Visual art, work for Social Changes in Remote Mandor, Jodhpur, Rajasthan, India.

Ramendranath Sarkar
Ph.D.Research Scholar

It is almost 25years, I have been associating myself with remote Rajasthan. Whenever, wherever I go there, I catch up in a legendary past. History comes to me with its cavalcade of visions and images. That place always enthrals and vivid, infinitely rich in colour and light. And it will remain the everlasting glory of Rajput confer on them a claim on the country's eternal gratitude. They are the champions of resistance to foreign invasions. They set an example of their sacrifice to defend their independence, culture, spiritually and art of living. The history of Rajput has been written in the letter of light, fire, blood, and love. It is also that of nameless common men and women of the remote villagers, the mountains, the forest, and the desert, all who shared the burden of the struggle and who found a constant source of inspiration and strength in their common spiritual heritage.

I want to research on the topic Need of Social Advertising for Social Changes in Remote Mandor, Jodhpur through Visual Arts. Sometimes the powerful 2words slogan like Vande Mataram, Inquilab Jindabad what brought us the revolutionary freedom for India. The slogan has really work wonderfully. Villagers understand the symbolic meaning of our The National tricolour flag, though they don't know how many spokes are there in Dharma Chakra or in Asoka Chakra. Villagers also understand the Satyamev Jayate (Truth Alone Triumphs) under the Lion capital of Asoka, which is an emblem of government of India. They can differentiate between rupees five note and rupees 2000 notes by identify the design or picture and different colours being used. Surprisingly, they can't follow the traffic rules while moving in a town. But they do recognize the red triangle symbol of family planning.

This topic is very important for those people who are living in remote places in Mandor. This research will help in understanding how Rural Advertising is shortening the gap between rural life and Urban life and its influence on the socio – economic system of remote Mandor. It's really a unique topic itself. So many villagers in every segment of from young to old that includes men and women, girl child will get benefit by it.

This research studies will enhance the life condition of remote people. The research work in remote Mandor (Jodhpur) will suggest that:

i.   Social campaign bringing rapid mind set of villagers.

ii. Strong social messages are very effective to settle down pricing with the help of Visual Arts.

iii.Social Advertising is taking care to build an awareness of what to do or what not do which are big helping hands to villagers.

iv. Social advertising through Visual Arts works for a better life.

All these will bring an economic change in remote places of Mandor.

Social advertising or social service advertising that relies on social information through visual communications. Many current instances of social advertising make use of a specific interpretation service to gather social data from various social topics. Basically, it focuses on social issues like Family Planning, Girl child education, Cleanliness, Suicide of farmers, drinking of alcohol, Care for Aged and Disabled, Drugs and Smoking habit, Pollution, and many more. The basic purpose is public education through proper messages with visual arts. Social advertising establishes and maintains relationship with consumers, and also deliver communications to the people in remote Mandor (Jodhpur). I had visited few remote places and talked to the villagers at random. They had expressed their dissatisfaction on genuine problem that are facing every day. Here public service campaign does not sell products or services but gives ideas and through visual and texts for remote villagers. It also improves to charge to the social, cultural and moral values of the   villagers. It can boost the society's moral values like the Dowry, Bonded labour, Poverty, education, health-care. Now, the task is little tough: how to reach to the villager's mind and interpret the solutions for all these social issues. Lack of

knowledge of literacy, they are unable to read and write. But they enjoy if anything it is interpreted in the form of visual arts or hearing media. In most of the villages hardly have wall space, except for the school wall? At least school students can read the visuals and carry forward to their respective villages. In a weekly market the element of visuals arts through road show, story - tale with Kabadstory-telling, Patchitra (story telling), Katputly, street theatre, Nautanki, Tamasha etc. social messages can be delivered to the village community.

Rajasthan, the land of kings. Jodhpur, where ray of sun splashes with gold and purple colour on the desert regions, on cities and the magnificent palaces and villages, making flowers bloom, flooding the jungles and forests. Transforming everything with magical touch through the hours and through seasons. The light lingers still in the evening on the summit of the sacred mountains around. Jodhpur to be called both as Sun City and Blue City. Everywhere in Jodhpur all walls are painted with advertising with beautiful paintings. But the messages are missing completely. I'll be working on complete communication through Advertising with 50 percent visual and 50 percent relevant writings. What is advertising and how it effects on common on of Mandor villages of Jodhpur. Advertising defines non-pay, a company's non-personal performance of concepts, products, and services. It's to notify the whole population. Mass marketing, or advertising, has evolved similarly to mass production and has become a necessary component of it. Social advertising is a non-personal, non-profit form of communication that reaches a large audience. Advertising encourages consumers to make an informed decision about what to buy. The information provided should only contain true information. The advertiser should expect to create a favourable lead to the customers. Advertising always makes an effort to convert predictions into customers. It turns into a form of indirect salesmanship and is essentially an influence tactic. The expansion of advertising's profits does not try to increase revenues by raising costs. It only encourages sales. As a result, the cost of those things won't go up. This is why it evolved into a more effective sales strategy rather than a more expensive one. Advertising is non-personal in nature, whereas salesmanship is an individual selling. Advertising aims to reach as many people as possible rather than a single individual. Its marketing's lack of individualized appeal A sponsored is someone or a business that pays for the advertisement. Branded businesses generate more sales. A branded product enjoys a healthy market because of its brand identification and repute, which includes TATA and Birla. Advertising enables customers to make purchases based on their preferences and financial circumstances. Making the appropriate decision thus leads to delighted and happy customers. Advertising is considered a faculty of art because it represents a field of innovation and creativity. There is a body of organized experience in advertising.With its professional organizations, it has a specialized approach. Element of Marking Mix is a crucial component of the advertising promotion mix. The selling of goods and services is significantly influenced by advertising. The advertising budgets of large production firms are millions. A successful advertising campaign contains aspects of imagination and originality. The publicist believes that creativity and expression lead the path for successful marketing, and that this meets consumer expectations. Social Awareness Advertising is a kind of non-profit advertising.Which educate mass illiterate villagers. And it will help villagers to see themselves a self- governing community. At the end they can enhance their livelihood. Now the task is for the Indian advertising industry is to reach rural India, first. They should be firmly grounded in rural insight, values, and traditions. Advertiser need to study local colour, customs, and modes of visual communication to make itself applicable to rural society. It needs to build trust of the villagers by challenging excessive dependency on western advertising. It needs to be deceptive through manipulation. It has to grasp out and tell to the level that it can bring about the desire behavioural changes. It has to find the way to recreate innovative ways. The advertiser provides required innovation and imagination to bring about substantive changes to rural Jodhpur, Rajasthan [1]. Will it be able to tap the raw ability of the illiterate Madari and provide insight into rural advertising? They create humour and convey social messages while presenting their performing items. People enjoy every bit of it. Social advertising that relies on social information through advertising communications. Many current instances of social advertising make use of a specific interpretation service to gather social data from various social topics. It basically focuses on social issues like FamilyPlanning, Girl child education [Pic282], Cleanliness, Suicide of farmers, drinking of alcohol, Care for Aged and Disabled, Drugs and Smoking habit, Pollution, and many more. The basic purpose is public education through great texts with visual arts. Social advertising establishes and maintains relationshipwith consumers, and also deliver communications to the people in remote Mandor, Jodhpur. I had visited few remote places and talked to the villagers at random. They had expressed their dissatisfaction on genuine problem that are facing every day. Here public service campaign does not sell products or services but gives ideas and messages for the villagers. It also enhances the accountability to the social, cultural and moral values of the villagers. It can boost the society's moral values e.g., the Dowry, caste system, Bonded labour, caste system, Honour killing, child marriage. Now, the task is little tough. How to reach to the villager's mind and interpret the solutions for all these social issues. Lack of knowledge of literacy, they are unable to read and write.[2] But they enjoy if anything it is interpreted in the form of visual arts or hearing media. In most of the villages hardly have wall space, except for the school wall? At least school students can read and understand the visuals and carry forward to their respective villagers. In a weekly-market arts through road show, story - tale with Katputly, street theatre, Nautanki, Tamasha etc., social

messages can be delivered to the village community. Advertising is a necessary component of existence. It is a widespread strategy for social advertising. Over time, advertising strategies have evolved. And the function and goal of advertising have also altered. The society can survive and live better thanks to this publicity. The following are some benefits of advertising to society: People are being urged to buy goods and services by assurance. It is the focal point of marketing. A car company, for example, must advertise more effectively owing to the wide range of competing items. Advertisers frequently have an impact on societal members. Advertising may occasionally encourage consumers to buy things by creating a sense of insufficiency. In order to bridge the distance between people, trends use advertising to communicate varied cultures. It makes a distinction in social life. Which ultimately supports the economic expansion of advertising. Additionally, through boosting demand and economic activity, it helps the economy flourish. It makes people want to shop more. The economy is boosted by shopping. As a result, it raises the people' level of living and means of subsistence. Mandor villager's options to increase their income and standard of living are made possible by advertising. People are motivated to make significant purchases, which raises their standard of living. It opens the door to employment. Demand for products and services is increased by acceptable advertising. High demand means more product manufacturing, which uses more human resources. As a result, it is producing job vacancies.Effective Advertising for Society through Visual Art. Visual language performs two types of appeal, covert and overt. Indian advertisers use religious symbols and colour to create religious appeals. For instance, the colour green is associated with Islam. The company uses a green packaging for Muslim-dominated regions of India, while purple and red, saffron colours are used to target Hindu areas. Some product types use religion in an overt fashion for segment marketing as well as for product branding. Product types such as tobacco, Pan Masala, and incense are heavily on the use of the picture of Hindu Gods to target male customers. Overt symbols of Hinduism such as the use of the lotus flower, om a mystic name for the triad of deities Brahma, Vishnu and Mahesh, or gayatri mantra are quite widespread for a list of symbols, used in advertising for product association. Today, our world is actually going through a lot of serious problems and we must take some required measure to preserve it. Time isarrived to save the world with innovation and creativity to reach the common people around the glove. Let remote villages get worried and aware about the constant down-fall of environment and increase the social and economic problems. Given a chance to the people of the villages,they can save the world. What it needs a little change of attitude in social advertising through visuals. Visual Art. The change of attitude in consumer's approaches through advertiser and advertising agencies.

Let's see, who can take a diveforward by helping consumers to contribute for a good cause. An advertising agency through their strong communication skills, build the strong connection and trust in the consumer's mind. Today, social awareness and thoughtful change in present consumers, advertiser who can decided to do on a social campaign for their brands. Now, it is up-to brands they deserve to be trusted by village customers and how they can add value to their lives. Advertising has an influence on society's values and life styles. It has both bad-effects of advertising and effective advertising. This may involve branding rather than altering society's values. Advertising can occasionally encourage the use of stereotypes by particular groups of people in particular positions. Typically, women are portrayed as housewives, mothers, or partners to males. We think that advertising makes it possible to distinguish between those who are similarly sensitive to pricing. It is the relative price increases with an increase in advertising implying. Ans thus, advertising is increasing sensitivity to price, (specially for the villagers). It sometime can make people worry. Its lack of self-confidence while claiming that the advertiser's products will reduce worries. Sometimes publicity can create a bit fear where no fear really sexists. It is magnifying hidden fears for the society. Many parents, they were incensed by liquor surrogate commercials because they thought they contained obscene elements. As a result, it has social consequences that transcend beyond the confines of simple product sales. Children are, in fact, exposed to messages that they find offensive, unethical, or purely adult-oriented. It's a change in taste. An offensive of today may not be so tomorrow. It's because of good communication, today no one questions such ads like the HIV scare. The broadcast networks except after 11 pm in India. They are telecasting condom ads to different places where it talks about contraception.

Ads for hygiene and fashion items rarely use partial nudity. where the product's relevance to nudity. Villagers are less likely to find it insulting or indecent. It can be use in a gentle way by using semiotic languages. Few consumers, gets so offended that they boycott sponsored products. Though, they also have the other channels to switch on. Consumers have power to veto. Recently Tanishq Jewellery ads had to withdraw from media for religion veto. If ads do not pull in the audience, the campaign will have no effect. Sometimes, I feel today that the extensive fear that advertiser is messing and, manipulating on us psychologically, without our agreement, into buying things we don't need. The complete information upon which to base rational decisions, but rather deploys us through brainwashing. Every year, marketers launch tens of thousands of brand-new goods. Most of them have been unable to penetrate buyers' minds. The highest priority is serving one's own interests. involvement of customers in choosing between various brands and different fashions and basing their choice on the cost, the quality of the product based on a special feature, or the convenience. Advertising has

claimed that kids are more prone to it. There is a lot of room for child handling, particularly in TV advertising. Children are given development and vigour through Horlicks and Bourn Vita advertisements. These items are made available in small bag sizes for just Rs. 10 in rural communities so that locals can afford to acquire them. Advertising must communicate the wide range of products and services available to them. Communication is necessary to develop consumer behaviour patterns and lifestyles in order to promote items. The main critique of advertising is that it doesn't serve as a tool to promote purchases and encourage consumption.

As a result, criticism should be viewed as an advertisement. Additionally, it makes a crucial contribution to the promotion of investment and industrial goods. The advertising to the promotion of savings and investment has been referred like better elements. Better Pizza. Maggi had faced terrible problem with their product along with deceptive advertising, and were ordered to stop it for better ingredients slogan. It sounded like – the bigger the lie, the bigger the protection. Therefore, whether such assertions are facts about the goods, non-facts like "Coke is it," or facts unrelated to the product, they must have a basis. Therefore, it serves the interests of both consumers and marketers to ensure that advertising adheres to quality standards and guidelines that may be established by appropriate authorities. Let advertising practises be respectable, legitimate, truthful, and honest. It is essential that advertisers, advertisers, and advertising agencies show a basic interest in the preferences and acceptance of their target audience. They are willing to stand by the discipline of self-regulation specially for remote villagers. In villages, major societies and their cultures are inseparable and they exist together. Putting society first implies that society has value. The media theory connects society and culture as a whole. It must be explained in light of both equally. The term "society" refers to the broad spectrum of social interactions, social positions, and socially acceptable jobs. This culture specifically refers to semiotic expression and activities in social life. The advertising industry is evolving quickly. As the commercialization of media grows the ad world is becoming much practical. With more ads reaching to viewers at a personal level. The advertising world has become a sensitive and a perfect dominion to run socially campaigns. Few Public Service Ad Campaigns that made the viewer stop and take notice. Today social advertising has muscled up enough to compete against some of the best commercial ads though. Reason? These are innovatively thought through, sensitive ads crafted by some of the most creative minds of our country. Anti-smoking ads are showing up through various media channels are more emotionally evocative than ever. Tobacco ads is band, indirect way show the effect on the body provoking negative emotions. These social ads are connecting among village Society, Culture. Visuals are so strong that villager can understand each of these ads.

The beating of a drum brought the first public announcements in the form of advertising to the village. They shouted out their significant messages using their extensive capacity of breadth. Important messages have seen on the walls, inside trains and in a local weekly hutt in remote places at Mandor. Sometimes villager uses camels to move around with advertising message. Mohenjo-Daro and Harappa use to hire people for advertising to sell their art and craft items. We come through excavation in Pompii to know how advertising had worked better way to catch a thief who had stolen a copper. Shopkeeper published an ad; This shop's copper pot has been stolen, and the finder will get 70 sesterces. It was common practise at the time to advertise cultural public events on the walls in order to generate a sizable reaction. In ancient Romans, they were also not far behind of this ad. For public notice they used put as wall-newspaper. It was invention of printing technology, the industrial revolution in Europe that made modern advertising possible. The best method for gauging public demand for factory-produced goods was advertising. In the United States, a number of newspapers and periodicals were published in 1861. Then came space dealers, who had entered the commercial sector and were acting as middlemen between the press and the manufacturers. In Goa, the first printing press was built. The first contemporary advertising agency went into operation around 1875. W. Ayer was asked to create both advertisements and to negotiate for press space. Mr. William Taylor established his advertising agency in London in 1786. Newspapers are launched alongside advertising. Newspaper adverts in black and white rose to prominence at that period in England. A big transformation occurred quickly. Because of the industrial revolution, technology advanced. It travelled far from their factories, sometimes to another continent. It travelled far from their factories, sometimes to another continent. That had created a need for advertising. The new technologies brought down to make newspapers cost effective; cheaper, and widely available, by frequently printed. Advertisements were made bigger to promote the newspaper. Advertisement started with modest headings, describing their products using convincingstyle. Pears Soap for an example: Thomas Barratt took lot of images measured as fine art and used them to bring his brand's quality. That campaign was a huge hit. It was Early Advertising Agencies wanted a response to a crowded marketplace. They had started to introduce promotion of the products. That was desirable in order to survive of a producer. They had claimed themselves as an expert in message manufacturer to their clients. Suffragettes, used a series of art posters to publicise that had worked as an advertising. The main necessity of fighting in World War- I, was young men to join as soldiers. The Advertising agencies from both sides of the Atlantic had confirmed a plentiful supply of recruits through the poster. Advertising on TV. 1950s known as an era of post-war prosperity and it's need sense of materialism. The television especially In America became newest consumer property - all homes could be with one or more

advertisements. In the broadcasting it was regulated strict and tighter controls on sponsorship in UK and Europe. Development was speedy 1917 onwards. The Association of British Advertising and the American Association of Advertising Agencies were also established at that time. Market research and campaign planning were just two of the many services offered by the advertising agency. I'll also talk about how introducing printing technologies could help us get even closer to the locals. Inform the villagers of the day that the Bengal Gazette, also known as the Calcutta General Advertiser, which was created by James Hicky on January 29, 1780, published its first few classifiedads.

First, we'll look at the specific interactions between culture and the media. It is possible to view mass communication as both a sociological and a cultural phenomenon. The culture's institutional framework includes the mass media. It goes without saying that the information, ideas, and facts that the media disseminates crucial to our civilization. Social structure is influenced by cultureconsequently, the primary choices that could be used to define how mass media and cultural interact. The mainstream media was identified as a social construct. Whoever owns or has power over the media has become an authority. They have the option to decide what they wish to do. The fundamental idea behind the Marxist viewpoint was this. The media had substantial influence. It shown the specific ideas and values that conveyed. That became the causes of social change. Above all, the thought to work through distinct incentives and actions was always wanted. This impression fuels a strong conviction in a range of potential media effects, both positive and negative. It relies on the media's promotion of peace and consideration over antisocial principles. India is a good example of the behaviour, as well as the secularisation and innovation of traditional societies. The media can be used to unify and divide society as well as to regulate and disclose information. It has the power to alter society as well. Depending on who was in the lead, the media frequently painted liberals as being not receptive. The media are the primary emissaries of society and serve as its reflections. A society-wide method of collaborating the relationships and experience is mass communication. It is a known truth that the media is concerned with the exchange of information in the broadest meaning possible. It facilitates our ability to grasp social and cultural life in some measure. There a pictures and concepts that the media had made available to us all throughout the world. It turns into the source of knowledge about a shared activity and a current social setting. All sides in theWorld War One [2]frequently utilised posters in America to show their support for the government. Normally, all of those posters would appeal to those who are devoted and patriotic. And both the young boys and girls responded in good numbers. Although one of the war's most recognisable pictures is of Uncle Sam urging men to serve in the American army, in reality, the United States didn't join the war until April 1917. To engage the American people, the government created compelling propaganda posters. The media initially catered to a population with similar social customs and way of life. The media allows us to interact with our culture. Particularly in India, we reside in a secular society. All demographic groups are affected by the media in terms of religion, siblings, schools, parents, and friends. As a result, media has become a significant partof our life. We might be able to mould our own unique version right now. Most likely, the media is to blame. This has just lately developed into a tool for combining different social associations. Ideas for interventions start to emerge. In mediation, a variety oftechniques are utilized. It also suggests that other people and organizations in society are approaching us for selfish reasons. Where we are developing our cultural visions is true for public servants, corporations, and educators. An intervention, in accordance with its definition, occurs when a device is utilized to fill the gap between our senses and the outside world.The information we receive is neither monopolised by the mass media, although they don't control it or meddle in our wider social interactions, they are inescapably everywhere. Indian art's intellectual, philosophical, and aesthetic foundations are highlighted in the section on socialdimensions ofIndian art. It has to strike a balance between comprehending the larger social and humanistic dynamics at play. It also decides on its means, strategies, and objectives. With regard to studying early Indian art, Niranjan Ray made significant contributions that favoured the sociological technique as a corrective-phenomenon. Additionally, he held the opinion that socio-economic factors are not always sufficient to account for artistic processes. The necessity to continually defend Indian art on the basis of one's religious and metaphysical gratification must be abandoned by the art. Ray concentrated on giving Indian art a solid humanistic, aesthetic, and social foundation. Historical dynastic domine of art history moves to socio-political movements, sometimes called mass movements on social changes of power. This is a welcome development. While artistic creation and artist is certainly a participant in the dynamic of social change. It remains to be proved that all artists in all eras reflect on this. The purely sociological approach begins with a hypothesis outside the piece of od art then endogenous to access the artistic creation with the social movements. While this may be applicable to asper of Indian Art. Since the 1960s and onward, the media have maintained touch through mediation with the rest of society, which will also elevate the artists' identity, function, status, and relationship to customers and society. The very institutions with a stake in influencing public perceptions of reality have official and informal power over them. The media, including television, radio, newspapers, and indoor and outdoor communication, give its viewers access to images and information. Recent technological advancements

have a considerably larger impact on communication, making it easier for us to stay in touch with others. Examples of these advancements are the phone, computer, fax, e-mail, WhatsApp, etc. It has been stated on occasion that modern communication technologies have cut off social contact and symbolic exchange from the ownership of a shared space. Currently, it is feasible for an increasing number of people to the other one which interaction and refers to build relations by the media communication. There is no direct or immediate response from the receiver, and often used this role what reflect different attributions of purposefulness. The negotiation can mean different things, ranging from neutrally informing, through compromise, to attempts at manipulation and control. The communication images, which express different ideas about how the media will connect villagers with reality. Some of images are to be found in the media's own self-definition. This will promote integration, continuity, and interpersonal connections. The distributionof information and impressions to rural consumers via mass media must not be disorderly. The client base's perspective can be expanded via the media. They can decide between playing a neutral, passive role or an active one. There are two ways that media might limit participation: one is through honesty versus control, and the other is through impartiality versus participation. Visuals do not relate to really interactive scenarios in which the recipient can act like the sender and engage in media-based engagement. The legal routes used by the media to communicate with the public and spread their preferred point of view on situations and events. Governments, advertisers, religious leaders, certain intellectuals, writers, and artists are only a few of the many layers of individuals that are in competition. The structure of society, which includes myths and impressions, has always intervened in the experience. They are acting in accordance with the goals of other charitable organisations, such as SANCTURY advertisements, publicity stunts, advertising, etc. One can see that mediation is unlikely to be an entirely impartial process given the multiplicity of fundamental motivations that influence the choice and progression of the pictures of reality. In reality, all of these will be very evident in establishing reality. Some platforms have direct ties to social institutions. the first-hand observation of some of the more remote occurrences depicted in the media, such as poverty disease, criminal activity, war, and conflict. Even though the sources of information aren't always totally impartial toward one another, they nonetheless offer some sufficiency and dependability in their interactions. The first era of mass communication is mostly what we observe, especially in relation to power,integration, and societal change over time and geography. In the villages around Jodhpur, the dominant system of economic power is always connected in some way to power and inequality. Political, economic, and legal guidelines are the emphasis of the media. Media are frequently seen as potent forms of influence, with the potential to affect individuals in a variety of ways. theoretical objectives or effects of media influence. It appeals to the audience and draws their attention. Additionally, promote the behaviour of estimation and manipulation. It offers explanations of reality while extensively discussing legality

and status. For the benefit of other strong institutions, the media negotiates power. There

is no single, predominate choice or modification in this situation. Because of this, onecan set themselves apart from audiences and create demand. Which are resilient effect and chances for acquiring media access as wellas theimpact of media logic and how people respond to what the media present. It was disappointed by the revolution's defeat. The crowd is the ideal illustration of what tolerance and market freedom will result in. While others are hybrids, certain models are considered to as complete opposites.The audiences counter-force and oppose the tendencies toward mass dominance. This will open the door for villagers, minorities, and opposing organisations in any free society, and they should be able to create and maintain their own alternative media. Therefore, the possibility exists in both fictional and accurate depictions of media. A few media proprietors are taking advantage of their power to further their personal status, certain financial or political objectives, or both. The best example is Arnab Goswami, editor -in-chief, Republic India, TV channel, who gets bail even after a crime. There is indication of effects on public opinion and actions. Which show a self-governing power of the media is said to be the cause of unplanned harmful effects.

The gang rape and murder of Nirbhaya [Pic18] case is the best example.   All culprits get death punishment and that was executed timely. There was a pressure from all sides. It was from each class of people of India. There were candlelight processions everywhere day after day and month after months. Governments came with bill to save the rape victims immediately. Supreme Court gave the nod. These include, for instance, the denigration of democratic politics, cultural and moral debasement, and the infliction of personal harm, usually done by those who are seeking financial gain. They exercise power without being held accountable and utilise the freedom of the press as insulation from accountability. In The Power of Mass Media, the following questions are raised by the discussion of media effects: Let's see whether the media is under control. Let's figure out who is controlling the media and for whom. Let us know, whose form of the world is accessible. Media is effective in attaining selected ends. Mass media is promoting more or less fairness in society. Whether the media is using their power to influence. Social Integration and Uniqueness a dual viewpoint on media often take advantages. The media was to sort out with the problems of rapid urbanization in the past. The media cope with social mobility and traditional societies. The growth in personal immorality, crime, and disorder is associated with this media. The case of Kanpur-based renowned criminal Vikas Dubey was well-covered by the

media. He was apprehended by authorities and slain in the process. German philosophers of the early twentieth century expressed concerns about the press's societal repressive function. Through leadership, a society puts together and contributes to the creation of the public scope thanks to the press's apparent social functions. This allows for the exchange of ideas between authorities and the general populace. As a result, it is meeting the demand for information. Media is giving society a mirror image of society's ethics. Mass communication as a practise frequently causes detachment, which lowers levels of social harmony. Villagers' collective wisdom is not given enough credit by the media. The media has spread information about what is current and popular in terms of products, ideas, practises, and values from urban centres to rural areas, and from the social top to the bottom. The media can bring disparate people together. They can help newcomers assimilate into isolated rural societies so that their personalities develop. A large-scale can be joined together in this procedure with the aid of media. The principal solution that results from theory and investigation is what we are looking for. Media refers to the direction of influence, which can be either centripetal or centrifugal and can go both ways. In the first, societal change, freedom, individualism, and disintegration are all being provoked. The second one speaks about outcomes that result in increased social order, social integration, and social cohesion. Depending on one's preferences and point of view, social integration and circulation may be valued differently. Consider the two types of media theory—centripetal and centrifugal—in order to make sense of this complex scenario. The upbeat description of the media trend is "freedoms for variety." That can cause society to disintegrate, which might also be advantageous. The media develops fresh informational concepts that promote mobility. This is how it alters the integration of modernity. I will now examine how the level of social control and compliance can be increased or decreased through the use of mass media. How the media can improve or harm social institutions such as the family, political party, small-town community, church, and union.

• The emergence of a subculture, an idea, a social experience, a social action, etc. can be aided or hindered by the media.
• Let's examine how media outlets support people's right to choose their own identities.
• Inform us of the anti-integration bias in online media.

It's challenging to shake the Mandor villages' feel. It's possible that Jodhpur's poorest citizens aren't eating less merely because they don't need the calories. They are because they live in homes where each person eats roughly 1,400 calories each day. After all, 1,200 calories a day is regarded as a semi-starvation diet. It is advised for people who desire to lose weight quickly. It doesn't seem that far away, 1,400. In 2000, the average American male consumed 2,475 calories daily, according to the Centres for Disease Control. They are all smaller and suitable for them in India. There is a reduction in calorie requirement. Sulemon, a man in a small Moroccan community, was asked what he would do with extra money. His wife would buy more expensive food, he claimed. Sulamon values television more than food! Otherwise, village life might be rather dull. The village is in a lifeless state. The village lacks any form of entertainment that can pique people's curiosity. And there isn't much work to be done. In a year, Sulamon had worked a little bit in both agricultural and construction. In addition to these, he looks after their animals and waits for employment opportunities. He had plenty of time to rebuild his own universe as a result. He stayed in a residence without running water or a bathroom. He had a hard time getting a job. He was unable to provide his kids with a quality education. He does, however, have a phone, a DVD player, and a television. It is obvious from the analysis that the impoverished value items that make life more interesting. While measuring poverty is vital, our goal should be to eradicate it from society. The reduction of poverty continues to be one of the most crucial indicators by which we should evaluate our progress as a state or a country. Poverty can ultimately be defeated by the Centre and State mutual initiative for growth, improved labour skills, and job creation. For this approach we need to focus   for the elimination of poverty, so resources should be shifted towards   community-specific schemes (for minorities or the scheduled castes), area-specific investment and income support. This will not only be non-discriminatory, but also ensures that help reaches directly to the really poor, and not just the creamy layer among the poor. According to the Rajasthan Task Force, the government's effective dominance includes a pro-people agenda. Along with women's emancipation, equality, and opportunity, it also incorporates civic participation. The youth are also included in the plan for efficient governance, with specific focus on the socially and economically disadvantaged groups and minorities. The most noteworthy The State Agricultural Produce Marketing (Development and Regulation) Act, 2003 was published by the Ministry of Agriculture. The following are a few key provisions of the model in a market area, consumers can establish multiple markets; growers are not required to sell their produce through the Agricultural Produce Market Committee (APMC); direct sales of farm products to contract farming sponsors are permitted; a single point levy of market fees is imposed on sales; and markets are required to register in order to operate in one or more markets. The Twelfth Plan Working Group on Agricultural Marketing, 2011, however, provided an update on the numerous issues A) the agricultural marketing sector was still dealing with. excessive participation, which raises the price of products and services; B) insufficient infrastructure. Private sector investment reluctance; c) opaque price setting; d) defective equipment and untrained workers; e) lack of market knowledge; and f) restrictions on the movement, storage,

and transportation of goods under the Essential Commodities Act (ECA). About 70% of the population in rural areas are estimated by the Task Force on Poverty to be impoverished. To lift this vast population of disadvantaged people out of poverty, careful planning and effort are required.

Reduce Poverty and Hunger.The poor urgently need food.
* Quantity food is what matters
* Available of food subsidies (rice less than 20%-25%)
* Right to food act
* Farmers were obliged to reduce their living expenses due to the increase in fertiliser and fuel prices.
* The local farmers decide to stop hiring workers not to cut wages
* Construction workers more available than the agriculture labour
* for the most physical work people sometimes are too weak. No one therefore would hire him
* Suffering from shortages of meals per day
* The majority are willing to labour, yet they become weak and lifeless from hunger
* The idea of a nutrition-based poverty trap
• The very poor make less money than they require for serious effort.

I have spoken to locals in more than 30 to 35 communities in Mandor. their incapacity to properly nourish oneself. The main reason for the poverty trap is now one of the most frequently mentioned. Farmers have been compelled to shorten their lives due to the rise in fertiliser and fuel prices. The agriculture industries are now seriously threatened by this. Sometimes people are too frail to perform strenuous physical labour. As a result, no one employs him as labour. The amount of food consumed by villagers is astonishing. People who are extremely poor make less money than they would need for hard work.

More than 30 to 35 towns in Mandor have had local residents contact me. their inability to properly eat for themselves. One of the most frequently cited causes of the poverty trap is currently. Because of the increase in the cost of fuel and fertiliser, farmers have been forced to live shorter lives. This currently poses a severe threat to the agriculture industries. Sometimes people are too weak to accomplish physically demanding tasks. Because of this, no one hires him as labour. The amount of food the locals consume is astounding.

School and Education.
1.) Allowing kids to study in their own rooms.
2.) Students are falling behind and are unable to concentrate on the details.
3.) If a student in the fifth grade wishes to enrol in second grade and take his weak   subject.
4.) Proximate objectives for both child labour and both.
5. Female scholarships are available to the top 3–4 students.
6.) Construction of schools and teacher hiring; demand for education.
7. Finish the entire primary school curriculum.
8.) Do away with gender inequality.
9.) Be 2 kilometres away from a school.
10.) Primary level free school.
11.) Nearly 50% of children miss school.
12.) Reluctance to attend school.
13.) Demands for education are met by building schools and hiring teachers.
14.) Complete a middle-class education from start to finish.
15.) The age group of 4 to 14 cannot read a paragraph. Can't read third best, even teacher have problem to read English properly.
16.) Even teachers struggle with proper English reading.
17.) Parents do not give their children adequate attention.
18.) Low educational returns are a result of low educational quality.
19.) Girls' education has economic importance.
20.) Income influences educational choices.
21.) Reduce the notion that those in poverty are incapable of receiving a quality education.
22.) How to motivate gifted underprivileged kids to pursue education.
23.) Every underprivileged youngster should have access to education.
24.) Computer as a tool for education.

Family planning: A small family is a happy family.
It has been discovered that children born into large, impoverished families have a lower likelihood of receiving a healthy diet and a quality education.
1.) The gender makeup of children
2.) I don't have a guy yet, so I have more kids.
3.) Lack of training

4.) Insufficient parental supervision and vaccines

5.) A decline in fertility

6.) The development of contraception

7.) Early pregnancy is extremely harmful to the mother's health. 8. Doctors who reuse non-sterilized equipment endanger the health of an entire community.

9.) Antibiotic misuse and a lack of funding lead to shorter financial dosages.

10.) A catastrophe in public health

11.) Cheap and efficient sanitation for the poor

12.) Mandor children and women's fertility rate

13.) Labour shortages encourage women to work rather than having children.

14.) Protection for sex

15.) Children from large, underprivileged families have a lower likelihood of eating well and receiving a quality education.

16.) The distribution of children's sexes

17.) I have more children because I haven't found a boyfriend yet.

18.) A lack of education

Insufficient vaccinations and parental monitoring

1.)   A decrease in fertility 5.

2.)   The invention of contraception (number six).

3.)   The health of the woman is severely harmed by early pregnancy.

4.)   Doctors who reuse non-sterile equipment put the general public's health in peril.

5.)   Shorter financial dosages are the result of antibiotic overuse and a lack of funds.

6.)   A public health disaster

7.)   For the poor, affordable and effective sanitation

8.)   Mandor women's fertility rate and children [Images 305-311]

8.)   A labour crunch Parent should encourage their children go for immunization [5]

9.)   Children don't have deworming medicine and nutritional supplements

10.)   Government health centres are often closed

11.)   Supposed to be open 6hours for six days. They open once in week for a year

12.)   Nurses are not available, she is on duty somewhere else

13.)   3-3-3 rules: the provider asks 3 questions and performs same examination.

14.)   Three medications are given to the patient by the doctor (without prescriptions).

15.) The doctor doesn't provide any recommendations for follow-up. He also doesn't touch the patient. The government of Rajasthan is attempting to eradicate poverty in the distant Mandor, Jodhpur, as well as the rest of the state. Task Force on Poverty Elimination

16.)   Report Jaipur-based Rajasthani government the state's Water Resources Department is resolutely committed to making significant efforts to increase irrigation infrastructure in outlying Mandor districts. Irrigation projects are in progress in an effort to increase the state's irrigated land. Establish infrastructure for a irrigation system and canals Build Irrigation Infrastructure, a Canal System, and Strengthen the District in Jodhpur: The public has operated the irrigation systems and other rural infrastructure projects. It is thought that these efforts support rural areas and battle poverty and hunger in general. It's because the majority of the rural poor live in rural areas, where these programmes are frequently focused. Rural infrastructure will therefore benefit irrigation in particular and should assist boost significant agricultural returns and combat rural poverty. an increase in water usage effectiveness.

This will be discussed in the context of three different water scenarios, namely:

a) Canal irrigation;

b) Irrigation using groundwater; and

c) Areas that are fed by rainfall.

The initiative will assist improvements in soil and moisture conservation in each of thethree water resource conditions. Plans for development put forth, created, and carriedout by the respective farmer groups will receive grant support. They will then be accountable for mobilising their financial contribution.

Technology and market led recommended services:

This sub-component will promote the adoption of land, water, combined pest management, and crop husbandry techniques that increase agricultural output, profitability, and sustainability while lowering agriculture's water footprint. Its main goal is to increase the clusters' on-farm water use efficiency. The financing for the study, which demonstrates and modifies a technique for appropriating soil carbon with the hope of potentially assembling carbon, will be available soon. a) Soil and water conservation methods are site-specific. Using more advanced crop varieties, managing pests and nutrition together,as well as relevant agronomic

approaches, will all benefit from the demonstration. It will be encouraged to deliver agricultural services through public-private partnerships.

Watershed Development

In the areas of agriculture and rural development, there are two progressive approaches. First, use the command area development technique for irrigated areas where there is enough water for crops to grow. The other is used in locations that are fed by rain, where the provision of water depends on unpredictable rainfall. In the production system, which includes practises like farming, forestry, animal husbandry, fisheries, etc., there is always a risk. Watershed projects have been approved under the IWMP programme in several state blocks from 2009–10 to 2012–13. The Watershed Department has made progress that is approximately 50% of the allocated funding.

Animal Husbandry and Milk Federations

Strengthening and managing the livestock industry: In Rajasthan, animal husbandry is substantial source of income, particularly in the desert and semi-dry regions. This is giving them the much-needed protection they need from scarce situations. 30 to 50 percent of the income in rural families comes from livestock. Numerous projects supported by the Animal Husbandry Department help small ruminant livestock development. These are the few steps that must be taken into consideration.

1) The development of green fodder must be encouraged as a method for crop diversity.
2) A plan must be developed for livestock markets and livestock group marketing.
3) Improving the Department's ability to deliver affordable cattle locally. The following support services, such as those related to animal health and nutrition and providing market-related advising services, are necessary:
4) Activity/user groups are necessary
5) Awareness-raising events to inspire
6) Education and expertise
7) Displays at exhibitions (Pamphlets, poster, leaflets, film etc.)
8) Supplemental mineral mix
9) Free fodder expansion kits (mini-kit distribution/demonstration)
10) Mobile fodder block
11) Leadership training for open-minded Breeders
12) Launch of RT cum Animal Health centres
13) Services for animal health, a vaccination camp, etc.
14) Home-grown breed
15) Bread and Ram Delivery
16) Killing of animals with low productivity
17) Green fodder in some irrigated areas
18) Buying dry fodder with banks
19) Purchasing and processing milk 20) Assurance
21) Construction of facilities for field analysis
22) Creation of a rural market

Dairy Farming (Training and Market linkage)

Villagers have the chance to make dairying a desirable option. You don't need a lot of financial power. Additionally, this operational cycle is brief. Dairying has become a popular pastime among people due of the consistent returns it provides (less than one hectare of land holding and small). In Jodhpur, more over 50% of rural households are dairy-based. For those who lack access to land, who rely on communal grazing in unused forest areas for sustenance. In Mandor, the majority of rural households have livestock, including the majority of milk producers, who typically have one or two animals. These small producers create the lion's share of the state's milk supply.

Agri-Business Promotion Facility

Stakeholder consultation and the implementation of participatory value identification will be facilitated through the Agri-Business Promotion Facility (ABPF). Additionally, this will make it easier to implement Rajasthan's new agribusiness policy, which is supported by federal and state funding. Additionally, it will help the application of agribusinesses' enhanced access to rural-based funds. The establishment and growth of demand-driven value chains will most strongly support farmers and agribusinesses.

Market Infrastructure and Agribusiness Support

This sub-component could support the need put forth by producer organisations and farmer groups to create strategic connections among those involved in the value chain. This will aim to improve market infrastructure, as well as competitiveness, productivity, and quality. The assistance will go toward supporting farmer organisations. Equipment for sizing and sorting will be used. Matching grants will be given to producer organisations via agribusiness support. Along with other development variables, the current policy liberalization [6] is to blame for the significantchanges in the rural market. As a result, Jodhpur, the Remote Mandor, is essential tothis progress. The main issue in rural Mandor (Jodhpur) is that residents cannot contact with neighbouring states or even other residents of the same state. Fundamentally, it is due to illiteracy (basic educations). Travelling to villages to town is a big hassle. Sandy lands are not fertile, scarcity of water is life threatening everywhere. The accessibility of essentials like gas for cooking, electricity and phones, as well as internet and computer systems. The people have no way of reaching them. In addition, my proposal would place a focus on local production and supply to benefit from advantages in terms of cost, assurance, and quality. Due to a lack of employment opportunities and proper education, young people are abandoning villages. Taking them back home will be the better course of action. Giving the digital notion to villages will likewise be a difficult undertaking. I'll compel the government to give them the necessary infrastructure so they may grow their own company. in order for the villagers to become independent. I'll also focus on the following four problems because I want to examine how bridge-building communication develops at Mandor.

1.   Rural consumption is increasing as a result of remote social advertising.

2. Making money while promoting social awareness with items in rural areas.

3). Visual arts as a means of social communication.

4.) Enhancing social and economic status through social advertising is number four.

Villagers can almost immediately turn a profit at this market. The reason for this is that the villagers produce the basic resources. As a result, investments are scarce. If I can raise awareness among the villagers via social media (social advertising), and provide instructions on how they might successfully receive suitable education in the agriculture field through artistic communication. In a same vein, I may access all other departments through the villagers. These initiatives shouldn't be left to a marketing or CSR department (corporate and social responsibility) department, because the goal is to improve the primary business. Making the efforts sustainable will ensure that they continue to benefit the creative agency's bottom line. The offline and digital innovations of today have created new creative pathways. These tools can all help businesses and customers connect. Brands need to make a significant mental shift away from self-shared interests. Instead of pushing self-centred sales messages, a company could start the conversation by asking the consumer about their interests. Consumers are ravenous for role models who can guide them through a world of risk and uncertainty and help them grasp it. Brands and their customers develop a deep bond of trust through their ideals for a better future. The technology and innovation have advanced significantly over the past few years, which have caused changes in audience behaviour. In U.P. until recently, there were a few pre-determined ways to spread a message, including television, radio, magazines, newspapers, and billboards.Additionally, every single company and brand was simultaneously reaching the same demographic through the same methods. The causes are numerous and include the development of ad-skipping technology, the intrusiveness of traditional advertising, and an audience that is becoming more and more ad-literate. Even PSAs were finding it challenging to stand out in the rapidly expanding market congestion, let alone brand messages. The emergence of technology and competitiveness were the main causes of the market clutter. Due of this, advertising agencies, governments, and NGOs began choosing novel approaches to engage their audiences. These methods were all far more effective and promising. These innovative methods not only provided assistance in every way conceivable, but they also cleared the market of clutter. Unconventional methods of reaching target audiences have become increasingly fascinating and compelling in a variety of ways. The majority of people were now prepared to listen, respond, and most importantly, engage. The basic categories that numerous sub-ideas for social concerns would fall under have been attempted in this thesis. These four key criteria are: Contagious, Collaborative, and Compassionate. Unconventional mediums are incredibly effective in all of these ways. The spread ability of non-traditional media is what I find most amazing. If a concept is executed properly, even in the villages of Mandor and Jodhpur, it spreads like wildfire. It is significantly more capable than any traditional medium because it has the ability to quickly communicate with audiences. Its spread among audiences is in large part due to the internet. They may visit your concept, see it, experience it, identify with it, and, most importantly, share it. The results might be immediate and debilitating in the globally interconnected world of today. In Jodhpur, the blue city, the sun city, brands can literally see the sun. Let me move on from this to imagine a Panchayat head learning about how the best council track. A woman only needs to click once to directly report abuse to the police. Wi-Fi has the power to elevate a young fisherman like Dr Abdul Qualam to the position of President and gain international fame. Like the playwright Hans Anderson, Wi-Fi can unleash the child within. Yes, I can already envision an infinite number of tomorrow's ideal societies. And it should get started right

away. We currently have limitless potential. We merely need to lessen the previous idea of being renowned for our inexpensive labour. We will succeed in bringing the globe our technological, innovative, and inspirational knowledge. Yes, Wi-Fi by itself can work wonders for us. Let's consider India to be the world's most self-sufficient nation of tomorrow.