

**TITLE: ROLE OF COMMUNICATION FOR THE DEVELOPMENT
OF RURAL WOMEN WITH SPECIAL REFERENCE TO SELF
HELP GROUP IN CITY NEW DELHI**

INTRODUCTION

After independence, mass media assumed such a action that it has become one of the major social resources. Before independence, India had a rich tradition of using media for nation building activities. Even during the freedom struggle folk songs were used to popularize the idea of Satyagraha” and political messages. Communities and individuals have utilized a wide range of media, local fairs, puppet shows, street theater, folk songs and ballads to support local development schemes for health and family welfare campaigns.

In India, the most effective means of communication specially in villages continue to be traditional forms, folk theater, folktales and communications of drama, dance, song, mime, story telling and puppetry. In rural India, the traditional media create greater impact than the mass media, it is therefore necessary for the media planners to give a new approach to the media in our country. It should be a blend of the modern mass media and the oral and traditional media.

In the context of the Indian environment and limitations of mass media, interpersonal communication and traditional media are of great relevance.

Rural development has received an overriding priority. Hence, particularly development in rural areas need for mass media. Participation of the target groups in the development programmes has been important. The poor people are mostly aware of the programmes.

They have no knowledge to about how to use the facilities created for their benefits. The media known to be “watch dog” of society has running successfully in projecting the rural development programmes in the right perspective.

The development of rural mass raising the standards of living of the poverty-stricken people. Having a low literacy rate and facing the problems of unemployment and social in equality. People’s participation is required to achieve the goal of socio economic development which, turn upon communication strategies. Here in key role of communication and mass media.

News Paper, Television, Video, radio etc., how become relevant for rural India. Radio is more easily manageable. The emergence of new electronic media has revolutionized the communication process. The use of Radio and Television in Agriculture and daily development has already been established in India. However other new communication technology namely Internet, Video Text, Tele Text, etc., need further scrutiny and emphasis for their potential use. In the near future, the concerted and coordinated efforts of this media with their appropriate combination could be effectively used in disseminating newly developed agricultural and dairy innovation to the respective beneficiary formers for rural development.

Self help is one of the most interesting aspects of development. It is creating a platform for sharing of experience collecting knowledge, building problem solving and resources mobilisation and other institutions. Self help groups play a crucial role in the rural economic system, especially for rural women. Their social economic status also increases. With Self Help, Inter personal communication also helps rural women’s development and empowerment.

RATIONALE OF THE STUDY

Few studies have been conducted in India on the issue in general. No study has been conducted specifically on the role of communication for development of rural women in rural areas of city New Delhi. Therefore, the investigator feels it important to conduct a research on the role of communication for development of rural women in rural areas of city New Delhi in India.

STATEMENT OF THE PROBLEM

The statement of the problem is “ROLE OF COMMUNICATION FOR THE DEVELOPMENT OF RURAL WOMEN WITH SPECIAL REFERENCE TO SELF HELP GROUP IN CITY NEW DELHI”.

REVIEW OF RELATED LITERATURE

Heena Qadir and Tabasum Hassan (2013), “Empowerment of Women through Self Help Groups in Jammu and Kashmir”, Abstract: Empowerment of women is unavoidable process to seek the holistic empowerment of nation. Empowerment includes the social, political and economic aspects. Government of India has been framing up different schemes for the upliftment of poor with special reference to women and the program of SHG’s formation is one of the potent initiate to seek sustainable development of nation. After attaining the membership of any SHG, members show a significant improvement in their social, economic, political and health status and also upgrade their confidence level. It is an effective tool to create employment opportunities for women through micro-credit with concerned banks in their respective areas. SHG’s provide support to its members to control their personal and public life. The State of Jammu and Kashmir has been crept with backwardness for last few decades due to political turmoil

and other allied issues. Due to enormous increase in unemployment ratio, 21.63 % is surviving as Below Poverty Level (BPL) citizens (Directorate of Economics and Statistics, 2011-12). In such situations, women have proved to be the worst sufferers with huge number of females emerging as widows and half-widows enjoying very poor status on all the fronts. So, empowerment of women is a pre-requisite for upliftment of poor and needy women. Although government has been framing up schemes and other services for the upliftment of women yet imbalance still exists. Various programs have been launched by Government for development of women but due to lack of awareness they have failed to seek the full advantage of such services. In this situation, mobilization and formalization of SHG's of women will prove a better option to take benefit by utilizing group efforts. Mobilization of females into SHG's acts as a solution for various local problems through group and collective approach by getting awareness about different schemes and services provided by the Government and Non Governmental Organizations. In short, it is a vehicle of change for the society as a whole

Dr. R. Lakshmi (2003), The study was under taken in order to determine the existing level of awareness among rural women regarding health care measures. Data was collected with the help of schedule administrated on 100 respondents. Mass media such as TV & Radio, Cinema play a dominate role in distribution of information. The study also brought out that fact of awareness is higher in this village in the case of immunization and family planning.

Vir Bala, (1989), The study aims was found out how a medium like Television is contributing towards development of women in the areas of knowledge pertained to family planning, inequality among sexes, social problems, relating to health, drugs,

smoking, AIDS, legal problems and sex education. The interview was conducted among 64 women belonging to Bemlos and a part of Shimla.

Joni. C. Joseph (1997) found in his study “Mass Media and Rural Development” that when affair stage of development is achieved, the mass communication boosts it further unit that stage is attained the media could prepare a socio-psychological ground for the take-off in development. He observed that the media community is a better promoter of development for rural population who has obtained ascertain level of socio-economic advancement communication. In this study, the degree of awareness contributed by mass media was related to age, education, religions, caste affiliation and social over heads of the area of residence. The level of adoption was found to be associated with education, income, socio-economic states and the nature of main occupation. But age, religion, caste affiliation and social overheads of the area do not influence the level of adoption introduced by the media persuasion.

Raja Shekar (1995) in his study on role of voluntary organizations in rural development found that Deccan Development society an NGO has been helpful to the public and it had created awareness among the people about government schemes and thereby because a bridge between the government and the people to champion rural development

Pathak, Nagaratna. Y (2001) conducted a study, “ Role of Media in Empowering women with special reference Sthree Shakthi Project in Karnataka” The government of Karnataka had initiated Sthree Shakthi or women empowerment project in 2001 for creating socio-economic revolution in villages of the state by organizing women led SHGs. The study was conducted in Bengal Kot, Kolar, Mysore and Udipi district. In each district, 24 villages were randomly selected and one Sthree Shakthi group of a villages

was chosen for study. Ninety Six Sthree Shakthi groups were visited choosing one member in each forms the groups for data collection.

Of the illiterate respondents 22-22 percent discussed about works of the group, 50 percent on development issues, 37.5 percent on children's education, 75 percent on politics, 41.66 percent on rural development, 30 percent on works of small – scale industries and 48 percent gossip during meeting of the SHG. In general, a wide variety of topics like house hold problems, political, development works and programmes, children's education, rural development, small – scale industries and gossip were discussed in the meetings of the groups. one change felt by the respondent after joining is Sthree Shakthi groups, 31.25 percent of the illiterate respondents stated that they tried to have control over expenditure, 25 percent become more aware of their situation, 50 percent gained more confidence and 33.33 percent wanted to become independent.

Archana Gupta (2001) reported that a typical tribal women's SHGs performs a number of functions such as unabling members to become self dependent and self reliant, providing a forum for members for discussing their socio-economic problem, developing decision making capacity and leadership qualities among members and equipping women with the basic skill required for understanding monetary transactions.

Gurumoorthy T.R. (2000) stated that the SHG aim at providing awareness among the poor about the non-going development programmes. The poor should know how to use existing government programmes and also the legal provisions meant for the disadvantage sections of the rural communities.

R. Rama Chandran, A. Subbaiah and A.K. Ravi Shankar (2004) The study focuses on analysis of socio-economic and demographic conditions of self help group members in

Dindigul district of Tamilnadu. The study has tried to present a comprehensive analysis of emergence of women's groups and their activities and their role in promotion of women's welfare and rural development.

Kokila. K. (2002) examined DWACRA bazaar as a successful experiment in Andhra Pradesh. She reported that the DWACRA bazaar is yet another advance step in the process of empowerment of woman and helps members to get an exposure to marketing concepts, better technology, increased productivity and provides an opportunity to interface with consumers resulting in increased self-esteem of these women.

OBJECTIVES OF THE STUDY

Primary objective

- ❖ To study the role of communication for the development of rural women with special reference to Self Help Group in rural areas of city New Delhi in India.

Secondary objective

- ❖ To understand the impact of inter personal communication for rural women and their development in rural areas of city New Delhi in India.
- ❖ To briefly discuss the concept of self help group.
- ❖ To analyse the impact of self help groups for development of rural women in rural areas of city New Delhi in India.

DELIMITATIONS OF THE STUDY

- ❖ The study will be delimited to the rural areas of city New Delhi only.
- ❖ The study will be further delimited to group Rural Women of SHGs members only.

- ❖ Further, only 100 respondents of Rural Women of SHGs members will be selected for the present study.

METHODOLOGY OF THE STUDY

The present study will be designed to undertake the study on role of communication for development of rural women in rural areas of city New Delhi in India.

The researcher wanted to study around 100 Rural Women of SHGs members in rural areas of city New Delhi. The researcher will select the list on the basis of simple random sample survey. The list of the respondents will be picked up from the SHGs programmes running areas in rural areas of city New Delhi. On the bases of respondents' answers, the questionnaire will be filled.

A comprehensive interview schedule consisting of structured and unstructured questions will be framed on the basis of objectives of the study. The interview schedule will be modified and finalized accordingly after pilot study to improve its clarity. The women respondents will be interviewed using the finalized interviewed schedule.

Primary data will be taken from the 100 respondents of Rural Women of SHGs members by canvassing interview schedule. The Investigator will directly interview all the respondents to highlight the socio economic improvement of the respondents and their efforts in of various income generation programmes through Self Help Groups and their opinions about rural development schemes.

A secondary source of data for present study will be collected from various sources data pertaining to various theoretical issues and C&D related to rural women will be collected from five-year plan documents, policy guide lines, self help group fails and discussions with rural women. At the grass root level apart from that information will gather from

materials available both publishing and unpublished relating to seminars, workshops, panel discussions related women.

In this study, univariate and bivariate tables will have been prepared. The data will be analysed by using simple statistical tools such as ‘averages’ and ‘percentages’. The analysed data will be used to prepare the report from which inferences will be drawn and conclusions will be arrived.

SUGGESTIONS FOR FURTHER RESEARCH

The study will pave the way for other researchers to conduct similar studies in any districts, any states and any countries to bring to limelight the need for communication for development of rural women.

CHAPTERIZATION

The chapterization of the thesis is proposed to be made, keeping in mind the objectives

- ❖ The first chapter shall be an introduction about communication and rural development, rationale of the study, objectives of the study, and research methodology.
- ❖ The second chapter shall be the review of earlier studies related to present study.
- ❖ The third chapter shall be the exposure of rural women through Self Help Groups, Self Help Groups needs, structures, functioning, savings, economic activities, etc.
- ❖ The fourth chapter, Analysis and Interpretation, shall be analysed the field data and issues connected with Rural Women of SHGs members.
- ❖ The last chapter, conclusions and suggestions, shall give the major findings, conclusions, and suggestions of the present study.

BIBLIOGRAPHY

- ❖ Heena Qadir and Tabasum Hassan (2013), *“Empowerment of Women through Self Help Groups in Jammu and Kashmir”*, International Journal of Interdisciplinary Research and Innovations (IJIRI), Vol. 1, Issue 1, pp: (22-25), Month: October-December 2013, Available at: www.researchpublish.com
- ❖ Lakshmi. R. (2003). Awareness and Health of Rural Women, Social Welfare, 49(10), January: 37-40.
- ❖ Bale, Swamy (2006). Communication for Sustainable Development, New Delhi: Concept publishing company.
- ❖ Joni, C. Joseph (1997). Mass Media and Rural Development. New Delhi: Rawat Publications.
- ❖ Joseph, Ammu (2006). (ed.) Whose News? The Media and Women’s issues, New Delhi: Sage Publications.
- ❖ Raja Shekar, N (1995), Role of voluntary organization in Rural Development. A case study of Deccan Development Society, M.Phil, dissertation, University of Hyderabad.
- ❖ Pathak, Nagaratna Y (2001). “Role of Media in empowering women with special reference to Stree Shakthi project in Karnataka : A study in Karnataka University Journal of communication 2004-05, Department of mass Communication and Journalism, Karnataka University, Dharwad, 2005.
- ❖ Laxmi and Archana Gupta (2002). “Role of Co-Operative in Rural Development”, Kurukshtra, Vol. No. 50, No. 4, February 2002. International Institute of Population Science (2000). National Family Health Survey – 2 (NFHS – 2), India, 1998-99, Mumbai: IIPS.

- ❖ Jaiswal, et al (1979). Development Communication Process and Impact: A micro–study in Mahabub Nagar District, Hyderabad Journal of Mahila Sadhikaratha, No. 1, Vol. 3, 2004.
- ❖ Soundhi, Krishan (1989). Problems of Communication in Developing Countries. New Delhi: Vision Books.
- ❖ Sunima, P. (1996). Development of women and children in rural areas – a study of information channels among DDWACRA groups in Kadapa District (mimo).