Impact of Media on Socio-economic Condition of Rural Area with Special Reference to Jaipur

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Abstract

These days’ people are spending their leisure time on media. Media are the vehicles or channels which are used to convey information, entertainment, news, education, or promotional messages are disseminated. Media is collective communication outlets or tools that are used to store and deliver information or data to a large number of people. It is either associated with communication media or the specialised mass media. India is a nation of villages; approximate 60 percent population resides in villages which show rural India. In the same manner Jaipur a district of Rajasthan state also comprises urban as well as rural area. The department of rural development has implemented many programs for the alleviation of poverty, employment, education and other issues. Media is primary means of communication used to reach the vast majority of general public. General public typically relies on the mass media to provide information regarding political issues, social issues, entertainment and news in pop culture. The way of presentation the information by media affects the thought of people and influence socio-economic condition of that particular area or people. This paper is an attempt to show the impact of media on rural Jaipur especially in the socio-economic condition.

Keywords: Media, Rural area, Organisation

”By making one part of a country aware of other parts, their people, arts, customs, and politics; by permitting the national leaders to talk to the people, and people to the leaders and to each other; by making possible a nation-wide dialogue on national policy; by keeping the national goals and national accomplishments

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always before the public--thus modern communication, widely used, can help weld together isolated communities, disparate subcultures, self-centered individuals and groups, and separate developments into a truly national development.”

Wilbur Schramm (Father of Communication Studies)

Introduction

Media is the communication channels through which news, entertainment, education, data or information, promotional messages are disseminated. Media comprises all broadcasting and narrowcasting medium such as television, radio, newspapers, billboards, mails, telephone, fax, internet etc. Media is the plural of medium and can take a plural or singular verb, depending on the sense intended. In other words, media is the collective communication outlets or tools that are used to store and deliver information or data to a large number of people. It is either associated with communication media or specialised mass media. Mass media means technology that is intended to reach a mass audience. It is the primary means of communication used to reach vast majority of the general public. The general public typically relies on the mass media to provide information regarding political issues, social issues, entertainment and news in pop culture. According to a report of Media Development Investment Fund (MDIF) information media have an important role to play in education, social, and economic progress. The mass media occupy a high proportion of leisure time: people spend, on average, 25 hours per week watching television, and they also find time for radio, cinema, magazines and newspapers. Human beings convey their nature by creating and recreating an organisation which guides and controls their behaviour in many ways. This organisation which is accountable for accomplishment of life of every individual is known as society. Mass media is an incredible resource of information for persons as well as society. Using mass media, people’s attitudes and habits can be changed. There are number of examples regarding awareness and change
in society by mass media like awareness about various diseases; presently government is spreading information and running a campaign “Swachh Bharat” for this media is playing a significant role to providing information and message to public. Various television channels have also given the space for ordinary citizens to air their views in the form of citizen journalists thereby promoting democratic participation. Newspapers have educated the masses by informing them of the developments in the field of science and technology. They have also expressed strong views against prejudices which harm the society.

India is a large country but it’s no doubt that the large stuff of population lives in condition of misery. Indian economy is agriculture dominant economy and a bulk of population resides in small villages. About 17.4% of GDP is obtained from agriculture and allied sector in 2014 and 48.9% of total labour force is engaged in agriculture. For administrative purpose, country is divided into 29 states and 7 union territories which are further classified in 640 districts. Jaipur is the capital of Rajasthan in northern India. According to census of 2011 Jaipur had a population of 30, 73,350, in which approximate 47.49% people lived in rural areas and 52.51% lived in urban areas. The sex ratio was 898 females per 1000 males. Overall literacy rate for the district was 76.44% where 87.27% are males and 64.63% females were literate. The state owned All India Radio is broadcast both on medium wave and FM. Public broadcaster Doordarshan provides a regional channel in addition to the private broadcasters. It has been used as a weapon of social change. All India Radio and Doordarshan the public service broadcasters in the country had responsibility of providing educational programs apart from information and entertainment.

Approximate two- third of total population of county lives in 6.41 lakh villages. According to report of economic survey of 2011 the total number of rural habitations was 16, 61,073. Hence, India is also known as a country of villages. Census department of India has not defined
'village' but on the basis of definition of urban area given by census department it can said that the village or rural area in this way “A group of houses in rural area having population below 5000 and population density below 400 person per square Km with agriculture as main profession is called village. Even if the population of area is more than 5000 but they have agriculture as their main profession then also it will be called a village. Similarly, the population of Jaipur has same ratios. Rural population of Jaipur includes a huge mass of local artists, weavers, painters, and many more categories who acquire government subsidies and assistance for their survival. Approximate one – fourth of rural population subsist in poverty and there remains acute shortage of basic facilities such as housing, drinking water, and roads in rural area.

**Literature Review**

Review of the earlier literature is important part of research process. It works to provide a background to study being planned. Review of literature also collectively compares and contrasts these opinions, themes and methodologies etc., with the concerns of a proposed piece of research. Following are the few literature reviewed for this research:

Pandey and Joshi (2017) stated about the impact of media on human behaviour and show that the media has both positive as well as negative effects on today’s youth. Positive effects on youngsters like it helps youngster to stay connected with each other, exchange of useful information, to find online support and advice in critical situations, etc. whereas negative impacts likes kidnapping, murder, robbery and other crimes can be easily done by sharing on social media, wasting of time, unwanted information makes youngsters violent and aggressive, etc. People should accepts the positive aspects and use it for good purpose. Media and public should help to remove the negative effects of media.

Singh and Siddiqui (2016) in their study done in India explained that the technology is rising social media has become the habit for all person;
people are seen enthusiastic with these technology every day. Social media has enlarged the quality and rate of alliance for students. Youngsters have been seen in contact with these media daily but it also has some demerits which affect people negatively. Fake information can direct the education system towards the failure, in an organisation wrong advertisement will affect the productivity, social media can abuse the society by invading on people’s privacy, some useless blogs can influence youth that can become violent and can take some inappropriate actions, are some examples of demerits and harmful effects of social media.

Anita (2015) expresses her view about rural development and social media in context of Indian rural society. Various national programmes have been launched for poverty alleviation, employment generation, food security, abolition of child labour, safeguard of human right, empowerment of women, ensuring education for all right to information, rural electrification, safe drinking water, road connectivity, access to mass media, etc by Indian government. All these programmers need special care by the media personnel for smooth arrival of these programmes to the needy people of the country. Television broadcast programmes and community radio services are very helpful in this regard. Newspaper and journal have no less importance in propagating mission of the government.

Bhargava and Minaxi (2015) in a study express that growth of social media sites shows an important change in Indian students and teenagers behaviour in their life. Social media websites has become a significant part of life today and it had a negative effect on education. There is no any third party who could verify for what actions are been performed by which user, so it is strongly recommended to check teenager’s activities on social media websites and don’t let them use social networking websites. Rai and Zafar (2013) stated that rural India as next frontier of social networking social media networks have no doubt affected the lives of rural people.
Dutta (2011) stated that in case Indian democratic media has a great responsibility which is deeply associated with the growth and development of socio-economic conditions. The present scenario is not quite encouraging and certain areas need to be addressed. Any type of media like print, audio visual, radio or web have to be more accountable to the general public. It should be monitored that professional integrity and ethical standards are not sacrificed for sensational practices. The freedom of press in the country is a blessing for the people. The self authoritarian machinery across media organisations require to be strong enough to stop anomalies whenever they occur. Agencies like Press Council of India need to be vigilant to stem the rot. Big media conglomerates are a serious threat. To counter this problem pluralistic media organisation, this is financially viable need to be encouraged.

While going through some other literature related to proposed research work, it came to notice that no research work has been done on this topic.

**Objective of Study**

To study the impact of media on socio-economic condition of rural area of Jaipur.

**Research Methodology**

The current study is based on secondary data and primary data. The Data was collected from various sources likes, journals, newspapers, magazine and research papers and also through number of discussions with people from the fields like journalism, social work, beneficiaries, etc.

**Limitations of Study**

Time constraints on time, manpower and costs have influenced decisions on the data and its interpretation.
Discussion

“The true India is to be found not in its few cities, but in its seven hundred thousand villages. If the villages perish, India will perish too”.

Mahatma Gandhi

This is correctly mentioned by Gandhi that real India live in villages which is foundation of great nation so, if the villages are properly taken care of then the nation will itself get flourished. After an evaluation of impact of media especially telephones in rural area of Jaipur researcher have found that mobilisation of money in society from savings to cash deposits at local banks has been increased. And with effect of mobilisation of financial resources an increase of approximate 30 per cent in local business incomes has been found. From the interaction with local artists and weavers researcher found that villagers have many benefits such as:

- Saving in time and money
- Higher prices for agricultural products
- Increased sales of farm products
- Quicker medical attention
- Increased social interaction with friends and relatives
- More law and order and
- Faster information and news flows.

Government and NGOs have launched various programs for the upliftment of rural Jaipur in which prominent are Mahatma Gandhi National Rural Employment Guarantee Act Swarajayanti Gram Swarozgar Yojana. Pardhan Mantri Gram Sadak Yojana, Indira Awas Yojana, National Social Assistance Programme, National Land Record Modernisation Programme, Integrated Watershed Management Programme, Right to Information Act, Right to Education Act, Rashtriya Madhyamik Siksha Abhiyan, formation of self Help Group. With the help of internet and
other social media resources, people can easily access the required information for their benefits.

An interaction with farmers of rural Jaipur shows that most of the farmers being illiterate face a lot of problems: right from the correct quality of seeds, pesticides, new methods of cultivating etc. but with the help of All India Radio program ‘Kisan Vani’ which informs farmers about day to day market rates, various agriculture techniques, new methods of farming, animal husbandry etc. Social media networks have provided many opportunities to the farmers and eased process of selling the crop through online schemes which has resulted in elimination of middlemen.

Government has made it mandatory to built Pucca Toilets inside every house to keep a check on cleanliness and hygiene. Government is providing financial aid as well as labour and material facilities to make this task convenient. Central government and every state government are providing incentives for every household to build these toilets. Media is also playing a significant role in promoting this genuine campaign of government through advertisements. Media is taking the complete charge to cover every aspect of this campaign so as to make the people aware about benefits of this project. Most common form of media used by rural people is radio, television and mobile phones. The impact was clearly seen during this study of rural areas in suburbs of Jaipur districts. Research observed that almost 80 % of the households have got these toilets build and rests were in the process of getting them made. It has raised the standard of living of the people living in these rural areas. Moreover they are physically and medically more fit now.

The role of media in the largest democratic count of world is different from merely disseminating information and entertainment. Educating the masses for their social upliftment needs to be in its ambit as well. Rural politics is the area where social media network haven’t achieved to the required extent. It has a role to play behind formation of public
opinion which can force the political parties to address the core issues haunting the country's progress. Media can conceal facts and project doctored ideas to influence the electorate and thereby the voting outcome.

Sustainable rural development means as overall development of rural areas social, economic, political and cultural - so that the people are to lead a pleasant life. Social media networks have played a pivotal role in improving health of rural people and creating awareness among rural people. National Rural Health Mission has launched many campaigns. There are many advertisements by NRHM on right age of marriage, importance breast feeding, anganwadi programs, and use of contraceptives, HIV / AIDS. For example people were mistaken or having wrong notions about various diseases like leprosy or HIV/AIDS. Media sources like radio, television or news papers provides messages which tell to the people that by touching an HIV/AIDS patient people do not get infected. Similarly, it informed people about need for giving polio drops to children and about the day that is declared a “polio day”. Special arrangements are made to give polio drops to as many children as possible on polio day. Change would also mean things for the better. Mass media play an important role in communicating this change. By giving the necessary information, and sometimes skills, media can help bring about this change. Investigative reporting in print and television media has helped in exposing large scale corruptions which have robbed the nation. Like Commonwealth Games Scam, the Adarsh Housing Society Scam, Cash for Vote Scam median aware the public about corruption and its impact. Also media is helping society in fight against with corruption.

Conclusion

Media specially internet has been used by various public service organisations and N.G.Os to inform people about the objectives of all schemes implemented by them for growth and development rural area of
Jaipur and also to make them aware of various initiatives on the part of the government as well as non-government organisations for social upliftment. Rural people can access required information and by using them they can move forward. Weavers and other artists are using internet for advertisements and sale of their product in all across the world. It shows that their socio-economic conditions are improving with increasing opportunities of employment and earning sources. In order to accelerate rural growth, it is essential that people learn new ways of integrating social and human infrastructure development into installation of basic information and communications infrastructure. Also, it is true that if people want to penetrate the message of development among the rural masses they would have to opt for the folk forms of this country in more planned manner and media can play a vital role in this field.

References

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