**E-CONTENT  
  
  
MJMC,  SEM-II, PAPER : CC-8**

**Topic : PEOPLES’ PARTICIPATION AND DEVELOPMENT COMMUNICATION (continue..)**

**Date : 11-02-2020, TIME : 12.00 P.M.-1.00 P.M.**

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**PEOPLES’ PARTICIPATION AND DEVELOPMENT COMMUNICATION**

**Participatory Democracy**

Participation is strongly related to the power dynamics in decision making. Letting the poor and marginalised make strategic decisions about programmes and policies influencing their lives involves devolution of power. The 73rd and 74th Amendments of the Indian Constitution provide a participatory framework by giving powers to panchayats and urban local bodies and subsequently for people being in-charge of development of their areas. A significant aspect of these provisions is planning by people through locally constituted District Planning Committees (DPCs) who consolidate and implement plans prepared by the village panchayats and urban municipalities. The success or failure of these plans, and thereby the future of development depends significantly on the citizens’ awareness levels and participation through effective communication strategies. 33 Another very important aspect of participatory development is the community Development Communication monitoring of development schemes. The MG-NREGS has the objective of providing rural employment, and enhancing livelihood security. The scheme also has the provision that the Gram Panchayat hold regular social audits of all development works by making available all relevant documents to the gram sabha.

**Policy Formulation and Citizens’ Participation**

The task of creating awareness and promoting citizen participation in policy formulation is one of the new challenges of development communication. There is a near absence of institutional mechanisms for ordinary citizens to intervene in the processes of legislations or policy making, and policy making continues to be treated as a matter of expert knowledge, mostly left to the ‘specialist’ and not something which can be shared with ordinary citizens. The inclusion of ordinary people in policy formulation has become all the more important in the post-liberalisation era when the state has retreated from some key areas in the economy leaving space for the private sector or Public Private Partnerships. It is in this backdrop that the citizens’ participation is required to check the possibility of the policy process being dominated by powerful vested interest groups and has direct bearing on inclusive development.