



Role of Communication facilities in the development of Ramanuja Palli village, Tirupati – A study

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Abstract

Poverty has remained the biggest problem in India Rural Development efforts to bring about a perceptible change in the quality of life as its population suffers from malnutrition, lack of information and poor health care.

This is particularly in the case of weaker sections of society. Communication facilities play a major role in the development of rural areas. In this context, an attempt has been made in the present study to analyze the nature and extent of Role of Communication facilities in development of Ramanuja Palli village. Ramanuja Palli village is situated in Tirupati Rural Mandal of Chittoor District and it is 8 Km distance to south of Tirupati town. The total population of the village is 308, where male consist of 147 (47.8), female 161(52.2) respectively. This sex ratio is more favorable to Men compare to Women in the village. The primary data was collected in Ramanuja Palli village from the respondents. Out of 308 respondents 50 are selected randomly for the present study

Key words: *Communication facilities, Rural Development, Poverty and Electronic communication*

Introduction

Communication has attained great importance in the community development in rural areas. It is through this process that the aim and objectives of the widely discriminated to the people and useful information to solve their problems is to be passed on to them. The new knowledge acquired through research has to be disseminated to effect change in the farming (or) living and improving them. The better the communication the earlier will be the development of rural areas. The word communication originates from the

word 'communis'. It means 'common' so communication is an act by which a person shares the knowledge, feelings, ideas, information.

Objectives

- To examine socio-economic status of the people of Ramanuja Palli village
- To analyze the impact of communication for the respondents in Ramanuja Palli village.
- To analyze the need for communication for Rural Development.



Methodology

The main aim of this field survey is to study the nature and level of communication rural development in Ramanuja Palli village in Chiguravada Post in Tirupati rural mandal, Chittoor District, Andhra Pradesh. The primary data was collected through strutted schedule from the respondents. Total population in the village is 308, where male consists 147 (47.8%) female consist of 161(52.2). 50 respondents were selected by adopting simple random sampling method.

Functions of communication:

The basic functions of the process of communication can be categorized into the following

1. The information function
2. Command or Instructive function
3. Influence or persuasive function
4. Integrative function

1) The Information function:

This is the first and foremost function of communication. Information is the basic to all of the other applied functions of communication. Communication is not going to occur unless someone is acquiring and consuming some information about himself or his environment. The basic element of adapting oneself to the environment (or) adapting the environment to oneself is information. So the getting or giving of information thus underlies all communication encounters either directly or indirectly.

2) Command or Instructive function:

Second but not least important function of communication is to command or instruct those who are hierarchically superior in family business, Military, civic or Personal life. They often initiate communication either for the purpose of informing their subordinates or for the purpose of telling them what to do now to do etc., According to 'Barlow', a person can and will accept communication as authoritative only when four conditions are simultaneously, obtained.

3) Influence or persuasive function:

When a person undertakes to communicate something the purpose is always to influence and bring a desirable change in the behavior of the person *i.e.*, one who is subjected to communication process. According to Barlow, the sole purpose of communication is to influence. We communicate to influence to effect with intent the behavior of others. So he clearly implied that the main aim of communication was said to be persuasion.

Integrative function:

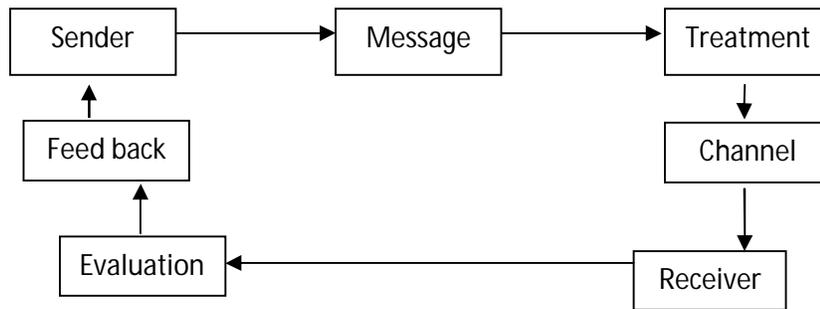
Last but not least function of communication is the Integrative function of communication at the interpersonal level is that of self integration or of continuously off setting any disintegration. Important thing to realize is that the integrative function of communication is true for all the



functions of communication are ephemeral. Undoubtedly there is some advantage both to the individual and to the organization in the relative integrity of their

perspective structures. But this advantage would hold only if the competencies (or) capabilities of the individual and or the organization.

Elements of communication system



- (1) **The sender:** We may call him the communicator / speaker / source. It is the person (or) apparatus that puts the process into operation. Youths can follow it, and what channels ratio / newspaper / film show / sides / photographs to use and which receivers or audience to reach. It he makes a poor choice his communication is likely to fail.
- (2) **The messages:** This is the 'information package' the technical know – now for improving farming livestock, home, village sanitation, health etc of the Rural people.
- (3) **The treatment of the message:** It refers to the ways in which the message is handled before it is placed on the channel. Its purpose is to make the message clear understandable and realistic to the people.
- (4) **The channel:** It is the avenue of communication in a telegram, the wire over which the message is sent, in radio talk, it is radio station studio and wire ways, in an article, the news paper in which our message is to appear
- (5) **The receiver:** The masses who listen to the radio and see television. The more homogeneous the audience is, the greater are the chances of effective communication.
- (6) **Evaluation:** It is actually measuring the effectiveness of the message i.e. to what extend the objective has been achieved (or) is there problems, failures.
- (7) **Feed back:** Sending back the impact of the message to the sender. It will be useful for modifying the communication in future. For effective feedback it is very important. In concerns to and fro communication.



MODERN WAYS OF COMMUNICATION

It has been observed earlier that fundamental changes have taken place during last 50 years in the method of communication. The way the information is processed, stored, retrieved or communicated. The onset of information age with satellite communication, computer technology and telecommunication, computer technology and information new work have affected a wholesale change in the methods of communication. This new communication and computing technology will have profound implication in way and methods of agricultural extension communication and also of every research activities. The concepts and development of internet, information superhighway, electronic publication, e-mail, multimedia, virtual reality systems, hypermedia and hypertexts etc., are bound to have long term impact on the rural and agricultural extension.

Internet: The internet is an electronic infrastructure, which opens a way to have intense communication between colleagues, competitors and disciples, despite these extremes the internet community is bound together by a frame work of a computer communication, networking protocols and infrastructure. Internet is often referred to as the network of networks. The use and exchange all kind of information in innumerable social context on the internet. It has no definite boundaries, its limitations

imposed only available software and hardware technology. It has been used exhaustively by the scientific and academic communities for many years.

Internet is used mainly for the following purposes

- (1) To log into and browse a network system
- (2) To exchange E-mail instantly with others
- (3) To find educational tools
- (4) To participate in group discussion through public news.
- (5) Groups (or) bulletin Boards
- (6) To get access to commercial information
- (7) To read about sports and leisure events.
- (8) To market and sell products
- (9) To distribute software
- (10) To communicate (or) collaborate on projects.

Internet in India: Internet in India which was available for sometime through the internet was made available for commercial use by VSNL since Aug 1995. Presently VSNL operates in seven major metros and the network is being spread day by day. It is said to be having the growth rate of around 500 percent per year.

Benefits of Internet

- (1) Education: Student's teachers and researchers are most beneficiaries of the internet.
- (2) Publishing: Almost all the major newspapers in the US, UK and even in India are already on line.



- (3) Shopping: Internet's omnipresence allows you to shop until you drop nowhere in the world.
- (4) Advertising: Advertising and marketing are the most important activities of a company too.
- (5) Financial services: The most important thing which is going to magnetize the internet is the financial service sector.
- (6) The Business of Governance: Government's major business of governance is likely to be reduced to a great extent by the use of internets
- (7) Careers: internet has unfolded a new Horizon of a spectrum of career opportunities.
- (8) Internet communication: The most important benefit of internet particularly from the point of view of rural and agricultural extension communication is yet to be exploited.
- (9) E-mail: it allows the users to send messages to others. It works very much like regular postal mail.
- The following are some of these
1. Failure of a channel to reach the intended audience. Usually no one channel will reach the entire audience. Some example: meetings all people cannot or may not attend.
 2. Failure on the part of the communicator to handle channels skillfully. In a meeting, when everyone cannot hear what is said, and see what is shown, they cannot receive the message
 3. Failure to select channels appropriate to the objective of a communicator
 4. Failure to the channels in accordance with the abilities of the audiences.
 5. Failure to avoid physical distraction. The physical distraction includes people moving in and out loud noise in or out of the group, heat, lighting, crowded conditions and many other forms of distraction.
 6. Failure of the audience to listen or look carefully.
 7. Failure to use enough channels in parallel
 8. Use of too many channels in a series.

Problems in communication

Total Population of Ramanuja Palli

| S.No. | Sex | Population | Percentage (%) |
|-------|--------------|------------|----------------|
| 1 | Male | 147 | 47.8 |
| 2 | Female | 161 | 52.2 |
| | Total | 308 | 100.0 |

The above table clearly shows that total population of the village is 308, which includes all age groups. Out of which 47.8 percent are male and 52.2 percent are female. The sex ratio is more favorable to women when compared to men in the village.



Age Composition of Population in the Ramanuja Palli

| S.No | Age composition year | Male | Percentage | Female | Percentage |
|------|----------------------|------------|--------------|------------|--------------|
| 1 | 0-5 | 07 | 04.8 | 08 | 04.9 |
| 2 | 06-14 | 20 | 13.7 | 30 | 18.7 |
| 3 | 15-60 | 97 | 65.9 | 107 | 66.5 |
| 4 | Above 61 | 23 | 15.6 | 16 | 09.9 |
| | Total | 147 | 100.0 | 161 | 100.0 |

The above table clearly shows that 4.8 percent of males were in the age group 0-5 years. Whereas 13.7 percent males were in age group 6-14 years. Whereas 65.9 percent males in the age group 15-60 years, 15.6 percent males were in the group of 61 above years. 4.9 percent females

were in group 0-5 years, whereas 18.7 percent females were in the age group 6-14 years, whereas 66.5 percent females were in the age group of 15-60 years. Whereas 9.9 percent females were in the age group of 61 above years.

Sex and Caste classification of the Population

| S.No | Sex | Caste in BC (Yadavas) | Caste in OC (Reddy) | Population | Percentage |
|------|--------------|-----------------------|---------------------|------------|--------------|
| 1 | Male | 112 | 35 | 147 | 47.8 |
| 2 | Female | 123 | 38 | 161 | 52.2 |
| | Total | 235 | 73 | 308 | 100.0 |

The above table clearly shows the Sex and Caste wise data. In the total population in constitute BC (Yadavas), and OC (Reddies)

population. It is quite evident that all households belong to BC, OC community because the study has taken only in Ramanuja Palli Village.

Sex Wise Classification of the Population (15-60 years)

| S.No. | Type | Female | Male | Total | Percentage |
|-------|--------------------------------|------------|-----------|------------|--------------|
| 1 | Students | 14 | 18 | 32 | 15.7 |
| 2 | Working Construction Labourers | 74 | 56 | 130 | 63.8 |
| 3 | Private employees | 10 | 3 | 13 | 6.4 |
| 4 | Government Employees | 1 | 3 | 4 | 1.9 |
| 5 | Self Employed | 2 | 2 | 4 | 1.9 |
| 6 | Un employed | 6 | 15 | 21 | 10.3 |
| | Total | 107 | 97 | 204 | 100.0 |



The above table clearly shows that out of 204 populations between 15-60 age groups. 15.7 percentage of the population are students in colleges and Schools. Majority of the members are working as construction labourers in the village, out of which 74 are female workers and 56 are male workers. Totally 63.8 percent of the villages are working as construction. Three females and 3

males are working in private sector employment, total it accounts 6.4 percent. In government sector, one female workers and 3 male workers which account 1.9 percent. Totally 4 villagers that are 2 males and 2 females involved in self-employment that accounts 1.9 percent. Remaining 10.3 percent of the villagers are unemployed, out of which 15 are females and 6 are on males.

Sex wise Occupational Status

| S.No. | Employment | 15-60 | | | Above 61 | | | Total | %otage |
|--------------|---|-----------|------------|------------|----------|----------|----------|------------|--------------|
| | | Female | Male | Total | Female | Male | Total | | |
| 1 | Construction labourers | 48 | 96 | 144 | - | - | - | 144 | 73 |
| 2 | Private employees | 1 | 2 | 3 | - | - | - | 3 | 15 |
| 3 | Government Employees | 2 | 3 | 5 | - | - | - | 5 | 2.5 |
| 4 | Self employed | 2 | 2 | 4 | - | - | - | 4 | 2.2 |
| 5 | Pensioners Government employees old age pension | - | 2 | 2 | - | - | - | 41 | 20.8 |
| | | 16 | 27 | 39 | - | - | - | | |
| Total | | 69 | 132 | 197 | - | - | - | 197 | 100.0 |

The above table clearly shows that majority of the members are working as construction labourers in the age group 15-60 years, out of which 48 female labourers and 96 male labourers are working. 1 females and 2 males are in the age group 15-60, are working as factory workers, security 2 females and 3 male are in

Government service and they belong to the age group 15-60 years. Four villagers 2 females and 2 males who are in the age group 15-60 years have undertaken self – employment as their occupation. Remaining 16 females and 27 males are in the above 61 years, getting and they are pensions, the government.



Educational Status of the Population

| S.No. | Type of Education | Female | Male |
|-------|---------------------------|-----------|-----------|
| 1 | Illiterate | - | - |
| 2 | Primary | 17 | 15 |
| 3 | Secondary | 7 | 8 |
| 4 | High School | 6 | 5 |
| 5 | College | 8 | 10 |
| 6 | Anganwadi (Pre-School) | 8 | 2 |
| | Total | 46 | 30 |

The above table clearly shows the educational status of the Population. Totally 32 people were educated. Regarding primary education, 17 females and 15 males. 15 villagers got secondary education, out of which 7 were females and 8 were males. Totally 11 villagers have high school education where 6 are females and 5

are males. 18 villagers have college education. 8 females and 10 males and 10 children were in the pre-school centre.

From the data it is evident that, literacy rate is very high in this village, because of urban influence, it is very near to area Tirupati urban.

Age wise Educational Status of the Population

| S.No. | Age wise Education | Female | Male |
|-------|--------------------|-----------|-----------|
| 1 | 0-5 | 8 | 2 |
| 2 | 5-10 | 6 | 5 |
| 3 | 10-15 | 24 | 23 |
| 4 | 15-20 | 8 | 10 |
| 5 | Above 20 | 30 | 20 |
| | Total | 76 | 50 |

The above table clearly shows the Educational status with age wise in the Ramanuja Palli Village. Total 76 were educated in females and totally 50 peoples were educated in male members. 0-5 years 8 females 2 males. 5-10 years 6 members' female

and 5 members male. 10-15 years 24 females and 23 male members educated. 15-20 years 8 member female and 10 members male. Above 20 years 30 people female and 20 males educated members in the Ramanuja Palli village.



Housing Facility of the Ramanuja Palli

| S.No | Type of Housing | No. of Houses |
|------|-----------------|---------------|
| 1 | Pacca | 90 |
| 2 | Kacha | 18 |
| 3 | Huts | - |
| 4 | Thatched | - |
| | Total | 108 |

The above table clearly shows that 90 families are having pacca houses, 18 families are living in Kacha houses, no huts and thatched houses in the Ramanuja Palli. The pacca houses are more compared to that of huts and Kacha houses in the Ramanuja Palli, which shows the well being of the villagers.

Infrastructure of the Ramanuja Palli

| S.No. | Type of Facilities | Yea / No |
|-------|--------------------|----------|
| 1 | Water facility | Yes |
| 2 | Drainage Facility | Yes |
| 3 | Electricity | Yes |
| 4 | Street lights | Yes |
| 5 | PDS | Yes |
| 6 | Toilets | Yes/No |
| 7 | Pucca roads | Yes |
| 8 | Anganwadi | Yes |
| 9 | Bank | No |
| 10 | Health Centre | No |
| 11 | Transport | Yes |

The above table clearly shows the availability of infrastructure facilities in the Ramanuja Palli. Water drainage, Electricity, Street lights, Pucca road, Public – distribution system, Anganwadi, Transport facilities are available in the Ramanuja Palli village. There is no public Toilet facility, Hower, few houses hare and individual toilers. There is no Bank and Health centre in this village.



Procurement of Essential Commodities from PDS

| S.No. | Commodities | Kg/Lt person of family | Price (Rs) |
|-------|-------------|------------------------|----------------|
| 1 | Rice | 4 kgs | 2/- per kg |
| 2 | Sugar | 1 kgs | 13.50/- per kg |
| 3 | Kerosene | 2 lts | 9.75/- per ltr |
| 4 | Cooking oil | 1 lts | 35/- per ltr |
| 5 | Wheat | - | - |

The above table clearly shows the nature of essential commodities procured by PDS in the village. Rice, Sugar, Kerosene and Oil are distributed in the village and wheat was not given. The villagers are getting 4 kgs of Rice, 1 kgs of sugar, 2 ltrs of Kerosene and 1 ltr of Cooking oil per person month of a family.

GENERAL INFORMATION

Age wise distribution of respondents

| Sl. No. | Age/Years | Number of Respondent | Percentage (%) |
|---------|--------------|----------------------|----------------|
| 1. | 21-30 | 15 | 30 |
| 2. | 31-40 | 20 | 40 |
| 3. | 41-50 | 10 | 20 |
| 4. | 51-60 | 5 | 10 |
| | Total | 50 | 100% |

Above clearly shows the age wise distribution of the respondents. Majority of the respondents are in the age group of 31-40 (20) followed by 15 respondents with the age group of 21-30 years.

Sex- composition of the Respondents

| Sl. No. | Sex | Number of the Respondent | Percentage (%) |
|---------|--------------|--------------------------|----------------|
| 1. | Male | 17 | 34 |
| 2. | Female | 43 | 76 |
| | Total | 50 | 100 |

Above clearly shows the sex wise distribution of the respondents. Majority of the respondents are Female i.e. 43. 17 respondents are Male.



Caste- Compositions of the Respondents

| Sl. No. | Caste | Number of the Respondent | Percentage (%) |
|---------|--------------|--------------------------|----------------|
| 1. | OC | 32 | 64 |
| 2. | BC | 18 | 36 |
| | Total | 50 | 100 |

Above clearly shows the caste wise distribution of the respondents. OC community i.e. 32 and 18 respondents belong to BC community. Majority of the respondent belong to OC community.

Educational details of the Respondents

| Sl. No. | Education | Number of the Respondent | Percentage (%) |
|---------|-----------------------|--------------------------|----------------|
| 1. | Illiterate | 9 | 18 |
| 2. | Primary Education | 10 | 20 |
| 3. | High School Education | 17 | 34 |
| 4. | College | 14 | 28 |
| | Total | 50 | 100 |

Above depicts the educational details of the respondents. 9 respondents are illiterates, 10 respondents have completed primary school education, 17 respondents are having high school education and 14 respondents are having called education.

Nature of the Family of the Respondents

| Sl. No. | Nature of the Family | Number of the Respondent | Percentage (%) |
|---------|----------------------|--------------------------|----------------|
| 1. | Joint | 13 | 26 |
| 2. | Nuclear | 37 | 74 |
| | Total | 50 | 100 |

Above depicts the nature of the family of the respondents. nuclear in families i.e. 37. 13 respondents are living in joint families. Majority of the respondents are living in nuclear families.

Nature of the House of respondents.

| Sl.No. | Nature of the House | Number of the Respondent | Percentage (%) |
|--------|---------------------|--------------------------|----------------|
| 1. | Pucca House | 47 | 94 |
| 2. | Kutch House | 3 | 6 |
| | Total | 50 | 100 |



Above depicts the nature of the House of the respondents. Majority of the respondents are living

in Pucca House in families i.e. 47. 3 respondents are living in Kutcha House.

Employment status of the Respondents

| Sl.No. | Employment status | Number of the Respondent | Percentage (%) |
|--------|---------------------------|--------------------------|----------------|
| 1. | Self employment | 10 | 20 |
| 2. | Wage employment | 35 | 70 |
| 3. | Monthly salary employment | 5 | 10 |
| | Total | 50 | 100 |

Above depicts the employment details of the respondents. 10 respondents are self employed. 35 respondents have wage employment

and only 5 respondents are monthly salary employment in Ramanuja Palli village.

Communication facilities available among respondents

| Sl. No. | Nature of PRA | Yes | No |
|---------|---------------|-----|----|
| 1. | Cell phone | 15 | 35 |
| 2. | Computer | 2 | 48 |
| 3. | Internet | 1 | 49 |
| 4. | News paper | 5 | 45 |
| 5. | Radio | 7 | 43 |
| 6. | Television | 20 | 30 |

Above depicts the individual Media details of the respondents. Among the total respondent availed communication facilities 20 members having Television. Followed by 15 of the use cell phone. The other communication channels used by the respondents are Radio (7), News Paper (5), Computer and Internet (3). Though the village is near Tirupati urban area. The availability and utilization of communication facilities are very low.

Summary and conclusion

Poverty has remained the biggest problem in India Rural Development efforts to bring about a perceptible change in the quality of life as its population suffers from malnutrition, lack of information and poor health care. This is particularly in the case of weaker sections of society. Communication facilities play a major role in the development of rural areas. In this context, an attempt has been made in the present study to analyze the nature and extent of Role of



Communication facilities in development of Ramanjua Palli village. Ramanuja Palli village is situated in Tirupati Rural Mandal of Chittoor District and it is 8 Km distance to south of Tirupati town. Thus, we can sum up that the present report explains the Socio-economic status of the village, education details, public distribution system, infrastructure facilities and information Technology services in the village Ramanuja Palli and also their functioning and effectiveness in their village.

However all communication channels related to personal and Mass Media commendable role in promoting the Government Schemes through providing an awareness and exchanging the information for the development of Ramanuja Palli village. Finally it has been concluded that the communication channels are the most important instrument in exchanging the information of Government to Public.

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