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The Development Of Communication For Rural Development:
An Opinion

By

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Chuta Thianthai
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The development of communication in rural development

An opinion

by

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Communication on Policy for Rural Development

March 2 - 8, 1981
The Development of Communication Policy for Rural Development

What is communication?

Communication can be categorized into three categories:

1. Humanization of Goods and People
2. Telecommunication and Postal Services
3. The Distribution of Information
   a. Fac-to-facE.
   b. The distribution of relevant information through specialized channels or media; i.e. local public
      health officials or trained - village leaders, etc...

What is rural development?

Rural development could be simply stated as the process of improving the quality of life of the rural populace, or to be more definite... to enhance the scope of human development without or with the least disrupting efforts. In order to arrive at the above objective we must consider the following criteria: -

I) The development must be able to meet the demands and requirements of each individual community.

II) The development must be in compliance with the existing local conditions.

III) The development process must be easily initiated and maintained, to preserve the dignity of all concerned. The next question is how to develop communication policy for rural development?

Before answer could be formulated, following points must be considered and agreed upon. It must be admitted that the present society tend to place any faults resulting from not well-developed software to be due to the lack of sufficient hardware. To those who are hardware oriented, we need not stress the point that the basic cost of hardware is decreasing at almost exponential rate, whilst the development of software is lagging far behind, and the cost is increasing at an alarming rate. This is because of human factor, since it needs human to develop software. Good software must be
The result as planned. The development of communication policy for rural development is in other words, the development of software. While the communication media are the hardware.

So far, this seminar has discussed mainly the concept of software, or more specifically such as academic or experts' language, but terminology that a telecommunication or advertising like cellular telephones related to follow or convention.

Now to answer the question of how to develop communication for rural development. One of the many approaches will be present in this opinion is that we must first of all carry out following research:

a) To carry out surveys or research so that the country could be divided into a number of zones according to the similarity or the differences in socio-economic background, traditions, and problems.

b) To study the pressing problems or urgent demands so that the order of priority could be given.

Perhaps a note of here would be appropriate, that in carrying out surveys of research a group of people should not be neglected. They are the Pha Yai Ban (Village head men) and Kamnan (Chief of community). Because generally there is always a communication gap between researchers and rural people especially in outlying districts. Then the local abbots and local school principals must also be consulted on matter regarding to traditions and problems.

b) To formulate development plan for each particular zone utilizing to maximum the local talents and products, in other words, the plan must be tailored according to the needs, the demands of that zone.

He believed that formulation of plan should be done at Amphur (district) level and should not be above changwad (province) level. Otherwise too many foreign elements or ideas will be injected into it, causing the plan to be ineffective or end results deviated from those planned.

He believed that formulation of plan should be done at Amphur (district) level and should not be above changwad (province) level. Otherwise too many foreign elements or ideas will be injected into it, causing the plan to be ineffective or end results deviated from those planned.
c) Once these three steps have been carried out, the demand for communication plans will show up quite clearly without any further efforts.

This step, out of technical knowhow necessity, may be permitted to be carried out in any proper center.

In finalizing with this conclusion, one must bear in mind that communication-wise in all developing countries, the problem is how to provide any communication means to meet the demand. Which is different from the developed core nation, in that a carrier must take effort to find the demand or customers, or to forecast the trend of future requirement which at present is at extinctive point.

Ladies and Gentlemen, we must confess that we are so surprised as you all in arriving at this strange conclusion. But we regard the problem of the development of communication for rural development to be similar to an eternal effort of trying to answer the problem of which should come first ... an egg or an hen.

Ladies and Gentlemen, we thank you very much for your indulgence, and anticipate your reaction and comments.
EXAMPLE
RURAL COMMUNICATION POLICY WORKSHEET

GENERAL PROBLEM STATEMENT: Rural citizens are cut off from urban centers and each other and do not have the means to solve their own problems or participate in national development.

GENERAL POLICY STATEMENT: Rural citizens have the same right to communication resources as urban citizens.

SPECIFIC POLICY STATEMENT: Provide basic telephone service to 50% of all rural families by 1987.

SPECIFIC POLICY ACTION: Appropriate $10 million dollars from the World Bank by 1983, to be applied to the purchase of 5 million telephone sets to be distributed free of cost to rural families.
**Rural Communication Policy Worksheet**

**GENERAL PROBLEM STATEMENT:**

**GENERAL POLICY STATEMENT:**

**SPECIFIC POLICY STATEMENT:**

**SPECIFIC POLICY ACTION:**
Rural Communication Policy Worksheet

GENERAL PROBLEM STATEMENT:

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