under the others like iti, polytechnic etc.

6. Occupation - each 8% of the respondents are agriculturist and government employee

respectively, 22% of the respondents are private employee, 12% of the respondents are business people, 10% of the respondents are professional, 26% of the respondents are students, and remaining 20% of the respondents are coming under the other category.

7. Income -50% of the respondents monthly income is up to rs. 5000, 30% of the respondents monthly income is between rs.5001-10000, 15% of the respondents monthly income is in between rs. 10001-20000 and only 5% of the respondents fall under the income group above 20001.

7.RESULTS AND DISCUSSIONS

1) What is your sex?

(a) Male (b) Female

In response 50 males are taken and 50 females are taken.

2) What is your age?

(a) 18-20 years (b) 26-35 years (c) 36-46years
(d) 47 and above

It is seen that 25 persons were taken from all the four groups

3) What is your marital status?

(a) Married (b) Single

Here out of the sample size 100,75 were married people

(4) What is your occupation?

(a) Farmer (b) Trader (c) Civil servant
(d) Student

It is observed that 80% people belonged to farmer group and they were coming in lower income group people

(5) What are your educational qualifications?

(a) Matric (b) HighSchool (c) Intermediate
(d) Graduate (e) Post Graduate (f) No

Here the 80% people were below matric , 10% were matriculate and rest 10% were only intermediate pass

6) Do people have traditional means of communication?

(a) Yes (b) No

7) What are the traditional media of communication in your community?

(a) Market place Television (c) Rad

(f) all of the above

The traditional media of communication is now television in Garhwa town but in rural area , still market place is a big means of communication .

8) Which of these traditional media of communication is credible? (a) Market place

(b) Television (c) Radio

(d) Friends None

Still people give cre message they get in market place ,although they watch television also.

9) Do traditional media communication play a vital role in the rural communities?

(a) Yes (b) NO (c) I' don't know/No idea

90% people feel that the traditional media communication play a vital role in the rural communities 0% did not agr it .

10) Which of these media gives more credible news

(a) Market place (b) Television (c) Radio

(d) Friends (f) None

80% People believe on television but 20% believed on news from market place and friends .

11) Do you own a radio/Television set?

(a) Yes (b) NO

Still most of the villages in Garhwa district is not yet electrified so in these villages there is no television . 20% people are keeping radio for their recreation .

12) How many hours do you listen to radio /Television News?

- (a) 1 hour (b) Less than 1 hour hours
 (d) 3 hours More than 4 hours (f) None

13) Which of these media gives more credible news about economic development in rural poor community?

- (a) Friends Newspapers
 (c) Radio (d) Television None

100% people of rural poor community told that they get news from friends first and secondly from radio .

14) Which of these entertains you most?

- (a) Friends (b) Radio Television
 (d) Festivals

Still people told that in rural poor community , they get entertained from festivals , secondly from friends and thirdly from radio television is there only in Garhwa town but there is power cut for most of the time.

8.CONCLUSION

It can be concluded from the above analysis that still for the rural poor community , friends and market place are the major source of communication .There is a need to give electricity to all villages in Garhwa district . The media habit of respondents are average and they are not aware about rural development issues and they are also not very much aware about governmental plan for rural development. 100%of respondents are using oral communication. 50% of respondents are using radio, 60% are using mobile, 80% of respondent are using poster banner, 30% respondents are using books and 20% of respondents are using newspapers because most of the respondents are illiterate. From the findings, it can be concluded that socially strong background respondents are very much aware about rural developmental issues. The level of awareness about rural developmental programme is very poor due to poor level of intelligence of the people who are residing in rural areas. The awareness level regarding rural developmental programmes like, NAREGA, MANREGA, BPL, Indra home plan, Laxmi Ladali Plan, Kishori plan, Old age pension plan, Antoday or Annapurna plan and so on is medium. The main sources of information regarding developmental plan/ issues and its effect are gram sabha, panchayat, radio and newspaper. The minimum members of respondents are used to gram sabha and radio as in every panchayat there is a gram sabha or panchayat bhawan. Only 15% of the respondents are found not aware as it seems that they were not given attention towards governmental plan.

This class of respondents may act as nation builder if proper attention is paid to them. In Garhwa district the governmental plan like NAREGA, MANREGA are very high due to its publicity so people of this locality knows about it and aware about the plan. 60 % of the respondents are aware about health and hygiene. They respond that government provide time to time assistance and also provides medicine. 60% of respondents response about taking assistance from government and 40% of respondent said that they have not taken any assistance from the government according to BPL. Laxmi Ladli plan is very much important for conservation of female children and woman. 45% of respondents has been benefitted through this plan. Antodaya or annpurna plan is also one of the important plan for development of the people of the rural areas. 100% of the people have benefitted through this plan.

Most of the respondent have got information about rural development issues/ plan through media like oral communication, banner/ postar, gramsabha, radio, TV, magazine, Internet. Most of 100% respondents have followed the gramsabha. The contribution of the respondents about the rural development programme is high with 60%. The high economic background of the respondents exposure media is higher than lower economic background. It can be concluded the rising amount of governmental plan and various NGO's need to be controlled and futher studies are to be conducted to control the poverty which are detrimental to rural people nearby town and also remote areas. India in particular being among the top agricultural producers awareness has to be developed among the rural people for the effective impact of the governmental plan are properly used, it will reduce poverty. It can be concluded that developmental plan can be increased up to desired extent by using properly governmental and non governmental plan like NAREGA, MANREGA, and Anemia etc. Measures for development may also be adopted to reduce proverty and to promote their living style. There is also a need to construct measurement style or formulate examiners. These examiners will examine the power of rural people , by the measurement house and emits very high amounts of developmental programme. Government servant also be used for developmental work according to governmental plan. It can be concluded that proverty can be reduced up to desired extent by using developmental plan like Laxmi Ladli Plan Anntodaya, BPL Plan and other plan also. Measures for developmental plan may also be adopted to remove proverty. There is also a need to construct measure house and these house will promote rural people or awareness about rural people. For many people the risk to development may be greater due to exposure to NGO's that governmental plan so there should be complete control of proverty otherwise there is serious risk to all development wii go into the vain.

Development impact on the demand side of energy chain or significant in transportation, electrification and roadetc. The rural people largely contribute to promote agriculture, forest through this promotion or contribution they will develop the nation. The current policy must include social, political and technological change.i.e. rural development and improvements in policy of rural development in developmental efficiently through up gradation of currently

employed technologies. Rural District of Garhwa district is not developed and healthy areas so developmental policies must apply to control poverty illiteracy and aware about development. The developmental work is not properly run due to illiteracy, crime, bandh, etc. From the above studies it is very clear that in this areas illiteracy is giving alarming signal to reduce these development so people of these areas must remove illiteracy.

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