CONCLUSION

5.1 Introduction

Rural development completely depends on the programs, schemes and projects which reach right people in right time to bring about the development in various villages. The proper communication channel with right form of communication method like advertisements, programs, meetings play significant role, and the proper communication sources for easy access of development information are essential for active participation of beneficiaries. The findings of the study, limitations of the study, testing of hypotheses, recommendations of the study, suggestions for future research and recommendations are outlined in this chapter.

5.2 Findings of the Study

Demographic Features of Respondents

Age-wise distribution of respondents is analyzed and it shows that out of 400 respondents, majority of respondent are 21-30 years of age that is reported by 35%. Among 400 respondents 52.8% are male and 46.5% are female and other (Transgender) are 0.8%. The marital status of the rural sample revealed that 81.5% of the respondents are married. According to Religion, 90% respondents of the sample were following Hindu religion. With reference to caste, majority of respondents are belonging to OBC that is 50.20%. According to their educational status, 25.80% respondents of the sample have the qualification of High school, 15% of them are illiterate, 11.20% of them are able to sign only, 1.80% of them are post-graduated and 0.20% is of Adult education. Occupation wise distribution of respondents shows that, majority of respondents are farmers (44.20%), daily wage laborers (10.50%), non- farm laborers (9.80%), artisans (2.50%). According to income wise distribution of respondents, 65% of them are earning up to Rs.5000 monthly and only 0.20% are earning more than Rs. 30000 per month.
Communication association and media exposure of respondents

- Association with oral communication channels studied and it is observed that, in Tumkur, association is high with Asha/Anganawadi worker, community/political leaders, visiting officers of related departments, panchayat meetings and friends/relatives/neighbours and moderate with self help groups and low with co-operatives, seminars and visits of taluka/district offices/panchayats channels. In Kalaburagi, the channels viz., association with Asha/Anganawadi worker and friends/relatives/ neighbours is high, community/political leaders, visiting officers of related departments, panchayat meetings and self help groups is moderate, and co-operatives, seminars and visits of taluka/district offices/panchayats is low. In Chamarajanagara, people with Asha/Anganawadi worker, community/political leaders, self help groups and friends/relatives/neighbours have highly strong association, visiting officers of related departments and panchayat meetings is moderate, and co-operatives, seminars and visits of taluka/district offices/panchayats is low in relationship. In Uttara Kannada there is highly strong association with Asha/ Anganawadi worker, community/political leaders, panchayat meetings and friends/relatives/neighbours, visiting officers of related departments, self help groups and visits of taluka/district offices/panchayats is moderate and low exposure with co-operatives and seminars.

- A communication relation among rural people about Folk media is moderate with Drum, Street play and Traditions, and low with Folk Songs, Folk Dance, Folk Theatre and customs. And it is observed that, in Tumkur, exposure is high in Street play and Traditions, and moderate in Drum and low in Folk Songs, Folk Dance and Folk Theatre and customs. In Kalaburagi, the channels viz., Drum is high, Traditions is moderate, and Folk Songs, Folk Dance, Folk Theatre, Street play and customs is low in exposure. In Chamarajanagara, Drum and Traditions are moderate, and Folk Songs, Folk Dance, Folk Theatre, Street play and customs are low in exposure. In Uttara Kannada, people with Street play and Traditions have highly strong association, and Drum, Folk Songs, Folk Dance, Folk Theatre and customs have low.

- Communication association of rural people with Publications media, With respect to, Brochures and Flyers, Indoor advertisements, and Calendars is
moderate, Guidebooks, Training materials, targeted direct mailings, Press releases, Gazette and Syllabi (schools/collages) is low. Guidebooks, Training materials, targeted direct mailings, Press releases, Gazette and Syllabi (schools/collages) have similarities in all district. With respect to Brochures and Flyers, Uttara Kannada has high and Tumkur, Kalaburgi and Chamarajanagar have moderate exposure. Indoor advertisements Uttara Kannada has high, Tumkur and Chamarajanagar have moderate and Kalaburgi has low exposure. Calendar has high in Uttara Kannada, moderate in Tumkur and low in Kalaburgi and Chamarajanagar.

- Media exposure among rural people about Mass media, With respect to Television and Mobile, exposure is highly strong, Newspaper is moderate, and Magazine, Radio, Cinema, online media, Social media and AV- van is low among rural people. Television is high and Magazine, Online media and Social media are low in exposure and similarities in all districts. But, with Newspaper, Tumkur, Kalaburgi and Chamarajanagar is moderate and Uttara Kannada is low in exposure. With Radio and Cinema, Tumkur, Kalaburgi and Uttara Kannada have low and Chamarajanagar has moderate exposure. With Mobile, Tumkur, Chamarajanagar and Uttara Kannada have high, Kalaburgi has moderate exposure. Tumkur and Chamarajanagar have moderate, Kalaburgi has moderate and Uttara Kannada has no exposure with AV van/ video van.

- Communication association among rural people through Outdoor publicity, With respect to Hoardings, Wall painting and Banners, association is moderate, and Posters, Ads on bus/ train /vehicles, Statues are low. In Tumkur and Uttara Kannada about Hoardings and Wall painting have high, Banners is moderate and Posters, Ads on bus/ train/ vehicles and Statues have low exposure. In Kalaburgi, Hoardings, Posters and Wall painting are moderate and Banners, Ads on bus/ train/ vehicles and Statues are low in exposure. In Chamarajanagara, people have high exposure on Hoardings and Wall painting and on Posters, Banners, Ads on bus/ train/ vehicles and Statues have moderate exposure.

- Communication association among rural people with Institutional activities, With respect to Initiatives of NGOs and Activities of educational institutions relationship is moderate, and Initiatives of cooperatives, Campaigns of religious institutions, Activities of commercial institutions and Banks, have low with rural
populaces. In Tumkur and Kalaburgi, Activities of educational institutions is moderate and Initiatives of NGOs, Initiatives of cooperatives, Campaigns of religious institutions, Activities of commercial institutions and Banks are low. In Chamarajanagara and Uttara Kannada, Initiatives of NGOs and Activities of educational institutions is moderate, and Initiatives of cooperatives, Campaigns of religious institutions, Activities of commercial institutions and Banks are low.

- Communication relations among rural people with communication events. With respect to Campaigns, Exhibitions and Fairs relationship is highly strong, Camps is moderate, and Seminars/conferences is low among rural populaces. Fairs with high and Seminars/conferences with low similarity in district. But with Camps, Tumkur, Kalaburgi and Chamarajanagara have moderate and Uttara Kannada with low exposure. With Campaigns, Tumkur and Uttara Kannada have high and Kalaburgi and Chamarajanagara have moderate exposure. With Exhibitions, Tumkur, Chamarajanagara and Uttara Kannada have high and Kalaburgi is low.

**Awareness about Public Service Advertisements**

- Awareness among rural populaces about different kinds of advertisements, awareness is high in all kinds advertisements, hence it is reported that Commercial, Political, Public service and Film by 84.5% (338), 90.0% (360), 91.0% (364) and 83.5% (334) respectively. And it is observed that, there is a similarity in district with high in awareness about the different kind of advertisement.

**Awareness about schemes and programs**

- Among all the agricultural schemes and programs GKY, NHMY, KA, BCY, FC&SMS, KCC, NAIS are moderately aware and KBY, MIS, RKVY, SBY, SRY schemes found to be least awareness programs. Among all the four districts Tumkur is high and Kalaburgi and Chamarajanagar are low in awareness.

- In the case of housing and poverty related schemes it is observed that, scheme IAY, ABY and BJY have similarities in all the districts with high in awareness and VNY(OBC) with low in awareness. In Tumkur and Uttara Kannada, IAY, GABY, NFSC, ABY and BJY are high in awareness, RMY with moderate and
RHP, AHSRGRHS, VNY(OBC) are low. In Kalaburgi, IAY, ABY, BJY and RMY are high in awareness, GABY, NFSC and RHP with moderate and AHSRGRHS and VNYOBC are low. In Chamarajanagara, IAY, ABY and BJY are high in awareness, GABY and AHSRGRHS with moderate and NFSC, RHP, VNYOBC and RMY are low.

- About health related schemes it is observed that scheme JSY, MKY and PP have similarities in all the districts with high in awareness and TBY, RAB and JYSY with low in awareness. With respect to schemes SAC, Tumkur and Uttara Kannada have high in awareness, Kalaburgi with moderate and Chamarajanagara with low awareness. In case of RSBY, Tumkur and Uttara Kannada have high and Kalaburgi and Chamarajanagara have moderate in awareness. In case of YY, Tumkur and Chamarajanagara have high and Kalaburgi and Uttara Kannada with moderate awareness. Finally about the scheme HH, Tumkur, Kalaburgi and Uttara Kannada have low and Chamarajanagara with moderate in awareness.

- About the schemes related to education up-gradation it is observed that, scheme SSA and MDMS have similarities in all the districts with high in awareness and RTE, KGBVY, VSY, AS and KKC are low in awareness. With respect to schemes AE/SB Tumkur, Kalaburgi and Chamarajanagara are moderate in awareness and Uttara Kannada low in awareness. With respect to schemes SEFS Tumkur, Kalaburgi and Chamarajanagara are high and Uttara Kannada is moderate in awareness. And finally about RBSK scheme it is moderate in Tumkur, Kalaburgi and Uttara Kannada and low in Chamarajanagara.

- In the case of women and child development related schemes it is observed that scheme BS, and MES have similarities in all the districts with high in awareness and US, DRS, MP, SY,HFMC and BY with low in awareness. With respect to schemes SSY, Tumkur, Chamarajanagara and Uttara Kannada have high in awareness and Kalaburgi with moderate awareness. In case of ICDS, Tumkur, Kalaburgi and Uttara Kannada have high in awareness and Chamarajanaga moderate in awareness. And finally in scheme SKSY, Tumkur, Kalaburgi and Uttara Kannada have high in awareness and chamarajanagara has moderate in awareness.
• When awareness regarding rural infrastructure development schemes is verified across 4 districts it is observed that in Tumkur, awareness about the schemes is low except the scheme SJGSY. In Kalaburagi, the scheme SJGSY, G Vy, PMGSY and RGREP are moderately aware and SGY, SLS, NBDS, LDS and BVDP are less aware. In Chamarajanagara, awareness is moderate in the scheme SGY, G Vy, PMGSY and LDS, low in SJGSY, SLS, NBDS, BVDP and RGREP. In Uttara Kannada, awareness is high in SJGSY and PMGSY and moderate in NBDS and RGREP and low in SGY, G Vy, SLS, LDS and BVDP.

• When schemes of employment and skill development verified it is observed that, scheme MGNREGA and MDMS have similarities in all the districts with high in awareness and SSY, DEP and RGCY with low in awareness. With respect to schemes MKSP and NSDP Tumkur, Kalaburgi and Chamarajanagara are low in awareness and Uttara Kannada with moderate in awareness.

• Awareness about Drinking Water, Sanitation and Cleanliness programs checked, it is observed that scheme National Rural Drinking Water Program and Swach Bharath Abhiyan have similarities in all the districts with high in awareness and Multi-village Drinking Water Scheme, Jala Nirmal Yojana and Nirmal Gram Puraskar with low in awareness. With respect to schemes National Drinking Water Quality monitoring and Surveillance Program and Bal Swachhta Abhiyan, Tumkur, Chamarajanagara and Uttara Kannada have high in awareness and Kalaburgi with moderate awareness. In case of scheme Water Plant Program (WPP), Tumkur and Kalaburgi have high in awareness and Chamarajanaga and Uttara Kannada low in awareness. And in the scheme Nirmal Bharat Abhiyan, Uttara Kannada has high in awareness and Tumkur, Kalaburgi and Chamarajanagara has moderate awareness.

• About public awareness programs it is observed that, scheme SDPP, VI and ACM have similarities in all the districts with high in awareness and TR with low in awareness. With respect to scheme GWAP Tumkur, Kalaburgi and Uttara Kannada are high in awareness and Chamarajanagara is moderate in awareness. With respect to schemes NAIDSCP, FPP and BBBP/SEGC Tumkur, Chamarajanagara and Uttara Kannada are high and Kalaburgi is moderate in awareness. And finally about WL/ECP scheme, Tumkur and Chamarajanagara are high in awareness; Kalaburgi and Uttara Kannada are moderate in
awareness. In respect to the scheme TU, awareness is moderate in Tumkur and low in Kalaburgi, Chamarajanagara and Uttar Kannada.

Sources of information in the awareness

- In the case of agriculture development schemes and programs it is observed that oral communication channels are the major sources for information and newspaper, TV, outdoor publicity are low and online media, social media shows nil in their contribution.

- For housing and poverty alleviation schemes and programs it is observed that oral communication channels are the major sources for information and folk media, newspaper, radio, TV, outdoor publicity are low and online media, social media shows nil in their contribution.

- About health schemes and programs it is observed that oral communication channels are the major sources for information and folk media, newspaper, radio, TV, outdoor publicity are low and online media, social media shows nil in their contribution.

- In the case of education up-gradation schemes and programs it is observed that school children, educational institutions, newspaper and outdoor publicity play a major role in the awareness. Oral communication channels, folk media, radio, TV, are having less contribution.

- In women and child welfare schemes and programs it is observed that oral communication and newspaper play a major role. School children, folk media, radio, TV and outdoor publicity are having less contribution.

- About the schemes and programs of rural infrastructure, employment and skill development, it is observed that oral communication channels are the major sources for information and newspaper, radio, TV, outdoor publicity have low and online media, social media shows nil in their contribution.

- In the case of rural drinking water, sanitation and cleanliness schemes and programs it is observed that television and oral communication channels are higher contributors. School children, educational institutions, newspaper, radio, folk media and outdoor publicity play a minimum role as a source of information in the awareness.

- About public awareness schemes and programs it is observed that television, folk media, oral communication channels and institutions are the major sources
for information and newspaper, radio, outdoor publicity and school children have less contribution.

**Impact of Public Service Advertisements**

- The impact of PSAs on various Agricultural Development schemes among rural people is analyzed. It shows that, majority of respondents are not at all familiar about the PSAs of schemes KBY (71.2%), GKY (80.0%), NHMY (87.6%), KU/A (85.4%), BCY (56.5%), MIS (61.1%), FC&SMS (95.7%), RKVY (81.4%), SBY (79.2%), NAIS (80.3%) and SRY (73.3%) and in case of KCC out of 242 respondents only 2.5% of them were extremely familiar, 17.4% were very familiar, 27.7% were moderately familiar, 20.7% were slightly familiar and 31.8% of them were not familiar with the PSA through any communication media.

- The impact of PSAs on various Housing and Poverty schemes among rural populace is analyzed. Majority of respondents are not at all familiar about all these schemes viz., IAY (77.0%), GABY (86.6%), NFSC (94.2%), RHP (88.2%), AHSRGRHS (74%), VNYOBC (80%), ABY (82.3%), BJY (98.9%) and RMY (82%).

- The impact of PSAs as the source of information on various Health schemes among rural populace analyzed. Majority of respondents are not at all familiar about all these schemes viz., JSY (89.0%), TBY (56.2%), MKY (89.8%), JYSY (68.8%), SAC (93.4%), RSBY (89.1%), YY (94.9%), PP (40.9%) and HH (53.4%). The scheme RAB, respondents are equal in slightly familiar (37.5%) and not at all familiar (37.5%).

- The impact of PSAs in the awareness of various education schemes among rural people is analyzed. Majority of respondents are not at all familiar about all these schemes viz., RTE (54.5%), SSA (77.8%), AE/SB (82.2%), SEFS (96.5%), KGBVY (81.3%), VSY (90.5%), MDMS (82.9%), RBSK (96.8%), AS (88.9%) and KKC (90.7%).

- The impact of PSAs on the awareness of various Women and Child Development schemes among rural populace analyzed. Majority of respondents are not at all familiar about the scheme viz., US (89.7%), DRS (87.5%), MP (59.3%), SSY (95%), BY (70.7%), ICDS (87.7%), BS (81.3%), SKSY (93.6%), DFCC (80.2%).
HFMC (75.9%) and MES (82.3%) these schemes except the scheme SY. In SY Slightly familiar is more that is 41.2% (14 respondents in total 34 respondent).

- The impact of PSAs on various Rural Infrastructure schemes analyzed. And It shows that, majority of respondents are not at all familiar about SGY (93.1%), SJGSY (94%), GVY (74.4%), PMGSY (60.1%), SLS (90.6%), NBDS (97.1%), LDS (97.2%), BVDP (91.9%) and RGREP (92.5%) schemes.
- The impact of PSAs on various Employment and Skill Development analyzed, majority of respondents are not at all familiar about all these schemes viz., SSY (87.5%), MGNREGA (67.7%), DEP (69.6%), RGCY (83.8%), MKSP (91.0%) and NSDP (91.0%).
- The impact of PSAs on various Drinking Water, Sanitation and Cleanliness schemes are analyzed. Majority of respondents are not at all familiar about the schemes NRDWP (85.7%), MVDWS (95.0%), WPP (88.3%), NDWQMSP (56.5%), NBA (56.8%) and NGP (41.7%). And the remaining scheme JNY (47.6%) is slightly familiar and BSA (36.9%) and SBA (33%) are very familiar about the scheme through PSAs.
- The impact of PSAs on various Public Awareness Programs among rural populace was analyzed. It shows that, majority of respondents are not at all familiar on PSAs about the schemes viz., GWAP (95.7%), NAIDSCP (87.3%), FPP (84.9%), WL/ECP (89.3%), BBBP/SEGC (79.9%), VI (96.0%), TR (78.0%) and ACM (57.0%). The schemes SDPP and TU are slightly and not at all familiar are more.

**Opinion of functionaries about rural development through media and Public Service Advertisements**

- Opinion of executives about proper communication channel for rural development, in this case they opinion and suggest multiple communication channels to place development messages. They responded that, Oral communication channel, folk media, AV-Van were high, Newspaper, outdoor publicity, online media and engaging schools are moderate, and publications media, radio, film, social media and institutional activities are least.
- Opinion of executives about proper communication method for rural development, in this case they opinion and suggest multiple communication type therefore they have mixed opinion for communication channel and
communication from to convey rural development messages to the rural masses. Through programs, street play, face to face meetings, group meetings, demonstrations with pictures and messages through mobile phone were highly suggested. Public service advertisements, campaigns and syllabi were moderately suggested as right form of communication for rural development.

5.3 Verification of Hypotheses

H1. Communication differs with the different media exposure among rural people

The analysis reveals that media exposure among rural people in Karnataka is varied that rural people in Karnataka have good exposure with oral communication channels, mass media and folk media and very poor in new media and social media. Hence the above hypotheses accepted according to the data analysis

H2. The awareness about Public Service Advertisements among rural people is low

The analysis reveals that, the awareness about Public Service Advertisements among rural people is high. Hence above hypothesis rejected according to the data analysis

H3. Awareness of rural development schemes and programs vary across different schemes and programs

The analysis reveals that, Awareness of rural development schemes and programs differs across different schemes and programs. Hence the above hypothesis accepted according to the data analysis

H4. Source of information vary with different channels of communication

The analysis reveals that, source of information vary significantly with different channels of communication that oral communication channels have higher contribution, mass media, folk media and institutional activities have limited and remaining channels like social media are very poor in rural area. Hence the above hypothesis accepted according to the data analysis

H5. The impact of Public Service Advertisements on rural people is not effective

The analysis reveals that, the impact of Public Service Advertisements on rural people is not effective for the studied schemes and programs. Hence the above hypothesis accepted according to the data analysis
H6. Respondents from Tumkur, Kalaburgi, Chamarajanagar and Uttara Kannada differ significantly in their:

**Media exposure**

The analysis reveals that media exposure differs among districts that magazine and cinema have high in Chamarajanagara district and social media in Tumkur. Hence the above hypothesis accepted

**Awareness of PSA**

The analysis reveals that there is no significant difference among rural people of Karnataka on the awareness of Public Service Advertisements. Hence the above hypothesis rejected according to the data analysis

**Awareness of scheme and programs**

The analysis reveals that awareness among rural people of different regions differs. Hence the above hypothesis is accepted according to the data analysis

**Sources of information**

The analysis reveals that information source in the awareness of development schemes and programs differ in some measures among different regions. Folk media, publications media and mass media have difference as source of information so the above hypothesis accepted according to the data analysis.

**5.4 Limitations of the Study**

As all aspects of socio-economic empowerment of rural people cannot be brought under a single study, only selected schemes and programs of central and state government are taken for the study. Media personnel as Media social responsibility has not included under the study. The present work mainly aimed at rural area and not covered urban beneficiaries. Due to time constraints only limited respondents of rural people and development executives were chosen for collecting opinion. The researcher also selected only four districts from four revenue divisions in the state for the study.
5.5 Implications of the Study

The central, state and local governments have agenda to set appropriate programs and suitable communication channel for welfare of rural people. They also engage in planning, co-ordination, and implementation and evaluation process. The following suggestions are listed to improve the socio-economic conditions of the rural people.

Suggestions for Rural Development

- The government policy should be more focused in creating awareness about development and benefit messages.
- The government departments should play an active role in the process of socio-economic development of rural people.
- National development strategies should be more focused towards rural development.
- A variety of positive interventions are required to assists rural people including employment generation, wage interventions, price interventions on agricultural products.
- Government should encourage and strengthen co-operatives and self help groups.
- Rural masses should be well equipped to participate effectively in development activities.
- Adequate budgetary allocation should be put for rural development at national, regional and grassroots level.
- The programs for up-gradation of socio-economic conditions of rural people should be implemented with intimated collaboration of concerned departments / agencies for overall development of rural residents.
- There is a need to increase number of employment and self employment programs in villages.
- Area-specific and target group specific rural development programs should be implemented.
- Constant monitoring and evaluation of rural development programs should be undertaken.
Sources of information

- Multiple communication techniques should be adopted to convey the development messages regarding to create high awareness among rural people.
- Related government department should maintain audio-visual van in order to adopt effective communication channel to convey the development messages to rural people.
- Government departments should provide training and other facilities to Asha/Anganawadi workers, self help groups and panchayat members to convey development information.
- Folk media street play should be more focused to persuade rural masses.
- There should be more focus to place Public Service Advertisements on audio-visual van, television and outdoor publicity.
- The development messages in the form of Public Service Advertisements should be communicated by local and regional political leaders and celebrities as brand ambassador.
- All kinds of media should provide time and space to place Public Service messages with free of cost as media social responsibility.
- Media services should be decentralized in the rural areas to encourage active participation of beneficiaries in the development projects.
- The rural development projects should have communication component in order to disseminate message.
- Adequate funds should be allocated for communication campaigns of rural development.
- The rural development communication projects should have qualified and trained communication professionals.
- Number of participatory communication opportunities should be created in the rural areas.
- Visiting officers of the concerned departments should be visited to the villages and explain about schemes and programs with the still and moving pictures.
- Rural development information, communication and education projects should be given importance to the change and improvement of socio-economic condition and living standard of rural people.
Adequate rural development communication infrastructural services and facilities are required to the villages.

Area-specific communication services should be provided in the rural areas.

Agricultural schemes and programs suggested to be communicated through television, audio-visual van, raitha samparka Kendra, co-operatives and visiting officers of the departments through demonstrations.

Health and poverty alleviation programs are suggested to be communicated through inter personal channels, audio-visual van, folk media, and television and visiting officers of the different departments.

Education schemes are preferred to communicate through educational institutions, television and AV-van and employment and skill development, drinking water, sanitation and cleanliness programs are suggested through inter personal channel, television and AV-van.

Public awareness and women and child welfare programs preferred to be placed on oral communication channels, folk media, AV-van, television and institutions.

There is need to produce more rural development related schemes and programs on news paper, television, audio-visual van and telecast on appropriate time where rural people can get benefit from these media.

Media can join hands with the government departments to publish certain Public Service advertisements.

**Improvement of Public Service Advertising (PSA)**

Development communication through PSA helps people for better understanding of facts and changes about development issues. PSAs have been an essential part of many development fields from decades and it shows as communication approach for sharing information, knowledge and ideas regarding empowerment of communities to bring changes in order to improve the quality of life.

- PSA of development schemes and programs should be produced in the formats of print and audio-visual.
- PSA should reach rural people through audio-visual van or moving cinemas in villages and it should be projected often.
• PSA should have celebrities and political leaders as brand ambassadors for effective communication.
• Public and private media should provide time and space for PSA of development schemes and programs as media social responsibility.
• Every taluka administration should have audio-visual van to convey the development messages to villagers.
• Directorate of Advertising and Visual Publicity (DAVP) should give more focus to rural areas to convey the development messages.
• Adequate financial support should be provided to improve Public Service Advertising.
• Public Service Advertisements should be developed and frequently published in all kinds of media.

**Beneficiaries Empowerment**

• Government departments should conduct field survey and identify deserving beneficiaries for the purpose of providing assistance.
• Government departments should design the development project in consultation with the rural beneficiaries.
• The rural development authorities should identify the worthy rural beneficiaries and extend financial assistance.
• The Government departments should enable the beneficiaries to achieve the goal of agricultural development.
• Government departments should enable the beneficiaries to achieve the goal of community development, environment protection and cultural promotion.
• Government departments should enable the rural beneficiaries to adopt the new innovations and technologies for the progressive growth.
• Government departments should enable the rural beneficiaries to participate in the development projects of government and non-government agencies.
• The Government departments should enable the rural people to become aware of opportunities of empowerment.
• The Government departments should enable the rural beneficiaries to sensitize the policy makers and officials about their development requirement.
The Government departments should enable the rural people to gain control over economic and financial independence.

The government should enable the rural beneficiaries to gain self employment opportunities.

The Government departments should enable the farmers to improve production and productivity.

The Government departments should enable the rural people to improve their saving ability.

The government should enable the farmers to preserve their production.

The Government departments should enable the women beneficiaries to gain the benefits of, financial assistance, programs and trainings of skill development and political participation.

**Suggestions for Government Departments**

- Government departments should conduct systematic research in order to find out the problems and solutions of the rural people.
- Government departments should provide financial assistance to the deserving beneficiaries.
- Government departments should monitor the progress of beneficiaries to ensure the optimum utilization of the resources.
- Government departments should conduct systematic evaluation in order to continue or change the particular schemes and programs.
- Government departments should deliver beneficiaries friendly services in the rural areas.
- Government departments should have the proper infrastructural facilities to achieve intended goals of development.
- Government departments should have skilled and expert man power.
- Government departments should give proper orientation to the office bearers, members and officials about the empowerment of rural people.

**5.6 Suggestions for Further Research**

Development communication provides lot of scope for future research. The present study is an attempt to study the role of media and impact of Public Service Advertisements in the empowerment of rural people. The role and effect of
communication in the process of rural development is a very vast area of research. During the course of research study it is found that there are many factors for serious research interests.

The future generation of researcher can conduct focus group interview with listeners, readers, viewers of formers and rural beneficiaries, content analysis of development stories in print, electronic and new media. And Participation of rural people in developmental activities through attending meetings, group discussion, demonstrations, film show, seminars, exhibitions, training programs, visiting of achievers and watching mass media. Conduct research in urban area regarding role of media and public service advertising in development of health, education, women and child welfare, urban infrastructure, housing and poverty, drinking water, sanitation and cleanliness, environment and public awareness and adoption and other socio-economic problems of urban area.

The researcher can also concentrate on media and youth empowerment, communication and rural sports, Communication and political empowerment of rural people, communication and environmental protection, media social responsibility and rural empowerment. Role of NGOs in rural development, combinations of qualitative and quantitative studies, content analysis, case study and experimental research is suggested to study the role and impact of communication, media, Public Service Advertisements in the process of inclusive development, sustainable development and empowerment of rural masses.

5.7 Recommendations

Adequate fund should be allocated in establishing the participation of rural people in development activities, the study also pointed out that there is greater emphasis on the building up of strong basic institutions in villages to strengthen their resources and to provide them continuous guidance, opportunities and experiences. Public and private media should provide time and space for PSAs of development schemes and programs as media social responsibility. Every taluka administration should have audio-visual van to convey the development messages to villagers frequently. There is need to produce more Public Service advertisements related to rural development schemes and programs and publish or telecast on newspaper, television, audio-visual van on appropriate time where rural people can get benefit from these media.
5.8 Epilogue

Communications media are known as effective tools of development even for rural areas. The challenge to policy makers and administrators is to find out the proper effective media and how to strengthen them to make them accessible to rural people. The further decision making of policy makers, administrators, and other professionals in relation to socio-economic development of rural area must be expansion of communication media with proper channel, Public Service Advertising through proper communication channel, improving the delivery system, involvement of beneficiaries, strengthen the inter-personnel communication and co-operative sector, improvement of resources and development programs. Government authorities, organizations, non-government organizations, media institutions, community organizations, co-operatives, educational institutions, research and development institutions should work in close collaboration regarding development of programs and effective communication media and proper communication services for rural empowerment. There is need to produce more public service advertisements related to rural development schemes and programs and publish or telecast on newspaper, television, audio-visual van on appropriate time where rural people can get benefit from these media. Folk media street play should be more focused to persuade rural masses. Government departments should provide training and other facilities to Asha/Anganawadi workers, self help groups and panchayat members to convey development information.