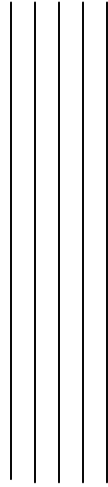
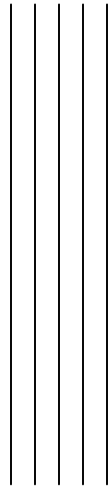


PUBLIC PERCEPTION OF DEVELOPMENT
An Analysis of the use of Radio in Development in Nepal



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RECOMMENDATION LETTER

This is to certify that the thesis submitted by **Komal Prasad Bhatta** entitled "**Public Perception of Development: An Analysis of the use of Radio in Development in Nepal**" has been Prepared under my supervision in the partial fulfillment of the requirements for the degree of Master of Arts in Rural Development. I forward this thesis to the evaluation committee for approval.

Date:

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APPROVAL CERTIFICATE

This is to certify that the thesis entitled "**Public Perception of Development: An Analysis of the use of Radio in Development in Nepal**" submitted by Komal Prasad Bhatta has been examined. It has been declared successful for fulfillment of the academic requirements toward the completion of *Masters of Arts in Rural Development*.

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were really helpful to me to understand the local dynamics of radio and development. From such visits I got chance to meet various listeners and simultaneously conduct my study.

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Abstract

We are doing the 'guff' of development since many years and to do development we have planned so many planning so many approaches and so many tools. Most of the time we take development as an 'experiment' borrowing so many development approaches from the west. 'West and the rest' was the dominant approach and Nepal compelled to adopt it for various reasons. The aspiration for development to Nepal is always far from us. Most of the time we fight for political rights and politics become the major challenge to us. That could not bring the hope to the public level rather make us fighter for another hope. Unless the politics is stable no development would prevail.

But fighting for political right we enjoyed a lot of freedom and radio is one of them. If we look back at the time when only and one Radio Nepal was in existence it disseminated most of the information about the rulers not ruled. That situation is totally changed now. Now we have more than 300 radios around the country. Though still they are situated in the urban places however they are maximizing the information from rural level too. Since use of media is become a major tool for development and no developmental activities would take place and sustain unless people have enough information. The trickle down approach of development lasted for many years and consequence was nothing and it is realized that bottom up approach can only work and for that we need to have flow of information from bottom to up also. Radios are serving this approach.

The public perception toward development is diverse since the development itself has diverse meaning. What we called development might have also differences to others because in development there are so many values. Radio can mingle up that values and differences into a consensus so that a sole perception of development could be made. People's meaningful participation in the developmental activities can longer last the development. If the things are transparent and governance is smooth then the stake over the developmental activities will increase more which can only then possible unless the people have proper information.

This study explores such public perception of development by using radio. Since radio is being taken a tool for development for many years but still people have differences towards the actual meaning of development because of the less information flow and information flow from top to bottom. Now the situation has been changed and people have so many options to get the right information that the activities are taking a place in their localities.

Being a cheap and easy medium in comparing with other media radio has taken a remarkable place in Nepali listeners who are also the ultimate beneficiaries of development. There are so many stories to be explored that radio plays a vital role and in this context this study contributes a very little role however after mapping a public perception from a small layer of representative society a simple assumption can be made that people have good perception of development with the use of radio.

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