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## Role Of Media In Rural Development Of Rajasthan

**Ravi Kumar Mehta**, (Research Scholar) Department of Humanities and Social Science, Faculty of Education and Methodology, Jayoti Vidyapeeth Women's University, Jaipur (Rajasthan) India

**Dr. Sanjay Bundela**, (Research Supervisor) Department of Humanities and Social Science, Faculty of Education and Methodology, Jayoti Vidyapeeth Women's University, Jaipur (Rajasthan) India

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### Abstract

Today's media is a powerful weapon for war and helpful medium for development and reformation of society. Internet, TV and Social media play an important role in common man lifestyle. Their thinking, opinion and ideology decided and controlled by media. So we can say today's world is a media world and media decided the world politics, economy, markets, elections and any area of social life. In this paper scholar discuss the role of media in development in Rajasthan.

**Keywords-** Reformation of society, Social life, Democratic politics, Rural Development, Mass communication revolution, Kisan Call Center.

### Introduction

In modern societies, the means of mass communication have a great impact on the mental level, so this subject has been an interesting subject of study of social scientists. In the early 1930s, there has been a study of the power and power inherent in new media technologies, especially radio and print media. Adolf Hitler successfully used radio to promote his campaign; Highlights the potential dangers of media abuse. Later, the emergence of the concept of mass society further cemented the idea that an electrically operated media or communication system could produce an 'Orville and state' of brain control in which a smaller communication elite could dominate the larger society.

Studies in the field of media can be divided into four parts: first, the study of media content that is related to the cultural quality of media production or to specific orientations and influences, for example, the display of stereotypes or violence and anti-social the study of television programs, especially children's television programs, which encourages behavior is done under this. Second, the study of the media ownership and control patterns and the themes of more and more programs. Third, the ideological effects of media promoting an integrated life and outlook. Fourth, the impact of electric media on democratic politics, such as diverting public attention from social problems or the use of television advertisements in political campaigns, etc. In addition, the more fundamental effects of television have also

been discussed. Nowadays more work is being done in this area. Many new technologies like computer, internet, and email have created mass communication revolution.

Internet has become the most powerful medium of media. The Internet has brought the world of knowledge in one pocket. Internet has also given the common man a chance to express himself in front of the world. In blogs, Twitter and many other sites, the common man has also started expressing his opinion on the events of the country and abroad. Its effect is seen on social change. In this way, the impact of electronic media is falling on every section of the society. Markets have also made it its powerful medium to sell its products. Due to which popular culture has been created which has affected the youth and adolescent section of the society more. Social media and internet users in India do not help in forming a clear view of the voters here. Internet users in India have a hegemonic character. In this, urban, youth and male domination can be clearly seen. The majority of the rural and other age groups of the population are outside the purview of this media user. This can be understood from the data given in the table.

The reach of social media through mobile and internet is increasing rapidly in India, but still a large population is away from this medium. According to the latest data, 243 million people, or about 19 percent, are internet users, of which 106 million people are active users. This is only 8 percent of India's population. Mobile penetration accounts for 70 per cent of India's population, but only 15 per cent of those actively using the Internet on mobile, and when it comes to actively using social media on mobile, the number are even lower. It remains only 7 per cent. Broadband penetration reaches 4.9 percent of the population in India.

Still 69 percent of the population in India i.e. 88.90 crore people live in villages. According to a report, 59 million people in the villages of India have used the Internet at least once in their lives. Only 49 million people are actively using the Internet.<sup>55</sup> According to another report, only 19 percent of rural households and 12 percent of mobiles have Internet access. More than half (54%) of the rest of the total rural population have to walk 10 kilometers to cyber cafes to access the Internet. Internet users from rural background mainly use it for entertainment (75%), communication (56%), online services (50%), e-commerce (34%), social networking (39%), online financial transactions (13%) and rural needs (16%) Language has been seen as a major barrier for internet users in rural areas. Most of the consumers in such areas take the help of someone or the other while using the internet.

### **Rural Development and Role of Media in Rajasthan**

In Rajasthan, the role of media for rural development in various areas has been seen in the following ways -

#### **In the field of education and employment -**

Rajasthan Skill and Livelihood Corporation gives information about skill centers through internet, as well as application is made to get skills. Due to this, rural unemployed youth do

not have to go to the city again and again to get skills. They are getting information about it sitting at home.

The government also makes available the information of government and non-government job releases on its portal, due to which its information is reaching fast in remote areas. Apart from this, distance education centers in which IGNOU and Vardhman Mahaveer Open University are prominent in Rajasthan are delivering the course material to the students through internet. In such a situation, the media is active in the employment and educational development of rural Rajasthan.

### **In the field of women development -**

Many schemes are being operated by the Central and Rajasthan government for the development of women. In such a situation, self-help groups have been linked through the portal. Information about women's rights has also been made available on the portal. Due to which women are becoming aware about their rights.

In the field of agriculture development, the Agriculture Department of the Government of Rajasthan has made many efforts for the advancement of agriculture through various media, the main ones being -

### **Kisan Call Center -**

In this call center, farmers get free information related to farming from 6 am to 10 pm.

### **Broadcast of programs on Jaipur Doordarshan-**

The department broadcasts three programs on Doordarshan - Kheti Badi - This program is broadcast every Thursday at 7.30. Krishi Darshan - This program is broadcast from Monday to Friday at 5.30 pm. dd Kisan Channel - Information related to farming is provided on this channel 24 hours a day.

The 'Kheti Ri Bataan' program is conducted by the Department of Agriculture on All India Radio. It is telecast every day from 7.45 to 8.15 on all AIR Kendras.

A monthly newspaper 'Kheti Ri Bataan' is also published by the department. Its cost is Rs 12 per annum. Apart from this, the department has opened agriculture offices near the villages for the information about the plans of agriculture, in which experts solve the problems related to farming. The department also operates a portal on the Internet for all farming schemes, problems and information.

### **In the Economic Sector -**

Through the app of BHIM, Paytm and other banks, the rural person is directly connected to the banking system. He knows how to transfer money online. Along with this, the facility of employment and loan schemes of the government is also being taken through the internet.

### **In the field of health -**

In the field of health, the health department conducts plays, songs and distributes leaflets in the rural area. Along with this, information about polio, vaccination, health schemes on radio and television is being spread through advertisements in remote rural areas. Due to which rural development has gained momentum.

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