Role of Digital Media in Shaping Citizen Journalism in Rural India: Opportunities and Challenges

Md Danish Rahman[1*], Shahi Raza Khan[2]

[1]*Research Scholar, Sharda University, Greater Noida, Uttar Pradesh, India- 201310*
[2]*Master's Student, Jamia Hamdard University, Delhi, India-110062*

Abstract

This research paper examines the role of digital media in shaping citizen journalism in rural India. It further explores the opportunities and challenges that lie ahead for citizen journalists. In the era of mobile and networks, digital technologies have reached almost all villages and even in remote areas, enabling common people to start reporting at the grassroots level. When an ordinary citizen brings forward the events, problems, or social issues of his area through his mobile phone or social media, it is called citizen journalism.

This study attempts to understand the role of digital media in rural India - how mobile internet, and social media apps (such as WhatsApp, Facebook, and YouTube) enable common people to raise their voices, do reporting, and spread their voices on a wide scale. This process has not only strengthened democracy, but many times it has also drawn the attention of local administration and mainstream media towards important issues.

However, there are many obstacles in this field—such as limited availability of technical tools, slow or unavailability of the internet, lack of digital literacy, the spread of fake news, and sometimes social or political pressure. Despite these challenges, citizen journalism is becoming a powerful medium for bringing change in rural India.

This research study takes examples from various rural areas, real experiences, and the effectiveness of digital media platforms. Ultimately, the conclusion is that if the right policy, training, and support are available, then citizen journalism through digital media can provide a new direction to rural society.

INTRODUCTION

In this digital age of information, the form of media is changing rapidly. While earlier we had to depend on traditional mediums like newspapers, radio, or TV to access news, now with a mobile phone and internet connection, anyone can become a "journalist" himself. We see this change in the form of citizen journalism.

Citizen journalism means when a common citizen—who is not associated with any professional media organization—attempts to bring the events, problems, or important issues around him in front of the public and the administration. This reporting is done through social media, blogs, YouTube, or any local digital platform (Wall, 2015).

In a country like India, where a large part of the population lives in rural areas, this new kind of journalism holds special importance. Traditional media is often limited to cities or does not give much priority to rural news. In such a situation, digital media has emerged as a new option in the form of citizen journalism in rural India, which is bringing forward those voices that were previously unheard.

Today, the reach of mobile phones and internet is increasing in rural areas as never before. Government schemes like "Digital India" and cheap data plans have made digital means simple and accessible in villages. The rural population now can not only watch the news but can also express their views by making videos, posting or coming live. This has given new strength to democracy because now every person is getting the right to express his views and speak on social issues (Vijayan, 2019).

Traditional status of journalism in rural India

A couple of decades ago, journalism in rural India was very limited. News related to villages used to be published only through local newspapers or community radio stations, that too in a limited manner. Often, problems in rural areas, such as bad roads, lack of electricity, water, or corruption, were overlooked by the media. The reason was – lack of communication, lack of resources, and low priority given to villages in the media. But now the situation is changing rapidly. When a farmer posts a video of his crop damage on Facebook, or a village woman mentions the problem of dirty water on a WhatsApp group, it is likely to reach a broader audience. Such news gradually becomes viral, reaches a large number of people and many times the administration also takes action on it (Biswal, 2019).

Role of Digital Media

Digital media has not only made reporting easier but has also promoted transparency and participation. Especially in rural areas now:
- The mobile phone has become a news camera,
- Social media platforms like YouTube, Facebook, and Instagram have become reporting platforms,
- and Blogs/Websites are writing about rural issues in detail.

Some examples make the point clear. CGNet Swara is a platform that allows tribal and rural people to record their stories, news, and problems through mobile. Many such local efforts are being made where rural youth are moving towards journalism (Mudliar et al., 2012).

Importance of Citizen Journalism

The biggest strength of citizen journalism in rural India is *locality and authenticity*. An outside journalist cannot understand the problem of the village as deeply as a local resident. When a person reports an incident related to his life, it has both truth and sensitivity.

Apart from this, this journalism also empowers people. When a woman realizes that her video has been seen by hundreds of people and is being discussed, she considers herself strong, not weak.

Citizen journalism has often drawn the attention of the government and the media to issues that were missed by the big media institutions—such as rigging in panchayat elections, teacher absenteeism in schools, theft of ration, or lack of health services.

Social and political impact

Digital media and citizen journalism have created a new consciousness in rural society. Now people are not just listeners, they are also participants. They ask questions, make videos, and make others aware. This not only identifies local problems but also promotes *public awareness* and *social change*.

However, sometimes it has also been seen that when a news goes viral, it creates pressure on the administration, resulting in immediate action and solution. That is, in a way, citizen journalism is giving rise to a *culture of accountability*.

Some limitations and challenges

But all this is not so easy. Internet access is still weak in many rural areas. Many people do not know the right use of digital tools. Lack of education sometimes leads to the spread of incorrect information. Apart from this, political pressure, fear, or social rejection are also big obstacles.

It has often been seen that when someone made news of corruption or atrocities viral, he was intimidated or had to face a social boycott. This is

why citizen journalism needs a *safe, structured, and supportive environment*.

Objectives of the Study

The main objective of this research is to understand how digital media is shaping, and promoting citizen journalism in rural areas of India. In rural India, the reach of mainstream media is often very low or completely absent. But with the help of digital technologies and mobile internet, now even the common rural citizen is speaking openly, bringing out local issues and becoming active in the direction of change. Understanding and analyzing this entire change is the primary objective of this research.

The following major objectives have been set in this research:

Assessing the reach and impact of digital media in rural areas

Today, mobile phone and internet access is increasing rapidly in Indian villages. This has connected rural people to digital platforms such as Facebook, WhatsApp, YouTube, etc. It is important to know how people are using these platforms. Do they use it only for entertainment or are they now using it as a medium to express their thoughts and highlight issues?

To understand the current status of citizen journalism in rural areas

What is the current status of citizen journalism in rural India? Has it become a regular practice or is it still limited to only a few active individuals? This study aims to identify local examples and efforts where people in villages are reporting at their level — like news of crop failure in a field, absence of a teacher in a school, or lack of a public facility.

Identifying the key challenges faced by citizen journalists

When a citizen in rural areas raises or reports an issue, he or she often faces technical, social, or political problems. The aim of this research is to understand what such challenges are — situations such as slow internet speed, quality of mobile cameras, lack of digital literacy, fear and pressure, or social exclusion.

Analyzing the positive impacts of digital media

It is also important to see what positive changes digital media has brought about in rural society. Has any social problem been solved due to citizen journalism? Has the administration paid attention to any viral video? Do people feel that they are now more capable of speaking up?

Understanding the need for digital literacy and media training among rural citizens

To make citizen journalism more effective, it is important to know what kind of information, training or support rural people need.

What are the right platforms to consume news? Do they understand fake news? Do they know how to avoid fake news? Can they use digital tools correctly?

Assessing future prospects

The final objective of this research is to predict how digital media and citizen journalism may impact rural India in the coming years. Will it strengthen democracy? Will it help in providing new career opportunities to rural youth? Will these efforts get support from government and Media houses?

Literature Review

The rise of digital media and citizen journalism represents the beginning of a new era, breaking the boundaries of traditional media. Especially in rural India, where lack of information and communication has been a major challenge for a long time, digital media has given common people an opportunity to raise their voice and participate in journalism. In this literature review, we will try to understand how digital media has impacted rural India, what is the current state of citizen journalism, and what are the possibilities and challenges associated with it. This change is not only technological, but is also very important from a social and political point of view, because now people in villages are also becoming able to bring their issues to the fore.

Effect of Digital Media

The effect of digital media was earlier seen only in cities but now it is rapidly spreading to rural India

as well. While digital media has given people a new way to get information, on the other hand it has also increased social awareness and political participation. Social media platforms such as Facebook, WhatsApp and YouTube have given citizens an opportunity to express their views and this medium is helping people to make their voice public (Verma et al., 2021).

Digital media has made journalism more democratic as now no one has to depend on traditional media institutions. People are now directly highlighting the problems of their community through their mobile phones and the Internet.

Definition and Importance of Citizen Journalism

Citizen journalism is a type of independent journalism in which common people, who are not associated with traditional media, highlight the events and problems happening in their area. Its biggest advantage is that it gives priority to local issues which are less important for traditional media. Apart from this, citizen journalism motivates people to actively raise their voice on the issues of the society, which accelerates the process of awareness and change in the society (Bruns, 2010).

Citizen journalism has further empowered the voice of the community in rural areas of India (Patil, 2014). For example, when a farmer shares information about the loss of his crop on social media, it not only attracts the attention of the administration but also unites other farmers and motivates them to fight for their rights.

Citizen Journalism in Rural India

A new type of citizen journalism is being seen in rural India through digital media. Traditional forms of journalism were ignored in rural areas, so digital media has filled this gap. Digital media in rural India not only works to spread information, but it also provides a platform to those whose voices are not usually heard in the media (Paul and Dowling, 2018).

However, there are many challenges in the use of digital media in rural areas. The most prominent of these challenges are slow internet speed, limited digital literacy and socio-political pressure. Despite this, digital media has given rural people a new

way to raise their voice and brought them to the attention of the administration and large media institutions (Santosh Kumar Putta et al., 2022).

Challenges and Problem Areas

There are many problems in the state of citizen journalism in rural areas of India. Slow internet speed and lack of technical knowledge are major obstacles to citizen journalism. Especially in rural areas where people are not comfortable using digital devices, the process of citizen journalism is affected (Khalid et al., 2019).

Apart from this, the spread of misinformation through digital media has also become a big problem. In rural areas, people make news viral without any verification, which spreads confusion and misinformation. To control such a situation, digital literacy is needed so that people can understand the difference between correct and wrong information (Das and Ahmed, 2022).

Impact of Social Media and Citizen Journalism on Politics

Social media has also played an important role in Indian politics. Citizen journalism has made rural communities aware about elections, government schemes and local issues. For example, citizen journalism exposed rigging in panchayat elections and negligence of administrative officials, which resulted in the administration taking corrective measures in many cases.

In addition, citizen journalism has made rural communities aware of their rights and duties, thereby promoting democratic participation. It not only highlights local problems but also makes villagers aware of their rights and makes them active participants in society (Patil, 2014).

Need for Digital Literacy

To make citizen journalism more effective, digital literacy training should be given in rural areas. Digital literacy will help people to get information in the right way and enable them to make full use of the available technology. Digital literacy is crucial to the success of citizen journalism because it helps people understand the difference between true and false information (Paul and Sosale, 2020).

Research Methodology

In this research, secondary data-based methods have been used to understand the relationship between citizen journalism and digital media. To understand how citizen journalism is developing, especially in rural areas of India, we adopted three major methods:

1. Literature Review
2. Case Study Analysis
3. Comparative Analysis

Through these three methods, we have tried to understand those aspects which can be both helpful and hindrance in the development of citizen journalism.

Literature Review

An important part of this research has already been presented in the form of a literature review, which includes information about the impact of digital media, the state of citizen journalism in rural India, challenges, and political-social changes. During this review, we studied 10 major research papers and articles, which have been published in various national and international journals.

The purpose of the literature review was to know what research has been done in this field so far, what kind of problems have already been identified, and in which areas more research is needed. This also made it clear to us that digital media in rural India has not only simplified the exchange of information but has also given common people an opportunity to become journalists.

Case Study Analysis

In this research, we have analyzed three major case studies, which show the impact of digital media and citizen journalism in rural India. These case studies have been taken from different states so that diversity can be understood.

Case Study 1: Video Volunteers, Jharkhand

Introduction

Video Volunteers is a non-governmental organization that teaches video journalism to people in rural areas with the help of mobile and cameras. This organization is especially active in states like Jharkhand, Chhattisgarh, and Odisha.

Overview

Through this organization, rural women and youth highlight the problems of their village such as lack of drinking water, absence of teachers in schools, or corruption in ration distribution. These videos are shared through online platforms such as YouTube and WhatsApp.

Conclusion

This case study shows that if given the right training and equipment, even rural people can do effective journalism and make their community's voice heard by the government and society.

Case Study 2: 'Khabar Lahariya', Uttar Pradesh and Madhya Pradesh

Introduction

Khabar Lahariya is a team of rural women journalists who publish local news through digital media. This organization is mainly working in Uttar Pradesh and Madhya Pradesh.

Overview

This entire team consists of rural and Dalit women who did not receive any formal training in journalism, but today these women journalists are highlighting the problems of villages through video reports.

Conclusion

Khabar Lahariya showed that rural women can also become journalists, provided they know how to use digital media properly. Through this, many cases of corruption and administrative negligence have been exposed.

Case Study 3: Mobile Journalism – Efforts of Youth in Maharashtra Villages

Introduction

Young people in some villages of Maharashtra started 'mobile journalism' using smartphones. These youth record local issues like road conditions, electricity problems, and the condition of schools and share them on social media.

Observation

These reports brought the local administration into action and many issues were resolved. In some cases, the state government also took notice.

Table 1: Comparative analysis of grassroots journalism model in rural India

Analytical Points	*Video Volunteers (Jharkhand)*	*Khabar Lahariya (UP/MP)*	*Mobile Journalism (Maharashtra)*
Community Participation	Collective effort, rural reporter	Women-based reporting, participation of underprivileged sections	Independent young reporter, individual effort
Gender Representation	Both Women and Men	Only Women	Majority of Men, Some Women
Subject Matter Priority	Health, Education, Social Injustice	Women's Rights, Politics, Dalit Issues	Basic Amenities, Local Problems
Journalistic Style	Documentary style, focus on social issues	Investigative reporting, ground stories	Bytes-based live reporting
Technical Resources	Mobile, Camera, Laptop (training-based use)	DSLR, Mobile, Editing tools	Smartphone, App-based editing
Digital Literacy	Above Average (empowered by training)	Moderate, practical experience	Low to Moderate, self-learning based
Network/Power Issues	Limited internet, remote location	Power cuts, network disruptions	Data costly, network unstable
Institutional support	NGO based model	Media startup, external funding	Individual efforts, independent
Financial Model	CSR and grants	Project based funding	Sometimes crowdfunding, self-funded
Training Process	Video training, field reporting	On-ground training, digital learning	Online tutorials, experience based
Impact of reporting	Awareness in local administration	Sometimes policy changes	Temporary impact from viral videos
Reach of communication	Limited but locally effective	National/International recognition	Rapid spread on social media
Long-term sustainability	Active for 15+ years	Strong model for 20+ years	Emerging trend in last 5–7 years
State of innovation	Community cinema, public participation	Digital content, website, YouTube	Instagram live, reels-based communication
Depth of impact	Long-term social change	Structural change, policy impact	Rapid but limited, low depth
Challenges	Lack of resources, networks	Gender discrimination, economic instability	Technological limitations, lack of trust

Table 2: Comparative evaluation of Community Media Initiatives based on key performance areas

Areas	*Best performers*	*Need for improvement*
Community Engagement	Khabar Lahariya	Mobile Journalism
Technical Proficiency	Video Volunteers	Mobile Journalism
Depth of Impact	Khabar Lahariya	Mobile Journalism
Innovation/Creativity	Mobile Journalism	Institutional Support
Structural Support	Video Volunteers, Khabar Lahariya	Mobile Journalism

Conclusion

Mobile journalism has emerged as a powerful tool, through which people can become a part of the media even without big resources.

Research Findings, Observations and Actions

Key Research Findings

Based on the literature review, case study analysis and comparative analysis in Table 1 and 2, the main points that came out in this research are as follows:

Digital media have given voice to rural people:

- Earlier, where only the people of cities could bring their problems forward through media, now digital media has given this power to the people of villages as well.
- With a smartphone and internet connection, rural youth now become journalists and make videos and post them on social media.

Citizen journalism strengthened democracy

- Citizen journalism has given the common people an opportunity to participate in the process of democracy.
- Now people are not just consumers of news, they have become news makers themselves.

Big role in women empowerment

- Organizations like Khabar Lahariya have proved that women can also do journalism through digital media.
- Dalit and backward class women have raised their voice for their rights.

Technical limitations are still a challenge:

- In many rural areas, internet speed is low, there is a problem of electricity, and there is a lack of technical resources.
- Many people are not digitally literate, due to which their contribution remains limited.

Helpful in administrative change

- In many cases, the local administration took action on the issues raised by citizen journalists.
- The administration came into action after videos went viral on issues like water crisis, school condition, ration scam.

Detailed Observations

Effect of training

- Where people were given training in video making, editing and reporting, their reporting was more effective.
- Where Video Volunteers gave training, rural reporters were able to make more accurate and informative videos.

Role of institutional support

- Where models had support from an institution or NGO (like Khabar Lahariya, Video Volunteers), work was being done continuously and strongly.
- In mobile journalism, where most people work alone, continuity and stability were found lacking.

Understanding of socio-political issues

- Citizen journalists often understand ground level issues because they are part of the same society.
- These reports have more sensitivity and reality, which is missing from mainstream media.

Limited reach and popularity

- Most reports are local in scope, due to which they are not able to make a wide impact.
- However, sometimes going viral on social media leads to national level discussion.

Self-reliance vs. Dependence

- Where people are making reports, themselves using mobile, data and social media, there is self-reliance.
- But in NGO based models, there remains dependence on external help for financial and technical resources.

Suggested Actions

Starting a digital literacy campaign

- Mobile and internet have reached villages, but most people do not know how to use them correctly.
- Government and social organizations should jointly run digital literacy campaigns, in which video making, use of social media and identifying fake news should be taught.

Creating media clubs at the local level:

- A "rural media club" can be formed at every panchayat or block level, in which youth, women and teachers are members.
- These clubs will work to provide support, resources and recognition to citizen journalists.

Recognizing mobile journalism:

- Even today, reporting from mobile is not considered 'serious journalism'. It should be recognized in the mainstream.
- Journalist organizations and media houses should create a separate category and award system for citizen journalists.

Access to technical resources:

- Rural citizen journalists should be provided with access to cheap mobiles, data packs, cameras and editing apps.
- This is possible under CSR funds or Digital India schemes.

Starting a mentorship program:

- Experienced journalists and digital media experts should go to villages and provide mentorship.
- This will increase the quality of rural reporters and they will be able to work in a more professional manner.

Safety and protection of journalists:

- Many times, citizen journalists have to face local pressure, threats or social boycott.
- For this, the government and institutions should develop a legal and social security framework.

Opportunities and Challenges in Citizen Journalism in Rural India

Opportunities

Digital Media as a Tool for Empowerment

- Digital media has given a new form to journalism in rural India. Now people of villages can put their problems on the public platform, whose voice was earlier suppressed in mainstream media. Through smartphones and internet, youth of rural area are now actively participating in journalism.

- This opportunity is also important for women and other backward castes. Now they can put their problems and issues directly in front of the society. Especially projects like "Khabar Lahariya" have proved that women can also do journalism through digital media.

Strengthening of democracy

- Citizen journalism has strengthened democracy. Today the public is not just a consumer of news, but has also become a news maker. Village people are able to highlight their problems, which puts pressure on the administration and they improve their actions.
- Rural journalism, such as reporting on water crisis or ration scams, often inspires the administration to take action. This increases citizens' trust in the administration and also strengthens participation in democracy.

Prominence of rural issues

- Villages and their issues are often ignored in mainstream media, but digital media has provided a platform to bring these problems to the fore. Now people of rural areas can highlight their problems such as lack of roads, education, health, water, and electricity at the national level.
- Local issues can be reached to more people through video reporting and social media. Discussion starts on the social and political importance of these issues, which was never possible before.

Growth of Mobile Journalism

- Another big opportunity has emerged in citizen journalism through smartphones. Now people can create their own news and reports without any big camera or editing equipment. Due to reporting from mobile phones, this process has become very accessible and affordable.
- The biggest advantage of this opportunity is that in rural areas the resources are limited, but with mobile journalism people can raise their voice without any big investment. Apart from this, mobile journalism helps in spreading information in a fast and effective way, which was not possible through other traditional means.

Direction of change in society

- Digital media has also set the direction of change inside the society. When people have started speaking openly about their problems, it has increased awareness in the society.
- This awareness is leading not only to social change in the society but also to political and administrative change. Such as improvement in health services, increase in education, and implementation of schemes for rural development.

Challenges

Lack of digital literacy

- Lack of digital literacy is still a big problem in rural areas. Many people are not able to use the Internet and mobile properly. Due to this, their contribution to citizen journalism remains limited.
- There is access to smartphones and the Internet, but training is needed to explain how to use them properly. Especially older people and women are still out of this technological change.

Lack of technical and financial resources:

- There is a great lack of technical resources in rural areas. Internet speeds are slow, there are electricity problems, and high-quality equipment for editing or shooting is also not available.
- Apart from this, if an organization or group wants to work without these resources, they need external help. Often there is also a lack of financial support to work in rural journalism, which affects the quality and detail of reporting.

Infrastructure problems

- Very weak internet network in rural areas is a big problem. If the internet and network speed is slow, it is difficult to upload videos, share content on social media, and communicate.
- This is a big challenge, because if there are no technical resources, the contribution to citizen journalism is limited, and the information given is not spread effectively.

Security and legal problems

- Rural journalists often face local pressure, threats, or social boycott due to their reporting.

If they expose the wrong working activities of an administrative officer or an influential person, they may be personally threatened.
- Apart from this, many times the media also has to face legal action for reporting on sensitive topics. If these problems are not resolved, the safety of rural journalists is at risk.

Mistrust towards media

- Many times, the problems or reports raised in rural journalism go viral on social media, but sometimes there are no accurate facts or evidence behind them. This can lead to mistrust towards the media in the society.
- In addition, due to the lack of strong sources of media and factual information on a large scale, many times the news can be wrong or misleading, which can spread confusion in the society.

Limited reach and impact

- Most citizen journalism reports are limited to the local level, which limits their reach and impact. However, sometimes these reports can cause discussion at the national level due to going viral, but this does not always happen.
- Due to not being in the mainstream media, rural journalism gets very limited recognition, which does not make it more effective and widespread.

CONCLUSION

Citizen journalism has taken a new direction in rural India in the era of digital media. Earlier, where only people from urban areas could highlight their problems through media, now people from villages are also getting this opportunity. Now people from villages are also able to put forward their views with the help of mobile and internet. This has not only strengthened democracy, but common people are no longer just spectators of news, but they have become news makers themselves. This process brings awareness in the society and also improves the functioning of the administration by putting pressure on it. Citizen journalism has also strengthened the rights of women. Especially organizations like 'Khabar Lahariya' have proved that women can also do journalism using digital media.

Women from Dalit and backward communities, who were earlier unable to speak their mind in society, are now raising their voice through citizen journalism. Through this, not only are they protecting their rights, but they are also working to bring about change in the society. Seeing the power of citizen journalism in rural areas, it can be said that it can bring about a kind of social and political change. Today, problems like health services, education, water shortage, roads and electricity in villages are now getting a place in the mainstream media. These issues are being discussed through video reporting and social media, which was impossible earlier. Now these problems are being raised not only at the local level but also on the national platform. Mobile journalism has brought a new revolution in rural journalism. Earlier, when journalism required big cameras and editing equipment, now people are able to create and share their news with smartphones. This change is very important for rural areas, where there has always been a shortage of resources. Mobile journalism has helped in eliminating these limitations and now people are able to bring their problems in front of everyone at low cost. But many challenges are also associated with this change. The biggest challenge is the lack of digital literacy. Many rural people are not able to use the Internet and smartphones properly, due to which their participation remains limited. This problem can only be overcome by running a strong digital literacy campaign, in which people are taught the right use of social media, identifying fake news and the process of making videos. Lack of technical and financial resources is also a big challenge. Internet speeds are slow in villages, there are electricity problems and good quality cameras or editing tools are not available. This affects the quality and detail of reporting. Also, rural journalism also needs external help, such as financial assistance and availability of technical tools, which is often limited. Structural problems i.e. infrastructure are also a big challenge. Due to weak network and slow speed, it becomes difficult to upload videos, share content on social media and establish communication. When there are no technical resources, the impact of citizen journalism remains limited and it becomes difficult to spread information in the right way. Apart from this, security and legal problems are also a big challenge for citizen journalism. When a citizen journalist exposes the wrongdoings of an administrative officer or an influential person, he may face personal threats or social boycott. Many times they also fear legal action for reporting on sensitive issues. If these problems are not resolved, the safety of rural journalists may be in danger. Mistrust towards the media is also another big problem. Many times news of citizen journalism goes viral on social media, but there is no solid evidence behind them. This creates mistrust towards the media in the society. Sometimes the spread of false or misleading news creates confusion in the society, which weakens the purpose of citizen journalism. Citizen journalism also faces the challenge of limited reach and impact. Most of the reports are limited to the local level, due to which their impact also gets limited. Yes, sometimes when a report goes viral, it is discussed at the national level, but this does not happen every time. Since rural journalism does not get much space in the mainstream media, its impact also remains incomplete many times. Despite this, citizen journalism has great power to change rural India. If it gets the right training, necessary resources and security, it can become a powerful movement. This is the real democracy, in which the common man gets the right to create media. Now the voices which were suppressed earlier are coming in front of the society through digital media. This change is not only necessary but also the need of the hour, due to which rural India can get a new identity and the picture of the entire country can also be changed.

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