

Role of Media in Individual Capacity Building of Rural People In (Majha) Punjab

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Abstract

The main agenda of Capacity Building Programme is to bring improvement in the quality of life of rural people. Capacity building is the process of equipping individuals with the understanding, skills and access to information, knowledge and training that enables them to perform effectively. Rural development does not only mean about growth of agricultural sector. Rural development is multi-sectorial. It consists a variety of different sector which together for development and bring harmony in rural development. Economic, Health, Education, Sanitation, Awareness, Environmental and Infrastructure are of some important sectors of rural development. Development tries to bring positive social transformation in life of rural people. The very common aim of all rural development schemes/initiatives/ programmes has been the welfare of the thousands of village across all India. Time to time Central and State Government create various reforms to check on and for development of sectors like health, drinking water, Sanitation, Education, Infrastructure such as housing and road so that the quality of facilities will be provided to rural people as in urban areas and the fruit of economic reform are shared by all sections of the society. Using Qualitative and Quantitative approaches the paper aids in the finding the important sectors where media content and information can bring changes for rural development and to find peoples area of interest where they are looking for their personal and economic development.

Keywords: Rural Development, Punjab, Capacity Building, Rural people

Capacity Building is not as simple as it looks. There are number of definitions which describe the meaning of the capacity building. In capacity building the main stress is given on "methodologies approaches and strategies" which seek to improve performance of individual at different social levels. To understand concept of capacity building, it is necessary to understand the meaning of the words "capacity" and "capabilities". Capacity is defined as collective skill and ability of organisations to achieve a particular process either inside or outside the organisation. (Morgan and Brinkerhoff 2010). Capability is defined as the knowledge transformation, skills and attitudes of individuals. Capacity development is about that empower leaders, individuals, societies and organizations. If something does not take you to change that is generated, guided and sustained by those whom it is meant to benefit, then it cannot be said to have enhanced capacity, even if it has served a valid development purpose. (Wignaraja, CAPACITY DEVELOPMENT: A UNDP PRIMER 2009). Different authors and researchers defined capacity building as (P. Morgan, The design and use of Capacity Development Indicators 1997) has defined capacity development as 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: that capacity development is largely an internal process of development and growth, and that action taken towards capacity-development should be results oriented. Capacity building is the availability of resources and the efficiency and effectiveness with which societies deploy those resources to identify and pursue their development goals on a sustainable basis. (Behrens, Agapitova and Otoo 2009).

Importance of Capacity Development

In majority of developments 'Capacity Development' is heart of the development process. As this is one of the most important area of any agency to focus (OECD 1997, 2000). In the

previous time 'Development' process means the assistance to any poor area or project in form of financial resources, technologies development, physical resources or specialised skill training or technical education. After that support the company or government who is helping for the project assume that this help or assistance boom there economy and development of that area will take place and stop their support. Sometime this strategy become successful but in most of cases it failed or they again dependent on aid for their development. The few main reasons for the failure of these schemes are 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 are more important. Due to increase of population the aid (financial) factor for development of multiple areas is also reducing, so instead of focusing large projects improving the capabilities of individuals need more stress. Capacity development is continuous process and need time to time support if Capacity development strategies are not properly planned or focused the gap between rich and poor will never be reduced.

Types of capacity building

From different definition capacity building divided into three broad categories, Capacity

building of



1. Individuals,
2. Entity (Community & Organizations)
3. Environment This model of capacity building adapted from UNDP,1998 (Matachi 2006) and also followed by (Enemark 2003) and (VicHealth n.d.). The following table (1) summarises the types and levels of capacity building.

Level	Elements on which the capacity is based	Method and resources	Outcomes
Individual	Knowledge, Skills, Value, Attitude, health, awareness, etc.	Formal workshops, education, al training, personal skills and qualified staff.	Changed awareness and perceptions, increased motivation, increased solidarity, cohesion and beliefs.
Entity (Community & Organisation)	resource Human s (capacities of individuals in organizations) Physical resources (facilitie s, equipment, materials, etc) and capital	Function , infrastructure and resources (human, financial and information). Mission and strategy, function, competencies, processe s, structure, infrastructure and	Demands of material, cultural or social nature, Ability to collaborate, Ability to manage change, Innovation and learning

	<p>Intellectual resources (organizational strategy, strategic planning, production technology, program management, process management, inter-institutional linkage, etc.)</p>	<p>resources (human, financial and information).</p>	<p>.</p>
<p>Environment</p>	<p>Formal institutions (laws, policies, membership rules, etc)</p>	<p>legal/regulatory Policies framework, management and accountability,</p>	<p>Ability to collaborate, Ability to manage change, Innovation and</p>
	<p>Informal institutions (customs, norms, etc)</p>	<p>perspective and resources.</p>	<p>learning.</p>

	<p>Social capital, social infrastructure, etc.</p>	<p>Vol-5-Issue-6-November-December-2019</p>	
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Capacities of individuals and

organizations under the

environment.

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 various ways different manners of formal and non formal types of training, on-the-job-training (OJT), formal and informal education, workshop, seminars independent reading and etc.

Individual level Capacity building is often defined as human resource development and is considered the most important element of capacity building. The overcomes of the individual capacity building helps the individual in personal mastery, values clarification, work/life balance, integrated vision, communication skills, confidence & personality development, civic engagement, conflict management skills, knowledge of community assets. This help in improving the personality of individual which builds his confidence and work more energetically. Skills of individual focused by give them training in their desired area of learning like technical, non-technical and soft skills. Number of researches in agriculture for sustainable agriculture and increases in crop production are going on. On the other hand, agricultural research will always have to struggle with the many other sectors of agricultural and rural development, and other national priority areas, for such applicability individual

capacity development is main area of focus. The aim is to enable them to be better able to face their responsibilities in policy and decision-making and in implementing rural development programmes more efficiently.

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

Number of countries in world and many communities have remained poor and still have gaps in their development. Most of times rural based communities often become dependent on government sectors, donors and NGO for their support and growth, but maintain these projects is another critical task, maintenance cost of these projects are often 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 1999) 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 this period. (Gulati, Roy and Hussain 2017) This is eye-catching performance of Punjab, the first major achievement were 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 is total 12581 inhabited villages. Major portion of Punjab population is living in rural areas. To meet there economic and social needs special interest should be given on their capacity building. If they live healthy live it will be surely improve the stats of the state and the country.

Why Individual Capacity Building needed in rural area of Punjab?

Punjab has become the breadbasket of India. Punjab agriculture was an undisputed leader in the Green Revolution in India and the Punjab farmer was acclaimed worldwide. While the cities have grown immensely over the last 20 years, rural areas have not seen that kind of development. For India's economy to be strong, the rural economy needs to grow. For that we have to focus on the individual capacity building. Abilities of people need to be furnished according to their interest areas which can help in their betterment of socio-economic conditions. In Punjab more than 75% peoples are directly or indirectly dependent on agriculture sector. For any development organization that operational in development countries having the main goal is capacity building of individuals at local, state and national level (OECD 2000). Development organisations tended to transfer only funding and modern technology to farmers or provide formal education to rural communities (Horton, 2002). Whereas Individual capacity building programs in rural areas help the people to develop their abilities and skills which empower them both social 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 type of media's information required and received for capacity building by rural people.

4. To identify the important sectors on which development of rural people depends

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 the 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 consists of three sections, where the first section is about the demographic questions, the second section is about the Media and Audience viewership pattern, in third section - Media Role and Awareness in Capacity Building of Rural People.

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

Respondent's time spent on different media sources (weekly) is as that 67.2% of people spend less than 7 hours in weekly on newspaper, 52.5% people spend more than 14 hrs to watch TV in week, 44% of people spend less than 7hrs on Radio/FM in week and 42.6 % of people spend more than 14 hrs in week on Internet/Social media. Respondents 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 most viewed media daily.

Punjabi is most preferred language to watch content.77% of people preferred to read newspaper in Punjabi. 72.1% preferred to watch program in Punjabi on TV. 65.6 % people are satisfied from the education content that 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.

Scope for Improvement

The primary area to improve should be providing employment in rural areas and improving the productivity of agricultural sector. Often villages in our countries are not in sync with the urban areas because of bad connectivity. Eventually, this leads to segregation and a social divide between urban and rural areas. In essence, the infrastructure of rural areas should drastically improve. Even after so many years of Independence, stigmas like caste system still have a grip on rural people.

Quality education can help in achieving the goal of eradication of such social evils. The dwindling literacy rates in rural India, especially for females, are a major matter of concern. There is a need for land and technical reforms. Modern technologies like organic farming

should be incorporated to improve outputs and profits. Lastly, people should be given access to easy credit and loans by improving the banking system in rural areas.

Hypothesis

1) People of Punjab looking for the need of development

What Are the Main Tools for Developing Capacities? Capacity-development efforts generally include one or more of the following approaches: • information dissemination; • training; • facilitation and mentoring; • networking; • feedback, to promote learning from experience. Virtually all capacity-development efforts disseminate information in one form or another. Training is another common tool used in developing the participants' knowledge, skills, and attitudes. While training is generally more effective in promoting learning, it is also more costly than information dissemination. Simply providing information or one-off training sessions seldom produces lasting changes in the ISNAR Briefing Paper 50 7 participants' behavior (Kibel 1999). Facilitation by a change agent is generally more effective. However, facilitation tends to be labor- intensive and considerably more costly. There is an inverse relationship between the reach and the effectiveness of information, training, and facilitation as capacity development approaches. This is illustrated in figure 3. Although more organizations can be reached via information dissemination and training, their effectiveness is much lower. Each individual capacity-development effort needs to decide on the proper mix of approaches to be employed, based on its own goals and budget constraints. Capacity development can also be promoted through the exchange of information and experiences among people working on similar tasks in different settings, as well as through workshops, networks, and communities of practice (Wenger and Snyder 2000). Learning within an organization can also be promoted by internal evaluations that provide rapid feedback to individuals and groups (Leeuw and Sonnichsen 1994).

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