

Gram Panchayat Daily Reading Habits of Elected Women Members: A Case Study of Tumkur

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Abstract: *The country's print media, which has dominated the visual, audio and digital media, has grown by 4.87% in the last decade. According to the Audit Bureau of Circulation (ABC), the circulation of newspapers and magazines increased by 2.37 crore copies during the period. The ABC Survey Report, which highlights the fact that print media is still influential in India, highlights the growth of regional language newspapers like Kannada. Over the last ten years, Kannada printing press has come into its own. This research paper has been done to identify what women members of the Gram Panchayats have in common with the media to inform and disseminate information on Central and State Government Development Plans.*

Keywords: The literacy of female members of the pastoral society, media conglomerate, newspaper reading hobby,

1. Introduction

The print media, which was originally intended to promote Christianity, has grown into a huge enterprise. In 1555-56, Saint Xavier, a Christian priest in the province of Abhisinia, Goa, published 'Dautrina Christ' by hand. In 1780, British officer James Augustus Hickey launched the first Indian paper, The Bengal Gazette. The ABC report says that over the last five decades, the growth of literacy in India, economic growth, reading style and the enjoyment of it, the availability of newspapers, competitive rates and the variety of tastes have contributed to the growth of print media. At the regional level, newspapers have its own readership. As a concept of District Panchayat, Taluk Panchayat and Rural India, the three phases of the country's administrative decentralization system, our country has its own rural culture. It has over a million villages and has implemented many programs to support their development. Efforts have been made to identify the educational level of women members in the Gram Panchayat. The research paper of this research paper is to find out if elected women are interested in developing pro-development projects through the print media. Information on the plans and implementation of the Government of Karnataka from the year 1 to the present period and mainly on the upcoming projects of the Government will be collected. Only pro-women and related projects are covered under this research. The process of creating a constitutional position for the Panchayat Raj system was initiated in accordance with the recommendations of the LM Singhni Committee under the amendment to the 8th Constitution. It is important to read the newspapers regularly to find out the interest and daily information of the Grama Panchayat women members on the development projects of the Grama Panchayat. Research methodology: - Visit some villages in Taluka to find out what their media affiliation is, based on the trend of reading modern media and pastoral women's day newspapers to supplement the research paper, and give queries to elected women's representatives about their reading habits.

2. Objectives of the Study

India is the land of villages. Rural development is of great importance here. The progress of the country is possible only from the outskirts of the villages. The pillars of the country are the villages, and the pillars must be secure, and its administration must be good. The role of government in such need management. The role of local governments in this is magnificent, and the panchayat raj system of governance is functioning. Here is an attempt to find out whether female members of the panchayat are in close contact with the media.

This research paper is prepared with the following objectives.

- 1) Detecting whether the elected members of the Grama Panchayat are using the media for rural development activities.
- 2) To know the educational status of the elected members of the Gram Panchayat.
- 3) To identify women's literacy statistics
- 4) We have undertaken this research paper to find out what kind of newspapers are most frequently read.

3. Literature Overview

- 1) Woman and the Mass Media (1) Edited by Saroja.k Kannada University Hampi Prasaranga has studied the interrelationship of women and media in this work. The work is supplemented by research that examines how she is exposed to the media and how events in the media affect women in their daily lives if they are to be socially promoted.
- 2) Panchayat Raj and Rural Development Website Panchamithra site provides information on the grading of gram panchayats, information on government programs, implementation of projects and development concepts of gram panchayats.
- 3) Mahesh Chandra Guru (2005) has developmental communication system at the grassroots level in the state of Karnataka in his development communication work. The study reveals that in a developing state like Karnataka, the media has not devised special strategies

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for rural development. Researchers have suggested that various development departments at the grassroots level should provide locally-developed development-focused communication, education, training and mentoring services. And supplementary information for the current research paper is selected from this work. The findings from the survey methodology are complementary to this research paper. When choosing a woman on the reservation, we select a woman who is very literate. In a society where women are not literate, both the literacy and the reservation process have to be looked at equally. But in this case, the development of the respective sector can be a setback. The remaining male literates can fill this shortage by helping and supporting the woman.

- 4) The newspapers are getting information on the development of the Village Panchayat Scheduled Castes and Scheduled Tribes.
- 5) Elected Representatives are interested in women, political issues in newspapers, daily issues of development.
- 6) Identifying what kind of communication skills are being used to spread information about rural development in the dissemination of media.
- 7) The study aims to find out what mass media are used to gain information on public development.
- 8) The main objective of this study is to determine whether elected women in the village panchayat are involved in the dissemination of information through the use of print media, audio, electronic media, or social networking sites.
- 9) Even though the media is very popular, it is not utilized by the women of the village panchayat. About 50 Fifty Grama Panchayats of Tumkur Taluk were selected for this research paper. The questionnaire was given to the elected women of the Gram Panchayat and their daily media association and whether they were interested in reading the newspapers. There is also a situation where newspapers are out of reach in some suburbs.

4. Findings

- 1) A study of fifty-five respondents found that 10% of women were uneducated.
- 2) Only a few women who have been president have read newspapers compulsorily.
- 3) Women in nearly 8 members are illiterate but look at various photographs in newspapers.
- 4) Regional and local newspapers are available in five village panchayat.
- 5) Percent 10% of elected village panchayat women are aware of daily affairs through the husbands of women members.
- 6) 6.50% of village panchayat elected members have a habit of reading newspapers.
- 7) Only 41 Gram Panchayats in the Tumkur Taluk range have been selected as the study area of this research paper.

5. Conclusion

Throughout the newspapers, political affairs, especially political news, are almost universally known. During this study, we learned that the National Employment Guarantee Scheme, Prime Minister's Ideal Village Scheme, Rural Drinking Water Supply Scheme, Rural Cleanup Schemes and Rural Development are available. As the epitome of the 'Global Village' concept, governments should use mass media to implement any rural development projects quickly and transparently. Government officials and village panchayat officials should work hard to advance their villages in the development and implementation of all gram panchayats. The rural community continues to make significant strides in supporting the development of Mahatma Gandhi's pastoral dream. In addition to this, the Government has devised several schemes, with the emphasis on local governance in each state for the overall development and overall governance of the entire nation. This study also focuses on the innovative steps of empowerment of rural women.

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