<table>
<thead>
<tr>
<th><strong>Title</strong></th>
<th>The development of communication for rural development: an opinion</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Author(s)</strong></td>
<td>Silpachai Bijayendrayodhin; Thianthai, Chuta; Krong-Kaeow Sirivareves</td>
</tr>
<tr>
<td><strong>Date</strong></td>
<td>1981</td>
</tr>
<tr>
<td><strong>URL</strong></td>
<td><a href="http://hdl.handle.net/10220/463">http://hdl.handle.net/10220/463</a></td>
</tr>
<tr>
<td><strong>Rights</strong></td>
<td></td>
</tr>
</tbody>
</table>
The Development Of Communication For Rural Development:
An Opinion

By

Silpachai Bijayendrayodhin,
Chuta Thianthai
&
Krong-Kaeow Sirivareves
The development of communication for rural development

An opinion

by

MR. SILPHOWA KALIMURU COHEN
Post and Telegraph Department
Ministry of Communication

ASS. PROF. SULTA MUHAMMAD
ADVERTISING AND PUBLIC RELATIONS DEPARTMENT
FACULTY OF BUSINESS ADMINISTRATION
NAVARASHI UNIVERSITY

MISS HRONG-KALOM SIRIVAREVES
HEALTH EDUCATION DIVISION
MINISTRY OF PUBLIC HEALTH

Prepared for the EMCI/AMIC/BJMC of Conference
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:

a) Transportation of goods and people
b) Telemarketing and Postal Services
c) The dissemination of information,
   i. Facts and figures.
   ii. 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 disruptive effects. 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 both 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 a 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 lacking 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 end result as planned. The development of communication policy for rural development is, in other words, the development of software. Whilst the communication media are the hardware.

So far, this seminar has discussed mainly the concept of software, or what is software as such an academic or expert language, but terminology that a telecommunication or advertiser like ourselves failed to follow or understand.

Now we turn 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 survey or research so that the country could be divided into a number of zones according to the similarity or 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 here would be appropriate, that in carrying out research a group of people should not be neglected. They are the Phu Yai Ban (Village head man) and Kamnn (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.
c) Once these three steps have been completed, 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 centers.

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

Ladies and Gentlemen, we must confessed that we are as 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: Appropriately $10 million dollars from the World Bank by 1983, to be applied to the purchase of 5 million telephone sets to be distributed freely 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:**

**GENERAL POLICY STATEMENT:**

**SPECIFIC POLICY STATEMENT:**

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

GENERAL PROBLEM STATEMENT:

GENERAL POLICY STATEMENT:

SPECIFIC POLICY STATEMENT:

SPECIFIC POLICY ACTION:
Rural Communication Policy Worksheet

GENERAL PROBLEM STATEMENT:

GENERAL POLICY STATEMENT:

SPECIFIC POLICY STATEMENT:

SPECIFIC POLICY ACTION:
Rural Communication Policy Worksheet

GENERAL PROBLEM STATEMENT:

GENERAL POLICY STATEMENT:

SPECIFIC POLICY STATEMENT:

SPECIFIC POLICY ACTION: