A study about constraints faced by respondents using mass media development in Meerut district of western Uttar Pradesh

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Abstract

Commensurate with the objective of the present study, the multistage and purpose wise random sampling technique has been applied. The present study is confined to C.D block Daurala, district Meerut and the sampling process in this study consists of two stages viz. Selection of villages and selection of respondents. Lack of awareness, lack of good leadership quality and lack of employment were major problem faced by respondents in rural development. High cost of chemical and fertilizers, lack of proper marketing facility and lack of expected awareness were major problem faced by respondent in agricultural development. Maximum number of respondent faced problem by lack of rights for women and child, lack of access to education and school and lack of awareness in women and child development.

Keywords: Rural development, awareness, technique, employment

Introduction

India lives in its "villages" –Mahatma Gandhi. Literally and from the social, economic and political perspective the statement is valid even today. Around 65% of the State's population is living in rural area. People in rural areas should have the same quality of life as is enjoyed by people living in sub urban and urban areas. Further there are cascading effects of poverty, employment, poor and inadequate infrastructure in rural areas on urban centers causing slums and consequential social and economic tensions manifesting in economic deprivation and urban poverty. Hence Rural Development which is concerned with growth and social justice, improvement in the living standard of the rural people by providing adequate and quality social services and minimum basic needs becomes essential. The strategy of rural development mainly focuses on poverty alleviation, better livelihood opportunities, provision of basic amenities and infrastructure

facilities through innovative programmes of wage and self-employment. The above goals will be achieved by various programme support being implemented creating partnership with communities, non-governmental organizations, community based organizations, institutions, while the Department of Rural Development will provide logistic support both on technical and administrative side for programme implementation. Other aspects that will ultimately lead to transformation of rural life are also being emphasized simultaneously.

Rural development is need of the hour for a country like India, which is on the threshold of being a big world power with the capacity to influencing the course of events on our planet. However, this is a dream which we can realize only when we are a country with no internal dissensions and strife, a country with a fair economic system and cohesive social order. In fact the essence of development lies not in a regimented system where none dares to disagree but in all – inclusive dispensation in which everyone plays an equal role. The quest for rural development must lead us in the direction of empowering those sections of society who are in the need of being empowered. This is the real meaning of democracy and this is the area in which media can and media must play an important role.

To understand what role media can play in rural development we have to understand media scenario in all its dimensions. We have to understand scope, reach and impact of media on society as well as the functions it is supposed to perform. We also have to understand how media influences social change in a developing society. But before this it will be worth to see how information technology has changed the face of media as well as the society which media caters to. The speed of technological developments in the field of communication has no doubt changed the face of media and society in the past two to three decades. These developments are so fast that the social scientists and researchers are finding it difficult to assess, assimilate understand and interpret their impact on different communities and social groups. The diffusion of new information technologies are making such inroad as in to the Indian societies that their multiple applications are giving birth to more and more cynicism. Media is a helpless victim of this phenomenon (Singh, 2010).

After the conversion of the whole world into a global village the new information technologies which have brought the video, the sound, the graphics and text together at a great speed and skills, are basically aiming at creating an information society which, in the very near future, will widen the gap between the information rich and the information poor. The unequal pace of technological development between the urban and rural areas, where are both producers and beneficiaries of technology, has increased inequities between urban centers and rural periphery.

Today's technology, itself is class oriented, tending to increase divisions between social groups. The gap between information rich and information poor has widened. The Indian media is therefore, living in a situation where it does not know where to go. To

survive it has to follow the lead being given by the IT revolution. To live up to its tradition it has to show commitment for those sections of society who is becoming information starved. For centuries our society has been depending upon the traditional means of communication process and word of mouth. Human relationship, in closed Indian society used to develop in a natural, healthy and productive social environment. But in the early nineties the satellite and cable television's created new type of society (so far, mainly in the urban areas.) by bombarding our households with alien messages. The new information technology is creating a pseudo-environment, in which users tend to believe that by acquiring it, they have acquired everything, including wisdom, thought and logic. Most of the receivers fail to understand that what they do get are information packages. Consciously or unconsciously designed for creating an atmosphere of artificial intelligence. The receivers also develop a tendency to absorb the information, which is easy to understand. "In a way the television is taking conversation out of the family, the computers are responsible for taking human relationship away from the society. A society which has been bound together by inter-personal and group communication is sure to feel uncomfortable with the new information culture. However, very few are able to view this as a problem in the process of our development.

As we know our media is now entirely information technology driven. As we can see information technology has a very dynamic relationship with the society and culture. We see the scenario for media in the world dominated by the influence of information technology. No doubt this technology brings revolution in the modes of communication by making it more diverse, intra and interactive and mentally more provocative. But the fear is the diversity would lead to regimentation and segmentation, which may further lead to stagnation, loneliness disintegration, insecurity and isolation. All these major psychological issues in relation to development. That is why it can pose a threat to the individual and group identities and local cultures in case of a plural society like ours. Yet despite all the changes brought about by information on social scene as well as in media remains a dominant factor with its capacity to appeal to the minds of people. Yet we often witness a tendency to take a very narrow view of media and limit our vision by our media use and our media habits. The whole range, scope and use of media has to be appreciated if want its application in solving the problems our society faces from time to time.

The whole range and dimension of media has to be understood if we want to know how media can play a role in promoting the culture of development. In the wake of increasing commercialization, media's role in expressing public thoughts is shrinking and more constraints and barriers are developing in the way of free and fair interaction between the media and the public. Media and the information systems in the developing countries are being governed by dominant concepts of the west.The developing countries can meet the challenge only through developing alternative concepts of media

programming, which have roots in their own social and culture settings. These demands are great amount of will to experiment on the part of entire media industry.

Materials and method

It is difficult to conduct such a study in the entire state (U.P.) in a short period and with limited resources. Therefore, one district of the state i.e. Meerut located in the Mid Western Plain Zone was selected for this study. Moreover, the investigator was also aware about the Meerut district and is conversant with the language, geography, agriculture and other aspects of the area. District Meerut comprises of 12 C.D blocks, out of which one block namely C.D block Daurala was selected purposively. The reason for selecting of this block is good communication of investigator with people, language and Socio cultural contact with the people of the block under study. The list of villages in Daurala block taken from the block office and arranged in alphabetical order. Four village i.e. Four villages were randomly selected from block. Respondents were selected by the random sampling method of the sampling techniques. For the collection of data the list of all the farming families were taken from the V.D.O and Lekhpal and noted down the name of household and land they possessed. All 80 respondents were selected (20 respondents from each selected village) by the random sampling method of the sampling techniques. Constraints faced by respondents related to using mass media were prioritized by using Garrett Ranking Technique. In this method the respondents were asked to rank the given constraint according to the severity of the problem.

Results and discussion

Caste distribution of the respondents

Caste is another important factor which pervades all fields of social action in the rural societies. Ones position in the caste hierarchy in a large measure, determines his behavior in society.

Caste categories are divided into three i.e. General, Backward and Schedule caste. The relevant information has been presented in the table given below:

Table 1. Caste distribution of the respondents

S.No.	Category	Frequency	Percentage
1	General caste	16	20.00
2	Backward caste	53	66.25
3	Schedule caste	11	13.75
	Total	**80**	**100.00**

The above table indicates that maximum number of respondents belong to backward caste constituting 66.25%, while 20 percent and 13.75 percent respondents

belong to upper cast and schedule caste group respectively. It is clear from the table that the majority of the respondents belong to backward caste.

Land distribution of the respondents.

Land is a major factor which helps in fixing the socio-economic status of an individual. Findings are given in the table 2.

Table 2. Land distribution of the respondents

S.No.	Land holding category	Frequency	Percentage
1	Marginal and Small (up to 2 ha)	30	37.50
2	Medium (2-4 ha)	38	47.50
3	Large (above 4 ha)	12	15.00
	Total	**80**	**100.00**

The table 1 shows that as regards land ownership, majority (47.5%) of respondents have medium size of land holding i.e. 2-4 ha followed by marginal and small (37.5%) whereas, 15 percent respondents belong to large category of land holding. It has clear from the table land holding is decreasing with the increasing number of farm families.

Distribution of the respondents according to their family types.

The following table shows the structure of the farming families as obtained from the sample under study.

Table 3. Distribution of the respondents according to their family types

S.No.	Type of family	Frequency	Percentage
1	Joint	47	58.75
2	Nuclear	33	41.25
	Total	**80**	**100.00**

The data of above table shows that majority of respondent 58.75 percent have joint family structures, while remaining 41.25 percent respondent have nuclear family structure. Thus study indicates that system of Joint family in rural society appears to be stable and dominant over nuclear family.

Family size of the respondents

Table 4: Family size of the respondents

S.No.	Family size	Frequency	Percentage
1	Small (up to 4 members)	21	26.25
2	Middle (5- 6 members)	43	53.75
3	Large (above 6 members)	16	20.00
	Total	**80**	**100.00**

The above table indicates that majority (53.75 percent) respondents belonged to middle family size, while 26.25 percent and 20 percent respondent belong to small and large family size respectively.

It has clear from table that majority of respondent belong to middle family size which indicates joint family concept in the rural society.

Distribution of respondents according to their House type

House types are categorized into three groups' viz. kachcha, mixed and pukka. Observations are given in the table 5

Table 5. Structures of house type of respondents

S.No.	House type	Frequency	Percentage
1	Kachcha	02	02.50
2	Mix	07	08.75
3	Pukka House	71	88.75
	Total	**80**	**100.00**

It is apparent from the table 5 that majority (88.75 percent) of respondents have pukka house, 8.75 percent of respondent have mixed house and 2.5 percent respondent have kachcha house. It has clear from the above discussion that majority of respondents 88.75 percent have their pukka house.

Distribution of respondents according to their live stock

Table 6: Livestock position of the respondents

S.No.	Live stock	Frequency	Percentage
1	Nil	08	10.00
2	Small dairy (below 4 animals)	45	56.25
3	Middle dairy (4 to 6 animals)	18	22.50
4	Large dairy (above 6 animals)	09	11.25
	Total	**80**	**100.00**

It is clear from above table the majority (56.25) of respondent have small dairy, while 22.5 percent respondent have middle dairy and 11.25 and 10 percent respondent have large dairy and have not any animal respectively.

Distribution of respondents according to their Irrigation facility:

Table 7. Irrigation facility of the respondents

S.No.	Irrigation Facility	Frequency	Percentage
1	Govt. tube well	22	27.50
2	Canal	38	47.50
3	Electric tube well	44	55.00
4	Diesel tube well	26	32.50
	Total	**80**	**100.00**

As regards irrigation facility in the above table 55 majority of the respondents (55 %) have electric tube well, 47.5, 32.5 per cent have canal and diesel tube well, and 27.5 percent have a Govtment tube well used as a irrigation facility.

Distribution of respondents according to their Material Possessions

The respondents are grouped on the basis of material they possess. The distribution of the respondents are presented in the table 8

Table 8. Material possessed by the respondents

S.No.	Non farm material	Frequency	Percentage
1	Radio	66	82.50
2	T.V	78	97.50
3	Cycle	76	95.00
4	Motor cycle	73	91.25
5	Car	05	6.250
6	Refrigerator	32	40.00
7	Sofa	16	20.00
8	Washing machine	08	10.00

The above table reveals that 97.5 percent respondent have TV, 95 percent have cycle, 91.25 percent have motor cycle, 82.5 have radio, 40 percent have refrigerator, 20 percent have sofa, 10 percent have washing machine and 6.25 percent have car.

Constraints faced by respondents using mass media

Table 9. Constraints of respondents related to rural development

N=80

S.N.	Constraints	Frequency	Percentage	Rank Order
1	Lack of awareness	70	87.50	I
2	Poor infrastructure	45	56.25	V
3	Lack of good leadership quality	66	82.50	II
4	Low level of education	52	65.00	IV
5	Lack of employment	65	81.25	III
6	Poor extension linkage	32	40.00	VI
7	Personal ego	24	30.00	VII

Table 9 indicates the constraints faced by respondent in rural development. 87.5 percent respondent expressed lack of awareness, 82.5 percent having lack of good leadership quality, 81.25 percent lack of employment, 65 percent low level of education, 56.25, 40 and 30 percent respondent faced problem through poor infrastructure, poor extension linkage and personal ego respectively.

Table 10. Constraints of respondents related to Agriculture development

N=80

S.No.	Constraints	Freq.	Percentage	Rank Order
1	Lack of expected awareness	30	37.50	III
2	High costs of chemical and fertilizers	63	78.75	I
3	Lack of proper marketing facility	55	68.75	II
4	Lack of storage facility	22	27.50	V
5	Poor roads and transport facility	25	31.25	IV
6	Lack of mechanization	17	21.25	VI
7	Unavailability of inputs	15	18.75	VII

The above Table show problem faced by respondent in agricultural development. Majority (78.75%) respondents faced problem through high cost of chemical and fertilizers followed by 68.75 percent having lack of proper marketing facility, 37.5 percent lack of expected awareness, 31.25 percent poor road and transport facility, 27.5 percent lack of storage facility, 21.25 percent lack of mechanization and 18.75 percent respondent faced problem by unavailability of inputs.

Table 11. Constraints of respondents related to Women and child development

N=80

S.No.	Constraints	Freq.	Percentage	Rank Order
1	Lack of awareness	56	70.00	III
2	Lack of vocational skill & employment opportunities	43	53.75	V
3	Child labour	49	61.25	IV
4	Problem of trafficking	38	47.50	VI
5	Lack of access to education and school	57	71.25	II
6	Early age marriages	33	41.25	VII
7	Lack of rights for women and child	62	77.50	I

Table 10 reflects the overall picture of the constraints faced by respondents related to women and child development. 77.5 percent having lack of rights for women

and child, 71.25 percent having lack of access to education and school, 70 percent lack of awareness, 61.25 percent child labor, 53.75 percent lack of vocational skill and employment opportunities, 47.5 and 41.25 percent respondent faced problem of trafficking and early age marriages, respectively.

Conclusion

Lack of awareness, lack of good leadership quality and lack of employment were major problem faced by respondents in rural development. High cost of chemical and fertilizers, lack of proper marketing facility and lack of expected awareness were major problem faced by respondent in agricultural development. Maximum number of respondent faced problem by lack of rights for women and child, lack of access to education and school and lack of awareness in women and child development.

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