

National Perspectives of Development Communication: A Descriptive Study

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Abstract: *The concept of development communication arose within the framework of the contribution that communication and the media made to development in the countries of the Third World. Development communications are organized efforts to use communications processes and media to bring social and economic improvements, generally in developing countries. The field emerged in the late 1950's amid high hopes that radio and television could be put to use in the world's most disadvantaged countries to bring about dramatic progress. Early communications theorists like Wilbur Schramm and Daniel Lerner based their high expectations upon the apparent success of World War II propaganda, to which academia and Hollywood had contributed. Also with World War II came dozens of new, very poor, countries, left by their former colonial overseers with little infrastructure, education, or political stability. It was widely accepted that mass media could bring education, essential skills, social unity, and a desire to "modernize." Walt Rostow theorized that society's progress through specific stages of development on their way to modernity, what he termed "the age of high mass consumption." Lerner suggested that exposure to Western media would create "empathy" for modern culture, and a desire to move from traditional to modern ways. Early development communications, especially that sponsored by the U.S. government, was also seen as a means of "winning hearts and minds" over to a capitalist way of life. This paper is an attempt to study the perspectives of development communication where in the researcher will focus on the varied views of selected great communicators of yester years as well as discuss the role of voluntary organizations and planning commission/Niti Aayog's approach towards it.*

Key Words: *Development Communication, Gandhi, Nehru, VO's, CWC, SITE etc.*

1. INTRODUCTION:

Walt Rostow theorized that society's progress through specific stages of development on their way to modernity, what he termed "the age of high mass consumption." Lerner suggested that exposure to Western media would create "empathy" for modern culture, and a desire to move from traditional to modern ways. Early development communications, especially that sponsored by the U.S. government, was also seen as a means of "winning hearts and minds" over to a capitalist way of life.

According to Everett Rogers, "Development communication refers to the uses to which communication are put in order to further development." It can thus be said to be an approach to communication which provides communities with information they can use in bettering their lives. Development communication has two primary roles, i.e. Transforming role, as it steps social change in the direction of the hygiene taste of today's generation in this competitive market and a socializing role by seeking to maintain some of the established values of the society. Media plays an important role in development communication through circulation of knowledge, providing forum for discussion of issues, teach ideas, skills for a better life and create a base of consensus for the stability of the state. From the early stages of the introduction of the media in India various attempts were made to exploit their potential for development purposes.

The history of development communication in India can be traced to 1940's when radio broadcast was done in different languages to promote development communication through various programmes, like—Programs for Rural Audience, Educational Programs and Family Welfare Programs. Today television in our country is also used as a medium for social education, weapon against ignorance and awareness among the people, through is difference programs like Educational Television (ETV), Countrywide Classroom (CWC), Teleconferencing etc. Experiments in Satellite technology has been conducted in recent years 2 to bring about Social change and development. This has been done in the form of SITE Program and Kheda Communication Projects.

New Technologies have also been put to serious use for development communication. New technologies like mobile, website and internet are interactive in nature. Interactivity, instant feedback and persuasion capability are used to rope in common person into the process of development. Today government has different websites and call centers that provide instant information or answers queries to questions of development. Right from its inception, development communication has been pursued by all kinds of media, both traditional and new. However, sadly enough, it had been put into more theoretical use. Its possibilities, people's change of demand and opportunities have

not been d to its limit to get an overall success. Both the strength and weakness of the media and the message and access of people to these media should be considered to achieve success in real sense and not only in pen and paper. Daniel Lerner in 1958, while discussing the relation of development with that of any mass media said that: —” the greater the communication facilities, the greater or even faster is modernization.”

2. OBJECTIVES OF THE STUDY:

- To understand the perspectives of Development Communication
- To understand the perspective of Gandhi on Development Communication
- To understand the perspective of Nehru and others on Development Communication

3. RESEARCH METHOD:

The present research paper has adopted qualitative research method and the data has been collected by secondary sources only. To make the research paper more informative and useful, the researcher has tried to incorporate the relevant data in to it.

4. M.K. Gandhi and Development Communication:

Development communication is purposive communication, it is value-laden; and it is pragmatic. In the development context, a tacit positive value is attached to what one communicates about, which shall motivate the people for social change. Development communication is goal-oriented. The ultimate goal of development communication is a higher quality of life for the people of a society by social and political change. We should not view the goal of development communication purely in economic terms, but also in terms of social, political, cultural, and moral values that make a person’s life complete, and that enable a person to attain his or her full potential. The goal of development communication in a specific society will be influenced by the ends and values of that society. Mahatma Gandhi in India practiced development reporting. As a development journalist, Gandhi felt that the newspaper’s role was to educate the masses. “Gandhi profusely wrote on contemporary topics such as removal of untouchability, prohibition, promotion of *Khadi* and other village industries, and the popularization of spinning wheel as a means of supplementing the income of the semi-starved and unemployed village peasants in India”. Gandhi tried to remove the stain of untouchability, which led to graded inequality in Hindu society, and the root cause of paralyzing development. Gandhi wrote: “Untouchability as it is practiced in Hinduism today is, in my opinion a sin against God and man and is, therefore, like a poison slowly eating into the vitals of Hinduism” (*Harijan*, 27 March 1933). Gandhi also holds the view that salvation of India depends upon the sacrifice and enlightenment of her women. Throughout his long life of service, Gandhi preached forcefully against the wrongs done to women in the name of law, tradition and even religion. Gandhi admonished men for degrading women. He Said: “To call woman the weaker sex is a libel. It’s man’s injustice to woman. If by strength is meant brute strength, then indeed is woman less brute than man? If by strength is meant moral power, then woman is immeasurably man’s superior”. If non-violence is the law of our being, the future is with woman” (*Harijan*, 10 April 1930). Gandhi advised women not to look for men for protection. They must rely on their own strength and purity of character and on God”. Gandhi wrote: “To ask Indian’s women to take to contraceptives is to say the least, putting the cart before the horse. The first thing is to free her from mental slavery, to teach her the sacredness of her body, and to teach her the dignity of national service and the service of humanity.” (*Harijan*, 1936).

Gandhi advocated nature cure to keep up public hygiene and sound health in an article through his journal *Harijan*. He wrote: “Nature cure consists of two parts. First, to cure diseases by taking the name of the god or *Ramayana*, and second, to prevent illness by the inculcation of right and hygienic living. The report from the village says that the inhabitants are cooperating with them in keeping the village, clean. I hold that where the rules of personal, domestic and public sanitation are strictly observed and due care is taken in the matter of diet and exercise, there should be no occasion for illness or disease. Nature cure implies an ideal mode of life and that in its turn presupposes ideal living conditions in towns and villages” (*Harijan*, 25 May 1946). Gandhi also gave instructions about food. An article entitled ‘Green Leaves and their Food Value’ in *Harijan* he said: “Milk and banana make a perfect meal. For nearly five months I have been living on uncooked foods. The addition of green leaves to their meals will enable villagers to avoid many diseases from which they are now suffering” (*Harijan*, 15 February 1935). On development of language, Natarajan (2000) said: “His clear and simple style, directive and free from all flourishes, gave Gujarati a strength and vividness of expression which was a valuable contribution to the development of the language” (Page No. 183)

Gandhi was keen on rural development which would play a key role in national development. Gandhi described the ideal Indian village in *Harijan* of July 26, 1942: “It is a complete republic, independent of its neighbors for its vital wants, and yet interdependent for many other wants in which dependence is a necessity. Thus every village’s first concern will be to grow its own food crops and cotton for its cloth. It should have a reserve for its cattle, recreation and playground for adults and children. Then if there is more land available, it will grow useful money

crops, thus excluding tobacco, opium, and the like. The village will maintain a village theatre, school and public hall. It will have its own water works ensuring clean supply. This can be done through controlled wells and tanks. Education will be compulsory up to the final basic course. As far as possible, every activity will be conducted on a cooperative basis” (Cited in Fischer, 1994: 407).

Mahatma Gandhi proved himself as a development communicator by his strong built of character, reasonable and logical thinking and ability to rouse emotions and desirable sentiments among the people. Gandhiji considered media as a by-product of his activities, and newspaper was a vehicle for him to propagate his views. Mahatma Gandhi had used his newspapers as channels of mass communication and mouthpieces. Gandhi was a great communicator and it has often been observed that Gandhi’s success as a communicator was due to the various strategies (Satyagrah, Non-violence, use of Khadi etc.) that he had insightfully designed to communicate with the people of India.

5. J. L. Nehru and Development Communication in India:

Jawaharlal Nehru inherited from the British a country that was bereft of social and economic stability. He inherited a mish-mash of people speaking as many as 16 different languages with different cultural moorings.

The genius of Jawaharlal Nehru as a social reformer development communicator shone through in this post-independence period. He took decisive steps to eradicate the evils of the all pervasive caste system. Jawaharlal Nehru was one of the few Indian statesmen at that time who understood the need of proper intellectual development of the Indian populace. He had exposure to European educational ideals during his stay at England, where he received education. Nehru also knew that British stress on proper education to run their colonial empire. He understood the importance of proper and healthy intellectual development to run the nascent Indian state. Jawaharlal Nehru wished to combine the best of both worlds, the winning combination of western scientific prowess and Indian civilization wisdom. Nehru realized that the only way the Indian Republic can reestablish its presence in the world stage is through the intellectual power of its citizens. Jawaharlal stressed on the teaching of science and its practical application fields. He took cognizance of the need of learning vocational science. The teaching of vocational science attracted him. Special focus was put on the development of technology. The famed Indian Institutes of Technology or IIT's were conceived and established during his Prime Minister-ship.

Inaugurating the 34th session of the Indian Science Congress, which met in Delhi in January 1947, Pandit Nehru expressed the hope that as “India was on the verge of independence and science in India too was coming of age, it would try to solve the problems of new India by rapid planned development in all sectors and try to make her more and more scientific minded”.

He said: “Science was not merely an individual’s search for truth; It was something infinitely more than that if it worked for the community.” He explained: “For a hungry man or hungry woman, truth has little meaning. He wants food. For a hungry man God has no meaning. And India is starving and to talk of truth and God and many of the finer things is mockery. We have to find food for them, clothing, housing, education and health are absolute necessities that every person should possess. When we have done that we can philosophies and think of God. So, science must think in those terms and work along those lines on the wider scale of coordinated planning.”

“Now India,” said India’s Prime Minister Jawaharlal Nehru in 1956, “we are bound to be industrialized, we are trying to be industrialized, we must be industrialized.” Grand projects accompanied by central planning were conceived. The promise of information technology presented today in significant ways mimics the expectations from industrial technology.

The Avadi Congress Session of 1955 saw Nehru giving India a clear direction in achieving the economic and social objectives. Speaking on the Scientific Policy Resolution in Parliament Nehru said that the aim was “to make Indian people and even Government of India conscious of scientific work and the necessity for it.” Building heavy industries and accelerating the pace of development on the farm and in the factory received top priority. He felt that “it is on the basis of steel and power that countries are industrialised and advanced.” Simultaneously he worked for ‘trained personnel’ to effectively implement the policy. The growth of the public sector was vital though the acceptance of mixed economy underlined the importance of the private sector. Nehru did realise the utility of promoting small scale and cottage industries, though the dice was loaded heavily in favour of the public sector. All industries of basic and strategic importance in the nature of public utility services should be in the public sector as per the industrial policy resolution. Nehru was opposed to factories concentrating on mere consumer goods. “You must go to the root and build up the structure of industrial growth” he exhorted. Iron, steel, coal, electricity, heavy chemicals, etc., therefore received top priority for investment. Nehru was convinced that modern technology should come in a big way to help India solve many of her chronic problems.

The oppressed and the exploited sections of the society deserved special consideration and Nehru felt that economic planning could go a long way in alleviating their hardship. The setting up of the Planning Commission and the launching of the community development were landmarks in national development.

Nehru was a staunch supporter of media and journalism as well for the development of a nation. Nehru believed that the media was a pillar of democracy and had to play the role of a watchdog in democracy as well as a platform for the

development.. A man of Nehru's stature had no opposition in the country. He therefore knew that the media had to play the role of opposition to the party in power. Therefore, he promoted the media and watched over the interests of media persons like no leader has ever done before. "The press is one of the vital organs of modern life, especially in a democracy. The Press has tremendous powers and responsibilities. The Press must be respected and it must also have co-operation." (Speech in Parliament. 16/5/1951)

On Jawaharlal Nehru, Veteran Indian journalist Inder Malhotra once said "Often I wondered why he chose to speak on subjects that were way above the heads of his huge and adoring audiences: the need for planning; the newly built dams being the temples of the new age; his reasons for pleading for China's admission to the UN and so on. Perhaps, he believed that, in a largely illiterate country, the spoken word was the best medium to convey his message to his people."

Interestingly, in his book *India After Gandhi*, published in 2007, Ramachandra Guha wrote that the "extraordinary popular appeal of the prime minister" could be best captured "in the testimony of the confirmed Nehru-baiter D.F. Karaka, editor of a popular Bombay weekly, the *Current*". Guha has then quoted at some length how Karaka had reported Nehru's first election speech in Bombay at Chowpatty beach to an enormous and enthusiastic crowd. Karaka first noted – "no doubt to his regret" – the "instant affinity between the speaker and his audience" and then went on calculating how many votes had been swung to Nehru's favor by his every sentence. The climax was reached, in Karaka's view, at the twilight hour, when Nehru told the gathering that he had taken upon himself the "role of a mendicant beggar". Amidst wild cheers he added, "If at all I am a beggar, I am begging for your love, your affection and your enlightened cooperation in solving the problems facing the country." The crowds were deeply moved and he, in turn, was moved by them.

What Nehru wrote to Lady Edwina Mountbatten after the meeting in Bombay is even more eloquent: "Wherever I have been, vast multitudes gather at my meetings and I love to compare them, their faces, their dress, their reactions to me and what I say... I rather enjoy these fresh contacts with the Indian people... The effort to explain to them in simple language our problems and our difficulties, and to reach the minds of these simple folk, is both exhausting and exhilarating. As I wander about, the past and the present merge into one another, and this merger leads me to think of the future."

6. Planning Commission/ NITI Aayog and Development Communication:

The Planning Commission was set up by a Resolution of the Government of India in March 1950 in pursuance of declared objectives of the Government to promote a rapid rise in the standard of living of the people by efficient exploitation of the resources of the country, increasing production and offering opportunities to all for employment in the service of the community. The Planning Commission was charged with the responsibility of making assessment of all resources of the country, augmenting deficient resources, formulating plans for the most effective and balanced utilisation of resources and determining priorities. Jawaharlal Nehru was the first Chairman of the Planning Commission. The first Five-year Plan was launched in 1951.

The 1950 resolution setting up the Planning Commission outlined its functions as to:

- a. Make an assessment of the material, capital and human resources of the country, including technical personnel, and investigate the possibilities of augmenting such of these resources as are found to be deficient in relation to the nation's requirement;
- b. Formulate a Plan for the most effective and balanced utilisation of country's resources;
- c. On a determination of priorities, define the stages in which the Plan should be carried out and propose the allocation of resources for the due completion of each stage;
- d. Indicate the factors which are tending to retard economic development, and determine the conditions which, in view of the current social and political situation, should be established for the successful execution of the Plan;
- e. Determine the nature of the machinery which will be necessary for securing the successful implementation of each stage of the Plan in all its aspects;
- f. Appraise from time to time the progress achieved in the execution of each stage of the Plan and recommend the adjustments of policy and measures that such appraisal may show to be necessary; and
- g. Make such interim or ancillary recommendations as appear to it to be appropriate either for facilitating the discharge of the duties assigned to it, or on a consideration of prevailing economic conditions, current policies, measures and development programmes or on an examination of such specific problems as may be referred to it for advice by Central or State Governments.

Planning Commission plays an integrative role in the development of a holistic approach to the policy formulation in critical areas of human and economic development. In the social sector, schemes which require

coordination and synthesis like rural health, drinking water, rural energy needs, literacy and environment protection have yet to be subjected to coordinated policy formulation. It has led to multiplicity of agencies. An integrated approach can lead to better results at much lower costs. The key to efficient utilisation of resources lies in the creation of appropriate self-managed organisations at all levels. In this area, Planning Commission attempts to play a systems change role and provide consultancy within the Government for developing better systems. In order to spread the gains of experience more widely, Planning Commission also plays an information dissemination role.

In March 2013, Planning Commission launched a massive social media campaign for spreading Awareness about 12th Five Year Plan. It was followed by series of [Google+ Hangouts](#) and a Plan Hackathon. By September 2013, it had made a considerable presence on Social Media with over one lakh Twitter followers and a considerable size on Facebook, Youtube and SlideShare.

Planning Commission was replaced by **NITI Ayog**. The National Institution for Transforming India, also called NITI Aayog, was formed via a resolution of the Union Cabinet on January 1, 2015. NITI Aayog is the premier policy 'Think Tank' of the Government of India, providing both directional and policy inputs. While designing strategic and long term policies and programmes for the Government of India, NITI Aayog also provides relevant technical advice to the Centre and States.

The Government of India, in keeping with its reform agenda, constituted the NITI Aayog to replace the Planning Commission instituted in 1950. This was done in order to better serve the needs and aspirations of the people of India. An important evolutionary change from the past, NITI Aayog acts as the quintessential platform of the Government of India to bring States to act together in national interest, and thereby fosters Cooperative Federalism.

At the core of NITI Aayog's creation are two hubs – **Team India Hub** and the **Knowledge and Innovation Hub**. The Team India Hub leads the engagement of states with the Central government, while the Knowledge and Innovation Hub builds NITI's think-tank capabilities. These hubs reflect the two key tasks of the Aayog.

NITI Aayog is also developing itself as a State of the Art Resource Centre, with the necessary resources, knowledge and skills, that will enable it to act with speed, promote research and innovation, provide strategic policy vision for the government, and deal with contingent issues.

The functions of NITI Aayog (National Institution for Transforming India) are:

- To evolve a shared vision of national development priorities sectors and strategies with the active involvement of States in the light of national objectives
- To foster cooperative federalism through structured support initiatives and mechanisms with the States on a continuous basis, recognizing that strong States make a strong nation
- To develop mechanisms to formulate credible plans at the village level and aggregate these progressively at higher levels of government
- To ensure, on areas that are specifically referred to it, that the interests of national security are incorporated in economic strategy and policy
- To pay special attention to the sections of our society that may be at risk of not benefiting adequately from economic progress
- To design strategic and long term policy and programme frameworks and initiatives, and monitor their progress and their efficacy. The lessons learnt through monitoring and feedback will be used for making innovative improvements, including necessary mid-course corrections
- To provide advice and encourage partnerships between key stakeholders and national and international like-minded Think tanks, as well as educational and policy research institutions.
- To create a knowledge, innovation and entrepreneurial support system through a collaborative community of national and international experts, practitioners and other partners.
- To offer a platform for resolution of inter-sectoral and inter departmental issues in order to accelerate the implementation of the development agenda.
- To maintain a state-of-the-art Resource Centre, be a repository of research on good governance and best practices in sustainable and equitable development as well as help their dissemination to stake-holders
- To actively monitor and evaluate the implementation of programmes and initiatives, including the identification of the needed resources so as to strengthen the probability of success and scope of delivery
- To focus on technology upgradation and capacity building for implementation of programmes and initiatives
- To undertake other activities as may be necessary in order to further the execution of the national development agenda, and the objectives mentioned above.

VOs/NGOs play a major role in the development of the nation by supplementing the efforts of the Government. The portal NGO-DARPAN enables VOs/NGOs to enroll centrally and thus facilitates creation of a repository of information about VOs/NGOs, Sector/State wise. As the principle think-tank of the government of India, NITI Aayog is entrusted with responsibility of contextualizing the sustainable development goals with the national development agenda. NITI Aayog has been entrusted with the role to co-ordinate 'Transforming our world: the 2030

Agenda for Sustainable Development' (called as SDGs). Moving ahead from the Millennium Development Goals (MDGs), SDGs have been evolved through a long inclusive process for achievement during 2016-2030. The SDGs cover 17 goals and 169 related targets resolved in the UN Summit meet 25-27 September 2015, in which India was represented at the level of Hon'ble Prime Minister. These SDGs will stimulate, align and accomplish action over the 15-year period in areas of critical importance for the humanity and the planet.

7. Voluntary Sectors and Development Communication in India:

The dimensions of the problems in India, like the country itself, are mind boggling. The situation becomes all the more critical for a nation caught-up between the growth, buoyancy and the rising expectations on the one hand, and the relative deprivation of the majority, wide spread despondency on the other. The span of 70 years of our Independence has proved most inadequate for us in tackling the problems of India i.e. fulfilling, the basic needs of food, shelter, clothing and basic amenities of life; quality growth in education, health and other such human resource related infrastructure. In absolute numbers poverty has compounded manifolds, a large section of our population, over 65 to 70% still below or at bare subsistence levels, whatever be the measurement or considerations to ascertain the 260 million people being below the poverty line in the last count. For them, each day being a fresh struggle for existence, the enormous and unparalleled human potential of India mostly remains untapped. The government 'for the people, by the people and of the people' has not really lived up to their expectations. The gap between 'haves' and 'have-nots' has been widening exponentially, the have-nots numerically increasing in geometrical proportions. In the wake of the much publicized and widely acclaimed globalization, privatization and liberalization, there is a strong, a well orchestrated demand for the Government to withdraw even from some of the constitutional obligations of a welfare state. The much talked about Corporate (Business) social responsibilities is yet to take any real shape in the larger context of the voluntary sector in India. Consequently, the NGOs, the most commonly accepted expressions for the voluntary sector, have no option but to grow and come to the forefront to shoulder direct responsibilities and play their historic role.

In the changing times, in India as well, the NGOs are slated, though not yet substantially poised to play the pivotal role in the field of development such as education and child development. They have emerged as an important feature on the Indian social landscape and, for appropriate reasons; the 21st century is being described as the decade of NGOs. Whereas, the growth of voluntary sector is becoming pronounced worldwide, in India it attains far more significance on account of the need for massive participation of the people. With the State parceling out a number of its responsibilities to the voluntary sector, and many non-profit organizations undertaking entrepreneurial activities to subsidize their charitable operations, the line between the various sectors of activities, like the State voluntary groups and the corporate, is getting blurred.

The volunteerism is now synonymous with multiple varieties of voluntary efforts, described as volunteers, social workers, NGOs, voluntary organizations, voluntary action groups, or community based organizations. Besides these the numerous Trusts, Foundations, Cooperatives, Trade Unions, societies are also playing a significant role. In fact, considering the status of the Panchayati Raj institutions despite the 73rd Amendment to the Constitution and other grass-root democratic organizations, like other local self-governments, even they may also fall somewhere between the Govt. and the voluntary sector. Although, such democratic institutions are constitutionally supposed to be apolitical, in practice and due to the electoral process involved, they have become highly politicized. They have to carry the conviction of voluntary sector for a fair democratic participation at the grass-root level touching upon all aspects of the people's live of the 70% of the Indians. When we discuss about the volunteerism and the role of this sector in tackling the national issues, such as, universal education, health & family planning and poverty alleviation, we cannot permit the grass-root democratic institutions to abdicate their primary responsibility.

Needless to mention that the voluntary efforts, albeit, in a more organized and institutionalized manner having the sanction and support of the Govt. and the larger society, holds the key to the basic transformation of the country. It is also being realized that the massive programmes like, Sarva Shiksha Abhiyan (Education For All) or the Universal Education still remains a far cry with about 60-70million out-of-school children, dropouts in the absence of the entire being is given the shape of a nationwide movement. Since all previous efforts, like National Literacy (Mission) Programme could not truly take off in a mission mode, as pronounced; the latest and the most ambitious, Sarv Shiksha Abhiyan also may not succeed without a nation-wide voluntary participation. Out of nearly 400 million children who are found below 18 years of age in the sizeable numbers being out-of-school system. Half of them being dropouts on account of either due to adverse socio-economic conditions or for the reason that the formal school system in most of the villages, towns, even in bigger cities like Delhi, are not able to create any interest or occupational or entrepreneurship opportunities leading to decent placements in life. As a result, there appears to be a major divide in the society in the name of education and, ultimately, a miniscule of the population, a very small segment, receives meaningful education. One basic reason for this gap between what is needed and what is available in the name of service delivery, appears to be the lack of participation by the civil society and the absence of options from the informed choices. It is only with the support and participation of the voluntary sector that the national policies can be

correctly formulated and appropriate infrastructure, curricula and systems can be created to deliver the requisite services to the masses. Same experiences are in Swachh Bharat Abhiyan campaign.

The role of the voluntary sector also needs to be understood in the context of our sovereign, democratic, republic which under the Constitution, social legislations and plethora of policy and international documents is expected to create an egalitarian, healthy, happy and a just society. In the given context, the role of the voluntary sector is crucial and needs to be defined in the overall scenario, particularly with reference to the government which operates like a giant, striding over all sectors of our activities. Its interventions must not remain limited to a supplementary role or only in being opposition to the government. Social and economic development programmes and activities of the national and provincial government that aimed at empowerment have reduced the ordinary people into 'beneficiaries'.

In fact, the government can play a very important role in terms of facilitating the VOs (Voluntary organizations) throughout the country ensuring their even growth. Now, the efforts towards the enhancement of the voluntary sector need to be strengthened and synergized. This sector is an asset because being community-based, it is capable of delivering inexpensive services at the level and along with the people it is supposed to serve at a lesser cost. More significantly, the VO's are able to develop innovative projects based on the locally felt-needs and the available resources as against the governmental stereotypes. The present situations significantly highlight the importance of the GO-VO (Government Organization- Voluntary Organization) interface which may act as focal points from where integrated and holistic view could be taken on the voluntary sector. Expansion of activities and growth of macro-level leadership in the voluntary sector is possible through the networks of local leadership within the sector. There is a need to enhance the capacity of the community-based VOs, SHGs and women's groups through the mobilization of the existing resources, which is possible only through the partnerships in government and, private sectors which may subsume corporate sector, industrial houses, charitable.

8. SUGGESTIONS AND CONCLUSION:

One needs to understand that none of these political and administrative systems can truly ensure any effective grass-root participation unless carried out as a people's movement. Perceived in the backdrop of the national realities, as they confront us, the voluntary sector must ultimately wake up to its potentials and play the crucial role to join hands with the grassroots democratic institutions and the government at all levels to create truly participative and inclusive governance. It is evident from the above study that development can only be possible through people's participation. The plans and policies formulated by the govt. are for the overall development of the society; hence, without public support and cooperation development seems to be impossible.

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