METHODOLOGY

3.1 Introduction

The methodology used in the present study is quantitative in nature and it included structured interview schedule to interview people who are involving as functionaries for rural development through schemes and programs and public service advertisements. Mainly survey method which implies taking a general view of all situations is used to collect the required data.

The study is also descriptive and analytical in nature, both primary and secondary data has been used in the research. Appropriate statistical tools to correlate some prominent variables have been used. Tables, graphs, pie charts have also been used for authentic representation and interpretation of the result.

3.2 Aim of the Study

Research on media and development communication, especially importance of Public Service advertisements in development communication is a subject of great relevance to the society; it provides new perspective for implications as strong communication technique. Previous studies on this topic have focused some area and studies need to be done on government schemes and programs. The purpose of the study was to conduct survey research on development programs and communication among rural populaces of Karnataka.

The Government of India, since independence, has initiated several measures for eradication of poverty, health problems, upgradation of education, agriculture, creation of employment opportunities, social awareness, development of women and child, infrastructure, improving the basic needs like food and nutrition, water and other rural development related elements. As part of this objective, the Government has been allocating funds under different heads towards plan outlays from time to time for various developmental programs being implemented by the central and State Government. However, the common belief is that these programs have not delivered the expected beneficiaries, mainly on explanation of lack of awareness among beneficiaries of rural area and lack of coordination between administrators and policy makers. In the grassroots level the desired results have not been achieved because of improper knowledge about benefits among real beneficiaries, ineffective methods of
selecting media to send messages to the rural masses and so on. The present study aims at examine the communication exposure among rural people, awareness of rural development schemes and services, information source for awareness and impact of public service advertisements.

The Government of Karnataka has adopted the document, “Karnataka – A Vision for Development – 2020” prepared by the State Planning Board. The document presented the developmental targets, challenges and the strategies and a long-term developmental plan to achieve the targets for accelerating growth, reducing poverty and enhancing human development in the State. The present study intended to suggest suitable measures and specific strategies that need to be translated into meaningful interventions by the Government.

3.3 Hypothesis

$H_1$ Communication differs with the different media exposure among rural people

$H_2$. Awareness about Public Service Advertisements among rural people is low

$H_3$. Awareness of rural development schemes and programs vary across different schemes and programs

$H_4$. The source of information vary with different channels of communication

$H_5$. The impact of Public Service Advertisements on rural people is not effective

$H_6$. Respondents from Tumkur, Kalaburgi, Chamarajanagar and Uttara Kannada differ significant in their

   a) Media exposure
   b) Awareness of PSA
   c) Awareness scheme of programs
   d) Communication source

3.4 Variables of the Study

The study contained dependent and independent variables and it focuses on relation among variables.
3.4.1 Independent Variables

a. Districts varied at four levels
b. Administration level varied in four levels
c. Schemes and programs

3.4.2 Dependent Variables

Exposure

It refers to the exposure among rural people to the variety of mass communication media such as Oral communication channels, Folk Media, Publication Media, Mass Media, New Media, Social Media, Institutional Activities and extensive communication events.

Awareness

It is about the awareness on Public Service Advertisements of different communication media.

Communication channels

This refers to the factual information possessed from different communication channel by rural people regarding schemes and programs.

Awareness and impact

This refers to the factual information possessed from different communication channel by rural people regarding schemes and programs of government on agriculture development, housing and poverty, health development, education upgradation, women and child development, employment and skill development, rural infrastructure, drinking water and sanitation, social awareness.

3.5 Selection of the Study Area and Sample

The study conducted in Karnataka state. In each revenue division one particular district selected based on stratified random sampling. Taluk, Gramapanchayat (GP) and villages also stratified for the study purpose. Taluk and gramapanchayat were spread over in the district were selected based on stratified random selection. In a selected gramapanchayat of taluk five villages are identified and respondents were selected from these villages based on convenience sampling and 20 respondents were interviewed with the structured questionnaire in each village.
Altogether 400 respondents selected from these four revenue divisions. The study conducted in the selected districts of Karnataka. The details of the revenue division, district and number of respondents selected for the study are given below.

### Sampling Hierarchy

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Revenue division</th>
<th>District</th>
<th>Taluk</th>
<th>GP</th>
<th>Villages</th>
<th>No. of Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Bangalore</td>
<td>Tumakur</td>
<td>Sira</td>
<td>Bhuvanahalli</td>
<td>Bhuvanahalli, Manangi, Manangithanda, Mudgere, Mekeralli</td>
<td>20</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>20</td>
</tr>
<tr>
<td>2</td>
<td>Kalaburgi</td>
<td>Kalaburgi</td>
<td>Jevargi</td>
<td>Yalavara</td>
<td>Yalavara, Chigarhalli, Somanathanahalli, Kodachi, Sigarathahalli</td>
<td>20</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>20</td>
</tr>
<tr>
<td>3</td>
<td>Mysore</td>
<td>Chamarajanagar</td>
<td>Chamarajanagar</td>
<td>Kagalavadi</td>
<td>Kagalavadi, Rechamballi, Hosamole, Anmanapura, Nanjarajapura</td>
<td>20</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>20</td>
</tr>
<tr>
<td>4</td>
<td>Belagavi</td>
<td>Uttara kannada</td>
<td>Sarsi</td>
<td>Bhashi</td>
<td>Bhashi, Mogalli, Kalakoppa, Thigani, Naroor</td>
<td>20</td>
</tr>
<tr>
<td></td>
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<td></td>
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<td></td>
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<td></td>
<td></td>
<td>20</td>
</tr>
</tbody>
</table>

Tumakur district comprises of 10 taluks with a total population of 2678980 among male population is 1350594 and female 1328386, according to 2011 census. The literacy rate of the district is 75.14. District has population density of 253 per sq.km. Out of this 2079902 are rural and 599078 urban population. More than 76% of its population depends on agriculture and related activities.

Kalaburgi district comprises of 7 taluks with a total population of 25,66,326 among male population is 1301755 and female 1264571, according to 2011 census. The literacy rate of the district is 64.85. District has population density of 233 per sq.km. Out of this 1730775 are rural and 835551 urban population.
Chamarajanagar district comprises of 4 taluks with a total population of 1020791 among male population is 512231 and female 508560, according to 2011 census. The literacy rate of the district is 61.43. District has population density of 200 per sq.km. Out of this 845817 are rural and 174974 urban population.

Uttara Kannada district comprises of 11 taluks with a total population of 1437169 among male population is 726256 and female 710913, according to 2011 census. The literacy rate of the district is 84.06. District has population density of 132 per sq.km. Out of this 1018188 are rural and 418981 urban population.

3.6 Sample Selection of Functionaries

The present study was carried out on the basis of survey research. Structured questionnaire and interview schedule was used to collect primary data from both functionaries and beneficiaries. To study the opinion of development administrators towards rural development through Public Service advertisements face to face structured interviews were conducted with functionaries in different levels ranging from asha workers, anganawadi workers, elected members, school teachers and panchayat officers in village and gramapanchayat level. In taluka level Raitha Samparka Kendra, primary health center, taluka panchayat Executive Officer, Zilla panchayat Chief Executive Officer, Information department in district level and departments of agriculture, housing, health, education, women and child welfare, planning officer of rural development, Directorate of Advertising and Visual Publicity (DAVP).

**Sample of Functionaries**

<table>
<thead>
<tr>
<th>Sl. No</th>
<th>Administration level</th>
<th>No. of Sampling</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>District</td>
<td>05</td>
</tr>
<tr>
<td>2</td>
<td>Taluk</td>
<td>04</td>
</tr>
<tr>
<td>3</td>
<td>Village/Grampanchayat</td>
<td>10</td>
</tr>
<tr>
<td>4</td>
<td>Related departments</td>
<td>21</td>
</tr>
<tr>
<td></td>
<td><strong>Total</strong></td>
<td><strong>40</strong></td>
</tr>
</tbody>
</table>
3.7 Data Sources and Instruments Used for Data Collection

The research data collected from both primary and secondary sources. Secondary sources are from many reports published by National and International institutions, national, regional and other publications, documents related to public service advertisements and rural development. Government reports like Five year plan report, census report, economic surveys, planning commission and annual reports from concerned ministries like ministry of rural development, women and child welfare, health and family welfare and so on. Publicity materials from central and state government, reports from NGOs, Journals, Books, and research papers were used. Many ministries were visited; government officials were contacted to get first hand information and relevant data. The basic tool of survey is structured questionnaire. Several questions were formulated in order to study the mass communication exposure, awareness of public service advertisements, awareness and source of information of rural development schemes and programs. Also structured in-depth interview technique used to study the opinion of functionaries towards rural development through Public Service advertisements.

3.8 Statistical Methods Used for Data Analysis

The primary data were analyzed on the basis of certain standardized statistical tests like descriptive statistics which include-frequency and percentage analysis, graphical representation, Chi-square test and Cramer’s V. All the statistical tests carried out through the Statistical Package for Social Science (SPSS-version 20).

3.9 Uses of Media Services for Rural Development

Scholars noted that media facilitate the development of people. People are also aware of the power of media in modern society. The media are also effective for integrated and sustainable development of rural people. The uses and gratification theory emphasizes that media should provide useful services to the people and satisfy their needs. In the present study the uses of various communications media were examined as a prominent dependent variable.
3.10 Gratifications of Media Services for Rural Development

The media required to fulfill the aspirations of people. Scholars have observed gratification derived by the people based on media exposure, media association and media usage patterns of the people. In the present study the gratifications of the media among the rural people were examined as dependent variables.

3.11 Operational Definitions of the Terms

The operational definitions refers the major terms used in the study are defined in the context that the present research has been done. The terms that listed are village, rural populaces, rural problems, rural development, communication media, Public Service Advertisements, evaluation of impact.

3.11.1. Village/ Rural Area: Village is a primary institution where limited services are available and it is different from urban places.

3.11.2. Rural Populace: are people who living in remote area and they depend on agricultural and non forming activities. Most of them belong to below poverty line, low literacy; inadequate health facility, unskilled labors, and they are needy people. Rural people are directly are indirectly dependent on agriculture and they have small and medium size land, lack of education and training, lack of availability of services such as health care, market for agriculture products, education, employment, banking, communication and mass. People from rural places are disadvantaged and they are suffering from many social problems.

3.11.3. Rural Problems: Drug abuse and addiction, drinking water and sanitation, poverty, illiteracy, unemployment, population explosion, backward castes and tribes, child abuse and child labour, valance against women, corruption, bonded labour, malnutrition, poor understanding and thinking, low literacy, lack of new technology, lack of awareness, lack of basic needs, low education level, lack of knowledge and skills, lack of infrastructure like water, electricity, transportation, storage facility, market, educational institutions, information and communication technologies, unfavorable economic conditions, un willingness in political participation, improper utilization of budget etc.

3.11.4. Rural Development: rural development is a strategy developed to improve the socio-economic life of the poor people. It is a process of bringing changes from
poor condition to progressive condition by providing inputs and services like infrastructure, technology, education, and so on. In the present study rural development represents the empowerment of rural people through various schemes and programs of government. The schemes and services are related to agriculture, poverty alleviation, health development, education up-gradation, women and child development, employment and skill development, to provide drinking water and sanitation, village communication, individual income, improving skills among youths and women and adoption programs for social development.

3.11.5. Communication Media: refers the channels of information to the rural people who belongs to the different and lack of socio-economic background exposure. It includes oral communication, folk media communication, information through publications media, mass media, outdoor publicity and institutional activities.

3.11.6. Public Service Advertisements/ Announcements: PSAs are messages which carry the information of schemes and services through various mediated channels like interpersonal, books, training material, guide, newspaper, radio, TV, cinema, moving cinemas, online media, social media, and other institutional activities. In the form of word, folk dance or drama, painting, image, text, audio, moving picture, indoor and outdoor advertisements, viral messages and so on.

3.11.7. Message: a message is a verbal, written or recorded communication component which sent from one source to another with the details of development related information.

3.11.8. Communication for Development and Social Change: Communication for development and social change is the use of communication technique, process and channels or media to communicate messages for people to become aware on their needs and changes,

3.11.9 Development Communication: Development is an educational process aims at developing socio-economic condition of the community and country. Communication is an art, development communication which is also social communication it communicates for human dignity and respect.
3.12 Abbreviations of schemes and programs under the study

- **Agriculture Development**

  **Krishi Bhagya Yojana (KBY)** is State Government Scheme for agriculture development. Main focus of the scheme is for upliftment of farmers depends on rain for agriculture. The scheme started in 2014-15. Benefits of the schemes are, Krishi Honda, 5 HP diesel motor with 80% subsidy, 2HP solar pump set with 50% subsidy.

  **Ganga Kalyana Yojana (GKY)** was formed during 1983 to provide bore well/ Open well facility for SC/ST OBC and minority under 4 corporations. The beneficiaries should be small and marginal formers.

  **National Horticulture Mission Yojana (NHMY)** it was launched in 2005-06. Centrally sponsored scheme promote holistic growth of the horticulture sector. Presently, India is the 2nd largest producer of fruits and vegetables in the world.

  **Krishi Utsav/Abhiyana (KU/A)** is the program to create awareness on new farm technologies and methods.

  **Bhoochetana (BCY)** it started 2009-10. Solid test based nutrient management with major thrust to micronutrients. 50% subsidy at cluster village level added – Gypsum, Zinc, and Boron.

  **Micro Irrigation Scheme (MIS)** centrally sponsored scheme all category farmers are eligible for benefit. It provides knowledge to efficient water use to increase the productivity of crops and farmer’s income. And also to promote, develop and disseminate micro-irrigation technology for agriculture with modern scientific knowledge.

  **Flood Control and Soil Management Scheme (FC&SMS)** is to conserve fertility in soil. It helps to control water flow with soil erosion which is important for agriculture and cropping.

  **Rashtriya Krushi Vikas Yojana (RKVY)** is central assistance Scheme launched in August 2007 as part of 11th five year plan to achieve 4% of annual growth in agriculture through development of agriculture and allied sectors.
Kisan Call Centre (KCC) started in 2004 to provide guidance and information for farmers through phone call with free charges. The questions from the farmers were related to agriculture and allied activities.

Suvarna Bhoomi Yoajana (SBY) it started in 2011, Government give Rs. 10,000 incentive to take up horticulture, sericulture, natural and dairy farming. This is state government program after BJP government this scheme was stopped.

National Agriculture Insurance Scheme (NAIS) the Government of India introduced the scheme during 1999-2000 to protect the farmers against losses suffered by them due to crop failure on account of natural calamities. This scheme currently implemented by Agriculture Insurance Company of India (AICIL) the scheme is available to all the farmers.

Surya Raita Yojana (SRY) started in 2014 for the development of irrigation through solar power development. This is applicable (irrigation pump sets) for IP sets to the extent of 10HP capacity which requires solar generating capacity of 10K WP.

 eş Housing and Poverty

Indira Awas Yojana (IAY) was launched on May 1985. The Indira Awas Yojana aims at helping rural people below poverty line (BPL) belonging to SC/STs freed bonded laborers and non-SC/ST. This scheme central Government and State government program with 75:25 3:1 percent.

Grameena Ashrya and Basava Yojana (GABY) eligibility is BPL holder and SC/ST, OBC families. It started during 1991-92. Beneficiaries are 50% SC/ST and another 50% comes under General category. Presently, the s of beneficiaries selection will be on gram panchayat meeting on the basis of income level. Eligible candidate will get 1 lakh 20 thousand. Full amount will be sponsored to SC/ST candidates and others will get 50%.

National Food Security Campaign (Mission) (NFSC) launched on October 2007 adopted a resolution to launch a food security mission comprising rice, wheat and pulses to increase the production of rice by 10 million tons. What 8 million ton and pulses by 2 million tons by end of the eleventh plan. The mission is being continued during 12th Five year plan – with new target of additional production of food grains 25 million tons of food.
Rural Housing Program (RHP) to provide houses for economically and socially weaker sections. To provide affordable high quality houses to low/middle class sections and also to provide cost effective construction technology and material.

Ambedkar Housing & Rajeev Gandhi Rural Housing Scheme (AH&RGFHS) the beneficiary should belong to SC/ST category, the beneficiary should be economically backward and his income should fall in the income limit fixed for the poverty line.

Anna Bhagya Yojana (ABY) launched in 2013 to supply food grains at free of cost to priority household (AAY + BPL) families across the state. To supply 30 kg rice at Rs. 1 per kg to merely 10 million below poverty line families across the State.

Bhagya Jyothi Scheme (BJS) is a scheme sponsored by the movement for providing electricity to the economically weaker sections of society.

Runa Mukth Yojana (RMY) under the Runa Mukta Bhagya (debt. Free Scheme) the State Government has waived loans for SC/ST.

❖ Health Programs

Janani Suraksha Yojana (JSY) it was launched on 12 April 2005 by the Prime Minister of India. It aims to decrease the neo-natal and maternal deaths. Completely centrally sponsored scheme and it integrates cash assistance with delivery and post delivery case. It is being implemented with the objective of reducing maternal and neonatal mortality by promoting institutional delivery among poor pregnant women. (Under National Rural Health Mission)

Thayi Bhagya Yojana (TBY) started in 2014 at Karnataka with a Public private partnership in maternal health care, reducing maternal and infant mortality rate to encourage deliveries in the hospitals, participation of private institution in health care and encouragement for small family norms.

Madilu Kit (MKY) launched during 2007 and Provide post natal care for the mother and the child. The objective of this scheme is to encourage poor pregnant women delivery in health centre and hospitals in order to considerably reduce maternal and infant mortality in the State.

Rajeev Arogya Bhagya (RAB) launched in 2013 –specially designed for the above poverty line (APL). To provide quality “tertiary health care” for treatment of
catastrophic illness involving hospitalization. Surgery and other therapies through an identical Network of super specialty hospitals.

**Jyothi Sanjeevini Yojana (JSY)** launched during 2014 and Specially designed for the Government Employees. It is a comprehensive health care to the Government Employees wherein the scheme provides cashless treatment to all the Government employees and their dependent through an empanelled Network of Hospitals for tertiary care.

**Suvarna Arogya Chaithanya (SAC)** Started during 2006-07 A massive health checkup programs of all students from 1 to 10 standards studying in Government, Government aided and unaided schools. In case of direction of any serious health problems, students are given proper medical treatment with free of cost.

**Rastreeya Swasthya Bhima Yojana (RSBY)** was launched in 2008 and was initially designed to target only the below poverty line (BPL) households, but has been expanded to cover at other defined categories of unorganized workers. With the objects of provide financial protection against catastrophic health costs by reducing out and to improve access to quality health care for below poverty line households at pocket expenditure for hospitalization and other vulnerable groups in the unorganized sector.

**Yashaswini Yojana (YY)** this scheme inaugurated on 14 November 2002. Self funded scheme a person should be a member of rural-co-operative society of the state. The scheme is implemented through the recognized network hospitals of the trust.

**Pulse Polio (PP)** this program started in 1978, to vaccinating all children under the age of five year against the polio virus. The project fights poliomyelitis is through a large scale vaccination program and monitoring for polio cases pulse polio immunization program was launched in India in 1995. India declared as polio free country.

**Health Helpline 104 (HH)** launched on 30 June 2013 health information help line service. The main objective of this facility is to assist people living in rural or remote areas who face difficulty in accessing the service of qualified doctors and to provide information on any health problem.
Chapter III

Methodology

Education

Right to education (RE) this act enacted on 4 August 2009, Free and compulsory education to the children of 6-14 years age group.

Sarva Shiksha Abhiyan (SSA) started during 2000-2001, the program seeks to open new schools in those habitations which do not have schooling facilities and strengthen existing school infrastructure through provision of additional class rooms, toilets, drinking water, maintains grant and school improvement grant.

Adult Education/Sakshara Bhant (AE/SB) this program has been introduced since the first five year plan, the most prominent being the national literacy mission (NLM) that was launched in 1988 to impact functional literacy to non-literate in the age group of 15-33 years in a time bound manner. Adult education aims at extending educational options to those adults. Who have lost the opportunity and love crossed the age of formal education, but now feel a need for learning to any type including literacy basic education, skill development and equivalency.

Kasthoora Gandhi Balika Vidyalaya Yojana (KGBVY) this scheme started in 2004. it provides educational facilities for girls belonging to scheduled castes, scheduled tribes, other backward classes, minority communities and families of below the poverty line in educationally concentration of tribal population and low female literacy.

Vidyasiri Yojana (VY) was introduced an October 1, 2013, to focus all the poor students including candidates in order to vanish boarding and lodging problems of meritorious candidates and welfare of backward class through education.

Mid-day Meal Scheme (MDMS) was implemented with the objectives of improve enrolment and attendance, to improve child health by increasing nutrition level and to bring about social equity.

Rashtriya Bala Swastya Karyakrama (RBSK) a child health screening and early intervention services has been launched 2013 to screen diseases specific to childhood development delays disabilities birth defects and deficiencies children between 0-18 years of age and also provide free treatment including surgery for health problems diagnosed under this initiative.
Ajeevika Skill (AS) Launched June 2011, cater to the occupational aspirations of the rural youth who are poor and to different range of income level of the rural poor. Upgrade their skills and enter skilled work force in growing sectors of the economy.

Karnataka Knowledge Commission (KKC) this commission constituted in September 2008. It aims to enable the development of the vibrant knowledge based society in Karnataka. Improve the leadership and management of educational and knowledge institutions of Karnataka and promote knowledge applications in agriculture, rural development health industry and other areas.

❖ Women and Child Welfare

Udyogini Scheme (US) truly innovative scheme, sanctioned by the Government of Karnataka in the year 1997-98. Udyogini assists women in gaining self-reliance through self employment, especially in the trade and service sector. Udyogini empowers women by providing loans through bank other financial institutions and provide subsidy.

Devadasi Rehabilitation Scheme Devadasi rehabilitation project was set up in 1991, Karnataka state Women Development Corporation to eradicate the ‘Devadasi’ system. Organizing these women into group and discuss about the evils of this system. Banks and other financial institutions provide financial assistance awareness programs.

Manaswini Programme (MP) this programme launched in 2013, Monthly pension of Rs. 500 is given to unmarried / divorce poor women and transgender they must be in the age group of 40 and 64 years.

Stree Shakti Yojana (SSY) program was launched during 2000-01, Empower rural women and make them self reliant. Stree Shakti groups are formed at the village level to inculcate the savings habit in the members empowering the women economically BPL, landless agriculture laborers, SC/ST women join together. The main objective is to strengthen the process of economic development of rural women and create environment for social change.

Bidayi Yojana (BY) this scheme started 2013, Bidayi scheme for financial assistance (Rs. 50000) to the poor minority women / divorces and widows belonging to Muslim, Christian, Jain, Buddhist and parsi community at the time of marriage for purchasing essential commodities.
Integrated Child Development Scheme (ICDS) this scheme was started in Karnataka on 2nd October 1975 with the objectives of to improve the nutritional and health status of children (0-6) to lay the foundation for proper physical, psychological and emotional development of the child, to reduce incidence of mortality, morbidity, malnutrition and school dropout. Promote child development, to enhance the capability of the mother to look after the normal health and nutritional need of the child through proper health and nutrition education.

Bhagyalakshmi Scheme (BS) launched in 2006-07, to promote the birth of girl children in below poverty line families and to raise the status of the girl child in the family in particular and society in general, financial assistance is provided to the girl child through her mother/father or natural guardian subject to the fulfillment of certain condition amount Rs. 19,300 first girl, for second girl Rs.18,350 deposited.

Sabala and Kishori Shakti Yojana (SKSY) started in 2011, the scheme is to improve the nutritional, health and development status of adolescent girls, promote awareness of health, hygiene, nutrition and family care link them to opportunities for learning life skills, going back to school, help them gain a better understanding of their social environment and take initiatives to become productive members of the society.

Milk and Egg Scheme (MES) started in 2013 KMF to provide nutritious food with protein and fat which is essential for healthy growth and all round development of school children as well as aganwadi children in the state.

Rural Infrastructure

Suvarna Gramodaya Yojana (SGY) started in 2007 to upgrade the physical environment of the selected villages for improving the quality of life and develop the income generating potential of land based activities, to support community awareness and development through self help groups, cultural associations.

Swarna Jayanthi Gram Swarozgar Yozana (SJGSY) the scheme was launched on April 1999 to provide sustainable income to poorest people living in rural and urban areas of the country. SUSY aims at providing self-employment to villager.

Grama Vikas Yojana (GVY) started during 2014-15 with the objectives of pure drinking water even to last man of the village, clean environment of the village and
good toilet room, provide infrastructure for village development, special program to SC/ST, skill development for village youths to create non-Agriculture employment and re-create rural area through fundamental facility.

**Pradhan Mantra Gram Sadak Yojana (PMGSY)** started on December 25, 2000, rural development through provide good road connectivity to unconnected villages.

**Solar Light Scheme (SLS)** started during 2009-10, to save electric energy and provide solar light to street light and pump set of agriculture land.

**National Biogas Development Scheme (NBDS)** biogas scheme-rural and semi-urban / households. A family type biogas plant, generate biogas from organic substances such as cattle dung and other bio-degradable materials. It provides clean gaseous fuel for cooking and lighting. Biogas plants help in reducing the causes of climate change.

**Lake Development Scheme (LDS)** to establish a strong system of well linked lakes and tanks free from organic and chemical pollutants and to intensity official concern and motivate community vigilance to the extent where pollution and encroachment to lake lands would become impossible.

**Rajeev Gandhi Rural Electrification Program (RGREP)** launched in the month of April in 2003 to provide proper electricity to every rural households, to offer electricity connection to every BPL families with no charge and basically electrifying every villages as well as habitations according to new guideline.

**Employment and skill development**

**Sharma Shakti Yojana (SSY)** The minority will be trained to upgrade their artistic and technical skill to carry on with their trade, business loan with lower rate of interest to improve their business.

**MGNREGA** the Mahatma Gandhi National Rural employment Guarantee Act, to Enhancing the livelihood security of people in rural areas by guaranteeing hundred days of wage-employment in a financial year to a rural household whose adult members volunteer to do unskilled manual work.

**Rajeev Gandhi Chaithanya Yojana (RGCY)** started in 2013, this scheme provides employment to rural unemployed youths who are selected by Gram Sabha. Youths selected in gram sabha will attend SATCOM based entrepreneurship awareness program and choose either self employment or skill and placement.
Mahila Kisan Sashaktikaran Pariyajana (MKSP) was launched during 2010-11 for improving the capacities of women in agriculture to access the resources of other institutions and schemes, to create sustainable agricultural livelihood opportunities for women in agriculture and to improve the skills and capabilities of women in agriculture to support farm based activities.

**National Skill Development Program (NSDP)** need in India for skilled man power across sectors and narrow the existing gap between the demand and supply skill to contribute significantly (40 Percent) to the overate target of skilling/UP-skilling 400 million people in India by 2022.

**Drinking water, Sanitation and cleanliness**

**National Rural Drinking Water Program (NRDWP)** enable all households have access to and use safe and adequate drinking water and within reasonable distance. Provide drinking water facility, especially piped water supply to gram panchayats that have achieved open detection free status on priority basis ensure all govt. schools and anganwadis have access to drinking water.

**National Drinking Water Quality Monitoring and Surveillance Program (NDWQM&SP)** launched in Feb 2005, all drinking water sources should be tested at least twice a year for bacteriological contamination and once a year for chemical contamination monitoring is to be done by entering the test.

**Jala Nirmal Yojana (JNY)** management of rural water supply and sanitation facilities.

**Nirmal Bharat Abhiyan (NBA)** started in 1999, as total sanitation campaign. It was a demand driven and people centered sanitation program, limited achievement of the first structured program for rural sanitation. The main goal of total sanitation campaign was to eradicate the practice of open detection. October 2, 2014 the Nirmal Bharat Abhiyan Campaign was re-launched as swachh Bharat Abhiyan (Clean India mission)

**Nirmal Grama Puraskar (NGP)** in October 2003 and gave away the first awards in 2005. Promote sanitation coverage in a campaign mode to ensure better health and quality of life in rural India. GOI launched an award based incentive scheme for fully sanitized and open detection free gram panchayats, blocks, districts and state.
Bal Swachhta Abhiyan (BSA) is part of the ‘Swachh Bharat Abhiyan’ Started November 5, 2014, (Children’s day celebrations) Bal Swachhata include clean schools, clean surroundings and play area, pure drinking water facilities, proper toilets, safe and clean food and personal hygiene. All students must be aware of the need of cleanliness and various aspects of health and sanitation.

Swach Bharath Abhiyan (SBA) launched on 2 October 2014, aims to eradicate open detection by 2019, Open-detection free India by 2 October 2019.

❖ Public awareness program

National AIDS Control Program (NAIDSCP) prevention of HIV transmission, safe blood transfusion reduction of sexually transmitted diseases transmission, training of health staff, research and behavioral studies build the right capacity.

Family Planning Program (FPP) in 1952 India launched the world first national program emphasizing family planning to the extent necessary for reducing birth rates to stabilize the population at a level consistent with the requirement of national economy since then.


Abolition of Child Marriage (ACM) prohibition of child marriage act 2006 made effective from 1-11-2007 in India. To ensure that child marriage is eradicated from within the society. The Government of India enacted prevention of child marriage act 2006 by replacing the earlier legislation of child marriage restraint act 1929.

3.13 Summary

Significant independent variables such as schemes of agriculture, education, health and welfare, women and child development, drinking water, food and nutrition, sanitation and cleanliness, employment and skill development and housing and poverty which are the indicators of rural development have been focused to analyse the awareness, source of information in the awareness and the impact of public service advertisements on rural development. Statistical tests such as descriptive statistics and inferential statistics which include-frequency and percentage analysis, graphical representation, Chi-square test and Cramer’s V, have done and all the statistical tests carried out through the Statistical Package for Social Science.