

Changes through Mapping Public Voice: Using Media Input to Inform Progressive Planning for Viksit Bharat @2047

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Abstract: With the vision of Viksit Bharat @2047, Bharat needs a participatory model of development, where policymakers integrate and acknowledge the voices of common people into welfare policies through media feedback. The Bhartiya media has historically served as a means through which information is disseminated. The growing two-way nature of this, especially through social media and interactive platforms, offers another opportunity to feedback public input into development planning. However, the public comments that are shared through media often remain *ad hoc*, go unheeded or are not systematically analysed for any recommendations. The study intends to look at the feedback of media consumers on development that can be taken as inputs for local and national planning exercises. The research will adopt a mixed methodology approach through the online survey of media consumers from urban, semi-urban, and rural part of western belt of Uttar Pradesh. The survey included both closed-ended and open-ended questions focused on media consumption habits and platforms of feedback sharing, and perceptions about the usefulness of such feedback in influencing development. More than 100 respondents gave the data regarding their media platform interactions and the kinds of issues they raise which ranges from infrastructure to education and health care. The study has found that people express their views on development issues like infrastructure, health, and education in the print, radio, audio-visual, and social media. A decision on land-use planning in an area is made by the concerned authorities for setting up new industries. Additionally, the study offers simple but effective methods for including this feedback into the development planning process, including digital feedback tools and media monitoring. As populaces always expressed strong willingness to participate if given structured, simple, unbiased, and transparent mechanisms will be provided. They are aware of public participation platforms like the Prime Minister's *Mann Ki Baat* program, aired on Akashvani, and MyGov (2014), but still feel that through Public Voices via feedback, mapping can be done and a better way to project and guide progressive scheduling for Viksit Bharat@2047. The study proposes practical suggestions on the integration of media feedback into local to national level planning meetings.

Keywords: Media Feedback, Participatory Development, Progressive Scheduling, Viksit Bharat@2047, Digital Governance, Citizen Engagement, Media and Policy, India, Public Opinion, Grassroots Planning.

Introduction: Our Hon'ble Prime Minister Narendra Modi's vision of "Viksit Bharat@2047 calls on Bhartiya to keep going for a Viksit Rashtra by the time we reach our 100th anniversary of Independence in 2047" (Government of India, 2023). For this, Sustainable development, inclusive growth, technological innovation, and good governance are extremely important (United Nations,

2015; United Nations Development Programme, 2022; Government of India, 2023) because it is a citizen-driven purposes requiring instructed decision-making and collective participation at all stages of policy formation and execution. In this situation, the media's one-way communication does not merely serve these ends; it also becomes a means for society to speak out and participate in a more planned and proper way, from start to finish. People's opinions in the media reveal critical insights on the challenges they face and what will help them to grow. In India, "development planning has been carried out mainly on a top-down basis" (World Bank, 2004; OECD, 2001). The authorities make decisions primarily on the basis of institutional input, reports, and statistical surveys. Despite being informative, these sources at times overlook or over-generalize the diverse and local needs of various communities. As a result, policies may overlook crucial gaps in development or fall short of addressing local realities. On the other side, the continuing openness of media, especially through the internet, smartphones, and social community communication networks, has given citizens greater freedom, speed, and access for communicating their thoughts and concerns.

Before continuing to the next phase of implementation, public feedback and engagement are gathered through "government initiatives like *MyGov* and *My Bharat*, local and national radio stations, social media trends, and news feedback" (Government of India, 2014). Through the popular *Mann Ki Baat* initiative, which significantly ensures public participation, the Hon. Prime Minister himself inspires people nationwide to get involved in the work of national interest by highlighting the remarkable contributions made by the countrymen (Prasar Bharati, n.d.). Through the media, people discuss a wide range of issues and offer solutions. Only a few comments, no matter how genuine and unfiltered, may draw attention and lead to solutions. Even though we occasionally write letters to the editor and contribute to newspaper editorial pages, as well as share social media posts and tweets about national issues and scholarly opinion pieces, few comments have the same impact. The primary point of this paper is that these factual observations provide a genuine insight into the public's needs.

The pulse of the entire country can be gauged from a variety of feedback sources, including Twitter threads, Facebook campaigns, newspaper editorials or letters to the editor, and YouTube recommendations (Bruns, 2008; Castells, 2012). Media can prioritise and organise feedback data geographically and thematically for better understanding where and what people expect from the government or the Development planner. Such analysis can help guide what this study calls progressive scheduling, a planning method that changes in real time based on public feedback. Progressive scheduling, as different to a one-size-fits-all approach, enables policymakers to carry out development projects in layers or phases following the urgency, relevancy, and unit to district-wise, state to nationwide, wide to the people's voices have expressed. For example, a sudden increase in online discussions about hunger in any community may contribute to the reallocation of health resources or swift action. If media feedback demonstrates dissatisfaction with the appropriate feedback analysis, public representatives can assess and change the approach before enacting it nationally.

This integration becomes possible through technology and feedback data analytics. Media hubs usually have researchers or a research department that can process immense amounts of media data quickly and effectively via technologies like analysis of sentiment, thematic coding, algorithmic learning, and geographical mapping as most reporters are familiar with many remote areas and the developmental gaps that accompany them, they can gather information from their reporters, correspondents, and stringers (Castells, 2012). This approach is already in use in fields like marketing, disaster relief, and election polls & results, and it has a lot of possibilities in governance. Dashboards that gather information from public opinion and produce useful information can be collected and presented more systematic way to policymakers in order to guarantee that even the remotest region is included in the developmental progressive schedule.

However, in development planning, there are limitations in incorporating media inputs. Presentation is a major issue because not all social groups have equal access to media and digital media, or much hesitation exists, so they need a kind of self-assurance to express themselves freely. The usage of citizen voices to inform policy raises issues of consent and privacy and data ethics (OECD, 2001). Any framework that is created should ensure that media inputs are used ethically, inclusively, and responsibly. To screen out politically motivated content, trolling, and truthful public statement, strong procedures are also required. “A governance system that is dynamic, inclusive, and responsive to people’s needs could be built through regular listening to the people via different accessible modern day media apart from elections and official consultations” (Rowe & Frewer, 2005). The time has come to formalise the role of media feedback in development planning because of the increasing diversity of media, the growing digital penetration, and the growing voice of the populace.

For Viksit Bharat@2047, this paper explores how citizens provide input on development-related issues through media platforms. Official government platforms saw limited usage, while social media became the most popular channel. Although most respondents are ready to offer feedback, particularly regarding civic and developmental issues, they lack confidence that it will result in action. Despite this, the public strongly believes that if media feedback is streamlined properly and considered during the decision-making stage, it highlights the need for improved response processes and a participatory role. In sum, this research paper aims to explore how media-based citizen feedback, gathered via social media, traditional media, and community communication tools, can be mapped and converted into useful information for developmental scheduling that supports Viksit Bharat@2047.

Objectives

- To map and analyse the public voice expressed through various media platforms, especially via social media.
- To guide progressive scheduling and participatory planning for Viksit Bharat @2047.

Literature Review

As we know, the media have long been seen to be an effective tool for nation-building and social change. It serves as a dual role, on one side, it disseminates crucial information about development and helps the public and government communicate. This dual role becomes even more crucial in the age of digital interactivity since media platforms are no longer only one-way channels of transmission but are now interactive spaces for discussion, feedback, and collaboration, including climate change, sustainable development, and issues at the municipal, state, and national levels. Global concerns about climate change require the use of mindful practices as a kind of safeguarding. The Role of Satellite Television in India, television channels help effectively to highlight the different environmental issues throughout the world as well as in India (Gangopadhyay & Dutta, 2012). Initiatives like the *SITE* project (Satellite Instructional Television Experiment) in the 1970s *Satellite Instructional Television Experiment* (SITE) is one of the pioneer experiments in Indian television scenario where television is used for social causes (ISRO, 1976). The experiment became a tool for mass education through various programmes designed exclusively for the project. The programmes concentrated on education, agriculture, health and family planning. It was the first experiment to telecast educational programmes direct from satellite to receivers (Gangopadhyay & Dutta 2012). The more recent use of social media for policy advocacy and feedback demonstrates the historical description (Singhal & Rogers, 1999) of media as a developmental instrument in the Indian environment. The growing confluence of new media platforms and traditional mass media has established a strong ecosystem for influential public opinion and promoting participatory governance (Nabatchi & Leighninger, 2015). This transformation has fundamentally altered the relationship

between media and its audiences. As Singh (2026) argued, "the citizens have also become more than just a consumer of stories; they have become a co-constructor, a commentator, and a critic, actively involved in the co-construction of meaning" (p. 45). This participatory role strengthens the democratic potential of media by enabling citizens not only to receive information but also to shape public discourse and contribute to development-oriented policymaking. The use of media in development can be treated at two levels: mass media, often using television, radio and print media in campaigns aimed at inducing the adoption of innovations or other changes in behaviours; and community media, mainly using and other folk expressions such as theatre, concerned with giving voice and representation to the various segments of local communities (Kaul, 2011; Fraser & Restrepo-Estrada, 2002). Overall, the review of the literature examines the function of the media in public feedback systems, participatory communication, development, and the gap between collecting and presenting feedback for additional improvement towards the vision of Viksit Bharat @2047.

Media as a Development Communication Tool

In India, the idea of the media as an outlet for progress has been at the core of communication studies. Development communication would probably agree that in essence, development communication is the sharing of knowledge aimed at reaching a consensus for action that takes into account the interests, needs and capacities of all concerned (Servaes, 2003; Rogers, 2003). Newspapers and television channels are now on websites, chatting zones, Facebook, Twitter, e-paper with feedback, blogs, and the concept of citizen journalist has become popular. Communication is not merely a technical process encountering some difficulties but also a social process having a cultural & economic dimension (Adhikary, 2017). Further; it is participative in nature. We need to give emphasis on communication planning for development of the deprived. According to Srinivas and Melkote (2001) in *Communication for Development in the Third World*, media is not merely a transmission of messages but a catalyst in participatory communication for social change. He pointed out that culturally-appropriate and decentralized media content can empower people and build capacities for bottom-up development. In the real world, several national initiatives (e.g. *Digital India* and *Swachh Bharat Abhiyan*) employed media platforms (social media and mobile apps, including radio jingles) to solicit public opinion through *MyGov.in*, *Swachhata App*, hashtags and more, in addition to spreading awareness (Government of India, 2014).

Feedback Culture and Participatory Planning in India

Public feedback systems in India, though growing, remain under-institutionalized (OECD, 2001). The analysis shows that public participation must be visually related to the process of planning. In this regard, participation has to happen in all stages of planning and not be an isolated event (Arnstein, 1969 & Benwell, 1980). Community media, especially radio, is considered a participatory instrument to democratise the media and empower the marginalised. Nonetheless, it encounters obstacles stemming from hierarchical structures and proxy ownership, which may hinder its participatory potential (Wadhwa, 2022).

MyGov Platform: Bridging the Gap

The *MyGov platform* of the Indian government is perhaps the most organized attempt to formalize citizen feedback. It is a major website in India that allows citizens to comment on policies in a public forum, as well as make suggestions for other government proposals (Arya, 2019). *MyGov.in* was launched in 2014 as a citizen engagement platform of the Government of India (Government of India, 2014). It has over 25 million registered users. Further, it has generated over 100,000 ideas. In addition, it has over 800,000 comments contributing to the campaign (Government of India, 2014). It is basically a platform made for citizen who allows them to participate in governance process by way

of giving feedback and interacting with government initiatives (Malhotra, 2018). To enhance citizen involvement in governance, the GOI introduced the MyGov digital platform. This platform accepts plenty of suggestions from people and asks the public via polls to initiate conversations on crucial issues. This builds a participatory chain for development through more transparent inclusive governance. However, to completely close this gap it's necessary to ensure that user input information which is collected via the platform is systematically reviewed and used within decision-making processes.

Media Feedback in the Context of Viksit Bharat@2047

Media based consultation and participation of the people has been emphasised by policy think tanks like NITI Aayog (NITI Aayog, 2023), in the path towards Viksit Bharat@2047. But most feedback is still taken on an *ad hoc* basis, in surveys, elections or campaigns rather than the more systematic scheduling process. Media feedback can play a strong role in policymaking when it draws the attention of the policy-makers to the critical issues of the society like unemployment, poverty and standard of education which are required for the vision of a developed India (Dan, 2024). This study introduces the concept of “progressive scheduling,” which involves incorporating media-embedded public voice into the plan-making periods and sectors.

Swachh Bharat Abhiyan: A Case Study

A specific instance of how the media was strategically utilised as a platform for development communication is the *Swachh Bharat Abhiyan* (SBA), introduced by the Indian government on October 2, 2014 (Government of India, 2014). The campaign's objectives were to end open defecation, enhance solid waste management, and encourage a clean culture nationwide. Its utilisation of digital feedback mechanisms, citizen interaction, and media outreach was crucial to its success. The campaign was a collective approach to achieve sanitation for all by improving cleanliness and eliminating open defecation in the country. Institutional alliances and multistakeholder partnerships were the hallmark of this program (Dash & Dash, 2021). Citizen groups, non-governmental organisations (NGOs), International development agencies and corporate bodies were invited to promote the best practices in the sanitation and cleanliness value chain and to bring in innovation.

In October 2014, our Hon'ble Prime Minister, Narendra Modi Ji, launched *Mann Ki Baat*, a monthly radio show that provides a direct line of communication with the laypeople (Ministry of Information and Broadcasting, 2014). It is an example of a dialogic and participatory communication model, in contrast to traditional top-down messaging, where listener messages, letters, and public feedback influence the show's content. The show crosses linguistic and geographical barriers to reach a wide range of audiences in both rural and urban India by airing concurrently on All India Radio, Doordarshan, and other digital platforms. Thematic focus frequently relates to national development goals, such as water conservation, education, sanitation, innovation, and grassroots entrepreneurship. This shows the government priorities but also citizen-led initiatives.

The two main pillars of mass communication are radio and television which were put into use extensively. The working national television stations (Doordarshan, All India Radio and gradually private ones) were the main platforms for the dissemination of expert debates, public service campaigns and socially relevant commercials. Businessmen and A-List Celebs lent their help for the campaigns. The campaigns received support from public figures including politicians, film stars, social activists, and prominent businessmen, in their respective roles and fields, boosting in legitimacy and audience. The framework of *Mann Ki Baat* makes it suitable for use as a marker of opinion as well as a dissemination device. It is a hybrid development communication model in a more comprehensive framework of development communication which is mass-mediated but local, state-led but community-informed. The medium fosters a sense of the nation and a personalisation of the

story of government. With the addition of feedback to development communication, the media has now been given a kick-start in stimulating public participation and behaviour change. Such a media-induced change is remarkable in the case of “Swachh Bharat Abhiyan” (Clean India Mission). The national level initiative which starts with 2014, aims to promote cleanliness and sanitation throughout urban and rural India. The campaign was not limited to traditional policy instruments to reach widespread audiences and amplify key themes, but instead chose to be a multi-media dynamic approach.

Print media played a very important role in the sanitation discourse credibility. An additional boost to the promotional material came from newspapers that featured case studies of success stories, editorials, and ground reports. This widespread range of opinions in the print coverage so changed the thinking of the readers that sanitation was seen not just as state's responsibility but also as a civic responsibility. Cleanliness as a neighbourhood campaign brought a feeling of pride, awareness and discussion to the readers, starting from the bottom to the top. Community radio stations became an important tool for participatory communication in the local context. The stations adapted to the local culture by airing the hygiene message in the local regional language and dialect. Their locality made it possible for them to develop customized messages with listeners and community leaders that greatly increased the acceptability and relevance of the campaign in the rural/semi-urban areas.

One of the key components of the communication process, which emerged during the campaign, was from the world of entertainment and filmmaking. The *Swachh Bharat campaign* has not remained confined to movies, instead it was made part of popular stories and films, like *Toilet: Ek Prem Katha*, making them relatable and emotionally strong (Singhal & Rogers, 1999). If it is really to change a specific behaviour, Patricia Aufderheide, a professor at the school of communication in an American University in Washington DC says it really does help. In his TEDx talk, he talks about fine films. The campaign also got a digital makeover, with the use of social media and digital means changing the way the campaign was disseminated. The Government agencies and affiliated organisations used social media platforms like Facebook, YouTube and Twitter to develop thematic hashtags such as *#MyCleanIndia* and encouraged sharing of user generated content (Government of India, 2014). The platforms not only created participatory momentum amongst the urban, the tech-averse but also facilitated real-time dissemination. The interactive features of social media have fostered participatory community development and enabled feedback loops that lend an element of transparency and immediacy to government initiatives. The media worked in unison, citing a failure to appreciate that communication in India is not a one-size-fits-all affair and that the system is fragmented and pluralistic. With proper use, the media can foster development and also convey development message. This campaign offers an example of how the media can raise awareness across the nation, and how it can influence public opinion.

Feedback Mechanism Facilitated by the Media in the Swachh Bharat Mission

A key departure from conventional top-down models of communication was the integration of media-enabled feedback in *Swachh Bharat Mission* (OECD, 2001; Nabatchi & Leighninger, 2015). The model for participatory communication reflects modern concepts that promote citizen engagement and dialogue, co-creation of solutions and reject unidirectional, directive communication. India's Government launched MyGov.in, a digital interface for participatory governance. It allowed them to raise their concerns as well as make suggestions regarding sanitation. In addition to this, The Site typically ran campaigns around themes, asking users to submit images and stories from their clean-ups, resulting in a participatory and crowd sourced archive of grassroots civic action.

In addition, the feedback and suggestions provided via the *Swachhata App* resulted in more effective and tangible results, according to the Ministry of Housing and Urban Affairs (Ministry of Housing

and Urban Affairs, 2016). With this mobile application, the citizens could report incidents such as garbage on the streets, open sewers, non-working sanitary facilities etc. Each and every complaint was geotagged, creating a chain of response and accountability, and complaints were automatically sent to a municipal authority. The app linked with city governance systems proved to be a scalable and replicable partnership between citizens and government using technology. Overall, these platforms exhibit how interactive media platforms can be utilized to close the interactivity feedback loop in the delivery of public services. *SBM* positioned communication as a participatory process with developmental value and not mere media rising of awareness. It has defined media as a platform for community involvement in policies and making the administration responsive. Though there is an attempt to gather citizen opinions through digital platforms like MyGov, there still exists a huge mismatch in the collection of feedback and its use in planning processes in India. Despite sites like MyGov offering an opportunity to submit ideas, surveys and dialogues, there is no established mechanism to convert this input into useful policy recommendations systematically. The planning frameworks should be detailed more formally but the more complicated public response via media enabled also needs the use. India has the potential to be transformed through creating a culture of effective feedbacks which need to policy linkages and accountability mechanism.

Research Methodology

The present study adopts mixed methods research design with the particular emphasis on participatory governance and inclusive development planning through public involvement through media in the context of Viksit Bharat @2047. The study is designed to understand the pattern of media consumption and response behaviour of citizens of western Uttar Pradesh that covers urban, semi urban and rural population. With the help of different demographic segments, the research attempts to examine the media as a participative platform for the involvement of citizens in policy formulation and developmental decision-making.

- **Data Collection Tools and Approach**

The core data collecting tool was an online designed survey that was circulated via Google Forms. The use of close and open-ended questionnaire types gathered quantitative (type of PR and its organisations', frequency of PR platform usage and PR impact in news coverage) and qualitative data (personal views, feedback on issue, suggestions).

- **Sampling Method and Participants**

Purposive sampling was used to target media consumers aged 18 and above. Study has 113 respondents. To ensure inclusive representativeness across the urban-rural space, the sample contained individuals from the area of western Uttar Pradesh with diverse socio-economic and regional backgrounds.

- **Survey Themes**

The following patterns were used to design the questionnaire:

1. **Patterns of Media Consumption**

Some of the identified channels for information sharing and feedback include social media, newspaper, television, radio, etc.

2. **Feedback Mechanism**

The captured data includes whether and in what form the respondents gave feedback through media, what they raised issues on (specific sector such as employment, sanitation, education), and whether they engaged in official platforms of government such as *MyGov* and *Man Ki Baat*.

3. Perceived Impact and Participation Barriers

The key of evaluation was to see whether citizens feel their voice matter and if they would want to continue adding to civic discourse.

4. Chosen Channels for Feedback

User preferences evaluated for formal (government apps, portals) and informal (social media, WhatsApp) channels through platforms.

- **Analysis of the data**

The closed-ended questions of quantitative data were subjected to the application of descriptive statistics (percentage) to identify the dominant trend in the media used and the feedback participation. Chi-square and T-tests were used to assess relationships between demographic variables (age, gender, urban/rural residence, etc.) and providing volunteers' positive comments.

- **Significant Tests**

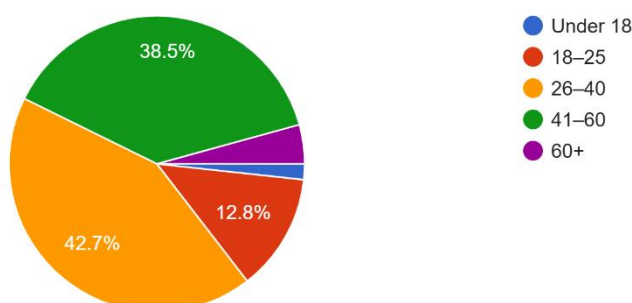
Urban users are more likely than rural ones to use government platforms. According to the age-based T-test, younger respondents are more active in media-based feedback. The readiness to instruct multiplied by perception of action. Discovered link between civic engagement interest and feeling listened to. The qualitative responses were thematically analysed, which yield issues raised by users, suggestions given and gaps perceived in feedback to policy.

- **Readiness to Take Part × Feeling of Reaction**

It showed that the more interested individuals were in civic engagement, the more likely they were to feel heard. Thematic analysis of the qualitative responses was done to find common issues, user suggestions, and gaps in the feedback-to-policy system.

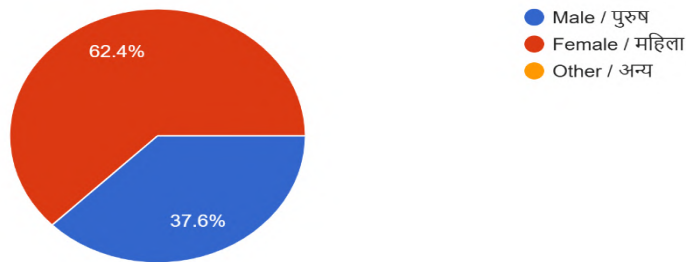
Findings

Age Group आयु वर्ग
117 responses



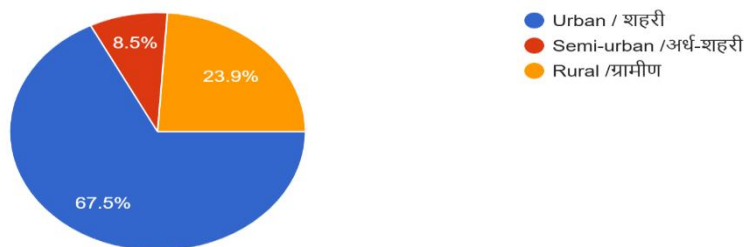
Gender लिंग

117 responses



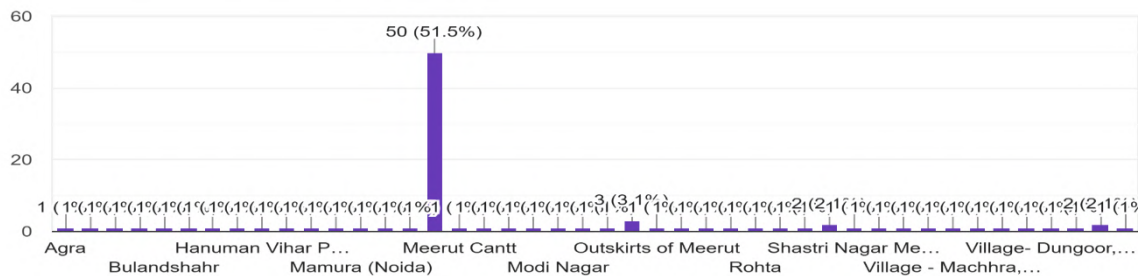
Location Type आपका क्षेत्र किस प्रकार का है?

117 responses



Name of place (Optional) स्थान का नाम

97 responses



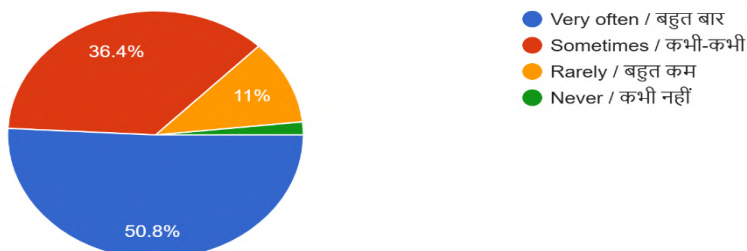
What media platforms do you use on a regular basis? आप निम्न में से किन मीडिया प्लेटफ़ॉर्म का नियमित रूप से उपयोग करते हैं?

118 responses



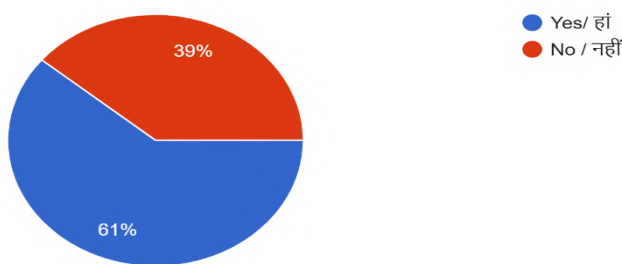
How often do you come across news or programs related to development (e.g., roads, jobs, health, education)? आपको कितनी बार विकास से जुड़ी खबरें या कार्...ो मिलते हैं? (जैसे सड़क, रोज़गार, स्वास्थ्य, शिक्षा आदि)

118 responses



Have you ever used the media to offer comments, suggestions, or feedback on any development-related matter? क्या आपने कभी मीडिया के ...किसी विकास संबंधी मुद्दे पर फीडबैक या सुझाव दिया है?

118 responses



(If Yes) Where did you share your feedback? (यदि हाँ) आपने कहाँ पर अपनी प्रतिक्रिया दी थी?

89 responses



What was the topic of your feedback? आपकी प्रतिक्रिया का विषय क्या था?

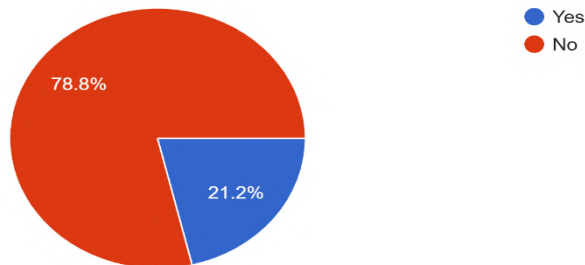
97 responses



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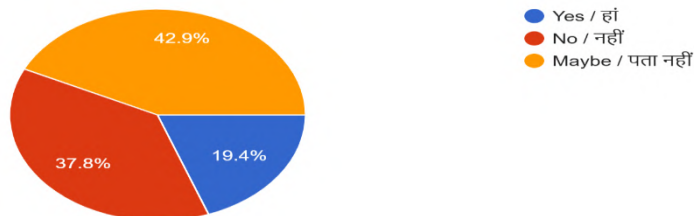
Have you ever given any feedback or response to a government platform or program like MyGov or Mann Ki Baat? क्या आपने कभी किसी सरकारी मंच या कार्यक्रम...से कि MyGov या 'मन की बात' में कोई प्रतिक्रिया दी है?

113 responses



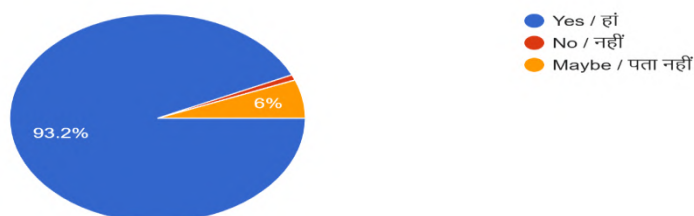
Do you feel your feedback was noticed or acted upon? क्या आपको लगता है कि आपकी प्रतिक्रिया पर ध्यान दिया गया या कोई कार्रवाई हुई?

98 responses



Do you think the government should collect public feedback from media platforms for planning development projects? क्या आपको लगता है कि सरकार ...डबैक एकत्र करना चाहिए ताकि योजनाएं बेहतर बन सकें?

117 responses



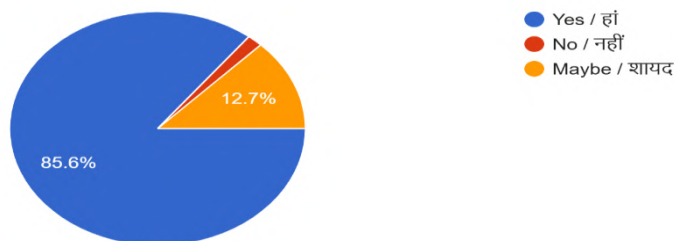
In your opinion, what is the easiest way for citizens to give feedback on development issues? आपके अनुसार नागरिकों के लिए विकास से जुड़ी समस्याओं पर फीडबैक देने का सबसे आसान तरीका क्या है?

118 responses



Would you be interested in giving feedback more regularly if there was an easy platform to do so? यदि एक आसान तरीका उपलब्ध हो, तो क्या आप नियमित रूप से फीडबैक देना चाहेंगे?

118 responses



1. Media Platforms Used for Feedback

Top Platforms Regularly Used:

Media Platform	Respondents
Social Media (Facebook, Twitter/X, YouTube, Instagram)	57
Above All / अन्य (Multiple platforms)	42
Newspapers (print or online)	9
Television news	9
Radio / Community Radio	1

Outcome: Overall, social media is the most commonly used platform, which indicates it can be a prime channel to gather feedback.

2. Nature and Themes of Public Feedback

- **Feedback via Media:**
 - o Yes: 72 respondents
 - o No: 46 respondents
- **Where Feedback Was Shared (sampled themes):**
 - o YouTube comments
 - o Letters to the editor/emails
 - o Social media (X, Facebook, etc.)
- **Common Feedback Topics:**
 - o Job opportunities
 - o Cleanliness and sanitation
 - o Debate format in the news
 - o public welfare schemes

Outcome: *Interactions of response occur mostly on interactive platforms of social media and YouTube and response often in relation to an issue or civic or employment.*

3. Willingness and Barriers to Participation

- Interest in Giving Regular Feedback:
 - o Yes: 101
 - o Maybe: 15
 - o No: 2
- Perceived Feedback Impact:
 - o Maybe (Uncertain): 42
 - o No (Not acted upon): 37
 - o Yes: 19

Outcome: *Most people are willing to provide regular feedback, although there is little confidence in responsiveness which acts as a barrier to on-going participation.*

4. Tools for Feedback Integration

- Govt Platforms Used (MyGov, Mann Ki Baat, etc.):
 - o Yes: 24
 - o No: 89
- Topics shared on Govt Platforms (among Yes responses):
 - o Swachh Bharat Abhiyan
 - o Viksit Bharat
 - o Road safety, education

Outcome: *In spite of their interest, only a minority use official platforms, possibly due to concerns. Even if some people are interested in using the official platforms, very few people use them. It can be due to either access issues or trust issues with the website.*

5. Media Consumption Patterns (Indirectly from Preferences)

- Preferred Mode for Feedback:
 - o Social Media: 79
 - o Govt App/Portal: 14
 - o Public Meetings/Surveys: 13
 - o WhatsApp/SMS Helpline: 10
 - o Community Radio/TV: 2

Outcome: *Digital platforms (particularly social media) are given precedence over traditional or formal mechanisms.*

6. End Feedback & Policy Implementation

- Should Govt Use Media Feedback in Planning?
 - o Yes: 109
 - o Maybe: 7
 - o No: 1
- Suggestions for Improvement (examples):
 - o Prompt replies and action on shared feedback
 - o Improve response mechanisms
 - o Overcome the lack of response on existing channels

Outcome: *There is an important social consensus that media feedback needs to be used for planning. However, implementation suffers from lack of accountability and response gaps.*

Conclusion:

According to this study, the media-enabled public feedback is an increasingly relevant instrument for augmenting participatory governance and refinement of development planning for the Viksit Bharat @2047. The results of the study reveal that people living in urban, semi-urban, and rural areas of western Uttar Pradesh are using various media, particularly social media, to express their views on various issues directly affecting their life which includes employment, education, health, sanitation, infrastructure and public good. Findings show that respondents' willingness to participate in governance through media feedback is at high level. The finding supports the hypothesis. Nonetheless, the research also revealed a huge gap between citizens' participation and institutional responsiveness. Although people regularly express their concerns through digital as well as traditional media, many are not sure if their messages really reach policymakers or influence their decisions. The low levels of use of traditional government tools such as *MyGov* and *Mann Ki Baat* suggest that problems surrounding access, awareness, ease of use, transparency and trust continue to pose challenges for existing participatory mechanisms. As such, the paper emphasises the need to go beyond seeing media as simply a communication tool in the process of information diffusion and see it as an essential element of present day democratic governance and evidence-based public policy.

The other prime argument of this study is the idea of 'progressive scheduling' as described in the paper offers a concrete model for making distilled citizen feedback into structured developmental inputs. Continuous public information can be provided from the media and put to the policy makers to track the changing priorities, differences between regions and issues among sectors in real time, instead of having to rely on periodical surveys or top down reporting by administration. The essay argues that the bureaucracy should have a strong voice office that uses the latest tools and techniques, such as AI, to most effectively listen to citizens and develop and enact better policies. Through this, policy makers will be helping to support development interventions driven by citizens' urgency, frequency and geographic concentration of concerns. Moreover, it will add to greater transparency and accountability in governance. The institutionalization of media feedback requires proper safeguards to privacy; informed consent; ethical use of data; misinformation or political misinformation; and equitable inclusion of digitally excluded communities. A framework of participatory governance could possibly generate legitimacy when every section of society— rural populations; the economically poor, women, the elderly and the digitally poor get a chance to participate in public decision-making.

In the end, the dream of Viksit Bharat @2047 will require governance systems which communicate with citizens and are able to listen to, analyze and act upon their voices in a systematic manner. Public participation must be institutionalized and continual in the policy cycle and must not be a consultative exercise for elections, campaigns, or individual government initiatives. Would you like to get a feedback on Director of Public Works— City of St. Catharines, on Canada job description? Creating such a framework can enhance democratic legitimacy by narrowing the gap between policies and public expectations and developmental priorities by representing the lived experiences of all people. Future research could undertake an even larger and more representative study across different regions of India and among different socio-economic groups, as well as the long-term policy impact of institutionalized feedback mechanisms. Establishing robust mechanisms for mapping, analyzing and incorporating the public voice in governance would help India move toward an inclusive, accountable and participatory approach to development which we see as Viksit Bharat @2047.

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