

## **Folk and Traditional Media: A Powerful Tool for Rural Development**

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**ABSTRACT** Tradition is the cumulative heritage of society which permeates through all levels of social organization, social structure and the structure of personality. The tradition which is the cumulative social heritage in the form of habit, custom, attitude and the way of life is transmitted from generation to generation either through written words or words of mouth. It was planned to focus the study on stakeholders of rural development and folk media persons, so that their experience, difficulties, suggestion etc. could be collected to make the study realistic and feasible. The study was conducted in the state of Orissa comprising 30 districts out of which 3 coastal districts, namely, Cuttack, Puri and Balasore were selected according to the specific folk media culture namely, 'Jatra', 'Pattachitra', 'Pala', 'Daskathjia' for their cultural aspects and uses. The study reveals that majority of the respondents felt that folk media is used quite significantly in rural development for its cultural aspect but in the era of Information and Communication Technology (ICT), it is losing its significance. The study supports the idea that folk media can be used effectively along with the electronic media for the sake of the development of rural society