

ROLE OF PARTICIPATORY COMMUNICATION AND SOCIAL MEDIA IN SUSTAINABLE DEVELOPMENT OF ECONOMICALLY AND SOCIALLY BACKWARD TRIBAL VILLAGE OF KANKADIYA- DISTRICT BHOPAL

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Abstract:- Sustainable development in India needs vision and solutions in all the dimensions regardless of disparity in geographical area, social background, economic condition, language, caste or community. More than 80% population in India lives in villages and majority of them are deprived of basic amenities for their livelihood. The urban community has all the digital, information and communication technologies (ICT) at their fingertips and they enjoy all the benefits to meet their basics day to day requirement. Whereas, the mass population of our country receding in rural areas lag far behind in information and social networking. This shows a vivid distinction in urban and rural development. The present case study focuses on how participatory communication and social media could help these economically and socially backward tribal villagers of Kankadiya in Bhopal district. The study also focus how these tribal community could be bought into the main stream to achieve sustainable growth and development. The case study is so designed that the basic needs (economic and social) of the villagers is studied with participatory communication and spending a span of one year with the tribal families.

Key Words :- Participatory communication, Sustainable development, Information and communication technology (ICT)

INTRODUCTION

It is very profoundly said that heart and future of India lies in her villages, but as our villages are perishing with the drain of their power towards the urban areas. It has become the real need of the hour to stop this unnecessary urbanization of our villages, but it is high time that we make our villages more prosper by bringing them all the necessities they wander for, leaving their homes behind. As, rightly quoted by Mahatma Gandhi that “Give the villagers, village arithmetic, village geography, village history and the literary knowledge that they must use daily.” That is keep them educated but on the same hand help them being grass rooted. Thus to give these thoughts a reality, understanding of the village situation is very necessary to facilitate development process by bridging the gap

between the privileged and underprivileged. Which should and could be done by village adoption, which is a scheme where a village is taken care of under a development program focusing on the development of villages which includes social development, cultural development and spread motivation among the people of village. The major concern of the adoption is to meet the demands and need of the villagers, with the participation of people. It is so done to energise the rural section of India. The research work here describes the implication of this village adoption scheme, for a tribal village named “Kankadiya” in Bhopal district. The model research is based on community upliftment program known as “Abhedya”. Where we study about the significance of strategic

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communication for sustainable development, with keeping communication paradigm as our approach for the betterment of the village.

Communication for sustainable development

Communication has always been the key element in a project for development, with its formal recognition within development concerned institution it is not very well understood and is neither applied with effect. And as it is sometimes wrongly interpreted amongst the people involved in communication, as some might take it as dialogue, advocacy, mass media etc. hereby the term is conceived in many inconsistent ways, hence understanding the term is very important.

Communication for development or social change can be termed as a study of social process to broaden access to information for people by undertaking strategic communication proceedings in consideration, which being a powerful tool to exchange experience and actual involvement of people leading to social development.

The crucial features of communication for sustainable development are stepped as:

Firstly, the process

Secondly, the involvement of dialogue and

Finally the motive of communication is to be achieved. Hence the implication of these steps are important from the initial stage of development, as assessment and identification of priorities is needed in the beginning of the program itself. As without it the program can be hardly considered as a development program. To better understand this program, let's consider different approaches related to it.

Modernization paradigm where communication was convinced as one-way mass media where top to down process or say sender to receiver paradigm was followed, where media played a pivot to disseminate information from one end to a larger audience. But this paradigm restricted people's participation and hence a new perspective got its ground.

Participatory paradigm with this kind of communication it came up clear, that horizontal mode of communication could not achieve the level of participation and empowerment desired for the betterment of the neglected section. Where this participatory communication ensured a two-way flow of information, with exchange of perspectives, knowledge, experiences and where listening as important as talking. This approach being more methodological was adopted for communication for sustainable development. And is broadly referred as "participatory communication".

Participatory communication

This theory can be simply defined as practice of communication used to involve people in decision making of development process. When this paradigm is kept as approach to communication for development, some key points have to be taken in consideration for this framework.

What problem is to be addressed? Social inequality, information or lack of skills?

What is the aim of development change? Social and economic norms, personality development.

What is the timeline set to achieve, the desired development.

What message has to be communicated? Like life experience or social issues.

These questions are important to be taken in to consideration prior to any kind of intervention for communication for development.

Open and free exchange of ideas remains the essence for participatory communications, which raise awareness, increase knowledge, and promote attitude and behavior change with use of interpersonal method and dialogue participation. With incite of this paradigm we need to know whether it is appropriate for our research or not, hence brushing up the objectives of the research is must to see if this communication paradigm could full fill our objectives.

Objective of the Study

The objective of the research is to figure out the

importance of the role of participatory communication for sustainable development of the neglected section of the community.

Specific objectives

1. To find out the importance of communication for sustainable development.
2. To introduce awareness amongst the villagers about their rights.
3. Awareness towards arising health issues because of age, communicable diseases etc.
4. Importance of basic education to meet day to day needs, and higher education for children.
5. Motivating women and youth of community to be vocal towards their needs.

Research Methodology and questions

The methodology adopted in the process is qualitative one where a direct interaction has been made and data is analyzed (for 23 days) to do so out of 100 people 80 persons are selected of which 45 persons are in the age of 20-40 years and 35 persons above the age of 40 years. After the completion of programme "Abhedya" the following set of questions has to be filled and analyzed in the survey form

1. What was the situation of village prior to adoption and after it?
2. What steps are been taken to empower women of the village?
3. What effect does it has on government proceedings with introduction of this program?
4. What education and necessary supplies for children are provided?

5. How is sanitation standards improved?
6. How is the influence and involvement of the youth encouraged?
7. How regular is the participatory communication followed?

Significance of research

Participatory and communication are terms with different connotations trying to define them specifically are a difficult task. But being the key elements for development communication both are crucial for our research, thus by keeping these in mind and the paradigm of participatory communication which urges involvement with the people at very basic level, for there development. As our research is concentrated on the upliftment of a neglected tribal village, with the evolved and involved communication with the villagers which was at a frequent rate of 23 days to be genuinely participative and truly effective. The proper application of it has turned really effective for the villagers, as the most essential governing body in the village is "**Gram sabha**" which comes under the village panchayat, where anybody who has the right to vote and is above 18 years is a member of this sabha.

Education consider as the back bone to all round development of a person needed to take at prior anything else, with the initiative taken for children of all age groups school bags, shoes, necessary stationary, sweets etc. are distributed to all the students to lure them to school with attractive goodies. With increased attendance of both teachers and students in the institution, we work to make teaching and learning experience better for teachers and students both, with introduction of smart classes and computer lab we plan to provide all modes and level of education to the children. With improved training programs for teachers, introducing education with storytelling, English grammar, enhancing communication skills for them.

The program being promoted well is getting noticed from educationalist and professionals

from Europe and USA as well who gave their valuable advice for the betterment and functioning of school.

The youth as well is being encouraged and promoted they are being trained to coordinate with the Police and other government dependents. Specially agriculture, horticulture, Manrega, Forest and zila panchayat and avail government schemes for deserving farmers of the village most of whom are illiterate or inadequately literate. They are helped with filing up the forms, getting the necessary documents ready & explaining in detail how to implement & benefit from these schemes. Even arranging timely payment of schemes by government departments to the Farmers.

Results and Conclusion

For making awareness among the other corner of the nation as well as to the International, help from social media in the form of face book page has been initiated (<https://www.facebook.com/Abhedyas/?fref=ts>) that has result in the formation of a computer lab as the donation obtained from worldwide.

Prior to adoption the village lacks in education but after the programme the attendance has been increased from 2 days a week to 5 days a week.

Awareness made among the villagers has led in the formation of a strong Gram sabha with youth coming up with ideas for betterment of village. As the sabha got stronger, the cases of taking bribes from the villagers came in to light where a government official was arrested on the complaint of a farmer by the Lokayukta police. This incidence clearly embarks that the people of the village are now vigilant and are vocal about any kind of harassment done to them.

Women are now getting opportunity to be heard which were previously neglected.

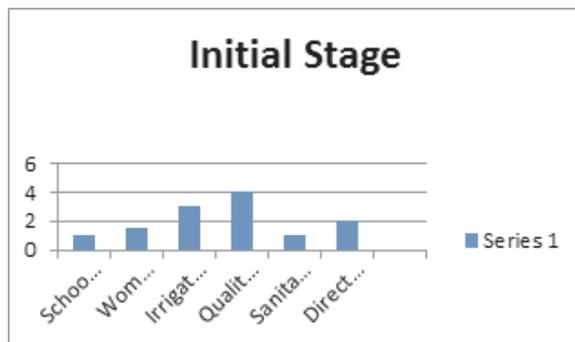
The result of awareness has led government to work among the villagers as a result of which for irrigation purpose and

upliftment, government is ready to build a Dam in this Village.

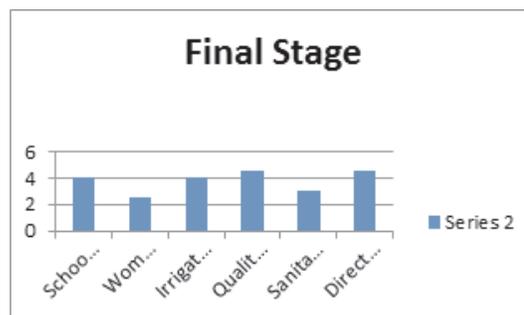
Moreover it can be said that officials are now more villager friendly then government friendly.

From the survey form obtained and filled from the randomly selected villagers the following data has been analyzed and rated (based upon the research questions)

S.NO.	Rating	Value chart
1	0	Worst Condition
2	2	Good Condition
3	4	Better Condition
4	6	Best Condition



A) The following graph the initial time (prior to adoption) of the Kankadiya village.



B) The following graph shows the Final time (After one week) in the Kankadiya village.

The above graph shows a comparative study made on the basis of rating given by volunteers selected for the survey form prior to the adoption of village and after the completion of Abhedya programme

Our endeavor is to cultivate local friendship and to end imperialist form of governance we as urban dwellers tend to find solutions for our rural brethren from a very urban perspective because that's the only perspective we have. Having worked with in this tribal village for nearly a year now, we have learnt more from them than we have taught them. Their entire life is a holiday set around lush green fields, clean air & serene streams.

There is much to observe, captivate & learn from them. The problem is that Coca Cola like aggressive urban propaganda which promises growth & happiness for all, which we actually neither generate nor possess. This is confusing them & shaking their faith in their kind of life, which they have been following for many centuries.

In a nutshell, we want them to have faith in their own institutions & traditions but keep urban greed & meaningless pursuits away from them. Yes we want them to be literate & IT savvy but not "educated" the urban way.

We want adequate food & health facilities for them but don't want them to confuse lavish life styles with growth & progress. We don't want the mindless growth & expansion which later demands Human Rights for the people who get oppressed during the process of "growth & expansion". A little later we don't want to realize our idea of development has raised grave environmental concerns because "a little later" proves to be a bit too late.

Future perspective

"Empowering People for Sustainable Development" (EPSD). It was brought out by the Ministry of Environment and Forests. It introduces the essential framework for sustainable development of our villages, the objectives of EPSD are:

Combating poverty

Empowering people

Using core competence in science and technology

Setting environmental standards – conversation of natural resources.

Keeping these objectives in mind the two major projects which have been initiated in the village like, a check dam is being constructed to resolve irrigation problems for farmers, and rain water harvesting is also to be introduced to meet the insufficiencies of water supply. And a project is under process to extend the village school up till higher secondary, so that children don't have to go very far from their homes to avail basic education.

The targets set to achieve sustainable development are:

- 1. *Training programs can be provided to farmers:*** Sensitize and train the farmers and local persons about various food processing techniques And its benefits as in encouraging farmers to become Entrepreneur, establishing small food processing enterprises and establishing food processing units.
- 2. *Initiative in promoting Renewable energy utilization:*** like water harvesting programs, bio-degradable waste been used to make bio-gas plants etc.
- 3. *Swacch Bharat Abhiyaan***
- 4. *Training and teaching programs to the children and adults:*** urban people can contribute their effort regarding this matter. A team of students can be made. The students can visit the village for 13-15 days, once in every six months. The

students will work towards identification of problems faced by the rural people. It will primarily include identification of local resources and avenues for promoting entrepreneurship in food processing sector and health issues. They will guide them and evaluate their progress. A survey report can be made which will include all the problems faced the people. And then, the proper steps can be implemented for the solutions. This will help them in identifying the problems which have been left unnoticed.

Interested Volunteers may come up with their skills to help the under privileged sections of the society. For example in various areas like

Teaching musical instruments

Art and craft work

Sports area

Personality Development Programs

Motivational programs

Entrepreneurial skills

Urban people can help rural population by all these above mentioned techniques so that they can cope up with the main stream economy.

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