

The Role of the Media in Rural People's Individual Capacity Building: A Study of the Majha Region in Punjab

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ABSTRACT

The main purpose of Capacity Building Programme is to provide better quality of life to rural people. This process involves providing individuals with the understanding skills and empowering them to access information and training which allows them to perform efficiently. Rural development is multi-sectorial. It does not mean the growth of agricultural sector only. It consists of a variety of different sectors such as Economic, Health, Education, Sanitation, Awareness, Environmental and Infrastructure which work together for the rural development that brings harmony in the life of rural people. This development further brings positive social transformation in the rural community. The primary aim of all rural development schemes / initiatives/ programmes has always been the welfare of the hundreds of thousands of villages all over India. Central and state government along with rural community have put their collaborative efforts in developing many sectors to make rural people privileged enough to get at least the basic facilities. Using Qualitative and Quantitative approaches, the paper aids in the finding of important sectors where media content and information can bring changes for rural development and to find out willingness of people regarding capacity building content.

Introduction

Capacity Building is not as simple as it looks. There are number of definitions which describe the meaning of Capacity Building. In Capacity Building, the major stress is upon "methodologies, approaches and strategies" which seeks to improve performance of individual at different social levels. Before understanding the concept of capacity building, meaning of the words "capacity" and "capabilities" needs to be discussed. Capacity is defined as collective skill and ability of organisations to achieve a particular process either inside or outside the organisation. (Morgan and Brinkerhoff) whereas, capability is defined as the knowledge, skills and attitudes of individuals. Hence, capacity development is about alterations that empower leaders, individuals, societies and organizations. If something does not take you to change that is made, guided and sustained by those whom it is supposed to benefit then it, despite having served a valid development purpose, cannot be considered to have enhanced capacity. (Wignaraja, CAPACITY DEVELOPMENT: A UNDP PRIMER). Different authors and researchers defined capacity building as (P. Morgan, The design and use of Capacity Development Indicators) the process by which individuals, groups and organizations improve their ability to carry out their functions and achieve desired results over time. In this definition two important points are highlighted: firstly, capacity development is largely an internal process of development and growth, and secondly, action taken towards capacity-development should be result oriented. Therefore, capacity building is the availability of resources, the efficiency and effectiveness with which societies deploy those resources to identify and pursue their development goals on sustainable basis. (Behrens, Agapitova and Otoo).

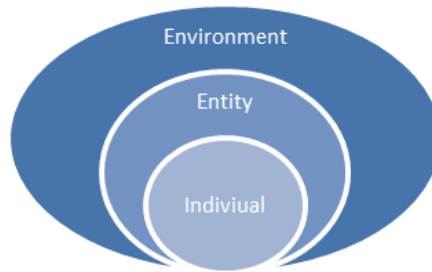
Importance of Capacity Development

In majority of developments, 'Capacity Development' is considered to be the core of the process of development as this is one of the most important areas of any agency to focus on (OECD 1997, 2000). In the previous time, 'Development' process meant the assistance to any poor area or project in the form of financial resources, technologies development, physical resources or specialised skill training or technical education. After that support, the company or government, who was helping for the project assumed that this help or assistance would boom their economy and development of that area would take place, would stop their support. Sometimes this strategy used to become successful but in most of the cases it failed or they were again dependent on aid for their development. The few main reasons for the failure of these schemes were advancement in technology, shortage of funds and lack of time to time skill development workshops. In the present time of changing technology and institutional changes, improving capabilities of individuals is more important. Due to increase of population, the aid (financial) factor for development of multiple areas is also reducing, so instead of focusing on large projects, improving the capabilities of individuals needs more stress. Capacity development is a steady process and needs support frequently. If Capacity development strategies are not properly planned or focused, the gap between rich and poor will never be reduced.

Types of capacity building

Based on different definitions, capacity building is divided into three broad categories, Capacity building of

1. Individuals,
2. Entity (Community & Organisations)
3. Environment



This model of capacity building is adapted from UNDP,1998 (Matachi) and also followed by (Enemark) and

(VicHealth). There are different kinds and levels of capacity building shown in the following table (1).

Level	Elements that the capacity is based on	Method & resources	Outcomes
Individual	Knowledge, Skills, Value, Attitude, health, awareness, etc.	Workshop and trainings	Changed awareness and perceptions, motivation, team spirit, cohesion and beliefs.
Entity (Community & Organisation)	Human resources (capacities of individuals in organizations)	Infrastructure and resources	Demands of material, cultural or social nature,
	Physical resources (machinery, apparatus and objects)	Strategies, function, competencies, processes	Ability to collaborate, to manage change, modernization and learning.
	Intellectual resources (linkages, planning, management)		
Environment	Formal institutions (Rules and Regulation)	Policies, legal framework, administration and accountability, outlook and resources.	Ability to manage change, advancement and knowledge, Collaboration abilities
	Informal institutions (customs, norms, etc)		
	Social capital, social infrastructure, etc. (Training and developments)		

Why Individual capacity building is more important?

Capacity at the individual level comprises of skills, value, attitude, knowledge, health & awareness, etc. These capacity skills can be developed through different ways like formal and informal types of training, on-the-job-training (OJT), formal and informal education, workshop, seminars independent reading, etc. Although many researches have been done to promote the sustainable agriculture, due to the lack of proper individual training, its implication is not achieved so far as its success also involves the collaboration and improvement of other sectors.

The main aim of individual capacity building is to enable them to understand their responsibilities towards decision-making in implementing rural development programmes more efficiently. Individual level Capacity building is often defined as human resource development and is considered the most important element of Capacity Building. The outcomes of the individual capacity building is that it helps the individual in personal mastery, values clarification, work/life balance, integrated vision, communication skills, confidence & personality development, civic engagement, conflict management skills and knowledge of community assets. These qualities help in improving the personality of the individual. Their skills can be improved by giving them training in their desired area of learning such as, technical, non-technical and soft skills.

Why capacity building of rural sectors is important for rural development?

A number of countries in the world have remained poor and still have gaps in their development. Often rural based communities become dependent on government sectors, donors and NGO for their support and growth, but maintaining these projects is another critical task as maintenance cost of these projects is usually high. For sustainable rural development, we need equal attention towards individual, community and environment capacity building along with development of all allied rural sectors. (Horton) added that "investment alone cannot lead to the desired level of development." Therefore, building the capacity of local people, groups and organisations is vital because they must have the ability and responsibility to resolve their problems and develop their communities.

Punjab has been a star performer in agriculture during heydays of the Green Revolution. Agriculture in Punjab grew at a high growth rate of 5.7 per cent during 1971-72 to 1985-86, which was more than double the all-India growth rate (2.31 per cent) during that period. (Gulati, Roy and Hussain) This was an eye-catching performance of Punjab, the first major achievement was large wheat surpluses followed by steep rise in production of rice, which helped India free itself from the Public Law 480 "food for peace" food aid and its associated political strings. Punjab played a crucial role in achieving the much needed food security for India. The primary goal of the green revolution was to achieve self-sufficiency in food grain production. In Punjab, there are total 12581 inhabited villages. Major portion of Punjab's population is living in rural areas. To meet their economic and social needs, special interest should

be given on their capacity building. If they live healthily, it will surely improve the economic statistics of the country and particularly of Punjab.

Why Individual Capacity Building is needed in the rural area of Punjab?

Punjab has become the breadbasket of India. Punjab agriculture has been an undisputed leader in the Green Revolution in India and the Punjab's farmers are acclaimed worldwide. While the cities have grown immensely over the last 20 years, rural areas have not witnessed that kind of development. For India's economy to be strong, the rural economy needs to grow. For that, individual capacity building is to be focused on which would better the socio-economic conditions and skills of rural people. In Punjab, more than 75% people are directly or indirectly dependent on agriculture sector. For any development organization that is operational in development countries, the main goal is building capacity at individuals, local, state and national level (OECD 2000). Development organisations tend to transfer only funding and modern technology to farmers or to provide formal education to rural communities (Horton, 2002), whereas Individual capacity building programs in rural areas help people to develop their abilities and skills which empowers them both socially and economically.

Objectives of research

1. To identify the preference sources of media-tools among the rural people of Punjab.
2. To identify the areas where rural people are looking for (individual) capacity building.
3. To know the satisfaction of rural people regarding media content on capacity building available on different modes of media.
4. To know the willingness of people who are interested to view capacity building content if it is available on different modes of media.

Hypothesis

1. People are willing to adapt the new changes.
2. Poor people have a strong desire to come out of poverty.
3. Media content adds knowledge and awareness among people.

Data Collection and Methodology:

A study was conducted on 61 rural respondents by using Quantitative approach using questionnaire method. Samples from different villages of Punjab were taken. The questionnaire consisted of three sections, where the first section is about the demographic questions, the second section aims at Media and Audience viewership pattern, in third section - Media Role and Awareness in Capacity Building of Rural People is highlighted.

Finding and Discussion:

Media plays an important role in development. People can access various media for development. Each media always varies in dissemination of information and people have different opinion about those programmes. Out of a total of 61 respondents, 38 are male and 23 are female. To know the preference source of media for Information in rural Punjab,

newspaper is the first choice of the people for information and Radio/FM is the least preferred source of information. In terms of Entertainment, television is the first choice and Radio/FM is the least preferred source. Internet/Social Media is on the top for Fake news or vague information in context to agriculture and Radio/FM is the least.

Respondent's time spent on different media sources (weekly) is as follows: 67.2% of people spend less than 7 hours weekly on newspaper, 52.5% people spend more than 14 hours to watch TV in a week, 44% of people spend less than 7 hours on Radio/FM once a week and 42.6 % of people spend more than 14 hours per week on Internet/Social media. Respondent's preference regarding access of different media ; 73.8% respondents access daily newspaper, 77% access daily Television, 31.1% people daily access Radio/FM and 75.4 % people daily access Internet. Television is the most viewed media daily.

Punjabi is the most preferred language to watch content in. 77% of people prefer to read newspaper in Punjabi. 72.1% prefer to watch programs in Punjabi on TV. 65.6 % people are satisfied with the education content available on television, 43.5 % people are satisfied with educational content in newspaper, only 11.5 % people are satisfied with educational content in radio and 77.1% people are satisfied with educational content in Internet. 61.7 %, 39.3 %, 14.7 & 75.4 % people are satisfied with Agriculture and Rural Awareness content presently available on different modes of media: Television, Newspaper/Magazine, Radio/FM and Internet respectively. 44 %, 31.2 %, 6.6% & 77.1 % people are satisfied with the Skill and Employment opportunity content presently available on different modes of media -Television, Newspaper/Magazine, Radio/FM and Internet respectively.

From Literature review, it is found that Rural development is multi-sectoral. Education, Health, Environmental Hygiene, Economic Development and awareness are the main areas where rural people are looking for the development. To know the people viewpoint, responses are collected.

- Out of 61 responses 47.5 % people say that **Education** is the most essential area that needs capacity building, following 32.8% has given it High priority and 19.7 as Medium Priority.
- Out of 61 responses 47.5 % people say that **Heath/Medical** is the most essential area that needs capacity building, following 42.68% have given it High priority and 6.6 as Medium Priority.
- Out of 61 responses 39.3 % people say that **Communication/ Awareness** is the most essential area that needs capacity building, following 31.1% have given it High priority and 21.1% as Medium Priority.
- Out of 61 responses 31.1 % people say that **Environmental Hygiene** is the most essential area that needs capacity building, following 34.1% have given it High priority and 29.5% as Medium Priority.
- Out of 61 responses 59.0 % people say that **Economic Development** is the most essential area that needs capacity building, following 23.0% have given it High priority and 11.5% as Medium Priority.

To know the rural people's priority to take skills and knowledge if capacity building programs are organized through media, respondent's feedback is as follows:

Area	Rank Overall	Area	Respondents Interest as 1 st Priority to take knowledge	Respondents Interest as 2 nd Priority to take knowledge
Health & Medical awareness	1	Education	32.8%	16.4%
Education	2	Health & Medical awareness	27.9%	26.2%
Economic development	3	Economic development	18%	21.3%
Panchayats, Local Bodies & General Awareness	4	Panchayats, Local Bodies & General Awareness	14.8%	16.4%
Environmental Hygiene	5	Environmental Hygiene	6.6%	19.7%

Respondent's views/ satisfaction related to different individual capacity building programs and public service advertisement in media is as follows:

Sr. No.	Statements	Highly dissatisfied (1)	Dissatisfied (2)	Neither dissatisfied nor satisfied (3)	Satisfied (4)	Highly Satisfied (5)
A	Are You Satisfied with Program/Advertisement given by the State/Central Government on different media sources regarding Education	1.6%	6.6%	42.6%	29.5%	19.7%
B	Are You Satisfied with Program/Advertisement given by the State/Central Government on different media sources for creating general awareness for Panchayats, Local Bodies & General Awareness	11.5%	36.1%	39.3%	13.1%	0%
C	Are You Satisfied with Program/Advertisement given by the State/Central Government on different media sources on Environmental Hygiene	16.4%	31.1%	42.6%	8.2%	1.6%
D	Are You Satisfied with Program/Advertisement given by the State/Central Government on different media sources on Economic development	16.4%	21.3%	49.2%	9.8%	3.3%
E	Are You Satisfied with Program/Advertisement given by the State/Central Government on different media sources on Health & Medical awareness	8.2%	11.5%	37.7%	24.6%	18%

To know the willingness of people regarding capacity building content if it is available on different modes of media.

Sr. No.	Statements	Not Willing (1)	Not Really willing (2)	Undecided (3)	Somewhat Willing (4)	Willing (5)
A	Are you willing or interested to watch/view Capacity Building Education programs / PSA if it's available through media.	1.9%	6.3%	19.7%	29.5%	42.6%
B	Are you willing or interested to watch/view Capacity building Panchayats, Local Bodies & General Awareness programs / PSA if it's available through media.	11.3%	4.2%	39.3%	13.1%	32.1%
C	Are you willing or interested to watch/view Capacity building Environmental Hygiene programs / PSA if it's available through media.	2.4%	31.1%	34.9%	15.2%	16.4%
D	Are you willing or interested to watch/view Capacity building Economic development programs / PSA if it's available through media.	5.4%	24.3%	25.2%	32.1%	13.3%
E	Are you willing or interested to watch/view Capacity building Health & Medical awareness programs / PSA if it's available through media.	6.2%	11.8%	19.7%	24.6%	37.7%

Conclusion

Media plays an important role in development communication through circulation of knowledge, providing forum for discussion of issues, teaching ideas & skills for a better life and creating a base of consensus for stability of the state. The history of development communication in India can be traced to 1940s when radio was broadcast in different languages with main aim to promote development communication through various programmes like rural development, agriculture cultivation and production, family welfare programs and social awareness. In a similar way, today we are using power of TV, Internet and Print media for imparting education, information and content.

Newspaper and Television are the best sources of media to reach the rural audience of Punjab. They spend majority of the time on watching television and surfing internet. Punjabi is the most preferred language to watch content. From the above data, it is clear that people of Punjab look for capacity building and skill development which cannot be achieved by introducing

infrastructure and government schemes only. It is difficult to organize workshops or seminars for all the rural areas, sometimes small information is very helpful to create awareness like in the area of Health, Education, Banking, Economic and others, so media can play crucial role in disseminating information. People are looking for the programs and information from media that help in their capacity building but majority of content is not available at Prime Time or at important space, respondent's respond that sometimes quality and information content were not there or it's rarely broadcasted/ printed and distributed. People are looking for public service advertisement and programs in various domains through different media channels.

Scope for further research:

Further researchers can concentrate on the importance of various programmes such as, science and technology, women empowerment, non-formal education, child development and others for a better evaluation of rural development in Punjab.

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