JMC 405 EE4 Development Communication

UNIT-I

Introduction

Journalism is an all pervasive subject and its main purpose is communication with the society at large. Communication has both positive and negative aspects and very often the negative points get preference in the most important mode of communication, that is, in News. Herein lies a misconception regarding the role of communication. Communication has an important role to play in the socio-economic changes of ant country and this is particularly the role of Development Communication. Let us first come to the concept of Development.

Development

Meaning

At the outset it is necessary to introduce the concept of development. Traditionally, economics had focused on increase in income as the main source of well being of individuals and hence the sole index of development. This continued till the 1980's, when Amartya Sen showed us that there are a wide range of deprivations of individuals and hence of nations in health, education and living standards, which cannot be captured by income alone.

Prof. Amartya Sen has pointed out that there cannot be any doubt, given other things, an increase in the supply of food, clothing, housing, medical services, betterment of educational facilities etc make a contribution to the well-being of the people. It was therefore quite natural that the early writings on Development, when it emerged as a subject after the World War II, concentrated to a great extent on the ways of achieving an increase in income and employment.

This brings us to the distinction between economic growth and economic development. The increase in income, mostly measured by an increase in gross national product (GNP) of a country falls within the domain of economic growth.

GNP is an estimate of the total value of all the final products and services produced in a given period of time by the means of production owned by a country's residents. GNP (normally denoted by Y) is commonly calculated by summing up the personal consumption expenditure (C), private domestic Investment (I), Government Expenditure (G), Net Exports (Exports minus Imports or X-M) and Net Earnings from Abroad (Earnings from Overseas economic activities by Indians minus Income Earned within the Domestic Economy by Foreign Residents or F). This can be denoted by a simple equation:

$Y= C+I+G+(X-M)+F$

GNP and GDP both reflect the national income of an economy. The main difference is that GNP (Gross National Product) takes into account net income receipts from abroad.

- GDP (Gross Domestic Product) is a measure of National Income (i.e., the identity national income = national output = national expenditure produced in a particular country.
- GNP = GDP + net income from abroad. This net income from abroad includes dividends, interest and profit.
- GNP includes the value of all goods and services produced by nationals – whether in the country or not.

GNP of a country is a criterion for quantifying economic growth. The process of economic development cannot ignore the increase in food, clothing and so on. But there are many other variables that influence living conditions of the people, expand their life expectancy and overall well-being. These other variables bring us into the wider arena of development, which among other things is concerned about the distribution of these improvements in the society, not just their simple quantification or measurement. That is the reason why development consists of more than just improvements in the well-being of the citizens, but conveys something about the capacity of economic, political and social systems to facilitate the sustainability of such well-being on a long term basis. Sen's view is that development must be judged by its impact on people, not only by changes in their incomes, but more generally in terms of their choices, capabilities and freedoms to achieve their goals or ends. Here Sen points out that even when difficulties in distribution and other problems are overcome, development has to be measured by the actual achievements themselves, and not just by a quantification of the means of such achievement.

Concept of Development

Development is about respecting very fundamental human values and finding the means to extend the fruits of these values to the greatest majority of the world population. According to Prof. James M. Cypher, these human values include:

- The opportunity for meaningful employment, under honorable conditions, and the possibility to provide for one's self and family;
- Employment under conditions that comply with the following four core labour standards of the International Labour Organization (ILO): (1) freedom of association and the effective recognition of the right to collective bargaining, that is the right to form trade unions; (2) elimination of all forms of forced or compulsory labor; (3) effective abolition of child labor; (4) elimination of discrimination in respect of employment and occupation;
- Sufficient food, shelter, and other amenities for a decent and meaningful life above the poverty line;
- The opportunity to pursue education of one's own choice and the increased quality of life it promises;
- A reasonable level of health care;
- Social security for old age;
- Democracy and political participation in the life of the community and society;
- Equal treatment under the law and in the economy, regardless of race, gender, class, ethnicity, religion, nationality, or other differences; and
- Respect for individual dignity.

In a nutshell, however, the need for development is summarized by Amartya Sen. According to Amartya Sen, economic development is needed mainly for two reasons:

(1) The removal of poverty through enhancement of human capabilities

(2) Enjoyment of freedoms.

For the removal of poverty, capabilities of the poor should be enhanced so that they should be able to meet their minimum basic needs which include getting adequate food, clothing and shelter, health and education. Therefore, for removal of poverty, direct anti-poverty measures such as generation of enough employment opportunities are taken by the government.

Secondly, as emphasized by Amartya Sen, development is needed so that people should enjoy freedom and a life of valued functioning. To quote Amartya Sen, "The valued functioning may vary from elementary ones, such as being adequately nourished and being free from avoidable diseases to very complex activities such as being able to take part in the life of the community and having self-respect". Thus, according to Amartya Sen, freedom of choice, and control of one's own life are central aspects of well-being for which true development is needed.

To achieve all these, economic growth is a necessary but not sufficient condition and herein lies the importance of development.

The Historical Overview of Development/Underdevelopment

The process of development should be discussed in a historical perspective, in order to understand the root causes of underdevelopment of some nations. At the outset let us mention the different phases of development of the entire world. These phases can be classified as follows:

1) **The flourishing of Ancient World Civilizations (3500BC-1700BC)**
   It is within this period that the Indus Valley Civilization (2700BC-1700BC) prospered in the Indian sub-continent.

Similarly the Mesopotamian (3500BC-2000BC) and Egyptian (3000BC-2100BC) civilizations developed spanning North Africa and West Asia. The other ancient civilizations were centered around Sub-Saharan Africa, Central America and South America.

2) **Period of Colonization, the beginning of Underdevelopment and the Emergence of the Third World Countries (16th-20th Century)**

This period witnessed the Rise of European Commerce (16th-17th Century) across America, Africa and Asia. It witnessed the foundation of British and Dutch East India Companies and the English acquisition of Indian coastal towns.

a) **Period of Domination of Merchant Capital (18th Century)**

This period saw the following turning points, which shaped history in the coming ages:

The predominance of slave trade, mainly from Africa to America.

Protectionism became the policy of many economies to dominate the world market. The policy was to raise barriers to entry of products from rival economies. For example, the British textile markets were protected from Indian cloth imports (1700). Side by side the British focused on imports of raw agricultural produce, precious metals, spices etc from their colonies, of which India was of prime importance. This destroyed the local industries to serve the interests of Britain.

Mercantilism became deep-routed and colonies were allowed to trade only with their empires. This period also saw the rise of merchant class.

Britain and France became rivals, as both aimed at global dominance. British Industrial Revolution and the French Revolution are the landmark events of this period. The British expansion into India and the organized loot and plunder also became the practice.

b) **Period of the Rise of Industrial Capital (19th Century)**

During this period Britain defeated Napoleon and gained worldwide naval supremacy. Britain also started Opium Wars against China. Actually the Opium Wars arose from China's attempts to control the opium trade. Foreign, primarily British traders had been illegally exporting opium mainly from India to China since the 18th century, but that trade grew dramatically from about 1820. The resulting widespread addiction in China was causing serious social and economic disruption there. The Opium Wars in the mid-19th century were a critical juncture in modern Chinese history. The first Opium War was fought between China and Great Britain from 1839 to 1842. In the second Opium War, from 1856 to 1860, a weakened China fought both Great Britain and France. China lost both the wars. As a result China had to cede the territory of Hong Kong to British control, open ports to trade with foreigners, and grant special rights to foreigners operating within the ports. In addition, the Chinese government had to stand by as the British increased their opium sales to people in China. The British did this in the name of free trade and without regard to the consequences for the Chinese government and Chinese people.

This period also witnessed the flow of Chinese and Indian bonded labour (slaves) to Africa and West Indies, mainly by Britain.

c) Period of New Imperialism: Late 19th century

In this period, the European powers competed for supremacy over Africa and many parts of Asia (1880-1914). On the other hand there were the Spanish-American Wars and US acquisition of Philippines and other Pacific territories.

d) The First and Second World Wars

The two world wars deeply affected the economy of countries like India. Soon after the First World War, Great Depression occurred in the European nations in 1929, which had a detrimental effect on India which was then ruled by British. The Government of British India ordered for a protective trade policy, which was just in the interest of England. The sea based trade was drastically reduced while the agricultural sector crippled. The international recession lead to very high inflation as the prices sky-rocketed for various goods and services.

The Second World War between 1939-45 led to huge economic imbalances that prevailed long after peace was attained in India. The root cause of the entire Indian economic problem was inflation on account of war expenditure, which had to be financed by India and the devaluation of Indian currency.

3) **Period of De-colonization (19^{th}-20^{th} century) and the Independence of underdeveloped colonies**

This period saw the decolonization in America, Asia, including India and most of Africa. In India it witnessed the end of British colonialism and attainment of Independence.

The Effect of Colonialism

The gap between the developed and underdeveloped countries widened as a result of colonialism. The colonial powers which were endowed with technological and commercial abilities along with possession of large amount of capital exploited the poor and underdeveloped countries under their dominance and extracted a part of their produce. Development, then, was based on international division of labour which allowed industrial development to take place in some countries while preventing it in others. It thus follows that the emergence of colonialism led to a pattern of development different from that which would have occurred if their growth had occurred based mainly on their internal socio-economic forces. Perpetuation of underdevelopment in the poor developed countries cannot be fully understood without analyzing how they came to be conditioned and dominated by colonialism.

This colonialism in its turn emerged on the scene as a product of world capitalism. Colonialism is essentially an economic phenomenon under which capitalist development in the Western Europe changed the entire world resulting in the existence of two groups of countries, the colonial ruler countries and their dependent colonies which they exploited to promote further industrial development in their own countries. With this, a particular international division of labour came to prevail under which the poor underdeveloped countries became the suppliers of minerals and agricultural raw materials to their colonial powers that ruled them.

The poor and backward countries were also used as markets for industrial products of the colonial powers. Besides, the industrialists of these colonial powers started investment in mines and plantations of the poor underdeveloped countries and repatriated profits to their home countries.

These industrialists of colonial powers got cheap minerals and agricultural raw materials from their dependent colonies and sold the final industrial products in these poor countries at higher prices. This represents what has come to be called unequal exchange through which the industrial powers exploited the people of poor countries. They invested in those lines of production like minerals and plantations which they exported. They made little investment in the industrial development of the poor underdeveloped countries.

In fact, as has been emphasized by Nobel Laureate Swedish economist Gunaer Myrdal in 1956 that, the industrial growth of the rich countries had a 'backwash effect' on the growth of the underdeveloped countries. The emergence of colonialism and their exploitation of the poor underdeveloped countries led to their 'de-industrialisation'. Thus India's famous handloom industries declined due to their being unable to compete with the products of industrial powers which rendered millions of people unemployed and led to the perpetuation of underdevelopment in these countries.

Characteristics of Developing Societies

The entire historical process of development has been responsible for the disparity between nations regarding development and/or underdevelopment. The developing countries differ from one another regarding their problems. However, despite this great diversity there are many common features of the developing economies. It is because of thesecommon characteristics that their developmental problems are studied within a common analytical framework of development economics. These characteristics are as follows:

1. **Low Per Capita Income**

   The average per capita income of these countries is extremely low, compared to the developed nations The **World Bank** has classified various nations as low, lower-middle, upper-middle and high per capita income countries. Low per capita income is one of the most defining characteristics of developing economies. They suffer from low per capita income level, which results in low savings and low investments. It means the average person doesn't earn enough money to invest or save money. They spend whatever they earn.

   New limits are determined at the start of the World Bank's fiscal year in July and that remains fixed for 12 months regarding per capita income for classifying countries according to per capita income. As of July 1, 2019, the new thresholds for classification by per capita income per year are:

Threshold	July 2019 ($)
Low Income	<1025
Lower-Middle Income	1026-3995
Upper-Middle Income	3996-12375
High Income	>12375

2. **High population growth rate/size**

   The developing nations either have high population growth rates or large populations. Very often this is because of lack of family planning options, and the belief that more children could result in a higher labor force for the family to earn income. Therise in population in recent decades is also because of higher birth rates and reduced death rates through improved health care.

3. **High Unemployment Rate**

   Large-scale unemployment is a major factor perpetuating underdevelopment in these countries. Moreover, in rural areas, unemployment suffers from large seasonal variations and this results in wide spread rural-urban migration in agricultural off-seasons in search of jobs.

4. **Excessive Dependence on the Primary Sector for Employment**
   Traditionally almost 75% of the population of low-income countries is rurally based. As income levels rise, the structure of demand changes, which leads to a rise in the importance of the manufacturing sector and then the services sector.
5. **Vicious Cycle of Poverty**
   Low per capita income, high rate of population growth and high unemployment creates a vicious cycle of poverty that most of the population struggles to escape. The percentage of people in absolute poverty (below the minimum income level, defined by poverty line) is high in developing countries. It is a consumption of Rs 27 a day per person for rural areas and Rs 30 a day for urban areas.
6. **Disproportionate Dependence on Exports of Primary goods**
   A significant portion of output in developing countries originates from the primary sector, that is, agriculture, mining and allied activities. As a result, a large portion of exports is also from the primary sector.
7. **Excessive Dependence on Foreign Debt**
   The governments of these countries borrow heavily from foreign countries to run their expenses and debt servicing becomes a heavy burden.
8. **Unfavorable Institutional Structure**
   Many of the customs,traditions and culture of these countries pave the way for uneconomic spending and perpetuate underdevelopment. Very often unstable governments and political corruption add fuel to the fire of underdevelopment.

The Process of Development

The process of a country becoming more developed, of getting on the path todevelopment, and shedding the ways of the past that resulted in low growth rates, is not, however, simply about the efficient allocation of existing resourceswithin a given institutional regime. It is not simply about maximizing utility or profitswithin the constraints of what is currently available to that society and inherited from the past.Rather, development is fundamentally about the search for an optimalgrowth path, or at least one that is superior to the existing allocation of resources and currentefficiency levels. It requires substantially newinstitutional patterns and organizational structures necessary to support such a dynamic processof change.

To get a country on the road to development very often requires a great leap forward and away from the past structures. Marginal changes of the economy andsociety simply may be insufficient to initiate the forward momentum needed to propel thesystem in the requisite new direction and on to a higher path of progress for the future. For theless-developed nations, development compels them to undertake substantial qualitative**structural change**. The future cannot be just an extension of the past, of doing more of whatis now being done. Change must be dramatic. The past-binding structures and their weight onthe present are precisely what have made these nations underdeveloped and it is these structures of power that need to be transcended.

Development Communication has an important role in bringing about such structural changes. Positive communication through the mass media definitely has a role to play in ensuring the participation and involvement of the masses in developmental activities.

Structural Changes

There are a number of **majorstructural changes**and patterns identified by developmenteconomists and economic historians that are believed to be characteristic of any successfuldevelopment process. These structural changes are as follows:

1. **Increase in industrialization**

   Economic growth and development arestrongly associated with an increasing share of a nation's output and labor force involved inindustrial, especially manufacturing activities. Over time, services become increasingly important too, as an economymatures even further.Wages tend to be higher in the industrial sector than in agriculture, because the level anduse of technology are greater. This leads to both higher levels of production and workerproductivity, and the resulting higher income that is created is shared by workers andowners of enterprises. Production methods also become relatively intensive in the use ofknowledge, that is, human capitaland physical capital. As part of this process, theurban population tends to grow both relatively and absolutely compared to the ruralpopulation, as rural workers migrate to the cities in search of the higher incomes in industrial jobs.

2. **Decrease in the share of agriculture in National Income**

   Parallel to the expansion of the industrial sector of theeconomy is a decline in the share of agricultural output in total output. This also means areduction in the share of the total labor force employed in agriculture and a decrease in theshare of the rural population within the total population.It is this shift of workers from low-productivity agricultural employment to higherproductivityindustrial employment that contributes to a sharp increase in total nationaloutput when this process of internal labor migration is initiated. Technologicalprogress and labor productivity are typically lower in the primary (agriculture, mining, andfishing) sector, but over time, output per person approaches the level reached in the industrial sector, as the fewer workers in agriculture produce more output perworker.

3. **Changing international trade patterns**

Successful development is almost always marked by maturationin the structure of trade, as a limited range of primary exports—agriculture andfishing products, unprocessed mining and other extractive minerals, and forestryproducts—are replaced by both a greater diversity of export products and by an evolvingexport mix toward manufactured goods and services.As a result of this evolutionary transformation, manufacturing exports typically come todominate the export profile of moredeveloped nations as the share of primary exports intotal exports shrinks within the export profile.

4. **Increased application of human capital and knowledge to production**
   Economic growth and development require increases in the productivity of labor in allsectors of the economy if incomes and the standard of living of the population are to rise.This is achieved partly, but quite importantly, through improvements in the training andeducation of the existing and future labor force by means of increases in what economistscall *human capital accumulation*. This takes place not only through the formal schoolingprocess but also via "learning-by-doing" at the workplace.Increased productivity of labor in agriculture and industry is also a consequence of an expansion in the use of more physical capital, that is, more machines and tools which typically embody more advancedtechnology and knowledge that can help to make a properly trained labor force evenmoreefficient.Greaterproductivity means the possibility of higher wages for labor and an easier work-placeenvironment, both of which contribute to the well-being of the population.

5. **Undertaking essential institutional changes**
   Economic growth and developmentrequire fundamental institutional changes. New organizations such as banks, stockand bond exchanges, and insurance companies gain added importance as an economymodernizes. The role of the central governmentmust change to incubate privateinitiatives, and sometimes to fill gaps when the private

sector lacks initiative.Physical infrastructure such as roads, ports, communications, the provision ofelectricity, water, and other essential services must be improved, and the nation typicallymust play a central role in these areas, particularly during early stages of structuraltransformation.

The Journey toDevelopment: An Historical Overview

Since the late 19^{th} and early 20^{th} centuries, began the journey towards development and the entire process can be broadly classified into the following time periods:

I. The Genesis of Organized Development Assistance (ODA) in the post World War Period

This period saw the birth of institutions like International Monetary Fund (IMF), World Bank and United Nations family of special agencies. Founded at the Bretton Woods conference in 1944, the two institutions have complementary missions. The **World Bank Group** works with developing countries to reduce poverty. It provides financing, designs projects, gives policy advice, and technical assistance to governments and also the private sector.The **International Monetary Fund**lends to countries with balance of payments and other difficulties.

The Bretton Woods Conference, officially known as the United Nations Monetary and Financial Conference, was a gathering of delegates from 44 nations that met from July 1 to 22, 1944 in Bretton Woods, New Hampshire in the United States of America, to agree upon a series of new rules for the post-World War II international monetary system. The two major accomplishments of the conference were the creation of the International Monetary Fund (IMF) and the

International Bank for Reconstruction and Development (IBRD), that is, the World Bank.

The international leaders concluded that economic cooperation was the only way to achieve both peace and prosperity, at home and abroad.

II. Development of Emerging Third World (1950s)

In this period development was conceived as infusion of capital and diffusion of modern innovations, mostly from the West to foster self-reliance. That is why development was taken to be synonymous with industrialization, urbanization and westernization.Emphasis was also given to radical change in Third World social structure. It was during this period that Walt Rostow developed his theory of self-sustained growth.

III. First Decade of Development (1960s): the Period of Optimism

This period also stressed on economic growth through industrialization and urbanization with the help of capital intensive technology.The **Dominant Paradigm ofDevelopment**was conceived of at this time. It is a belief in the benefits of industrialization in a capitalist economic system. The technological advancements were assumed to carry solutions to the political and economic problems experienced in underdeveloped regions or countries.

Also the idea of **Centralized Economic Planning** dominated the developing world. During this period, economists were of opinion that underdevelopment was deep-rooted in some countries due to their internal problems, such as biased social structure, traditional attitudes.

Mass media was identified as an important agent of economic change in this period. The minimum criterion of media availability for development was also fixed, namely: 10 newspapers, 5 radios, 2 televisions and 2 cinema seats per 100 people.

IV. Second Decade of Development (1970s): the Period of Pessimism

In this period a general feeling of disappointment developed regarding the rate and nature of development. The economic advancement of underdeveloped countries was given more importance and developing nations came into the limelight. At the same time underdevelopment of the Third World Nations was seen as a consequenceof development of Europe.

The Dominant Paradigm of development started weakening from this period, as it was pointed out that this theory neglected social and political barriers to change.

The economists and sociologists also realized that mass media independently cannot bring about development, as it is dependent upon many extraneous factors.

V. The New Millennium and Economic Liberalization

The creative developmental initiatives that marked the 1950s, 1960s, and 1970s was thestraightforward fact that the few Developing nations who continued on a successful trajectoryin the 1980s did so with the help of somenational projects of development, financed through foreign aid.These nations were all located in Asia. As the 1980s bled into the 1990s, the debt crisis became severe. As a result, the Washington based institutions IMF prescribed for austerity, the World Bank advised to go in for structural adjustment.

- Slowly and quietly around 2002 the shadow of the 1980s and 1990s was replaced by a risingtide that continued to sweep the developing nations forward through 2012, as the policy of economic reforms and liberalization gained ground. By 2013 "success"—so long forgotten—seemed to be, at long-last, once-again materializing to some extent. SeveralEast Asian nations, particularly China, marched ahead.By 2013, after more than a decade, inmost developing nations, a ray of hope, however faint, could be detected. Let us considerthe following:
- From 2000 through 2012 the annual real rate of growth per capita for the less developednations rose by 5.0 percent. At that rate,

real income per person over this thirteen-yearperiod had doubled.This rate of growth per capita was five times higherthan the rate of growth of the developednations.During the first decade of the twenty-first century the real rate of growth per person peryear in East Asia was 8.6 percent—which far more than doubled the average standard ofliving for well over 1 billion people.

- As noted by the United Nations Development Program in their 2013 *Human DevelopmentReport: The rise of the South (Developing World) is unprecedented in its speed and scale. Never in history have the livingconditions and prospects of so many people changed so dramatically and so fast ... the current economictakeoffs in China and India began with about 1 billion people in each country and doubled output percapita in less than 20 years—an economic force affecting a hundred times as many people as theIndustrial Revolution did.*The *Report* further notes that: *The 21st century transformation of the Developing World has been accompaniedby major advances in public health, education, transportation, telecommunications, and civic engagementin national governance. The human development consequences have been profound: the proportion ofpeople living in extreme poverty fell from 43.1 percent in 1990 to 22.4 percent in 2008; more than500 million people have been lifted out of poverty in China alone.*
- Developing nations have increased their share of world merchandise trade during the1980–2010 period from 25 percent to 47 percent, while their share of world output hasrisen from 33 to 45.
- Across the developing nations the infant mortality rate fell by 50 percent from 1990 to 2010.Malnutrition, once the number one risk factor for death, had fallen to the number eightposition by 2010.

Truman’s Point Four Programme (1949)

After US President Franklin Delano Roosevelt died suddenly in 1945, Harry S. Truman served out the remainder of Roosevelt’s term andran for re-election, winning the presidential race in 1948.Therefore, his first inaugural address was in 1949, althoughhe had been president for almost four years. The MarshallPlan—providing a massive influx of American capital torebuild Europe after the Second World War—was alreadyunderway, which addressed European post-war recovery.

One of the most pressing problems in the immediate aftermath of World War II was the reconstruction of Europe. The war left a swath of destruction that crippled infrastructure and led to massive food shortages in the winter of 1946-1947.

To stabilize the European economy, US Secretary of State George C. Marshall proposed a plan to provide Europe with $13 billion in economic aid.

The Marshall Plan proved enormously successful and helped to rehabilitate European nations that accepted the aid. It also provided a boost to the American economy, since Marshall Plan funds were used to purchase American goods.

Truman’s inaugural address proposed aid programs for nations outside the European region, offering American scientific techniques and technical expertise. Truman’s policy was to:

(1) support the United Nations;

(2) continue to support European economic recovery;

(3) aiding countries in maintaining their newly achieved freedom;

(4) “making the benefits of the UnitedStates’ scientific advances and industrial progress availablefor the improvement and growth of underdevelopedareas.

Truman declared that the majority of the globalpopulation lived in abject poverty, with little hope ofeconomic improvement. That static poverty, he opined,made them a threat to themselves as well as to moredeveloped areas of the world. Truman called on the UnitedStates to share technical knowledge and resources, and tolead the effort to increase capital investment in these poor areas of the world. Therefore, the final policy goal becamethe basis of the new program for global development and isimportant to the analysis of international implications ofthe policies.

US President Harry S. Truman broke with the policy of his predecessor Franklin D. Roosevelt and redefined the country’s foreign policy guidelines. However, experts have pointed out that, his aim was to give financial and military aid to the countries threatened by Soviet expansion and thus check the spread of Communism.

The Traditional models of Development

Rostow’s Five Stages of Growth

Among the traditional models of economic development, mention may be made of W. Rostow’s five stages of economic growth. He has classified the stages as follows:

1. Stagnant Situation

This is a primitive situation, where there is no effort towards economic development. The government and the society are averse towards economic development. So the economy staggers on along the traditional lines of activities like agriculture.

2. Preconditions to Take off

This is the stage at which economic growth just begins and that is the result of: An increase in investment, substantial development of the manufacturing sector, a slowing down of the rate of population growth, application of modern techniques in agricultural production.

3. Take Off

In this stage, the initial increase in investment brings about radical changes in techniques of production, as a result of which per capita real income increases.

4. Self-sustained growth

In this stage a country can carry on economic development without foreign aid.

5. Stage of large scale mass consumption

In this final stage, the goods necessary for a higher standard of living are produced in abundance for mass consumption.

Dominant Paradigm of Development

In the post-World War II period, mainly during the 1960s, the western economists visualized development as the outcome of industrialization and urbanization with the help of capital intensive technology. This is commonly referred to as the Dominant Paradigm of Development. According to Prof. Everett M. Rogers (1976) the main elements of the dominant paradigm were the emphasis on economic growth, capital-intensive technology and centralized planning; and the attribution of underdevelopment mainly to internal causes.This modernization paradigm promoted by political scientists and scholars of Western countries became so strong and so pervasive in every dimension of social life that it became also known as the "dominant paradigm."

Daniel Lerner and Wilbur Schramm (1964) supported the dominant paradigm and advocated automation and technology for development and change. They made significant contributions in identifying the role of communication for technological development. The development community argued that the case of underdevelopment in the developing countries was not due to external causes but due to internal causes present within the nation and the individual as well as within the social structure. The individual was to be blamed to the extent that he was resistant to change and modernization, whereas Rogersargued that the social structural constraints like government bureaucracy, land tenure system, caste, exploitative linkages, etc. were also to be blamed.

Lerner pointed that since the individual was identified as the cause of underdevelopment, he was also the starting point to bring about social change. The modernization of the individual's traditional values became the priority task.

Lerner, Schramm and Rogers emphasized role of mass media for bringing about development and social, political changes. Lerner identified four indices of development: industrialization, literacy, media exposure and political participation. People have to be participatory for the nation to enter into the path of development. Lerner (1958) suggested that media exposure, political participation and developing psychic empathy are necessary for development. Modern society is a participant society and it works by consensus. Again that participation must be supported by knowledge about the situation of the economy and society. Herein lies the relevance of development communication and its importance for the mass media.

This theory, however, ignores the equality of distribution of the benefits of development.Moreover, the dominant paradigm failed to differentiate the developing counties with rich resources or those with lesser resources. But these two types of developing countries needed entirely different prescriptions to achieve the best results in the field of economic advancement.

Alternative Concepts of Development

Basic Needs Model of Development

The weak position of the common man due to dependency and deprivation necessitated the need for the "Basic Needs Model" (BNM). Essentially, it refers to the situation where large sections of a country's population do not participate in social, cultural, economic and political activities of that country, due to their poor economic conditions. The concept of marginality gave rise to the idea that the depressed groups have the right to enjoy the products of society be it goods, services, cultural values or any other results of modernization.

The attributed causes of underdevelopment are that, the deprived sector is devoid of basic needs and people are living below subsistence level. BNM is an attempt to deal directly with world poverty by meeting the basic needs of the lowest 40% income groups in the fields of food, nutrition, health, education, housing through employment and income.

Sustainable Development

Sustainable development is a model of development which tries to bring about economic and social justice, protects the environment and strengthens institutional capacities. According to the Bruntland Report (1987), the sustainability of development must satisfy the condition to fulfil the needs of the present without compromising the ability of future generations to meet their own needs. The importance of this notion has been advocated, among others, by Amartya Sen, who pointed out that “It cannot be doubted that the concept of sustainable development, pioneered by Bruntland, has served as an illuminating and powerful starting point for simultaneously considering the future and the present”. In fact,Sen has always stressed the centrality of individual entitlements, opportunities, and rights as conceptual foundations of economic and social choice, developing an approach focused on the freedom of individuals to pursue their own objectives of life.

Human Development Approach

The first United Nations Development Programme (UNDP) Human Development Report published in 1990 stated that: “The basic objective of development is to create an enabling environment for people to enjoy long, healthy and creative lives.” It also defined human development as “a process of enlarging people’s choices”, “and strengthen human capabilities” in a way which enables them to lead longer, healthier and fuller lives.

From this broad definition of human development, one gets an idea of three critical issues involved in human development interpretation. These are: to lead a long and healthy life, to be educated, and to enjoy a decent standard of living.

Per capita income does not stand as a true index of development of any country. To overcome this problem and to understand the dynamics of development, the United Nations Development Programme (UNDP) developed the concept of Human Development Index (HDI) in the 1990s. This index brought in revolutionary changes not only in development, but also in the policy environment in which the government was assigned a major role instead of market forces.

Economic development now refers to expanding capabilities. According to Amartya Sen, the basic objective of development is 'the expansion of human capabilities. The capability of a person reflects the various combinations of 'doings and beings' that one can achieve. It then reflects that the people are capable of doing or being. Capability thus describes a person's freedom to choose between different ways of living.

For example:

Can people read and write? Are foodstuffs distributed among people in a universal manner? Do poor students get midday meal in schools? Do the poor children get adequately nourishing diets at home? No one would doubt that an illiterate poor person cannot have the same capabilities that a rich literate one gets. Thus capability failure leads to poverty and deprivation. This perspective of development, as enunciated by A. Sen, suggests why development economists put greater emphasis on education and health.

There are many countries in the world which —despite high levels of per capita GDP growth/ real income—experience high mortality rate, undernourishment rate, poor literacy, and so on. This is a case called 'growth without development'.

Sen's intellectual insights and fundamental ideas induced UNDP to formulate HDI as a comprehensive measure of development. It may be reiterated that the HDI as used in the Human Development Reports to compare different countries in the world has been designed as alternative to per capita GDP/GNP. Today, it is the most single commonly used measure to evaluate development outcomes.

The noted Pakistani economist Mahbub ul Haq considered four essential pillars of human development.

These are:

i. Equality,

ii. Sustainability,

iii. Productivity, and

iv. Empowerment.

Equality:

If development is viewed in terms of enhancing people's basic capabilities, people must enjoy equitable access to opportunities.

It is to be added here that basic education serves as a catalyst of social change. Once the access to such opportunity is opened up in an equitable way, women or religious minorities or ethnic minorities would be able to remove socio-economic obstacles of development. This then surely brings about a change in power relations and makes society more equitable.

Sustainability:

Another important facet of human development is that, development should 'keep going', should 'last long'. The concept of sustainable development focuses on the need to maintain the long-term protective capacity of the biosphere. This then suggests that growth cannot go on indefinitely; there are, of course, 'limits to growth.'

Productivity:

Productivity requires investment in people. This is commonly called investment in human capital. Investment in human capital—in addition to physical capital—can add more productivity.

The improvement in the quality of human resources raises the productivity of existing resources. Theodore W. Schultz—the Nobel Prize-winning economist—articulated its importance: **"The decisive factors of production in improving the welfare of poor people are not space, energy, and crop land; the decisive factor is the improvement in population quality."**

Empowerment:

The empowerment of people—particularly women—is another component of human development. In other words, genuine human development requires empowerment in all aspects of life. Empowerment implies a political democracy in which people themselves make the decisions about their lives. Under it, people enjoy greater political and civil liberties and remain free from excessive controls and regulations. Empowerment refers to decentralisation of power so that the benefits of governance are reaped by all peoples.

Right based and Participatory approach to Development

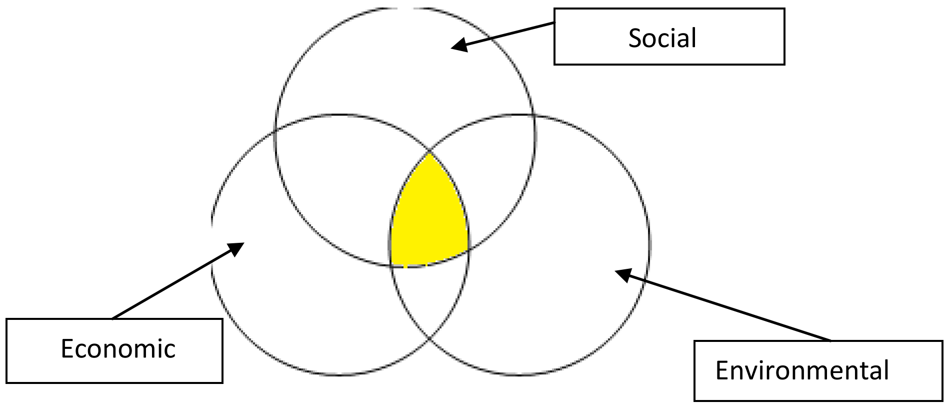
Rights-based development workrecognizes that imbalances in power relations contribute to marginalization and prevent poor people from exercising their rights. It recognizes thatall people, including those living in poverty, have a right to be involved in processes that impact on their lives; Promotes equality and non-discrimination, with a particular focus on vulnerable or marginalized people(s); Recognizes that rights also involve corresponding.

Participation in development has been a widely established practice since the 1990s. Most organizations working in the area of development — from large international agencies, such as the World Bank, to smaller nongovernmental organizations (NGOs) — at least profess the inclusion of local people, stakeholders, and/or beneficiaries in one form or another in some stage of their development projects. Though a single “human right to participation” is not explicitly spelled out in international human rights instruments and declarations, there are numerous international conventions that detail the ways in which participation, in political, public and other spheres, is indeed a human right.

Development as Freedom

This is a concept developed by Prof. Amartya Sen. The freedom to choose is particularly important in assessing the nature of development. Two persons who have identical achievements may not still be seen as enjoying the same level of well-being if one of the two has no option to choose any other bundle of activities, whereas the second person has significant options. Being able to freely choose to lead a particular life may be a point of a richer aspect of the life we lead. The point can be explained by considering the act of "fasting". When a person fasts he is clearly starving, but the nature of that functioning includes the choice not to so starve. A person who has no option but to starve (because, say, of his extreme poverty) cannot be said to be fasting. In assessing the achievements of the persons and of the society, the distinction between fasting and willingly starving may well be very important.

Sustainable Development Goals



Sustainable Development is defined as the development with optimum consumption of natural resource, to serve the need of the people, without compromising the needs of future generations. It encompasses Social, Economic and Environmental aspects, as depicted in the above diagram. It can be observed, that all three intersect and create a small area, which is the sphere of Sustainable Development.

The Sustainable Development Goals (SDGs) were born at the United Nations Conference on Sustainable Development in Rio de Janeiro in 2012. The objective was to produce a set of universal goals that meet the urgent environmental, political and economic challenges facing our world.

The 17 sustainable development goals (SDGs) to transform our world are as follows:

GOAL 1: No Poverty

GOAL 2: Zero Hunger

GOAL 3: Good Health and Well-being

GOAL 4: Quality Education

GOAL 5: Gender Equality

GOAL 6: Clean Water and Sanitation

GOAL 7: Affordable and Clean Energy

GOAL 8: Decent Work and Economic Growth

GOAL 9: Industry, Innovation and Infrastructure

GOAL 10: Reduced Inequality

GOAL 11: Sustainable Cities and Communities

GOAL 12: Responsible Consumption and Production

GOAL 13: Actions to save the Climate

GOAL 14: Protect Life Below Water

GOAL 15: Protect Life on Land

GOAL 16: Develop Strong Institutions for ensuring Peace and Justice

GOAL 17: Build partnerships to achieve the Goal

Nobel Laureate Joseph Stiglitz welcomes the new goals as they apply to all countries, and the SDGs embrace a wider meaning of development than simply growth in GDP. He also welcomes the number of goals, which are a testament to the influence this framework has in setting global norms that will underpin international development efforts.

Amartya Sen emphasized democracy and human rights as keys to sustainable development, and talks about what makes for good development goals (which might not always be quantifiable).

The SDGs replaced the Millennium Development Goals (MDGs), which started a global effort in 2000 to tackle the indignity of poverty. The MDGs established measurable, universally-agreed objectives for tackling extreme poverty and hunger, preventing deadly diseases, and expanding primary education to all children, among other development priorities.

For 15 years, the MDGs drove progress in several important areas: reducing income poverty, providing much needed access to water and sanitation, driving down child mortality and drastically improving maternal health. They also kick-started a global movement for free primary education, inspiring countries to invest in their future generations. Most significantly, the MDGs made huge strides in combatting HIV/AIDS and other treatable diseases such as malaria and tuberculosis.

Key MDG achievements

- More than 1 billion people have been lifted out of extreme poverty (since 1990)
- Child mortality dropped by more than half (since 1990)
- The number of out of school children has dropped by more than half (since 1990)
- HIV/AIDS infections fell by almost 40 percent (since 2000)

The legacy and achievements of the MDGs provide us with valuable lessons and experience to begin work on the new goals. But for millions of people around the world the job remains unfinished. We need to go the last mile on ending hunger, achieving full gender equality, improving health services and getting every child into school beyond primary. The SDGs are also an urgent call to shift the world onto a more sustainable path.

The SDGs are a bold commitment to finish what we started, and tackle some of the more pressing challenges facing the world today. All 17 Goals are interconnected, meaning success in one affects success for others. Dealing with the threat of climate change impacts how we manage our fragile natural resources, achieving gender equality or better health helps eradicate poverty, and fostering peace and inclusive societies will reduce inequalities and help economies prosper. In short, this is the greatest chance we have to improve life for future generations.

> The SDGs are unique in that they cover issues that affect all. They reaffirm the international commitment to end poverty, permanently, everywhere. They are ambitious in making sure that no one is left behind. More importantly, they involve all to build a more sustainable, safer, more prosperous planet for the humanity.