**E-CONTENT**

**MJMC,  SEM-II, PAPER : CC-8**

**Topic : APPROACHES TO DEVELOPMENT(continue..)**

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**APPROACHES TO DEVELOPMENT(continue..)**

Inclusive growth and Social justice Development Communication tackles development issues in ways that can help the poor people lead a life of dignity and equal opportunities. Promoting inclusive economic growth is the new model that is related to providing equality and opportunity to all, for achieving a productive and meaningful life with freedom, equality and dignity. Through its initiatives, Development Communication promotes core values of a socially just society that encourages basic human rights, equitable distribution of resources, equal opportunities, peace and security and the realisation of human potential.

Development policies hence need to address issues of social and economic challenges and the multiple deprivations faced by the poor and marginalised groups. Mainstream Gender and Marginalised Communities One of the biggest challenges of Development Communication is to mainstream gender and marginalised communities.

Poverty exacerbates inequalities which further leads to worsening of poverty and backwardness. Further under- Development Communication development of the marginalised and gender inequality is correlated. Women of India continue to face multiple deprivations and form one of the most neglected, poorest segments of the population. The same can be said about the marginalised communities like the dalit, tribal and various backward communities. With limited or poor access to education, healthcare, employment, communication and other services they remain enmeshed in the multiple webs of poverty.

Sustainable economic growth and human development rest on equal participation of women and the marginalised sections of society. Development policy, issues of governance as well as development planning need to be looked at from the perspective of inclusion and exclusion. Providing them greater voice and prioritising the needs of the economically and culturally vulnerable is key to their societal mainstreaming and our nation’s development.

Environment Sustainability Development communication also plays a key role in reinforcing the Sustainable Development Goals (SDGs) and its principle of environmental sustainability and spearheading processes for empowering people to act and deal with the environmental challenges communities are facing. Any successful endeavour will require amalgamation of traditional and scientific knowledge, debate on policy and programmes, and collaboration between governments, corporates and civil society at the national and global levels. Institution Building Strengthening capacities of development professionals and building institutional infrastructure of organisations involved in development is necessary to enable effectiveness of development delivery and efficiency in utilisation of development aid. Development Communication supports the building of strong vibrant institutions, facilitate freedom of expression in which all groups are able to voice opinion and participate in development debates. An independent media that serve the public interest; enables transparency and accountability in development programmes and involve divergent stakeholders in debates are a key thrust area of Development Communication.