

MEDIA EXPOSURE AND SOCIAL RESPONSE ON FLAGSHIP PROGRAMMES

<p>Dr. Ganesh Sethi, Department of Mass Communication, M.U., Canchipur, Imphal. Mr. Naorem Nishikanta Singh (UGC-JRF), Department of Mass Communication</p>

Media holds a great responsibility in building a civilized society in which the participation and response from public firms are given priority. The government releases bundle of provisions for diversely spreading population who are struggling to survive at the edge of so called development, and it is media who picks up the bundles of provisions and provide a way to step on. The provisions meant for those who scattered all over the country nomadly fighting against poverty to be a free man from underprivileged world.

FORTUNE VS UNFORTUNATES

It was said that India lives in village as 70% of her population are counts under village dweller who are marginal workers or disguised unemployment, and still live in village where on the other hand the world shrink towards a 'global village' as stated by Marshall McLuhan (Canadian media guru) in 1960s or interchangeably 'information society'. We are still far beyond a 'global village' as for now. When the world is talking about Information Technology (IT), we are on top list but the numbers of luckydip championed citizens (people in touch with technopolis or high-technology industry) are countable, and the remaining uncountable are unfortunate citizens as they have no option left for any change to stand on a platform of a secured life due to resources. Therefore the government of India sanctions huge amount of different projects to the ages for their livelihood at subsidized rates after in-depth consideration.

MEDIA RESPONSIBILITY

The varying flagship programmes of the government cannot reach the target people by its own, so media makes it available and informs the people at right time about the provisions accompanied by the programmes. Media knows such programmes and how to expound through national, regional, and local media for the beneficiaries. The people, who are regularly exposed to media, are well aware of those flagship programmes even few in number but the governance system is so rigid that the needy persons cannot reach the source to work out the benefits even after their persistence. The ultimate single option path is the corrupt officials and their trap of red-tappism. The procedures to obtain the provisions of the flagship programmes are unknown to maximum of the right beneficiaries so the deceitful officials take advantages over their novice and above that, the system here are very fragile. Thus many underprivileged people turn to be victim of inferiority complex and emotional blackmail. Such unavoidable circumstances steer the right provision at wrong person or wrong provision to right person regardless of time schedule. Haphazard governance system and the outcomes of it invite chaos from different sections of our society and are unable to wipe-off even though we have RTI or Grievance Cell since our system is in the grasp of few selfish elite group.

MEDIA EXPOSURE

Leaving behind the information gap between the government and being governed, media persist to disseminate information to the people concerning its policies and programmes. Reversely, the peoples' opinions, which are mainframe of both the programmes and democratic form of government, are gained through exposures of media and are reflected in government's plan and implementation. The successful implementation of government sponsored programmes depends much on how much media can expose about it and the freedom enjoyed by them.

Ads on flagship programmes through the mainstream media, like TV, Radio, Newspaper and Internet are for the people and we should have the capability to own the right feature of such programmes. The concern departments invest a lot of amount to only even advertise or inform the people who need it and such information should not be neglect at any cost. Media is a very sophisticated tool to entertain, educate and inform the people. Infact, it is so powerful that the government is in its control at large. The faith of candidates at the time of election specifically in US, mainly depend on media and its exposure.

MEDIA AGENCIES

The media agencies of government like DAVP, S&DD, field Publicity, PIB etc. feed information regarding flagship programmes to the people, but hardly people show interest due to insufficient information or implementation. It became a regular habit of the government's servants as it helps them to follow the stuck school of corruption. Here I take the privilege to draw the attention on Anna's Lokpal Bill and the area or positions where it can or cannot cover, and it possibly may be the reason why the Bill cannot become an Act. All is good for a democratic form of government, when the governance is transparent. Above all the ubiquity of information across the platform, possibility of communicating instantly and at very low cost with wide audiences sounds good for a successful implementation of the programmes. Participation of audience at local level brings forward the policy makers spearheading on updating or enlarging the scope of previously projected programmes for a better future at large.

PUBLIC PARTICIPATION

The impact of technologies like internet, mobile phone, mobile and internet allow the local participants to judge over a political issue of state or nation as done by local media in a global world. Uses of social media in e-governance surely affecting our diplomacy and indeed, many over the last decade have welcomed to upgrade a new kind of diplomacy: cyber diplomacy or media diplomacy. Either the citizen journalist or internet monger now becomes a powerful citizen to stand against any forged step taken up by a man or party in power or simply diplomats. So public is needed to participate in fact finding procedure of any misappropriations.

As we have seen in the Dependency Theory which proposes an integral relationship among audiences or large social system depend on media information to meet certain needs and achieve certain goals, like uses-and-gratification theory. Now we have so many organizations or units to extend their hand on any of our shortcomings regarding any flagship programmes or beneficiary

scheme implemented by the govt. People must be in a ready to take off position to move towards modernization. If we are lack behind then we are far from back up as the Elizabeth Noelle Neumann's 'Spiral of Silence' refers how people tend to remain silent when they feel their views are in minority. The straight forward explanation of the model is, people with limited information or little knowledge over an issue are less willing to express or participate than those with sufficient information. It further says that such minority people spontaneously try to escape from mass due to their limited opinion and on the other hand they are afraid of being socially isolated.

The voice of people has its own credence to resurrect the broken system of our government, for instance right to freedom of speech and expression, Lokpal Bill and RTI. But instead we frequently encounter the news in main stream media about misappropriation of various funds meant for social welfare worth lakhs of rupees, which is very unfortunate. As such the agencies are needed to be at vantage point and audience research by media, social organization, NGOs is highly recommended. Public should go hand in hand with the media if we stand for good will hunting.

REPORT OF PROJECTS UNDER FLAGSHIP PROGRAMME

Flagship programmes are decentralized in various sectors for better implementation of the programmes and the sectors are Rural Development, Social Welfare, School Education, Water Supply, Health, MAHUD, and Irrigation and Flood Control and the details of the sectors are as below:

RURAL DEVELOPMENT MONITORING CELL

- Indira Awas Yojna (IAY)/Rural Housing
- Swarnjayanti Gram Swarozgar Yojna (SGSY)
- Backward Regions Grant Fund (BRGF)
- National Rural Employment Guarantee Scheme (NREGS)
- Pradhan Mantri Gram Sadak Yojna (Rural Roads) – PMGSY

SOCIAL WELFARE

- Indira Gandhi National Old Age Pension Scheme (IGNOAPS)
- Indira Gandhi National Widow Pension Scheme (IGNWPS)
- Indira Gandhi National Disability Pension Scheme (IGNDPS)
- National Family Benefit Scheme (NFBS)
- Manipur State Old Age Pension Scheme (MSOAPS)
- Integrated Child Development Services (ICDS)

SCHOOL EDUCATION

- Sarva Siksha Abhiyan (SSA)
- Mid-day Meal Scheme (MDM)

WATER SUPPLY

- Rajiv Gandhi Drinking Water
- Total Sanitation Campaign

HEALTH

- National Rural Health Mission

MAHUD

- Jawaharlal Nehru National Urban Renewal Mission (JnNURM)

IRRIGATION AND FLOOD CONTROL

- AIBP

BRIEF ANALYSIS OF PROGRAMMES

As of the record till June 2011 the number of beneficiaries or house constructed under IAY in whole of Manipur is 6934 but the project target to 9850. Amount released by the central and state government for IAY 2012-11 is Rs. 2175.105 lakhs while the allocation is Rs. 3252.3 lakhs.

There are 42 ICDS project/ICDS centre in Manipur, under which 3,80,587 children between the age of 6 months and 6 yrs are getting benefits from the project as per record, June 2011. Amount released by cheques & cash to 42 CDPOs is Rs. 7,99,16,100/-. Items distributed for food items for children, Pregnant mother and Lactating mothers are Rice, Milk (Amul Spray), Masori Dal, Arhar Dal, Sugar, Salt, Mustard Oil, Refine Oil, Suchi, Haldi, Groundnut. But we hardly enquire about the items released whether we are getting all the above mentioned items in right amount regularly. No social worker, no parent, no volunteer is ever ready to go on fact finding even they all are aware about improper implementation thinking that it is a mere problem, but such careless act indirectly encourage fraudulent officials or leaders to earn easy money which are not meant for them.

The most success story among the flagship programmes is Old Age Pension Scheme (IGNOPS) according to the record given by planningmanipur.gov.in stating that all the 72,514 pensioners are receiving their pension of this scheme. The fund provided by the center is Rs. 11,60,22,400 and all the amount was utilized completely. The calculated amount to be received by a pensioner is Rs. 133.33/- p.m., the question here is how honestly we are getting the benefit or how honestly the officials are playing on this scheme. The same story follows for Manipur State Old Age Pension Scheme, in the year 2010-11 the state sanctioned Rs. 3,70,86,000/- for 30905 pensioners and all of them received their share completely according to the record. The amount to be received by a pensioner under this scheme is Rs. 100/- p.m.

Regarding the Drinking Water and Sanitation, the Opening Balance (Central) is Rs. 8.990 crores for Manipur and allocation is Rs. 90.081 crores for both central and state for the financial year 2012-13 of which Rs. 30.056 crores was released by October.

FAITH OF FLAGSHIP PROGRAMMES

Recently we have encountered about misappropriation of IAY funds worth lakhs of rupees in Boko area under Kamrup district, Assam. Accordingly Dwijen Kalita, a panchayat secretary and Mantu Ram Rabha, a middleman were arrested, this investigation story was published in Seven Sister Post, Nov. 21, 2012 edition. In another case a panchayat leader of Madhukuchi gaon in Kamrup, Assam was arrested after the district administration filed an FIR against him for embezzlement of from various rural development schemes.

This is the faith of government sponsored flagship programmes in India. In the context of Manipur we hardly listen to the success story of flagship programmes under NRHM say, pre and post free delivery. The JSSK was launched in the state on 15th August 2011 by the State Health Society, NRHM, Manipur in pursuant to the launching of the same scheme on 1st June 2011 by Ministry of Health and Family Welfare, GOI. Under the scheme free and cashless services must be provided to pregnant women and also cover the treatment of new born in all govt. health Institutions. One ugly shadow of the scheme was when Lukram (o) Pratima Devi filed a Writ Petition to Gauhati High Court, Imphal Bench through Human Rights Law Network, Manipur Unit when JN Institute of Medical Science Hospital did not response her representation submitted on Sept. 5, 2012 for making arrangement of all necessary drugs and consumable entitled under the JSSK for the delivery of her child at the same Institute which is expected to fall on 15th December 2012. She decided to approach the Gauhati High Court, Imphal Bench as her representation was not answered after lapse of two months.

The story of misappropriation became daily news in Manipur. Supplementing to such incidents, in recent publication of Poknapham, English edition it was stated that an amount approximate to Rs. 9 Lakhs meant for salaries of 866 job card holders under MGNREGS for 20 days has been misused by a former Pradhan of Heirok Part I Gram Panchayat, Moirangthem Rajmani and Branch Post Master Ningthoujam ningol Lalita Devi. Meanwhile the State government is about to take up a survey on the implementation of flagship programmes and schemes to know whether the projects are carried out properly or not. Such steps are in peak important to solve the embezzlement problems in Manipur. And it is the high time for public to participate or to response in this act. The State government as per strong instruction from the Central government and Supreme Court has to take up special plan of re-monitoring the major projects like ICDS, Mid-Day-Meal, National Social Attention Programme (NSAP) and PDS.

The story depicting the negligence of State government in implementing the projects from Centre is a mundane story, it is not a new but familiar with local citizens. In another story a sum of Rs. 130.35 crores are lying idle which is under Non Lapsable Pool of Resources (NLCPR) sanctioned by Central government to begin numerous schemes and projects in the State. The fund sanctioned is meant for taking up altogether 55 projects. But the State is still behind the

schedule, as we have pending in the projects of 2006-07 including which counts to 27 projects and it is hard to believe that it could be finished during the current financial year.

In a local daily, Poknapham, in its 7th December 2012 publication, it was published that various departments in Manipur government cannot provide Utilization Certificate (UC) of plan and central sponsored schemes along with grant-in-aid fund. Before the maturation of financial year, in the month of March every Department should submit the Utilization Certificate of funds released by the Government to the Auditor General through the State Finance Department. Unfortunately there were no UC while AG is in its time of audit. It was discovered that the UC of Financial year 2008-09 to 2011-12 were not released from various departments. Among the departments, Development of Tribal and Backward Classes, Medical and Health Services, Planning department, Education (S), Rural Development and Panchayati Raj, Municipal Administration, Housing and Urban Development, and Industry Department the major departments which were unable to provide Utilisation Certificates on time.

In the English edition of the Poknapham publication of December 12, 2012 a report mentioned about a primary school Headmaster who has been arrested for misappropriation of funds meant for construction of school building under Sarva Shiksha Abhiyan in Lakhipur sub-division of Cashar. The concern ministers are shouting for Quality Education and to follow the Directors, the Officials in the Education Department are playing on the funds released, meant for students and infrastructure of schools according to their wish.

A step little aside to such programmes is that, that there are many remote villages to the city or town where only a few are benefited from the government sponsored projects, even if it is one or two projects. Such villages are out of electricity, no proper roads to connect, no proper media to communicate and no proper health centre to check-up health conditions of people. On the other hand many schemes and funds are lying unused. If the responsible department cannot provide Utilization Certificate of previous projects then how will they wish for next project.

WORTH LISTENING TO STORY

It will not be proper if successful stories are not revealed even if it is few in number. The Manipuri daily, Sangai Express English Edition of December 13, 2012 quote that Longjon Village under Tousem Sub-division of Tamenglong District is well benefited from government's Total Sanitation Campaign, which comes under UPA government's 16-point Flagship programmes. All the households of the village which is located on the bank of the Barak River, has a sanitary latrine each, how lucky the people in this village when the millions of Indian are facing problem for open defecation, "Rapidly-modernising India is drowning in its own excreta," notes the New Delhi-based Sunita Narain, Director General of the Centre for Science and Environment in a Comment piece published on June 14 in *Nature*. Sixty per cent of the "global total" who do not have access to toilets live in India, and hence are forced to defecate in the

open. In actual numbers, sixty per cent translates to 626 million. This makes India the number one country in the world where open defecation is practiced according to a report in 'The Hindu'. Unfortunately the Longjon village has no Health Centre, and when anybody is ill, their relatives have to carry them on carts to Tamenglong which is around 20 km away from the village. Another paradigm shift of NREGS is the ongoing construction of road in Tousem Sub-division which will connect to Haflong in Assam, as reported in Hueiyen Lanpao, English edition, Dec. 18, 2012. Even though Tousem is in Tamenglong, Manipur; the villagers have to spend more money and time to reach the capital city than to visit Assam. It is a way of only 20 Km to Haflong from Tousem and can reach to nearby cities in Nagaland. It is one of the best examples to reveal the importance of public participation in government sponsored programmes.

In the same frame of reference to the above story, another worthy output of the flagship programme is MGNREGS in Tripura. Now the job card holders could be able to receive their wages at their door-step. According to People's Chronicle, December 15, 2012 edition, workers will receive their salaries through Micro ATM at their door-step as soon as they finish their works. It is the fruitful result of devoted workers who used to work honestly in MGNREGS 2008-09 and showed the excellent performance thereon. Tripura government is one of the best in providing jobs in the State under Central government Schemes.

WHERE INDIA STANDS IN CORRUPTION?

An ad on Tea, "*Aaj se khilana band pillana suroo*" is a worth mentioning ad which is wholly devoted in awareness about corruption. Black money scandals, corruption scams and red-tapism are common stories we frequently read in newspapers or listening to other medias and why our leaders are so enthusiast on quick money making, it only put our society to a descent platform. After a survey by Transparency International India (TII), India was ranked 94 out of 176 countries surveyed in the Corruption Perceptions Index (CPI) 2012. On analysis it will be found that Somalia, North Korea and Afghanistan were the most corrupt countries on the one hand and Denmark, Finland and New Zealand were the least ones in the world.

CONCLUSION

Being a developing country, India faces so many short-comings in health, education, transportation, food, medicine, sanitation, so and so. To solve the problems, to some extent, our government sanctioned a huge amount of fund in making a modern India. But the governance system is so opaque that a lay man cannot acknowledge the filthy diplomatic activities behind the screen. The real social workers or leader are tight-handed and let them play according to the tune of corrupted senators. The metropolitan India cannot abandon the village India on the track of modernization since 70% of India lives in village. Above it is high time that the underprivileged people to educate and participate in social activities in the context of development at large.

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A poster for a seminar titled "MEDIA GOVERNANCE & YOUTH". The text is in yellow and white on a dark, textured background. It is an IGSSR sponsored seminar organized by the University School of Mass Communication, GGSIP University, N. Delhi, on 21st & 22nd May 2013. It includes submission deadlines for abstracts and full papers, registration fees for professionals, academics, students, and research scholars, and contact email addresses.

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