

Social Media for Grassroots Development

Dr.B.Shailashree.

*Senior Assitant Professor, Department of Journalism and Mass Communication, Bangalore University
Bangalore.*

Corresponding Author: Dr.B.Shailashree.

Date of Submission: 24-01-2019

Date of acceptance: 05-02-2019

Grassroots communication and development have become thrust areas from research and development point of view. The role of communication is as important at the grassroots level as it is at the national level. The rural and tribal masses could be led to the path of integrated development on the basis of systematic communication infrastructure development at the grassroots level. The process of rural development has been pushed aside in favour of urban upcoming rich after media privatization leading to proliferation of private and public broadcasting and ICT in favour of consumerism and entertainment. The rural users demonstrated very different SNS behavior than urban users. The rural users clearly signed up much later than urban users and rural users publicly articulated far fewer friends than urban users. The role of social media in the process of development has become a prominent subject of research over a period of time. There is strong evidence to suggest that social networks can improve the socioeconomic well-being of communities in the rural areas. Development administrators and other professionals use social media for various purposes in modern society. The social media are adopted by the grassroots level governments in the United States to facilitate active participation of people in the local governance. The social media enable the stakeholders of grassroots development to interact with people in a dynamic way. The social media have commendable impact on grassroots social change and economic development initiatives. The social media have created a collaborative developmental environment in the rural areas. The social media centered citizen journalism has created a large number of activists for grassroots development in India.

Concept of Grassroots Communication

Mahatma Gandhi strongly advocated for grassroots development through political decentralization and economic justice in India. My idea of village swaraj is that it is a complete republic, independent of its neighbors for its own vital wants and yet interdependent for many others in which dependence is a necessity. Thus every village's first concern will be to grow its own food crops and cotton for its cloth. It should have a reserve for its cattle, recreation and play ground for adults and children. It will have its own water works ensuring clean water supply. This can be through controlled water wells or tanks. Education will be compulsory upto the final basic course. As far as possible, every activity will be conducted on the cooperative basis (Gandhi, 1929:10). Grassroots communication and development have become thrust areas from research and development point of view.

The role of communication is as important at the grassroots level as it is at the national level. Communication is a major grassroots development resource. Hence, enhanced communication commitment for rural development makes it imperative to create an appropriate communication infrastructure at the grassroots level. There has to be a system of communication at the block-level built around inter-personal communication sources, traditional folk media, modern mass media, new information and communication technologies, social media, extension communication media and multi-media applications to make grassroots development process more meaningful and participatory.

The communication facilities have been expanded over the years in India. A vast majority of rural and tribal masses primarily depend on inter-personal communication and traditional folk media sources for grassroots level communication and developmental endeavors. Increased communication facilities at grassroots level are necessary but not sufficient conditions for agriculture and rural developmental endeavors. Grassroots communication plays a significant role both in individual adaptation, their aggregation as well as the creation of new environment itself.

Need for Grassroots Communication

Empirical studies have revealed certain limitations and drawbacks on the part of various communication media at grassroots level. The transformation in the rural areas should be undertaken especially

at grassroots level. The rural and tribal masses could be led to the path of integrated development on the basis of systematic communication infrastructure development at the grassroots level. The mass media continue to need support from locally available inter-personal channels, folk media, audio-visual aids, new communication technologies, social media and extension communication services at the grassroots level.

People's participation in development plans at the grassroots level is highly essential in India. The planned system of economic and social development that we have adopted makes participation by the people anywhere in the country a pre-requisite for the success of the development programmes. Execution of projects has to be decentralized to ensure local initiatives as well as individual and group participation. Popular rural participation can be achieved through what may be called the development administration which concerns utilization of institutional and administrative set-up at various levels (Chawla, 1982:07). Grassroots communication is required to create awareness and motivation for participation in various rural and tribal development programmes.

The newer perspectives do not deny the role of mass media or modern communication technologies. They recognize that the need for information is indeed real and important. The new development communication perspectives emphasis community orientation, contextual interactions, self-management and self-reliance, a right to participate in planning and implementation, indigenous knowledge, and people's participation in decision-making.

Although participation strategies may threaten existing hierarchies, participation does not mean that development planners and experts have no role to play in the process. Rather, it is important that the viewpoint of local people be considered through active involvement and interaction before decisions are made. The communication process in the new perspective is aimed at developing competencies of the people at the grassroots level (Nair and White, 1993:20). The scholars have strongly advocated the need for full-fledged grassroots communication system, management and operations.

Communication for development is about aiding different types of actors interested in understanding needs and assessing opportunities jointly; it is about providing them with the methods and media to reach common meaning, and about enabling them to negotiate with other actors with contrasting perceptions and interests (Ramirez, 1998:23). The new media revolution also facilitated the expansion of communication facilities and strengthened the grassroots level governance and development.

Recognition of the importance of knowledge has gained momentum, and there is a renewed impetus to integrate knowledge into countries' development strategies. The importance of uneven distribution of knowledge in explaining variations in total factor productivity (TFP) is increasingly recognized. Human capital, including education, can be more clearly linked to growth, but for two countries with similar enrolment or attainment an important factor in releasing the full potential of the workforce is the country's openness to innovation and knowledge (World Development Report of World Bank, 1999).

The world witnessed commendable revolution and development in the field of information and communication technologies during the last decade of twentieth century. The national and international media organizations had played a dominant role in redefining, reshaping and providing tele-communication, broadcasting and information services for various developmental activities.

Personalized grassroots communication system alone has the advantage of a two-way interaction between the implementers of development projects and target groups at the grassroots level. A well planned and organized grassroots level development communication system would facilitate interactive and participatory communication. It can also provide adequate means for the active participation of people in various grassroots development projects.

New Media and Grassroots Development

The community development is also termed as grassroots development. It is clear that sustainability is not confined to the physical environment but it embraces all aspects of grassroots development. There are a significant number of stakeholders involved in the grassroots development who provide basic needs, infrastructural facilities, local governance, and development services. Inclusive social development facilitates greater co-ordination and integration of structures and procedures across government at community level.

Technology transfer has been a longstanding issue in rural development. The key concerns relate to efficiency and effectiveness, how to translate the technology developed in one context into usable solutions in another. The process of technology transfer falters not at the micro-level pilot study or test plot but at the point when the technology is expected to be adopted and used both efficiently and effectively on a larger scale. Many of the current ICT examples are just the beginning. Tapping the potential of these new technologies will depend on adaptations to the conditions in developing countries, especially for poor users. Much will depend on innovations (technological, institutional and entrepreneurial) to create low-cost, easy to use devices and to set up access through public or market centres with affordable products (UNDP, 2001:26). The new media are used for

the purpose of grassroots development since they have the capacity to bridge the communication gap between the projects and beneficiaries.

The information and communication technological revolution is commonly talked about as a phenomenon that affects everybody, bringing fundamental changes to the way people work, entertain themselves and interact with each other. Yet the reality is that for the most part, such changes have bypassed the majority of humankind, the billions of poor people for whom computers and the Internet mean nothing.

However, in a growing number of instances, and as part of a quieter revolution, a variety of local organizations, aid agencies and government bodies are discovering that new media can be used to extend the reach of the information revolution to the poorest of people living in the rural, tribal and remote areas in India and other parts of the world. New media have also proved their capacity for inducing social and economic development of the women and weaker sections of society in several aspects.

The new media are communication technologies that enable or facilitate user-to-user interactivity and interactivity between user and information. The new media allow for users to establish relationships and experience a sense of belonging, despite temporal and spatial boundaries. The new media changes continuously due to the fact that it is constantly modified and redefined by the interaction between the creative use of the masses, emerging technology, cultural changes and other factors (Norris, 2001:21).

Rural areas are often characterized as information-poor and information provision has always been a central component of rural development initiatives. The rural poor typically lack access to information vital to their lives and livelihoods. The rural poor depend primarily on agriculture and related activities for their livelihood; agriculture provides the bulk of their income and their main source of nutrition. Improved systems for the management and communication of agricultural information can help poor farmers make informed choices about the opportunities and constraints associated with rural development strategies. In addition to basic technical knowledge, the rural poor need to be able to operate in increasingly sophisticated input and output markets.

The potential of ICTs to support the improvement of currently inadequate extension and education services, and ensure farmers have access to reliable information about agricultural technologies and markets, is the subject of considerable interest. Improved systems of information and communication have a dual function; to supply the information required by the poor to pursue sustainable livelihood strategies, and to supply information required by institutions responsible for making decisions that affect those strategic livelihood options (Chapman and Slaymaker, 2002:06).

Linkage Mechanisms at the Grassroots Level

The process of rural development has been pushed aside in favour of urban upcoming rich after media privatization leading to proliferation of private and public broadcasting and ICT in favour of consumerism and entertainment. The current communication policy of the country remains urban 'pro-rich' in effect. Besides, forces of market economy, focused towards profits, have begun to shape broadcasting and information technology programming philosophy, content and programme schedule.

Food and Agriculture Organization of the United Nations (2004) identified the key issues in research-extension linkages and explore communication approaches and tools that can provide effective linkage mechanisms at the grassroots level in line with the Millennium Development Goals. The communication and development scholars have emphasized the need for developing effective grassroots communication for development in developing nations. The use of social media specifically in the field of community and economic development has also recently begun to receive scholarly attention.

The use of social media has become a significant force in grassroots level education and development in modern times (Stern and Dillman, 2006:25). Conventionally, communication includes electronic media, human communication & now information technology. All forms of communications have dominated the development scene in which its persuasive role has been most dominant within the democratic political framework of the country. Persuasive communication for rural development has been given highest priority for bringing about desirable social and behavioral change among the most vulnerable rural poor and women. Initially, the approach lacked gender sensitivity and empathy of the communicators and development agents who came from urban elite homes. Added to these constraints is political will that still influences the pace and progress of rural development.

The rural development projects broadly followed an extension model in which broadcast media were used to reach the large rural population or target groups. In the post economic liberalization period, rural development projects added information and communication technology (ICT) to provide individual need-based information in broad development areas through Internet. In the post economic liberalization phase without abandoning the extension model 'social marketing approach' to rural development has been adopted (Agrawal, 2006:01). In India people still face challenges in adopting the new services provided by digital devices or Internet.

The key ingredients for a service include network operators, application developers and consumers, and each has its own challenges at both economic and social levels. At the first level, there is a need for sound infrastructure at both the network operator and application provider ends. Good data connectivity is of utmost importance. Investment is also required in terms of marketing and content providers. This investment of deploying infrastructure across the length and breadth of India is a huge cost. There is quite a lot of information available on the Internet and with field experts. However, if we consider rural masses then there are barriers which they face to access these information, especially technology awareness, affordability, electricity, literacy, accessibility, HCI problems, language and connectivity issues. We realized that if appropriately contextualized they are readily adopted in spite of the challenges posed by the existence of poor infrastructure (Pande et.al, 2010:22).

The main challenges are not actually in the technology; they lie in the coordination of a disparate set of local and national factors, each of which can derail efforts if not taken into account. The major strategies include - strategize for poverty alleviation, not for ICT, reform telecommunications through privatization, competition and independent regulation, promote public access: aggregate demand for sustainability (which is not only financial), reform institutions to achieve transformational benefits and develop appropriate approaches for listening to the poor (Akhtar and Agarwal, 2010:02). Alleviating poverty with ICTs is not as straightforward as merely installing the technology, but it is not conceptually complex either. Provided a few relatively simple principles can be followed, it seems likely that widespread poverty alleviation can be achieved with ICTs.

The educational use of mass media need to be supported with local efforts like personal contacts, group discussions, public meetings, demonstrations, exhibitions and other methods. There is a need to have multi-media package and produce low cost media material for grassroots communication and development. The grassroots level communication services should be expanded and developed to take the rural development projects to the door steps of the people.

Social Media for Grassroots Development

Grassroots communication system has to be managed in terms of developing an appropriate communication network, evolving communication strategies, implementing communication programmes, interacting with other government, non-government and media organizations, coordinating the communication activities with the rural development project activities, controlling the execution of the communication project, supervising the activities of grassroots communicators and evaluating the communication programmes in terms of the goals of grassroots development projects (Guru, 2011:12). It is here that the supportive role of communication at grassroots level becomes a matter of profound significance.

Rural development communication is an interactive process in which information, knowledge and skills, relevant for development are exchanged between farmers, extension/advisory services, information providers and research either personally or through media such as radio, print and more recently the new media of communication. In all rural development support communication approaches, rural people are at the centre of any given development initiative and view planners, development workers, local authorities, farmers and rural people as 'communication equals', equally committed to mutual understanding and concerted action.

The social media holds out a possibility of on-demand access to content anytime, anywhere, on any digital device, as well as interactive user feedback, creative participation and community formation around the media content. What distinguishes new media from traditional media is not the digitizing of media content into bits, but the dynamic life of the 'new media' content and its interactive relationship with the media consumer.

The social media are also widely known for the 'democratization' of the creation, publishing, distribution and consumption of media content. Wikipedia itself is one of the best examples of the new media phenomenon, combining Internet accessible digital text, images and video with web-links, creative participation of contributors, interactive feedback of users and formation of a participant community of editors and donors.

The social media have enabled the people in virtual communities use words on screens to exchange pleasantries and argue, engage in intellectual discourse, conduct commerce, make plans, brainstorm, gossip, feud, fall in love, create a little high art and a lot of idle talk (Bhatnagar and Schware, 2000:04).

The social networking sites are commonly viewed as part of the overall Web 2.0 revolution that aimed to enhance creativity, communications, secure information sharing, collaboration and functionality of the Web. A social network is a social structure made of nodes (which are generally individuals or organizations) that are tied by one or more specific types of interdependency, such as values, visions, ideas, financial exchange, friendship, kinship, dislike, conflict or trade. These concepts are often displayed in a social network diagram, where nodes are the points and ties are the lines (Boyd and Ellison, 2007:05).

The social networks operate on many levels, from families up to the level of nations, and play a critical role in determining the way problems are solved, organizations are run, and the degree to which individuals succeed in achieving their goals. Empirical studies have also reported that social networks are also powerful mechanisms for rapidly shifting and transforming social norms throughout the network, through a process of

‘social contagion’. Interest in social networks has grown exponentially with the development and spread of online social network sites. Social networks operate under an autonomous business model, in which a social network’s members serve dual roles as both the suppliers and the consumers of content.

The rural users demonstrated very different SNS behavior than urban users. The rural users clearly signed up much later than urban users and rural users publicly articulated far fewer friends than urban users. The women occupied a much greater segment of the rural user base than the urban user base. Rural people would like to reach beyond their geographic isolation using social media, but have trouble establishing trust with distant people. Building systems that enable incremental trust may overcome this problem and provide rural users with access to a greater diversity of people online (Gilbert et. al, 2009:11). Social media application and digital inclusion are required for fostering rural prosperity and grassroots development in India (Moni, 2010:19). The role of social media in the process of development has become a prominent subject of research over a period of time. The blogs play a crucial role in attracting people to marches and sharing information. The social networks have gained the power to sensitize the various stakeholders of development. The social media have the capacity to overcome many of the obstacles to ICT adoption and can empower individuals educationally and economically. They have also become an integral part of contemporary economic, political, and social lives, altering the way people purchase goods, the way they bank, and the way the people communicate with one another.

There is strong evidence to suggest that social networks can improve the socioeconomic well-being of communities. The use of social media and social networking has become a significant force in political organizing, social interaction, and economic development (Lachapelle, 2011:13). The social network sites, twitter, blogs, instant messaging and other online and Smartphone activities have facilitated participatory communication at the grassroots level (Medoff and Kaye, 2011:17). A new age of social networking has begun with the commendable technological advancements and applications. Development administrators and other professionals use social media for various purposes in modern society.

The social media have improved the innovative regional development strategies of so-called local action groups which have formed public-private partnerships. Effective implementation of various grassroots level development programmes primarily depends upon the local bottom-up, participatory approach and development of social capital (Marquardt et. al, 2012:16). The social media facilitate rapport development between the rural development administrators and beneficiaries. The social network interactions are also a form of phatic communication which defines a type of expression that is used only for social reasons instead of for the purpose of sharing information. The recent Internet-led uprisings have fostered an ongoing dialogue about the role of social networking tools for promoting grassroots political movements and social change (Conover, 2013:08).

The social media are adopted by the grassroots level governments in the United States to facilitate active participation of people in the local governance. The principal drivers of local government adoption of e-information and services are highly consistent with those of previous research. They are closer to those of e-information and services than of e-transactions. The local government bodies are moving towards social media adoption to achieve their goals (Reddick and Norris, 2013:24).

The growing digital divide with a lack of development of information and communication technology has made it redundant for people in rural areas to access Internet for the application of social media. It is important for the people using social media platforms to not get alienated and exploited while still be able to provide a space which caters to rural India (Bansal, 2015:03).

Successful rural community development is the process of helping a community to strengthen itself and develop towards its full potential. The Facebook page plays a vital role in the rural community forging debate, discussion and higher levels of participation. The Facebook can be an effective communication tool in community development even in rural areas (Wims, 2015:28).

The social media have made their presence felt at the grassroots level as participatory communication channels. They facilitate quick communication and action on the basis of Internet access and affordability to citizens. The mainstream media have not succeeded adequately in the socialization and transformation of people in the rural areas. The social media are free of conventional media control and serve the mankind as tools of education and development at the grassroots level (Usman and Katsina, 2015:27). Social media and rural developed are linked together and there is need to make some deliberations on modern day media with the traditional media.

Social media have become the fulcrum of social interaction in both the rural and urban areas. Social media in agriculture helps to bridge a geographical distance between the farmers of different places. Social media also provide timely connectivity between the implementers of rural development programmes and beneficiaries at the grassroots level (Lal, 2016:14).

The Internet and its tools of social media have been heralded as instrumental in facilitating the uprisings. The social media are used by the activists for organizing and generating awareness of political

mobilization. The enormous potential of social networking tools to facilitate and expedite political mobilization is well established (Manzoor, 2016:15).

The grass-roots experiences of technology are exemplified by the growing usage of social and digital media in rural areas where Information and Communications Technologies for Development and e-governance pilot projects have failed to meet their goals. There is a need for using co-constructivist approaches in a complex media and technology environment in rural India (Mertia, 2017:18). The social media have been used extensively by social movements to educate, organize, share cultural products of movements, communicate, coalition build and more.

The social media are widely used by the government and non-government agencies to enlist the active participation of people in the process of development. The goals of inclusive development, integrated development and sustainable development are also achieved by the active utilization of social media which have emerged as an alternative media source in the rural areas.

The social media and particularly the Internet provide the potential for a democratic postmodern public sphere, in which citizens can participate in well informed, non-hierarchical debate pertaining to their social structures and development endeavors in urban and rural areas. The social media have been dramatically speeding up the execution of various developmental activities in the rural areas. They have increased communication between the implementers and beneficiaries of rural development projects over a period of time. People have also witnessed the great development such as the 'death of distance' between the project authorities and themselves in the rural, tribal and remote areas.

The social media have paved the way for citizens to build a personal relationship with the grassroots level administrators and development functionaries. Social media enable the development workers to capture in real time emerging needs and trends and enlist the active participation of beneficiaries in various developmental activities. The social media tools contribute to giving development a new participatory approach which goes beyond just words but is rooted in action. Social media is perhaps one of the greatest allies of development workers. There is a need to harness social media sources and resources to eradicate rural poverty and ensure inclusive development.

The government organizations, non-government organizations and progressive organizations are utilizing social media to achieve their goals of development in India. A new age of social media management for grassroots development has begun. The authorities have also realized the need to take the governments' achievements to people through various communications media including the social media. Grassroots development agencies have undertaken social media campaigns to create awareness about their activities and mobilize community action for development.

The mainstream media have not done absolute justice to grassroots development since they have become elites centered, rich people centered and urban oriented media of communication. They focus on high-profile politicians, bureaucrats, businessmen and other colorful personalities rather than farmers, artisans, workers, women and other vulnerable sections of society. The social media enable the stakeholders of grassroots development to interact with people in a dynamic way. The social media have commendable impact on grassroots social change and economic development initiatives. The social media have created a collaborative developmental environment in the rural areas. The social media centered citizen journalism has created a large number of activists for grassroots development in India.

REFERENCES

- [1]. Agrawal, Binod C. (2006) Communication Technology and Rural Development in India: Promises and Performances, *Indian Media Studies Journal*, Vol.1(1):1-9.
- [2]. Akhtar, Shahid and O.P.Agarwal (2010) Information and Communication Technologies for Poverty Alleviation/Preface, UNDP-APDIP Kuala Lumpur, Malaysia, www.apdip.net
- [3]. Bansal, Ekta (2015) Impact of Social Media on Rural India, *International Journal of Management Research and Business Strategy*, 4(3): 202-207, www.ijmrbs.com
- [4]. Bhatnagar, S and Schware, R (2000) Information and communication technology in rural development. Thousand Oaks: Sage.
- [5]. Boyd, D.M and Ellison, N.B. (2007) Social Network Sites: Definition, History and Scholarship. *Journal of Computer-Mediated Communication*, 13(1): 79-86, www.jcmc.indiana.edu
- [6]. Chapman, Robert and Tom Slaymaker (2002) ICTs and Rural Development: Review of the Literature, Current Interventions and Opportunities for Action, Working Paper 192, Overseas Development Institute, London, UK.
- [7]. Chawla, N.L (1982) People's Participation: The Communication Factor, *Kurukshetra* 31(1):34-36.
- [8]. Conover, Michael D (2013) Digital democracy: The structure and dynamics of political communication in a large scale social media stream, Indiana University, USA.
- [9]. Food and Agriculture Organization (2014) Communication for Rural Development Guidelines for planning and project formulation, Rome, Italy, www.fao.org
- [10]. Gandhi, Mahatma (1929) *Young India*, July 25.
- [11]. Gilbert , Eric, Karrie Karahalios and Christian Sandvig (2009) The Network in the Garden: Designing Social Media for Rural Life Depts. of Computer Science and Communication, University of Illinois at Urbana-Champaign, www.csandvig@uiuc.edu
- [12]. Guru, Mahesh Chandra B.P (2011) Grassroots Development Communication, Sarup Book Publishers, Pvt Ltd, New Delhi, India. Kaul, 2011).

- [13]. Lachapelle, Paul (2011) The Use of Social Networking in Community Development, Community Development Society, Columbus, OH, CDS@AssnOffices.
- [14]. Lal, Banarsi (2016) Social media for rural development, State Times Daily Newspaper, December 18, www.news.statetimes.in
- [15]. Manzoor, Amir (2016) Social Media for Promoting Grassroots Political Movements and Social Change, IGI-Global, www.igi-global.com
- [16]. Marquardt, Doris., Judith Möllers and Gertrud Buchenrieder (2012) Social Networks and Rural Development: LEADER in Romania, *European Society for Rural Sociology*, 52(4):398–431.
- [17]. Medof, Norman, J and Barbara K.Kaye (2011) *Electronic Media: Then, Now and Later*, Elsevier, New York, pp.269-281.
- [18]. Mertia, Sandeep (2017) Situating Social Media in Rural Rajasthan 'Timepass' Development, Special Article, *Economic and Political Weekly*, 52(47): November 25, www.epw.in/journal
- [19]. Moni, Madaswamy (2010) Digital Inclusion for Fostering Rural Prosperity and Grassroots Development, *National Informatics Centre, Department of Information Technology, Ministry of Communications and Information Technology, New Delhi*; e-mail: moni@nic.in
- [20]. Nair, K.Sadanandan and Shirley A. White (1993) The Development Communication Process: A Reconceptualisation, In K.Sadanandan Nair and Shirley A. White (eds) *Perspective on Development Communication*, SAGE Publications, New Delhi, India, p.60.
- [21]. Norris, P. (2001). *Digital divide: Civic engagement, information poverty, and the Internet worldwide*. Cambridge/New York: Cambridge University Press.
- [22]. Pande, Arun, Sanjay Kimbahune, Pankaj Doke, Priyanka Chandel and Sylvan Lobo (2010) Gappa Goshti: Multimedia based Mobile phone Solution for Social Networking for Rural masses, Third International Conference of Pattern Recognition and Machine Intelligence, Tata Consultancy Services Limited, Mumbai, India.
- [23]. Ramirez, R. (1998) 'Communication: A Meeting Ground for Sustainable Development' in Richardson, D. and Paisley, L. (1998) *The First Mile of Connectivity. Advancing Telecommunications for Rural Development Through a Participatory Communication Approach*. Rome: FAO.
- [24]. Reddick, Christopher G. and Donald F.Norris (2013) Social media adoption at the American grass roots: Web 2.0 or 1.5?, *Government Information Quarterly*, 30(4):498-507.
- [25]. Stern, M.J. and Dillman, D.A (2006) Community Participation, Social Ties, and Use of the Internet, *City & Community*, 5(4):409-424.
- [26]. UNDP (2001) *Human Development Report 2001. Making Technologies Work for Human Development*. Washington, D.C.
- [27]. Usman, Muhammad Bashir and Hassan Usman Katsina (2015) Social Media and the Dissemination of Information at the Grassroots: Power and Challenge, International Conference on Communication, Media, Technology and Design, 16 - 18 May, Dubai, United Arab Emirates, www.cmdconf.net
- [28]. Wims, Pdraig (2015) The Potential of Social Media as a Communication Tool in Rural Community Development, *Handbook of Research on Cultural and Economic Impacts of the Information Society*, University College Dublin.

Dr.B.Shailashree.. "Social Media for Grassroots Development." *International Journal of Humanities and Social Science Invention (IJHSSI)*, vol. 08, no. 2, 2019, pp. 27-33