

## **WHEN THE DISH KNOCKED DOWN THE ANTENNA**

**How television digitization is impacting low income viewers and public broadcasting**



Podhamundi Village, Kalahandi, Odisha

**A FIVE STATE STUDY  
By  
THE MEDIA FOUNDATION  
NEW DELHI**

## WHY THIS STUDY

A technology switch in television affects different income groups differently. In India the digitization of TV signals is putting an end to the free-to-air telecast regime. This study, the first of its kind, goes to working class TV viewers, people at the bottom of the income pyramid, to discover how digitization is impacting them.

Has it increased or reduced their access to television? What are people's entertainment and information needs? Has digitization served those needs?

And for the most deprived sections of the population, are there barriers to the use of television itself?

The Media Foundation presents this study primarily as a data report, conveying snapshots from the ground in five states, in an attempt to answer the questions cited above. It goes to districts like Kalahandi, Kandhamal, Dantewada, Bastar, Narmada, Adilabad and Krishna, among others, to gauge the changes brought by digitisation.

It also looks at how digitization has impacted access to public broadcasting, and examines the relevance of the programming on the public broadcaster for the lives of the rural and urban poor.

## **Part 1**

### **TELEVISION DIGITIZATION AT THE BOTTOM OF THE PYRAMID**

How the poor in rural and urban India are being impacted by television digitization

## **Part 2**

### **THE CONTOURS OF PUBLIC BROADCASTING DEMAND AND CONTENT**

Unmet information needs of the working class population and a breakdown of what the public broadcaster telecasts.

## **Annexure**

What are the TV shows watched in low income households?

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## SIGNIFICANT FINDINGS

### **On technology**

- Digitization is changing the way the poor access TV. Terrestrial broadcasting reception has almost disappeared in rural and urban India. New TV households in the villages now go straight to DTH. Except in Andhra Pradesh, where cable covers much of the rural population.
- Yet a substantial part of Prasar Bharati's annual budget allocations each year are absorbed by the salary and hardware costs of maintaining its terrestrial network of 1400 transmitters.
- The growth of television access in rural India is riding on the digital revolution. Post digitization, driven by content demand, rural India has overtaken urban India in TV ownership. 2011 was the first year to record this change. (Chapter 1)
- The majority of TV households (hhs) opt for paid DTH over Doordarshan's Freedish because they want content choice. In not a single state do even 50 per cent of all DTH hhs opt for Doordarshan's Freedish, DD Direct. (Chapter 1)

### **On content driving choice of technology:**

- The absence of popular entertainment channels such as Colors, and channels such as Discovery and National Geographic, and private regional language channels such as OTV in Odisha, or Zee Chhattisgarh or numerous private channels in Andhra Pradesh on the DD Direct bouquet, has led to demand for the DD Freedish declining between 2006-7 and 2012-3. (Chapter 1)
- Apart from entertainment which was the strongest driver for the choice of technology in accessing television, one of the surprises thrown up by this

research was the extent of the popularity of channels of the genre of Discovery/Animal Planet/National Geographic. They come in right after channels from the Star and Zee stables in the hierarchy of viewer preference. (Chapter 2)

### **On barriers to television viewing**

Our research shows that the barriers arise from the following:

- Poverty
  - Power failures and load shedding
  - Scheduling of TV programming
  - The perception of TV as morally corrupting
  - Monopolisation of the remote by children
- (Chapter 3)

Tribal households have less access to television than non tribal households.

### **Affordability issues, post digitisation**

Digitization has made cable TV less affordable for the urban poor. Households reporting monthly incomes of Rs 10,000 or less said they were cutting down on food and savings to afford TV post digitization.

Post digitization the poor have lost access to informal credit that the cable operators used to give. (Chapter 4)

### **On unmet information needs**

- Despite digitization, and the access to 80 plus channels that it has brought, despite the existence of a public service broadcaster, low income viewers report that they have **substantial, unmet information needs** which could have helped to improve their lives. (Chapter 5)

- Working class men and women want employment news, career guidance programmes, and skill development programmes. They want tutorials for their children to be telecast.
- There is demand for much more health-related programming than is available to them now.
- Digitization has affected access to local farm programming which is only accessible on terrestrial transmission. There is also a felt need for a greater quantum of farm programming.(Chapters 6 and 7)

### **Technological barriers to information programming**

- Preferred local content is becoming a casualty of the delivery platform. One of the key findings of this research is that localized broadcast and local language broadcasting even when desired cannot be accessed because it is not available on the technology platform that viewers are now on. (Chapter 6)
- Most TV consumers in the rural areas want variety and flexibility and hence they choose one of the DTH platforms. Doordarshan does not have its local language or localized programming on these platforms; they are only available as terrestrial signals.
- Even its own DTH platform does not carry programming from its narrowcasting kendras, or in very local languages such as Kutchi in Gujarat or Halbi in Chhattisgarh.
- The entire Chhattisgarh transmission of Doordarshan is not available to most people in the state who are now on cable or DTH, because it is a non satellite transmission.

## On the public broadcaster's content-demand mismatch

- If the most opportunity deprived constitute the public broadcaster's constituency, they are not being well served by it.
- The pressure on DD to raise its own funds for programming is leading to a content demand mismatch. It devotes far more programme hours to entertainment than to those categories of programming for which there is a felt need, such as health programming, agriculture, and regional news. (Chapter 8)
- But all those surveyed said all their entertainment programming needs were met by private channels.
- A month long content mapping of programming offered by Doordarshan, done in 2012 as part of this research, shows that there is a clear mismatch between the content segments provided and the content for which there is expressed demand from all the discussion groups surveyed.
- On all four 24-hour DD channels whose programming was mapped the single largest time segment was given to entertainment. **On DD National it was as much as 51 per cent.**
- Farm programming is a felt need but constitutes **less than eight per cent** of the total programming on DD National, on DD Odiya, and on Doordarshan's Telugu and Gujarati regional satellite channels.
- There is a frequently expressed demand for more news but news content on four regional channels mapped, and on DD national, constituted **less than eight per cent** of total programme time.
- The information-related programming needs expressed by viewers get very little airtime on DD. Employment-related

content barely existed on the DD channels mapped, as a category.

## **Introduction**

### **Rationale**

Any study of broadcast digitization, whether that of cable or terrestrial transmission, cannot just about a technological switch,

because digitization is not an end in itself. It cannot only be about either the broadcaster wanting to use technology to ensure accuracy of numbers (cable digitization) or the state wanting to free up spectrum for other uses (terrestrial digitization).

Given the present landscape of television reception in India where terrestrial signals have to compete with analog and increasingly digital ones from cable operators in urban areas, or digital signals from Direct-to-Home (DTH) operators in both urban and rural areas, it is important to examine digitization both as technological change and as a choice-multiplier in India.

## **Objectives**

Given that there is no regular rural sampling of television viewership what happens in that universe pretty much remains unknown except for a rather primitive sampling system that Doordarshan has called DART (Doordarshan Audience Research TV Ratings). This is done by distributing notebooks to viewers in a few rural households, and collecting those from them and mailing them through the postal system each week to the regional kendras of the broadcaster. The commercial TV sampling industry has not thought it worthwhile to sample rural areas extensively, for their programme viewing preferences, though this may change now with the advent of BARCratings (Broadcast Audience Research Council India).

Over the past decade however, as the Direct to Home and cable industry expands, there has been periodic sampling of television connectivity to gauge what technology people are using in rural and urban India to access TV.

This study was undertaken to look at the television viewing segment which the TV rating industry would classify as socio economic category E. Its purpose was to measure the access to opportunity they have via television, both information and entertainment, in both rural and urban areas, and how digitization will affect them.

However it also goes beyond that to try and assess what information needs disadvantaged sections have and whether these are being met, either by the commercial channels, or the public broadcaster.

The foremost finding of this study is that since the Cable TV Act (1995) was amended in 2011 to make digitization of television mandatory, urban digitization has been driven by the industry and the government for the reasons mentioned in para one (to ensure accuracy of numbers and to free up spectrum for other uses). But rural digitization which is also taking place rapidly has been consumer driven. Content demand is driving this change.

Perhaps in equal measure, this study is also about the public broadcaster. With more and more people going off terrestrial transmission, with satellite TV channels reaching even the country's remotest hamlets, is Doordarshan retaining its relevance? Is its audience intact? Is the market for its Freedish growing?

And what of its content? What dictates the programming it puts out, how is it received, does it meet the needs low income viewers have?

We would like to present our findings principally as a data report, conveying different sets of information. The methodology used in collecting data is explained below. The urban and rural sampling was derived from the states of Andhra Pradesh, Chhattisgarh, Delhi, Gujarat, and Odisha.

We did convenience sampling in partnership with a number of individuals and institutions. Both discussion groups and household surveys were used to understand the technological, financial and programming issues low income viewers have.

Part of the data was collected with particular reference to farm programming to understand whom it reaches and what the felt need of farmers in different parts of the country is.

We did a month-long content mapping of five Doordarshan channels in partnership with journalism departments in different parts of the country. We also commissioned a content analysis of a few serials on DD National to understand what values its entertainment programming conveys. The study presented in chapter 9 attempts to analyze the fiction content of the public service broadcaster using the canvas of gender representation and development to examine whether the messaging is progressive or regressive.

Finally there is an annexure which simply puts out data collected during the household surveys of the programmes rural viewers watch in different parts of the country.

## **Methodology**

This study goes to the information and entertainment deprived —the rural and urban poor--and engages them in discussions about broadcasting and the place television has in their lives. It also looks at the urban poor to examine how they are affected by digitization, particularly in the city of Delhi which made the switchover from analog to digital in October 2012.

The fieldwork was conducted between June 2012 and July 2014 in four states, and well as in Delhi.

The social segment surveyed was the universe of low income viewers belonging to the unorganized sector, both men and women, including those from the scheduled caste, scheduled tribe and OBC categories. These are the people the public broadcaster is meant to serve. These were sampled in both rural (20 districts) and urban areas (five cities). The methodology used were focus group discussions and household surveys. The main study areas of Odisha, Chhattisgarh, Andhra Pradesh, Gujarat and Delhi were supplemented with additional group interviews conducted in Bihar and Uttar Pradesh.

Fifty seven focus groups were done across 15 districts in three states, and in four cities in Gujarat and in Delhi. Fifteen village mapping exercises in four districts and 50 interviews of respondents residing in six districts form the basis of this research. (Details of methodology and sampling in Chapter 11)

# **FULL REPORT**

## **Part I**

### **TELEVISION DIGITIZATION AT THE BOTTOM OF THE PYRAMID**

#### **Chapter 1**

Access to television: the changing picture

#### **Chapter 2**

What drives choice of technology

#### **Chapter 3**

Barriers to television viewing

#### **Chapter 4**

Delhi digitization study

#### **Chapter 5**

Technological barriers to receiving information programming

## **Part 2**

### **THE CONTOURS OF PUBLIC BROADCASTING DEMAND AND CONTENT**

Unmet information needs of the working class population and a breakdown of what the public broadcaster telecasts

#### **Chapter 6**

Unmet information needs

#### **Chapter 7**

The challenge of farm broadcasting

#### **Chapter 8**

The mismatch between DD programming and demand

#### **Chapter 9**

Deconstructing gender and developmental messaging in DD National

#### **Chapter 10**

Summation

#### **Chapter 11**

Methodology

#### **Annexure**

Data collected on programmes watched from focus group discussions and household surveys

## Chapter 1

### ACCESS TO TELEVISION: THE CHANGING PICTURE

#### India's TV Universe: The technological transition

- In 1962 India had 41 TV households (hhs). By 2013 the figure had become 167 million, 76 per cent of these colour.
- In 1993 12 million rural hhs had TV. By 2013 the figure had climbed to 89.6 million.
- In 1993 28 million urban hhs had television, by 2013 the figure was 77.7 million. **Rural India has overtaken urban India in TV ownership.**

The table below documents this growth with figures from various sources.

**Data on households with TV**

Year	Total HHS with TV	Urban	Rural	Source
1962	41			DD AIR Unit
1963	58			DD AIR Unit
1964	93			DD AIR Unit
1965	649			DD AIR Unit
1966	4,170			DD AIR Unit
1967	6,184			DD AIR Unit
1968	7,765			DD AIR Unit
1969	12,303			DD AIR Unit
1970	24,838			DD AIR Unit
1971	44,855			DD AIR Unit
1972	84,114			DD AIR Unit
1973	1,63,446			DD AIR Unit
1974	2,75,424			DD AIR Unit
1975	4,55,430			DD AIR Unit
1976	4,79,026			DD AIR Unit
1977	6,76,615			DD AIR Unit
1978	8,99,123			DD AIR Unit
1979	11,91,311			DD AIR Unit
1980	15,47,918			DD AIR Unit
1981	16,72,568			DD AIR Unit
1982	20,95,537			DD AIR Unit
1983	27,83,370			DD AIR Unit
1984	36,32,328			DD AIR Unit
1985	67,50,000			DD AIR Unit
1986	1,10,00,000			DD AIR Unit
1987	1,32,56,000			DD AIR Unit
1988	1.73,39,000			DD AIR Unit
1989	2,25,39,000			DD AIR Unit
1990	2,78,20,000			DD AIR Unit
1991	3,08,03,000			DD AIR Unit

1992	3,48,58,000			DD AIR Unit
1993	4,03,37,000	2,83,37,000	1,20,00,000	DD AIR Unit
1993-94		40.5 per cent of total urban	7 per cent of total rural	NSSO
1995				
1996				
1997				
1998				
1999-2000		59.5 per cent of total urban	18.7 per cent of total rural	NSSO
2000	6,06,49,623			Census 2001
2001				
2002	7,65,82,100	3,86,68,500 (66.1 % of total urban households)	3,79,13,600 (25.6 % of total rural households)	NSSO
2003				
2004-05	8,29,00,000			IRS
2004-05	10,82,00,000			NRS
2005-06	9,19,00,000			IRS
2006-07	11,47,29,000	5,74,29,000	5,73,000,00	Francis Kanoi Market Research
2007-08	12,07,13,000	6,07,13,000	6,00,000,00	Francis Kanoi
2008-09	12,68,22,000	6,39,23,000	6,28,99,000	Francis Kanoi
2009-10	13,35,76,000	6,70,140,00	6,65,62,000	Francis Kanoi
2009-10		(75.8% of total urban)	(41.7% of total rural)	NSSO
2010-11	1,16,49,362 (47.2 % of total households)	60,488,017 (77 % of total urban)	56,005,607 (33 % of total rural)	Census 2011
2010	134 mn			TAM
2011	141 mn	68 mn	73 mn	TAM
2012	148 mn	69 mn	79 mn	TAM
2010-11	14,06,30,000	7,01,30,000	7,05,000,00	Francis Kanoi
2011-12	15,40,49,000,	7,39,93,000	8,00,560,00	Francis Kanoi
2012-13	16,74,68,000	7,78,56,000	8,96,120,00	Francis Kanoi

The growth of television access in rural India is riding on the digital revolution.



## THE PICTURE, STATEWISE

### ACROSS ALL-INDIA POPULATION STATES

	Total no. of Households	Total no. of TV owning households	No. of colour TV owning households	No. of households with cable connections	No. of cable connected households without Set Top Box	No. of cable connected households with Set Top Box	No. of all DTH owning households	No. of households with private DTH operators
	Nos. in '000s	Nos. in '000s	Nos. in '000s	Nos. in '000s	Nos. in '000s	Nos. in '000s	Nos. in '000s	Nos. in '000s
<b>All India</b>	<b>253594</b>	<b>167467</b>	<b>127342</b>	<b>93407</b>	<b>79930</b>	<b>13713</b>	<b>48233</b>	<b>40713</b>
Delhi	3867	3720	3712	2154	191	1979	1630	1601
Uttar Pradesh/ Uttarkhand	36490	20679	12644	4780	3237	1549	5723	4593
Rajasthan	13360	7606	5413	2908	2645	293	4032	3167
Punjab/ Himachal Pradesh	7426	6997	6395	3360	2309	1061	2769	2187
Haryana	4734	4250	3650	2211	2089	122	1395	1355
<b>North zone total</b>	<b>65878</b>	<b>43252</b>	<b>31814</b>	<b>15413</b>	<b>10470</b>	<b>5005</b>	<b>15549</b>	<b>12903</b>
Mumbai	4136	4031	4018	1897	447	1452	2325	2272
Rest of Maharashtra/ Goa	20979	14220	10581	6980	5873	1127	6218	4708
Madhya Pradesh/ Chhattisgarh	21936	13315	7772	5191	4823	378	3498	2069
Gujarat	12752	10217	9138	7042	6172	906	2780	2393
<b>West zone total</b>	<b>59803</b>	<b>41782</b>	<b>31509</b>	<b>21110</b>	<b>17315</b>	<b>3863</b>	<b>14821</b>	<b>11441</b>

Tamil Nadu/ Pondicherry	19693	19179	18426	15500	15123	384	3592	3403
Andhra Pradesh	21936	14832	10690	11694	11567	130	3301	3177
Karnataka	13819	9817	7337	7524	6471	1095	2385	2275
Kerala	7931	7464	7049	6270	5811	468	1362	1302
<b>South zone total</b>	<b>63379</b>	<b>51292</b>	<b>43502</b>	<b>40989</b>	<b>38972</b>	<b>2076</b>	<b>10640</b>	<b>10157</b>
West Bengal	21031	11862	9127	9167	6677	2535	1897	1684
Bihar/ Jharkhand	26698	11400	6111	3107	2896	212	2875	2488
Orissa	10100	4504	2768	2000	1979	21	1098	951
Assam	6706	3375	2511	1622	1622	1	1353	1088
<b>East zone total</b>	<b>64534</b>	<b>31141</b>	<b>20517</b>	<b>15895</b>	<b>13174</b>	<b>2769</b>	<b>7223</b>	<b>6212</b>

Figures upto 31st March 2013. Projected, based on findings upto the fieldwork period Jan-March 2013.

\* As a % of all households in the specific geographical entity. (Francis Kanoi Marketing Research)

According to the 2013 data above, TV ownership countrywide was 66 per cent of the population. But there are media rich and media poor states.

In Tamil Nadu 97 percent of the households, had TV sets, ditto in Mumbai, followed by Delhi with 96 per cent TV ownership. In Kerala 94 per cent of the population owns television, and the figure is the same for Punjab and Himachal taken together. In Haryana TV ownership is 90 per cent.

At the other end of the spectrum you have Rajasthan with only 57 per cent of hhs with access to television, and the figure is the same for Uttar Pradesh /Uttarakhand. In Odisha it is 45 per cent, Assam 50 pc.

In Bihar/Jharkhand the figure drops to 43 per cent. The other states are ranged in-between. In Madhya Pradesh/ Chhattisgarh it is 61 per cent. West Bengal 56 per cent, Karnataka 71 per cent, Andhra Pradesh 68 per cent.

And in the rest of Maharashtra and Goa it is 68 pc.

Statewise Access to TV

(Francis Kanoi, March 2013)

State	HH %
Tamilnadu	97
Mumbai	97
Delhi	96
Kerala	94
Punjab/Himachal	94
Haryana	90
Gujarat	80
Karnataka	71
Andhra Pradesh	68
Rest of Maharashtra/Goa	68
Madhya Pradesh/Chhattisgarh	61
Rajasthan	57
Uttar Pradesh	57
West Bengal	56
Assam	50
Odisha	45
Bihar/Jharkhand	43

Tamilnadu had the highest number of cable homes followed by Andhra Pradesh. However the digitization of cable is minimal in these two states, just 130,000 homes in Andhra Pradesh and 380,000 homes in Tamilnadu.

According to the Francis Kanoi first quarter 2013 data above, West Bengal had, at that point, the highest number of digitised cable TV sets in the country, followed by Delhi, Uttar Pradesh/Uttarakhand and Mumbai.

## TERMINAL DECLINE OF TERRESTRIAL BROADCASTING

*Before it was stick antenna. Now all are dish.*  
Female FGD, Nakatideul, Sambalpur, Odisha.

*No, no. That (antenna) will not give a good picture. Move it this way, move it that way. In this (dish) once you have installed it, it is clear, and everything is fine.*

Male, Basti, Uttar Pradesh. Interview

*I have installed the umbrella, so we can see all channels.*

Male, Karampur, Surajpur, Chhattisgarh. Interview

*Any house having the old stick antennas?*

*No, none at all..all have shifted to cable.*  
Male FGD,Adilabad, (now in Telangana)

*Which is better dish or cable?*  
*Dish is clearer than cable. Better than cable.*  
Female FGD, Surat, Gujarat

How do low income families access television as India digitizes? This study documents the shifts taking place in technological choice in rural and urban areas. People who participated in it discussed their preference for one mode of television reception over another, their reasons for making such a preference, or the reasons why they cannot adopt a new technology. Even the most financially deprived communities are discovering newer technological means of receiving information and entertainment which are supplanting older forms.

One incontrovertible finding that emerged from focus group discussions and household surveys is that terrestrial access is on its way out.

#### ACROSS ALL-INDIA POPULATION STRATA

	TV homes		Cable TV homes		All DTH Homes		Private DTH Homes		NCS	Cable	DTH	Terrestrial
	Nos. in '000s	% growth	Nos. in '000s	% growth	Nos. in '000s	% growth	Nos. in '000s	% growth				
<b>Top 7 metro cities:</b>												
2006-2007	14826	-	13318	-	529	-	504	-	979	90%	4%	7%
2007-2008	15456	4.2	14023	5.3	924	74.7	871	72.8	509	91%	6%	3%
2008-2009	16091	4.1	14255	1.7	1659	79.5	1554	78.4	177	89%	10%	1%
2009-2010	16773	4.2	13033	-8.6	3455	108.3	3249	109.1	285	78%	21%	2%
2010-2011	17431	3.9	11654	-10.6	5430	57.2	5150	58.5	347	67%	31%	2%
2011-2012	17951	3.0	11910	2.2	6098	12.3	5865	13.9	-57	66%	34%	0%
2012-2013	18470	2.9	12167	2.2	6767	11.0	6579	12.2	-464	66%	37%	
<b>Other 1 million+ cities:</b>												
2006-2007	12585	-	9386	-	514	-	479	-	2685	75%	4%	21%
2007-2008	13285	5.6	10266	9.4	1025	99.4	945	97.3	1994	77%	8%	15%
2008-2009	13990	5.3	10825	5.4	1693	65.2	1553	64.3	1472	77%	12%	11%
2009-2010	14730	5.3	10405	-3.9	2863	69.1	2648	70.5	1462	71%	19%	10%
2010-2011	15444	4.8	9970	-4.2	4135	44.4	3876	46.4	1339	65%	27%	9%

2011-2012	16109	4.3	10940	9.7	4538	9.7	4277	10.3	631	68%	28%	4%
2012-2013	16775	4.1	11909	8.9	4941	8.9	4678	9.4	-75	71%	29%	0%
<b>1-10 lakh cities:</b>												
2006-2007	14676	-	10707	-	621	-	566	-	3348	73%	4%	23%
2007-2008	15711	7.1	11751	9.8	1252	101.6	1129	99.5	2708	75%	8%	17%
2008-2009	16698	6.3	12491	6.3	1985	58.5	1783	57.9	2222	75%	12%	13%
2009-2010	17566	5.2	12311	-1.4	3053	53.8	2768	55.2	2202	70%	17%	13%
2010-2011	18472	5.2	12128	-1.5	4216	38.1	3879	40.1	2128	66%	23%	12%
2011-2012	19594	6.1	13608	12.2	4741	12.5	4371	12.7	1245	69%	24%	6%
2012-2013	20716	5.7	15089	10.9	5266	11.1	4862	11.2	361	73%	25%	2%
<b>Towns:</b>												
2006-2007	15342	-	10160	-	706	-	609	-	4476	66%	5%	29%
2007-2008	16261	6.0	11310	11.3	1286	82.2	1095	79.8	3665	70%	8%	23%
2008-2009	17144	5.4	12139	7.3	1966	52.9	1666	52.1	3039	71%	11%	18%
2009-2010	17945	4.7	11999	-1.2	2975	51.3	2538	52.3	2971	67%	17%	17%
2010-2011	18783	4.7	11861	-1.2	4070	36.8	3513	38.4	2852	63%	22%	15%
2011-2012	20339	8.3	13626	14.9	4577	12.5	3989	13.5	2136	67%	23%	11%
2012-2013	21895	7.7	15391	13.0	5084	11.1	4465	11.9	1420	70%	23%	6%

While terrestrial has long been assumed to be the primary mode of TV access in the rural areas this too is changing. This is what the data from the year 2006-2007 onwards is showing:

DTH connectivity has grown in rural areas from 6 per cent to 29 per cent, while terrestrial connectivity in these areas has declined from 64 per cent to 27 per cent in a period of seven years

## TV CONNECTIVITY ACROSS ALL-INDIA POPULATION STRATA (Francis Kanoi)

	TV homes		Cable TV homes		All DTH Homes		Private DTH Homes		NCS	Cable	DTH	Terrestrial
	Nos. in '000s	% growth	Nos. in '000s	% growth	Nos. in '000s	% growth	Nos. in '000s	% growth				

<b>Rural areas:</b>												
2006-2007	57300	-	17045	-	3627	-	2558	-	36628	30%	6%	64%
2007-2008	60000	4.7	19499	14.4	5539	52.7	3885	51.9	34962	32%	9%	58%
2008-2009	62899	4.8	22026	13.0	8061	45.5	5656	45.6	32812	35%	13%	52%
2009-2010	66562	5.8	24882	13.0	12594	56.2	9162	62.0	29086	37%	19%	44%
2010-2011	70500	5.9	27911	12.2	17802	41.4	13476	47.1	24787	40%	25%	35%

2011-2012	80056	13.6	33381	19.6	21989	23.5	16802	24.7	24686	42%	27%	31%
2012-2013	89612	11.9	38851	16.4	26175	19.0	20128	19.8	24586	43%	29%	27%

New TV households are increasingly bypassing the public service broadcaster preferring private channels through cable and DTH. The DTH market has grown especially with the players offering concessional introductory services with the purchase of TV sets. So, while Airtel has collaborated with Sony, Tata Sky is given with Samsung and Videocon is piggybacking on its own low-cost TV sets which are making its DTH services popular among low-income groups.

What is driving the shift to DTH digitization and analog or digital cable is the demand for better content. This will be discussed in detail later in this report. But the implication is that if digitization in urban India is broadcaster and government driven, digitization in rural India is consumer driven. Even the most financially deprived communities are discovering newer technological means of receiving information and entertainment. When households acquire their first TV set they now go straight to DTH.

Meanwhile the statistical evidence above is supported by anecdotal evidence gathered while doing this study.

### **Anecdotal evidence on disappearance of terrestrial transmission**

In the first year of this study the transmission feedback from randomly picked villages was that out of a total of 25 villages across four states, DD terrestrial users were found in six villages. All in a minority in the village population. At a village near Samastipur, Bihar all the people interviewed reported DTH connections. No DD Direct.

Village Brahampur in Ghoghardiha block in Madhubani district had DD Direct and Dish TV. This village had no TV connections of any kind before subscribing to DTH. The same was true of another village in the same block. No TV before DTH. When people are able to afford a television set today in many parts of rural India they go straight to colour TV and a DTH connection however economically deprived you may be.

In a village called Kanakpur in Bhawanipatna Block of Odisha's Kalahandi district 55 families, earlier all had the stick antenna, but by 2012 many had converted to DTH except for a few homes which had black and white TV sets which were still connected to the DD antenna.

In Andhra Pradesh Doordarshan engineers said that once they got their digital terrestrial transmitter they would install it and start a parallel operation, but they believed that audiences would have shifted away to other kinds of transmission by then.

In 2012 Doordarshan's audience research units in different states were finding it difficult to find enough non cable hhs in villages to pick for terrestrial sampling. Their quota was five non-cable households per village. This problem was reported from the three states in our study which were surveyed for rural sampling.

At that point Chhattisgarh, Odisha and Andhra Pradesh had audience research data and anecdotal evidence to suggest that antennae used for terrestrial reception of DD programmes in the rural areas are rapidly disappearing.

In 2012 DD's own audience research tool DART in Chhattisgarh showed the following break up for rural households sampled by them:

31.2 per cent cable,  
17.8 per cent antenna,  
51.00 per cent DTH

In Odisha the picture from their audience research in 2012 looked like this:

46 per cent of TV homes were cable  
39 per cent antenna  
15 per cent DTH/DD Direct

In neither state was the audience research unit able to get enough antenna households. However, the break up seemed to vary week to week though the broad pattern was consistent.

Doordarshan's audience research units in these three states said that the difference between selecting cable and non-cable households was this: in this first category the selectors have enough hhs to choose from, in the second category they may just be able to find enough households to fulfill their quota of five non-cable households per village.

### **Qualitative indicators from village surveys done for this study**

Data on TV connectivity was collected for 15 villages in the three states of Odisha, Chhattisgarh and Andhra Pradesh. The findings are indicative of the nature of TV ownership and access in low income households.

### TV Type & Connection in Households Surveyed

Area	Sub-District	District	State	HH	TV HH		Connection				No Connection
					B&W	Colour	Antenna	Cable	DTH		
									DD	Private	
Dingiragaon	Phiringia	Kandhamal	Odisha	111	8	23	5	0	2	19	5
Biraguda	Phulbani	Kandhamal	Odisha	59	6	7	3	0	1	6	3
Nediguda	Khejuripada	Kandhamal	Odisha	59	6	18	9	0	1	12	2
Bhatangpadar	Sadar	Kalahandi	Odisha	39	4	2	4	0	0	1	1
Kanakpur	Sadar	Kalahandi	Odisha	55	3	18	7	0	6	5	3
Podhamundi	Sadar	Kalahandi	Odisha	114	16	17	15	0	5	9	4
Mofusbandar	Srikakulam	Srikakulam	Andhra Pradesh	262	0	140	0	50	0	90	0
Annavaram	Chintapalle	Visakhapatnam	Andhra Pradesh	108	1	107	0	0	0	102	6
Vaddadi	Butchayyapeta	Visakhapatnam	Andhra Pradesh	200	0	200	0	200	0	0	0
Aganampudi*	Gajuwaka	Visakhapatnam	Andhra Pradesh	201	0	201	0	184	0	17	0
Karampur	Surajpur	Surajpur	Chhattisgarh	79	6	44	3	6	23	18	0
Khala	Ambikapur	Surguja	Chhattisgarh	46	0	4	0	0	4	0	0
Kukurbeda	Raipur	Raipur	Chhattisgarh	75	0	75	2	52	4	17	0
Navapada-Khadkuni	Sagbara	Narmada	Gujarat	202	0	111	0	55	27	24	5
Umarvav Dur-Garpani	Vvara	Tapi	Gujarat	336	5	174	1	0	82	88	8

\* Aganampudi is a part of Ward No. 56 of the Greater Visakhapatnam Municipal Corporation, which comes under Gajuwaka sub-district.

\* Kukurbeda is a part of Ward No. 14 (Ishwari Charan Shukla Ward) of the Raipur Municipal Corporation, which comes under Raipur sub-district.

- **QUALITATIVE GLEANINGS FROM VILLAGE HH SURVEYS IN TABLE ABOVE**

## Odisha

### Findings:

- *In six villages of Kandhamal and Kalahandi districts less than 50 pc of the households have TV.*
- *Overall, tribal hhs have much less access to TV than the scheduled caste and OBC hhs combined.*

This is borne out from the table below:

### Percentage of TV ownership among SC/ST/OBC

Name of village	Total SC families	TV owning families	Total ST families	TV owning families	Total OBC families	TV owning families
Nediguda	31	35 %	19	10.5 %	14	78.5 %
Dindiragaon	56	41 %	24	8 %	31	19 %
Biraguda	12	33 %	42	14 %	5	40 %
Bhatangpadar	29	17 %	9	11 %	1	0 %
Kanakpur	4	25 %	8	25 %	43	32.5 %
Podhamundi	15	66.6 %	42	19 %	57	57.8 %

Households in Odisha villages surveyed had more black and white TV sets than those in the other states.

All the villages reported one or more hhs with the phenomenon of no connections. They had TV but it was not connected to any mode of transmission.

- *The tables below indicate the nature of ownership and connectivity in these villages.*

### DINDIRAGAON 111 hhs/31 TV hhs

A scheduled caste dominated village in Kandhamal district where the primary occupation is wage labour.

**Table No 26: Possession of TV in Village Dindiragaon**

	SC	ST	OBC
--	----	----	-----

	Colour	Black & White	Colour	Black & White	Colour	Black & White
Purchased from Market	10	3	1		1	1
Dowry	8	2	1		2	2
Total	23		2		6	

**Table No 27: Types of connection**

Types of connection	SC	ST	OBC
Antenna	5		
Dish TV	7	2	1
DD Direct	1		1
Videocon	4		3
Tata sky	2		
No connection	4		1

**BIRAGUDA 51 hhs/13 TV hhs**

This village in Kandhamal district is scheduled tribe dominated and most hhs practice agriculture.

**Table No30: Possession of TV**

	SC		ST		OBC	
	Colour	Black & White	Colour	Black & White	Colour	Black & White
Purchased from Market		3	1	2	2	
Dowry	1		3			
Total	04		06		02	

**Table No 31: Types of Connection**

Types of connection	SC	ST	OBC
Antenna	1	2	
Dish TV		1	2
DD Direct	1		
Videocon		1	
Tata sky		2	
No connection	2		

**NEDIGUDA 55hhs/24 TV hhs**

A scheduled caste dominated village in Kandhamal district where families are depended on agriculture or wage labour.

**Table No 22: Possession of TV in village Nediguda**

	SC		ST		OBC	
	Colour	Black & White	Colour	Black & White	Colour	Black & White
Purchased from Market	6	3	1	1	4	2
Dowry	2				5	
Total	11		2		11	

**Table No 23: Types of Connection in village Nediguda**

Types of connection	SC	ST	OBC
Antenna	6	1	2
Dish TV	3		5
DD Direct		1	
Videocon			2
Tata sky	2		
No connection			2

**BHATANGPADAR 39 hhs/ 6 TV hhs**

A SC dominated village in Kalahandi where most people are employed in wage labour.

**Table No 34: Possession of TV**

	SC	ST	OBC
--	----	----	-----

	Colour	Black & White	Colour	Black & White	Colour	Black & White
Purchased from Market			1			
Dowry	1	4				
Total	5		1			

**Table No 35: Types of connection**

Types of connection	SC	ST	OBC
Antenna	3	1	
Dish TV			
DD Direct			
Videocon			
Tata sky			
No connection	1		
Airtel Digital TV	1		

**KANAKPUR 55 hhs/21 TV hhs**

**AN OBC dominated village in Kalahandi district where the occupation is agriculture and wage labour.**

**Table No 38: Possession of TV**

	SC		ST		OBC	
	Colour	Black & White	Colour	Black & White	Colour	Black & White
Purchased from Market	1		1	1	9	1
Dowry			1	1	6	
Total	01		04		16	

**Table No 39: Types of connection**

Types of connection	SC	ST	OBC
Antenna		2	5
Dish TV	1		4
DD Direct			6
Videocon			
Tata sky			
No connection			1

**PODHAMUNDI 114 hhs/33 TV hhs**

This village in Kalahandi district is OBC and scheduled tribe dominated and the primary occupation is wage labour.

**Table No 42: Possession of TV**

	SC		ST		OBC	
	Colour	Black & White	Colour	Black & White	Colour	Black & White
Purchased from Market	2	3	1	1	1	5
Dowry	3	2	4	2	6	3
Total	10		08		15	

**Table No 43: Types of Connection**

Types of connection	SC	ST	OBC
Antenna	03	05	07
Dish TV	03	01	03
DD Direct	01	01	03
Videocon			
Tata sky	02		
No connection	01	01	02

**Andhra Pradesh****Findings:**

Out of 4 villages surveyed, 3 had 100 pc tv ownership,

One had 53 percent. This is the only state in which a tribal village ( Annavaram) had 100 per cent TV ownership, all colour tvs.

Only one out of the four villages reported a single black and white TV set.

- **District:** Srikakulam
- **Village:** Mofusbandar

*A fishermen dominated coastal village. 262 out of 546 hhs were surveyed.*

• <b>TV at Home</b>	• <b>No. of HH</b>	• <b>%</b>
---------------------	--------------------	------------

• <i>Yes</i>	• <i>140</i>	• <i>53.43</i>
• <i>No</i>	• <i>122</i>	• <i>46.5</i>
• <i>Total</i>	• <i>262</i>	• <i>262</i>
• <i>Colour TV</i>	• <i>140</i>	• <i>53.43</i>
• <i>Black &amp; White TV</i>	• <i>-</i>	• <i>-</i>

- ***District:*** *Vishakhapatnam*
- ***Village:*** *Vaddadi*

- *A large multi caste village with a dominant schedule caste population. Out of 3430 hhs 200 were surveyed. Most households belonged to farmers and agricultural wage labour.*

- ***T.V Ownership Tables:***

• <i>TV at Home</i>	• <i>No. of HH</i>	• <i>%</i>
• <i>Yes</i>	• <i>200</i>	• <i>100</i>
• <i>No</i>	• <i>-</i>	• <i>-</i>
• <i>Total</i>	• <i>200</i>	• <i>100</i>
• <i>Colour TV</i>	• <i>200</i>	• <i>100</i>
• <i>Black &amp; White TV</i>	• <i>-</i>	• <i>-</i>

- ***District:*** *Visakhapatnam*
- ***Village:*** *Annaram*

- *A tribal village in the Eastern ghats where 108 out of 208 hhs were surveyed. Primary employment was agriculture and employed semi-skilled workers.*

- ***T.V Ownership Tables:***

• <i>TV at Home</i>	• <i>No. of HH</i>	• <i>%</i>
• <i>Yes</i>	• <i>108</i>	• <i>100</i>
• <i>No</i>	• <i>-</i>	• <i>-</i>
• <i>Total</i>	• <i>108</i>	• <i>100</i>
• <i>Colour TV</i>	• <i>107</i>	• <i>99.0</i>
• <i>Black &amp; White TVV</i>	• <i>1</i>	• <i>0.9</i>

- **District:** Visakhapatnam
- **Village:** Aganampudi
- A semi-urban agglomeration, 201 out of 374 hhs were surveyed.
- Population consisted of employed semi skilled workers.

- **T.V Ownership Tables:**

• <b>TV at Home</b>	• <b>No. of HH</b>	• <b>%</b>
• <b>Yes</b>	• <b>201</b>	• <b>100</b>
• <b>No</b>	• <b>-</b>	• <b>-</b>
• <b>Total</b>	• <b>201</b>	• <b>100</b>
• <b>Colour TV</b>	• <b>201</b>	• <b>100</b>
• <b>Black &amp; White TV</b>	• <b>-</b>	• <b>-</b>

## Chhattisgarh

### Findings:

- *One out of three settlements surveyed, Kukurbeda, is urban, here TV ownership is 100 per cent and 66 per cent of the homes have cable connections.*
- *In the Karampur village of Surajpur district cable TV has just begun to make an entry. Here 46 per cent of the DTH connections are to the DD Freedish.*
- *In the remote tribal hamlet of Khala in Surguja district only ten per cent of the households have TV and all are connected to DD Direct.*
- ***Availability of TV at home***
- ***Kukurbeda, Raipur District***
- ***The population consists of urban slum, migrants from Orissa, mainly rickshaw pullers.***

T.V Available in Home	No.	%
Yes	75	100
No	0	0
Total	75	100
Colour TV	75	100
Black & White TV	0	0

- ***KARAMPUR, Surajpur district***
- ***The population here is rehabilitated from village Jaldega in 2000 on account to Coal mines operations, they belong mainly to the Oraon tribe.***

Availability of TV in Home	No.	%
Yes	50	63.29
No	29	36.71
Total	79	100
Colour TV	44	88
Black & White TV	6	12

- ***KHALA, Surguja District***

Availability of TV in Home	No.	%
Yes	4	8.6
No	42	91.3
Total	46	100
Colour TV	4	100
Black & White TV	0	0

- ***TYPE OF TV CONNECTION***

Type of T.V. Connection	Kukurbeda		Karampur		Khala	
	No of Connection	%	No of Connection	%	No of Connection	%
Cable connection	52	69.33	6	12	0	0
Antenna	2	2.67	0	0	0	0
Videocon	8	10.67	2	4	0	0
Tata Sky	4	5.33	4	8	0	0
Dish TV	3	4.00	8	16	0	0
Sun Direct TV	0	0	1	2	0	0
Reliance Big TV	0	0	1	2	0	0
Airtel Digital TV	0	0	2	4	0	0
DD Direct	6	8.00	23	46	4	100
Other (Wire)	0	0	3	6	0	0
Total	75	100	50	100	4	100

## Gujarat

### Findings:

- Terrestrial TV is almost gone.
- Just over 50 per cent of households surveyed had a TV set at home.
- In one of the two clusters cable had made an entry.
- DTH households were almost evenly split between Freedish and private DTH

### *TV & TV Connections*

In Umarvav Dur and Garpani in Gujarat's Tapi District, the survey was conducted in 336 households out of the census figures of 601 households. In both villages the population is 99.9 per cent tribal. Convenience sampling was used to reach over 55 per cent of the houses, if census figures are used as a benchmark. To ensure that all the streets were covered, the researcher went back to one particular street that sees a seasonal migration of the families to work in sugarcane fields during harvest season.

*Figure 1: Umravav Dur & Garpani HH Survey*

Households	TV Household	Type of Connection			
		Dish		Antenna	Cable
		DD	Private		
336	177	81	89	1	0

As the data shows just over 50 percent of the households surveyed had a television set at home. Among those who did have a television set, six did not have any connection. Cable being not available in the village was not an option for the people. The vast majority (96.05%) of those who had a television had a Direct-to-Home connection, and among those who were using a DTH, the split was almost even between DD Direct and private operators, with a mild skew (52.35%) towards private operators.

In Khadkuni and Navapada in Narmada district, the survey was conducted in 202 households out of the census figures of 218 households. Khadkuni is 81 percent tribal, and Navapada is 96 per cent tribal. Smaller village size meant that it was possible within the time period to complete over 90 per cent of the households.

*Figure 2: Kharkuni & Navapada HH Survey*

Households	TV Household	Type of Connection		
		Dish	Antenna	Cable

		DD	Private		
202	106	27	24	0	55

As can be gleaned from the above table just over half (52.48%) of the households have television. The split between the two main types of connection is almost half with 51.89% having a cable connection and 48.11% having a DTH connection. These two villages like a number of Gujarat villages are being provided cable connection. Unlike Umravav Dur and Garpani, which are outside the cable network universe, these two villages owing possibly to their proximity to the town of Selamba have cable connectivity

Findings from the village surveys above therefore indicate that in tribal areas where there is satellite connectivity there is a fair demand for the Doordarshan Freedish, DD Direct. Antenna connections are scarcely in evidence.

In three states—Odisha, and Chhattisgarh and Gujarat, tribal populations in the villages have less access to TV, but those who do have access opt for the Freedish even if it does not give them a full choice of channels.

Andhra Pradesh however had a much higher level of TV ownership, three out of four villages had 100 pc access to TV in the households surveyed. One of these was a tribal village, and all of them were colour TVs.

### **DD Direct**

The public broadcaster has been losing viewership in its terrestrial mode and gaining it in its DTH mode.

Its free DTH offering DD Direct had 1.28 million subscribers in 2006-2007 which grew to 7.5 million subscribers by 2012-2013. However, as the number of players in this segment grows it is losing out on account of offering fewer channels.

DD Direct Plus, the public sector platform run by Prasar Bharti, held 21 per cent share of the DTH households in 2006-07 which dropped to just over 15 per cent in 2012-13 (Francis Kanoi). This drop in DD Direct Plus's share can be attributed to entry of more private players in the DTH market. Not only do the private players offer more channels than DD Direct Plus, they also have a well planned distribution and marketing strategies as is evident from the bundling of DTH with new TV sets.

However the advent of cable digitization which has pushed up the cost cable hhs has seen a degree of switchover to DD's free DTH.

Overall, for reasons of content choice, in most states DD direct households form a minority of all DTH households. As of 2013 DD Direct or DD Freedish connections countrywide were .8 million, and constituted 16 pc of the DTH connections in the country. This represents a loss of market share, from 2006-2007 when DTH was taking hold and the Freedish had 21 per cent of the DTH market. This is when the market itself has grown by 46 per cent over these seven years.

In Assam 19.6 pc of its DTH connections was DD direct Even in a poor state the rejection of DD Direct is quite high. Only 13 pc of all DTH connections in Odisha (1 million) subscribe to DD Direct.

**Statewise percentage of DD Direct hhs compared to total DTH  
Hhs in 000s**

State	No of DTH hhs	% DD Direct
Delhi	1630	2
Uttar Pradesh/ Uttarkhand	5723	20
Rajasthan	4032	21
Punjab/ Himachal Pradesh	2769	21
Haryana	1395	3
Mumbai	2325	2
Rest of Maharashtra/Goa	6218	24
Madhya Pradesh/ Chhattisgarh	3498	41
Gujarat	2780	14
Tamil Nadu/ Pondicherry	3592	5
Andhra Pradesh	3301	4
Karnataka	2385	5
Kerala	1362	4
West Bengal	1897	11
Bihar/Jharkhand	2875	13
Orissa	1098	13
Assam	1353	20

As the above table shows, in not a single state does the Freedish have even 50 per cent of the market.

DD Direct does not offer private regional channels, which every focus group discussion done in Odisha in the course of this study recorded people as watching most frequently.

Bihar had 2.8 million DTH connections, DD Direct constitutes 13 pc of all DTH in Bihar. For Uttar Pradesh the figure was 20 per cent.

Rajasthan had 4 million dth connections, 21 pc DD Direct.

In Andhra Pradesh barely 4 pc of DTH connections are DD Direct.

At 41 per cent MP /Chhattisgarh has the highest percentage of DD direct users in the country (J&K and some North East states were not sampled), possibly because the topography in parts of the state only allows for DTH, and because where the population is substantially tribal the purchasing capacity for private DTH is not there.

## **Chapter 2**

### **CONTENT IS DRIVING CHOICE OF TECHNOLOGY**

Talking to working class people, men and women, about their reasons for migrating from one form of television viewing to another, yields a clear and cogent discussion on their preference for one mode of television reception over another, the reasons for making such a preference, the decline of one technological media form, or the reasons why they cannot adopt a new technology.

The primary reason for migrating from terrestrial to satellite television is the inability of the antenna (read terrestrial broadcasting) to provide the choice in content that other technologies can. Content is the primary driver of migration. While reception is a factor, it is a subsidiary driver for migration.

Content is what is driving people to choose the kind of signals that they would like to receive. The overwhelming reason why the participants mentioned opting for DTH was because they could choose – choose between different channels that provide serials, films, children's programming, sports, devotional programming, news and information. They did not want to wait for a particular time for any of this. They wanted the control to be in their hands and they wanted the freedom to move from one to the other at will. They also want attractive programming.

This becomes clearer when the conversation turns to DD Direct vis-à-vis other DTH platforms. While Tata Sky, Dish TV, Videocon offer a wide variety of channels, DD Direct has much less choice. And even though it is free, choice triumphs for those who want to avail of this facility. The research clearly indicates that both in terms of the technology platform (DTH versus terrestrial) and in terms of the service provider (Pay DTH versus free DTH), the decision is based on content and flexibility of access.

A study of DD Direct viewers by DD's audience research cell is instructive on this DTH bouquet's shortcomings. People said their preference was for entertainment programmes (36 per cent), twenty percent wanted informative fare, and another 20 percent sought news and current affair programming. Another 17.5 percent wanted programmes on education. The most watched channel was Zee Smile, (27 per cent) followed by Aastha and Sanskar, the two

spiritual channels and Star Utsav. DD National was listed as most watched by only 5.53 per cent of the respondents.

Doordarshan has vocal critics of the fare it offers among the poor and opportunity deprived. The desire for quality content was expressed in unambiguous terms in all the focus group discussions. To even think for a moment that the lack of exposure to different forms of information and entertainment content would lead rural viewers into accepting uninteresting content, is belied by the findings of this research. It is not only that viewers have an acute sense of content, they have ideas on how the important ought to be made interesting. As one discussant in Bhilai pointed out, “If they are talking about education, then it will go on for two hours. If it is agriculture it will go on for an hour. And that too it is not interesting. Two people will sit and keep talking about agriculture. They will say: If you want to farm, then farm like this. For one or two hours this will continue. In this the viewer’s attention is not retained. Then how does one see these programmes. Add some entertainment. Put some songs in this programme, good songs, Chhattisgarhi folk music.”

- *“We are getting more entertainment by paying.”*  
Female FGD, Nakatideul, Sambalpur, Odisha.
- *“The difference is that with the antenna which belongs to Doordarshan, the news is very less. Then whatever programme on agriculture is short. But in dish, the discussion goes for hours and in detail like we are discussing here now. There are many discussions coming on OTV.”*  
Male, Kanakpur, Kalahandi. Household survey.
- *“It (Doordarshan via antenna) shows programmes. But on private channels “you can see what you want to see. So if you want to see news, you turn to news. On Doordarshan it is not that if you want to see news, it is coming at that time.”*  
Male, Basti, Uttar Pradesh. Interview

- *“Old news comes on DD 1. On National we can’t get any regional news. Suppose there is an accident near here, we can get it within one hour. It is coming on OTV. But in Doordarshan that news will come after two or three days.”*  
MaleFGD, Redhakhole, Sambalpur, Odisha.
- *“The Doordarshan telecasting was not clear and it could only telecast one Gujarati channel which had very little entertainment (only one Gujarati film in a week)In the cable connection you get different interesting and entertaining programmes along with news on different channels.”*  
FemaleFGD, Bhuj, Gujarat
- *“Its picture quality, sound quality, makeup and dress-up all are old. So does not sound good to watch. We watch TV to learn new things but they show old things. It needs improvement in picture quality.”*  
Youth FGD, South Delhi
- *What about DD?*  
*Laughter – “Nobody sees DD.”*  
*Man: “Nobody is interested – we don’t know it exists”*  
*Man: “Now all private channelsgive latest news in scrolls. Government channel has restrictions – only one side view.”*  
Male FGD, Anukunta, Adilabad, Telangana  
  
*“DD doesn’t show programmes that are available on other channels – their programmes take us back in the 19<sup>th</sup> century. Public wants to go ahead and not backwards.”*  
Male, Vadaj, Ahmedabad, Gujarat

Apart from entertainment which was the strongest driver for the choice of technology in accessing television, one of the surprises thrown up by this research was the extent of the popularity of channels of the genre of Discovery/Animal Planet/National Geographic. They come in right after channels from the Star and Zee stables in the hierarchy of viewer preference. Of the 45 group discussions conducted in Andhra Pradesh, Chhattisgarh, Gujarat and Odisha, 24 mentioned one or more of these channels. The discussions

groups in Bihar and UP talked of them. So did youth and others in some of the household surveys in the villages of Gujarat, Chhattisgarh, and Andhra Pradesh.

*“Discovery, National Geography, Star Movies--that is all. Not Animal Planet but Discovery I watch more, means I am a diploma mechanical so programmes on related subjects like factories and manufacturing I like, so I watch more.”*

Household survey, Agnampudi, Vishakapatnam

*Student: “They show in a practical way how a machine works and all its parts very clearly.”*

Youth FGD, Kamavarupukota, West Godavari district.

*“Returning from playing cricket, the bigger children watch Discovery Channel, watch cartoon, then go for study.”*

Female FGD Hamlet Majhipali, village Debipali, Sambalpur, Odisha

*“They used to watch Discovery channel the whole day when there was channel connection, but now only Doordarshan is there so they don’t watch.”*

Male FGD, Vadaj, Ahmedabad

*“We find Discovery and National Geographic though in Hindi, more interesting as we get to see different animals in open jungle and their behaviour, which otherwise in our life time we would not have known about them”.*

Female FGD, Bhuj, Gujarat.

*“I only watch Hollywood channels. That is why I have taken the dish that requires monthly fees...(taking the remote and switching to Discovery) If some day there are no good films then I watch Discovery.”*

Ganeshbhai’s son, village survey, Umarvav Dur, Tapi, Gujarat

*“Doordarshan should show Discovery channel in day time and then films the whole day ...then we would watch...also whenever there is cricket match, there is signal disruption...if signals are good we would watch it.”*

Youth interviews, Barabanki, UP

*“On Discovery channel, they show how to lift snakes by hand. I noticed a 15-16-year-old boy, he saw a snake by the roadside, pressed its back by foot and picked it up. I said, this is all because of Discovery.”*

MaleFGD, Bhilai, Chattisgarh

## **BUT PRICE ALSO DICTATES CHOICE OF TECHNOLOGY...**

Since a large number of low income viewers have already voted with their wallet to move to DTH or cable, then it logically follows that those who have not made the change have not done so because of their inability to afford the switch. The families which have stuck to terrestrial television are those who make no bones about not being able to pay for the monthly fee-based DTH or those who do not have the means to even make a one-time payment for the Doordarshan DTH.

Thus the choice or rejection of a technology has two drivers. One is content, but the other is price. Some low income families manage to override the constraint of having to pay more now for watching television in a post set top box regime. Others don't. A few stick to the antenna, others opt for DD Direct.

The flexibility of payment also governs choice of technology. In the analog cable regime the cable operator gave informal credit. Post digitization the connection is cut off upon non payment. But a DTH connection allows delay in recharge. Viewers reported that when the children in the family have exams and they don't want the distraction of television, or when they just don't have the money to pay up, they simply delay the recharge.

- *"Just a month back I have taken the connection from this National (set-top box). I have paid a one-time cost and then there are no monthly charges. You get to see the serials you want to see. We can also see songs, movies, etc. Also where is the time to watch any more TV. This is enough for us."*

Male FGD, Juhapura, Ahmedabad

- *So the reason for not having dish or cable is money? Right?*  
*"Yes. See, it is compulsory to pay every month. Whether we have the money or we don't, we have to pay. That is compulsory. So that is the reason." (for not having cable / dish)*  
Female FGD, Raiyya Dhar, Rajkot

- *“I have DTH with dish, the Doordarshan one, which is free. Actually it’s difficult to get recharge in the village which is why we have DD Direct. We watch the programmes which come on that.”*

Male FGD, Bhilai, Chhattisgarh

- *“See, I do not know about the cost of the set top box. It may be costing around Rs. 1200 and if it is more than that then there should be provisions for installments because with cable sometimes we pay the next month if we don’t have the money, and if we don’t have money then you are asking us to pay all at once. This will affect our budget at home.”*

Female FGD, Kukurbeda, Raipur, Chhattisgarh.

- *“This village does not have wealthy people. Only five or six homes have paid DTH, the rest have DD Direct.”*

Male FGD, Simga, Chhattisgarh

- *“Those who are having black and white TV, they have attached the stick antenna.”*

Male FGD, Kanakpur, Kalahandi, Odisha.

- *“Those who have fewer sources of income cannot see dish. Those with low income can see Doordarshan. Less income means they neither have been able to see private channels nor will they be able to.”*

Male, Barabanki, Uttar Pradesh. Interview

## Chapter 3

### BARRIERS TO TELEVISION VIEWING

The barriers to television viewing are very well evidenced in the research that was carried out. The reason these barriers should be noted is that a deficiency of information and entertainment is debilitating for a democracy. The focus groups that were conducted have shown that entertainment programming is seen as an educator, and there is an eager demand for information and local news. Information inequity being the problem it is, the barriers to television viewing amount to information deprivation in the rural areas of the country.

Our research shows that the barriers arise from the following:

- *Poverty*
- *Power failures and load shedding*
- *Scheduling of TV programming*
- *The perception of TV as morally corrupting*
- *Monopolisation of the remote by children*

#### 1. POVERTY AS A BARRIER TO WATCHING TELEVISION

There are two ways in which poverty is a barrier to watching TV. Either hard labour leaves the very poor with little time or energy to watch, or their resources do not permit the purchase of a TV set. A third category of households, albeit very few, did not have the means to renew cable connections postdigitization.

Life is hard for the working class in rural India. For men who are working long hours in the fields and women who do both farm labour, or work in jobs such as anganwadi workers, and then come home to do house work, their daily schedule leaves them with neither time or energy to watch. This was reported in different villages in different states.

In the month of December 2012 in Sambalpur district in Odisha, in a village called Daincha in Naktideol block, a woman said she hadn't watched TV for 4 to 5 months. "I can't recall when. Now it's time for cultivation...I don't get time to watch. We get more time to watch in summer."

In another part of the same district in Dhanakauda block, in a male FGD group a farm worker put it like this: Our work is like this--we leave in the morning and return at 7 in the evening. We watch it if we have time or we don't."

In village Matigudia in Puri district some of the women who gathered said they had no time in the evenings to watch TV. "We are busy with our household work...then we are spending our time stitching, after that we get tired. We don't have time to watch TV." And in a male fishermen group in another village in the same block of Puri district: "You are telling that the government is sending information to people through Doordarshan. So we should have to watch the news, it needs time. How could we watch unless we get time?"

- *"I am telling you one thing, our village is a small village. Most of the women are going for work and they have no time to watch TV. Early in the morning they do the work for children. Then they do the household work like cooking, preparing the children for school, doing some work for their husbands. Then they go for paddy cutting. They come back at 12 or 1 o'clock. Then after taking lunch, they again prepare themselves for work and they go for work. After returning in the evening again they do all the household work. In the evening they go to sleep due to tiredness from heavy labour. So they have no contact with either Radio or TV. Do you understand?"*

Female FGD, Talakenduguda, Talabelagaon, Kalahandi.

The household surveys in Kalahandi also threw up more examples of working class people unable to watch TV because of the hard daily grind.

*Kaikaya Digal is an illiterate and landless widow. She possesses one colour TV set that her son received as a dowry item but because of her wage labour activity she finds no time to watch TV programmes. Her children are also busy with their study they have also little time for TV watching.*

Household survey notes, Kanakpur, Kalahandi

In Chhattisgarh there was further evidence of working class people having no time to watch television. The women in Dewri in Champa district put it pithily:

*Q. Don't you feel the need to get news about happenings in the world to pass time?*

A. *“How can we when there is no time to pass?”*

And though these women go to work every day in their own fields or those of others, the answer to this question--do you get information about farming on Doordarshan's Chhattisgarhi transmission--was, “We are busy when that programme is shown.”

Other women in the same village said:

- *“I don't watch TV, boys and my husband also don't watch it as they don't have time.”*
- *“I don't watch serials or news, we work in fields, get tired and sleep.”*

In Simga, in Raipur district, women employed outside the home said,

- *“I have TV but don't watch it. I am on official duty between 10 am to 4 pm. At 5 pm, I come home and cook and then do stitching, knitting etc. In the evening I cook food for children and go out to meet people then again do some stitching and knitting.”*
- *“I don't get time to watch TV. My brothers, sisters watch it, I have lots of work at home, then I go to anganwadi, return home at 2 pm and then again there is household work. I cook, eat and sleep.”*

It was the same story in a mixed group of men and women in Geedam village of Dantewada district. A man said he came home tired after work and went to sleep, a woman said there was so much household work that there was no time to watch, and another said, those who did not go to the fields could watch TV in the afternoon, those who did, could not watch at all.

In Rajkot, Gujarat, in December 2013, a group of vegetable sellers who woke up each day at 3 am to go out to procure vegetables from the wholesale market and ply their trade, said their daily schedules left no time or energy for television watching.

Andhra Pradesh was different, since most of the groups did not reflect the same level of poverty. Out of the fifteen focus group discussions conducted in four districts only one focus group of agricultural labour had a few voices which said that a hard working day left no time to watch TV.

*“We work very hard and long hours. We have no time. If there is any time, we switch on the TV randomly and watch whatever comes for 10-15 minutes.”*

Male FGD, Vempadu village, Bhimavaram mandal, West Godavari district.

**The second barrier comes from lack of income. The money to buy a TV set is just not there.**

The single biggest barrier to television viewing is income. Most of the rural poor just do not have the means to buy a television set. In the discussions that were conducted among the rural poor in Odisha and Chhattisgarh, it became clear that most households were without television. To talk about digitization and its impact without at least noting this important fact would be to do injustice to the reasons that are proffered for digitizing.

Another income-related barrier is not the cost of buying a television set but of buying a dish or paying the monthly fee to the DTH or the cable operator. With digitization of cable, this problem can be seen among the urban poor who earlier split a single connection across two or three TV sets. With digitization this option has disappeared because they do not have the income to pay for two or three connections. Each TV set in the household would now require a set top box and a monthly subscription would have to be paid for it.

- *“We have no money to get a television.”*

Male, Madhubhani, Bihar. Interview

- *“We are poor people. At how much can we buy? It (DTH) should be Rs. 500-700.”*

Male, Surajpur, Karampur, Chhattisgarh. Interview

- *“I did think of putting a dish. But you need to have that kind of money, too.”*

Male, Barabanki, Uttar Pradesh. Interview

Household surveys provide some glimpses of the affordability issue.

**Villages in Narmada and Tapi districts of Gujarat:**

What do I tell you? I do not have a TV so I listen to the songs on the mobile... I do not have that kind of income to buy a TV. – *Bhagwanbhai, Navapada*

I do miss TV, but what can I do, our family does not earn that much. – *Malamsinghbhai, Khadkuni*

Most of the people in the village are engaged in daily labour and work and hence it is not easy for most of them to pay the monthly fees. – *Arjunbhai, Umravav Dur*

We do not have radio and TV. We find them useless and the other thing is that our income is not that much that we can afford them... when good days come, then I will buy a TV but right now I do not wish to get one. – *Kanchanbhai, Garpani*

We have a TV, but now that the recharge is over, so it is shut. – *Govindbhai, Umravav Dur*

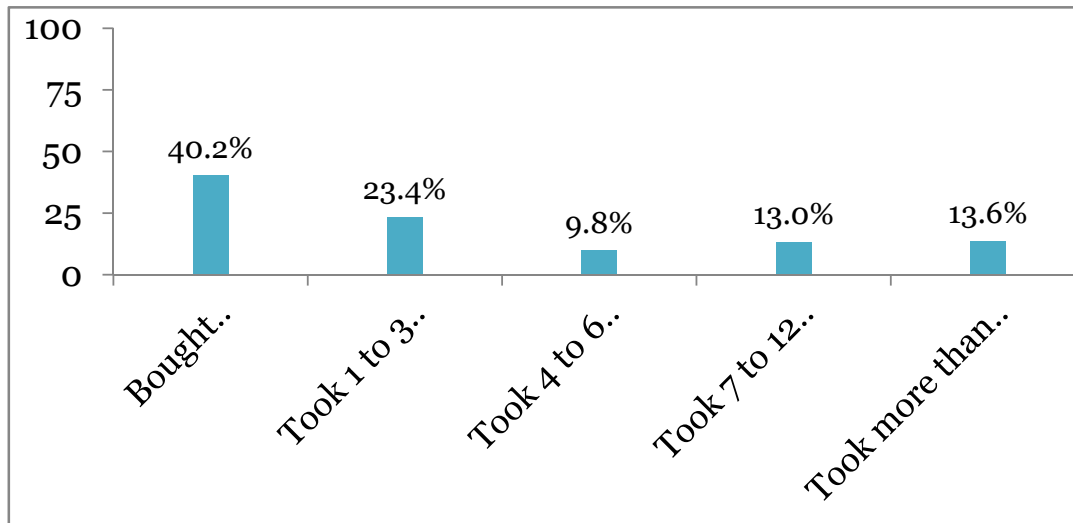
What do we do. We do not have that much income to be able to get things of such comfort (as a TV). Whatever we earn goes into running the home or is spent on other work. So we cannot buy what we want to buy. – *Jaisinghbhai, Navapada*

We cannot buy a TV with cash, but we will buy it on installment. An asset will be created. Now we also have electricity in the village so whichever way we have to get a TV. – *Atulbhai, Umravav Dur*

**The third kind of poverty barrier has occurred post digitization. You have a TV set but are unable to afford either the set top box or the recharge.**

Of the 15 household surveys done in four states, six villages in the Kalahandi and Kandhamal districts of Orissa, one village in Vishakapatnam district of Andhra Pradesh and two villages in the Narmada and Tapi districts of Gujarat reported this phenomenon of no connections.

In our urban sampling of the city-state of Delhi one and a half years after the digital switch off date, we found that only 40.2 per cent of TV households surveyed were able to buy set top boxes and a digitized subscription package immediately. The rest had an affordability problem. Those who took more than a year to find the resources to resume a cable connection were 13.6 per cent.



Digitization has increased viewing quality and choice, but decreased affordability.

- *We have to pay Rs. 1500 first, then we will get set top box and we need to pay Rs. 200/- per month.* (Male, Kalyanpuri)
- *'For set top box also they took Rs 1000.'* (Male, Tulsiram Bagicha)
- *'I had borrowed money from someone and had given money in three installments'* (Female, Kalyanpuri)
- *'We make savings for that'* (Male, Kalyanpuri)
- *'Earlier, if we used to save Rs.500/month, now we save Rs.250/month'* (Male, Subhash Camp)
- *'We have to save money by spending less on food items that we buy for our children'* (Female, Ramchand Basti)
- *'We cut in our expenses, sometimes we take half litre milk instead of 1 litre'* (Female, Ramchand Basti)
- *'We save some money from the vegetable budget'* (Female, Tulsiram Bagicha)
- *'We give gap in our shopping for 3-4 days to recharge it sometimes'* (Male, Rajasthani Camp)
- *'We do extra work sometimes to earn extra money'* (Male, Ramchand Basti)
- *'Before I was housewife and now I am working too so we manage to pay its fee'* (Female, Rajasthani Camp)
- *'There was money problem.'* (Female, Kalyanpuri)
- *'Because of lack of money.'* (Female, Ramchand Basti)

- *'The gap was there because it is expensive. We have to invest Rs.1500 and Rs.250 for cable connection. We live in slums, how is it possible for us to spend so much money?' (Male, Subhash Camp)*
- *'We had to arrange money for the set top box' (Female, Saboli Khadda)*
- *'Because set top box cost was Rs 1000, Rs 1200, Rs 1500. We could not afford it.' (Male, Tulsiram Bagicha)*

The FGDs in Pabinga and Sanipada hamlets in Kandhamal district in Odisha yielded the most complaints about DTH operators demanding the recharge fee before the 30 day monthly cycle was complete.

- *The charge is Rs 2400 (annual). Out of 30 days we watch only 23 days.*
- *At the cost of losing our food we have to deposit the money.*  
Male FGD, Hamlet Pabinga, Kandhamal, Odisha
- *We are paying monthly—it is disconnected before completing one month.*
- *It is coming on Tata Sky for 20 days*
- *It is coming on Dish TV for 23 days*  
Female FGD, Sanipada, Kandhamal, Odisha

## 2. POWER FAILURE

In the rural areas even for those who have a connection, the one constant problem is lack of electricity. Either there are prolonged periods when there is no electricity or there are designated times when electricity is not available. The time of the day when the rural folk can come home and watch some television is reported by some participants to be the time when electricity is not there. In some cases, they also reported that the time when the programmes they wanted to watch, including agriculture and livelihood-related programmes, is when there is a declared power-cut in their area. This was particularly true of the sampling done in Odisha. The energy crisis in the country is not usually discussed in terms of its impact on information choice and availability, but this study proves that among other victims of this crisis is information.

- *“We the farmers are interested maximum to watch, but it comes at power-cut time.”*  
MaleFGD, Kanakpur, Kalahandi, Odisha.
- *“We are in the village. There is often no electricity.”*  
Male, Basti, Uttar Pradesh. Interview
- *“We have no electricity, how can we watch?”*  
FemaleFGD, Puri, Odisha.
- *“We are doing all household works. We can’t watch at 7:30 am. Up to mid-day we complete our work. After that we watch some serials....Then in the evening at 5 we watch, but the load shedding begins.”*  
FemaleFGD, Majhipalli, Sambalpur
- *“The load shedding starts at 6 o’clock...so we can’t watch that...since many days we can’t see the agriculture programme...”*  
Male FGD, Hamlet Majhi Pally, Village Deibi Pally, Sambalpur
- *“The Doordarshan centre at Redhakol is not functioning so the antenna is not receiving. When the electricity is available there at that time it is not here. When it is here, at that time not at the station”.*  
Male FGD Badabahal Sambalpur

### **Household surveys, Odisha**

In village Nediguda, BPL electricity connection came to the village only 4 years back (in 2009). Here some BPL (below poverty line) people who are not able to pay even the subsidized charge for the electricity are disconnected from power connection. There is another group of people who have not been able to get their BPL card and are also deprived of power connection. People mostly take illegal electricity connection by putting a hook on the service lines.

In all the 6 villages selected for study with the exception of Biraguda the remaining 5 villages reveal a similar picture to Nediguda mentioned above. Only in Biraguda, BPL people have been provided service lines and family wise

power meters but the BPL connection has not been connected electricity so far. Such BPL people therefore steal electricity by putting hooks on the service line.

During the data collection period (for this study) in the month of March-April and July-August in both the districts, there is a regular power cut schedule as per the government order. They are presented below for reference.

### Power Cut Hours in Study Area

Sl. No	Districts	Selected Villages For study	Power cut time (Regular)		Irregular power cut
			Summer Season	Rainy season	
01	Kandhamal	1. Nediguda	6 a.m. -7a.m. 6 p.m.- 7 p.m.	10 a.m. -11.30a.m. 6 p.m.- 7 p.m.	Most often
		2.Dindiragaon	6 a.m. -7a.m. 6 p.m.- 7 p.m.	10 a.m. -11.30a.m. 6 p.m.- 7 p.m.	Most often
		3.Biraguda	6 a.m. -7a.m. 6 p.m.- 7 p.m.	6 a.m. -7a.m. 6 p.m.- 7 p.m.	Most often
02	Kalahandi	4.Bhatangpadar	6 a.m. -8a.m. 4 p.m.- 7 p.m.	Power supply has been disrupted for two months	
		5.Kanakpur	5 a.m -7 a.m. 5 p.m – 7 p.m.	5 a.m -7 a.m. 5 p.m – 6 p.m.	Most often
		6.Podhamundi	5a.m.-7a.m. 4p.m - 6 /7 p.m.	5a.m.-7a.m. 4p.m - 6 p.m.	Most often

As the usual power cut is from 6 p.m. to 7 p.m. in 3 villages of Kandhamal district, people at least get the opportunities to see the programmes, relating to health care and agriculture on DD National. But in the 3 villages of Kalahandi district the power cut starts from 4-5 p.m. as a result of which they can't see the both the health care and Krishi Darshan programmeduring the rainy season.

People in such villages both tribal and non-tribal, have a common complaint that they have to pay Rs 250/- every month regularly towards a cable connection but due to the irregular power cut they are not able to see their favourite programmes either in the evening or day time regularly.

### 3. SCHEDULING & ROUTINE

A common complaint heard in the discussions about people's inability to watch particular kinds of programmes was the scheduling of these shows. If agriculture shows are aired during the mornings when the farmers are out in the fields, then it is pointless from the point of the targeted viewer. Similarly if the shows for women, including health shows, are around the time that they are busy with their chores, or out working in the fields, then the shows remain unwatched. In a number of conversations, participants mentioned that the channels, and in this case they were particularly speaking of Doordarshan with its fixed schedule and limited choice, would serve the viewers better if they were to schedule it around their routines of the people.

These routines in the rural areas are such that they serve as an effective barrier to watching television. Arguably the same may be said about even the urban middle or upper class whose office schedules or long commutes makes it difficult for them to watch television. But the difference is that the urban viewer still has greater choice and can exercise this choice in a way that the rural poor cannot. Also, the routines of rural viewers are subject to seasonal changes, sunrise and sunset (farming has to work in tandem with the cadences of nature), and these combined with lack of electricity makes for restricted viewing hours for the rural poor.

- *“When the programme comes, then we are busy with our work. So we cannot see.”*  
Female FGD, Simga, Chhattisgarh.
- *“When the farmer is available at home, then the programme should come.”*  
Male, Kanakpur, Kalahandi, Odisha, household survey.
- *“It is true that there are educational programmes on Doordarshan. But at that time the children are in school.”*  
Male, Madhubhani, Bihar. Interview
- *“Evening eight to nine would be better. That is the time when women are free after feeding the family. At that time if the show some informative programme about health of children, educational programme, shows about government programmes, what students can do after class ten, then it will be good.”*  
Female FGD, Simga, Chhattisgarh.

- *“The programme ‘Krishi Darshan’ is coming for half an hour. It should be at least one hour, and the programme coming in the morning should be shifted to noon.”*

Male, Kanakpur, Kalahandi, Odisha. Household survey.

As regards “Krishi Darshan” and some specific programmes for the welfare of the rural as well as tribal people, the adult male members can’t watch them regularly. They miss the morning transmission because of the daily wage labour as well as other activity throughout the day.

One more reason people complain is that Krishi and other welfare programmes are usually transmitted during 5.30 p.m. to 7p.m. in the evening, as most of them are returning home by 6 p.m. or 6.30 p.m. after the day’s work and they have to miss them.

Notes from household survey, Dindiragaon, Kandhamal

What about agriculture programmes?

*“One or two rich farmers regularly watch Annadata, but we are all busy with our cows and buffaloes in the morning and do not find time to watch TV agri programmes”.*

Male FGD, Erragunta, Adilabad Andhra

*“There is nothing on agriculture during the time we watch. It would help us if there was one. We really have little time to watch TV 7-9 pm only. At 8.30”.*

Male and Female FGD, Gundampally, Adilabad

#### **4. PERCEPTION OF TV AS MORALLY CORRUPTING**

A related barrier that pertains to programming and children is the belief that television is bad for them. The two areas where television is likely to be harmful are studies and morals. A number of participants spoke about how they have either stopped watching television because of their children’s studies or have disconnected the services because of impending examinations or have even postponed their decision to buy television till such time that they do not grow up. At the same time, there were some participants who lamented that television was adversely affecting the morality of the young and demanded a change in the programming.

- *“In the serials there are no messages. Little positive, mostly negative.”*  
Male FGD, Rajim, Chhattisgarh.
- *“The films that they give, we cannot see with our family. Mother goes into another room. They should not show such films. There is no sense of how to dress on television. They just remove their clothes. Boys see that with great relish. We are just shocked to see such behaviour and shut it down. Such films have ruined my son and this mobile is also ruining kids. We are farming and our boys are seeing films on mobile and listening to music and taking photographs. This is ruining children.”*  
Female FGD, Dewri, Chhattisgarh
- *“Now most of the serials are carrying naked scenes. Why?”*  
Female FGD, Sainipada, Kandhamal, Odisha.
- *“When our tender children watch very happily and boldly programmes based on the role of touts, dacoits, looting, raping, using guns and bullets before elder people, it becomes very disgusting. These programmes on television should be banned.”*  
Male FGD, Pabingia, Kandhamal, Odisha.
- *“We had TV, but we shut it off because of the children’s matriculation exams.”*  
Female FGD, Nakatideul, Sambalpur, Odisha.
- *“My mother was planning to take DTH. But I said no because of the children’s education.”*  
Female FGD, Simga, Chhattisgarh.
- *“It is good for grownups. But bad for small children’s future. They can’t study, always have television in their mind.”*  
Female FGD, Majhipalli, Sambalpur, Odisha.
- *“Papa says no. He says till education is not complete, this (TV) will not be there.”*  
Male FGD, Basti, Uttar Pradesh.

## 5. MONOPOLIZATION OF REMOTE

Lastly, the discussions threw up an interesting barrier to watching television or accessing channels of choice – the monopolizing of the remote by children. Some participants reported that they just couldn't watch programmes of their choice because the children either want to watch children's programming or they want to watch sports. This was a specific complaint among female participants who in the rural areas it seems cannot override the preferences of their children in a way that fathers can. With a population demographic skewed towards the young who are being brought up on television in a way that their parents were not, this suggests a fertile ground for a longitudinal analysis of the impact of television programming.

- *“Though we have television, children are not giving us chance to watch.”*  
FemaleFGD, Majhipalli, Sambalpur, Odisha.
  - *“We like to watch National...we don't get an opportunity. They (children) don't spare...they are switching to other channels like cartoon.”*  
FemaleFGD, Majhipalli, Sambalpur, Odisha.
  - *“Children come and then they watch what they want to watch.”*  
Male, Rajim, Chhattisgarh. Interview
  - *“The children do not let us see. They just put their own channel.”*  
FemaleFGD, Simga, Chhattisgarh.
  - *“All the parents are succumbing to their children. If the kids want to see cartoons, then the parents are watching cartoons. If I say I want to see the news, then the son says no I want to see this, and then what is happening is that we are seeing the channel that the children watch.”*  
MaleFGD, Bhilai, Chhattisgarh.
  - We want to watch TV but children want to watch cartoons. Then men want to watch news. Therefore we get to watch less.
  - I watch Maa TV and ETV serials after children finish watching.  
Female FGD, Anukunta village, Adilabad, Telangana
- Children have the remote on Sunday. I have no access to TV on that day. Other days they are busy with school/college work, study.*  
Female FGD, Ravucherla, Krishna, Andhra Pradesh

- Who controls the TV?
- *Sometimes children compromise, sometimes adults do the same, but children win most times.*  
Male and Female FGD, Gundampally, Adilabad, Andhra Pradesh
- *Even the little ones watch serials. Children sit in front of the TV so we don't get to watch our serials. The TV is on the whole day at home, Bhajan, films and serials, all these are on.*  
Male FGD, Vadaj, Ahmedabad
- *TV is on from 6 pm to 10 pm. No News – only serials. Children/grandchildren have monopoly on TV. They don't allow us to watch anything.*  
*Ravucherla Farmers FGD, Krishna, Andhra Pradesh*

## Chapter 4

### POST-DIGITIZATION CHANGES IN TV-VIEWING PATTERNS AMONG THE LOWEST INCOME GROUPS IN DELHI

#### Impact of digitization in SEC E homes

##### Background:

A complete shift of television from analog to digital systems was mandated by an amendment to the Cable TV Act in 2011. The digitization of cable connections has been implemented across the country in different phases.

In the first phase the metro cities were to be digitised and Delhi's switch off deadline was October 2012.

This shift made having a set top box compulsory for every TV set in every household to view the digitised channels. Post digitization TV viewers in India have four options of access:

- *Cable with set top box*
- *Direct To Home (DTH)*
- *Doordarshan's terrestrial connection with or without the antenna*
- *Doordarshan's subscription-free DTH platform, DD direct*

##### Impact

Digitization has had different impacts, both positive and negative, on the TV-viewing patterns of the lowest income groups, some of which are as follows:

- *Cost for cable subscription is higher*
- *Greater number of channels are available*
- *Broadcasters gets to know the exact number of subscribers*
- *Improved quality of transmission*

This study was conducted to find out how households with cable have been impacted by digitization which has made having set top boxes compulsory for every household. The following questions were addressed:

- *How are people in the identified areas accessing television post digitization?*
- *Has been a change in their mode of access in the last two years?*
- *Have digitization and set top boxes have made people dropout of watching cable television or not?*
- *Are cable operators offering packages to subscribers?*
- *What options do people have to view television post digitization?*
- *The study was conducted in six slum areas in Delhi, all of which come under the socio-economic classification E. The areas were Kalyanpuri, Subhash Camp, Ramchand Basti, Saboli Khadda, Rajasthani Camp and Tulsiram Bagicha.*

### **Findings from the study:**

A majority of subscribers in the post-digitization period opted for a cable connection with a set top box over the DTH.

### **Current subscription/access to TV-viewing (From FGDs):**

65-70% of respondents across the six areas (apart from Tulsiram Bagicha) reported subscription of cable with set top box; 25-30% respondents reported having DTH subscription; 5-10% accessed Free DD Direct / Doordarshan with or without antenna.

- In Tulsiram Bagicha most respondents reported DTH subscriptions of Tata Sky, Videocon, Airtel and Dish TV. The number of respondents with subscription/access to Free DD Direct and Doordarshan with or without antenna was higher (25-30%) in Tulsiram Bagicha, as compared to other areas.
- Some households, especially those with multiple TV sets, reported separate connections.
- Some respondents across the six areas reported not having any connection and not watching TV.
  - *‘We watch only Doordarshan.’* (Female, Ramchand Basti)

- *‘I don’t have any connection as I can’t afford...earlier DD was free but not now.’* (Male, Ramchand Basti)
- *‘I watch Doordarshan. I just use the wire and not antenna.’* (Male, Tulsiram Bagicha)
- *‘We don’t have a connection because it spoils our children.’* (Male, Rajasthani Camp)
- *‘Today’ watching TV is costly... Everybody can’t afford it. It is not affordable.’* (Male, Tulsiram Bagicha)

### **TV-viewing option used prior to digitization**

Most respondents across six areas reported owning local cable connection without set top box prior to digitization. It included IN network in Kalyanpuri, Ramchand Basti & Tulsiram Bagicha and Citi cable in Subhash Camp and Saboli Khadda.

- *‘Yes, at the beginning everyone was having In cable.’* (Female, Kalyanpuri)
- *‘Previously it was In Cable. Now we have a set top box.’* (Female, Tulsiram Bagicha)

There was a time-gap in the switch from the pre-digitization phase to the post-digitization one: in some cases – especially with the DTH – people shifted relatively quickly; in other cases people waited for a while to see if the government would reverse the decision, and then switched to the cable or DTH; the poorest among them simply couldn’t afford the digitised subscription.

## **Means of entertainment during the time-gap between subscriptions**

Among those who did not avail DTH and cable with set top box immediately, some respondents reported watching TV at their neighbour's place; others reported listening to radio and watching DVDs; a few also reported watching Doordarshan during the time-gap. A few female respondents reported not watching TV as no channels were received in TV. Some female respondents of Kalyanpuri reported not watching Doordarshan, even though they received it in their TV: the reason was a lack of “entertaining programmes” on Doordarshan.

- ‘We were watching Doordarshan.’ (Male, Kalyanpuri)
- ‘We only watched DD1 and DD2 on TV at that time.’ (Female, Ramchand Basti)
- ‘I used to watch DD National.’ (Male, Tulsiram Bagicha)
- ‘DD1 was also not coming on our TV.’ (Female, Ramchand Basti)
- ‘After set top box is compulsory, Doordarshan channel do not come without the cable.’ (Female, Ramchand Basti)
- ‘Doordarshan also did not come on TV without the connection.’ (Female, Rajasthani Camp)
- ‘It is not entertaining.’ (Female, Kalyanpuri)
- ‘In DD no serial comes.’ (Female, Kalyanpuri)
- ‘In between DD National was also not coming for 2-3 months.’ (Male, Tulsiram Bagicha)
- ‘Doordarshan also was not there.’ (Female, Tulsiram Bagicha)
- ‘We used to listen to radio.’ (Male, Kalyanpuri)
- ‘sometimes we watched TV at our neighbour’s place.’ (Male, Subhash Camp)
- ‘When they disconnect our connection our children bring DVD to watch at home.’ (Female, Ramchand Basti)
- ‘We bring DVD’s and watched on DVD player.’ (Male, Rajasthani Camp)

The digitization process has been to the detriment of the cable operators: not only has there been an overall decline in the number of clients, the resulting technological changes have also led to an increased work-load, both of which affect their overall earnings.

### **Post-digitization shift of cable operators' clients (from IDIs):**

The table below indicates comparative pre and post digitization clientele of cable operators in the six areas. Most cable operators reported a decline in the clientele post digitization. In some areas, the dropout was higher than others: in Saboli Khadda there was a dropout of 90%.

Area	Pre-digitization subscriptions	Post-digitization subscriptions	Difference*
	No. of subscriptions	No. of subscriptions	
Rajasthan Camp	650	320	330
Tulsiram Bagicha	1000	850	150
Kalyanpuri	1650	1170	480
Kirti Nagar	3300	2340	960
Ramchandra Basti	2650	2020	630
Saboli Khadda**	3500	350	3150
Srinivaspuri	1000	700	300
Subhash Camp	450	150	300

### **Views on impacts of digitization on cable operators (From IDIs):**

Decline in subscriptions from lower income groups:

All cable operators across all eight areas reported having higher clientele before digitization. Digitization led to an increase in expenses incurred by cable operators and a decrease in the number of connections per household. Earlier most of the households with multiple TV sets opted for subscription for a single TV set; this wasn't possible anymore. Some cable operators also reported that households with black and white TVs could not avail services of cable with set top boxes

*'In black and white TV set top box does not run.'* (Cable operator, Kirti Nagar)

### **Views on impacts of digitization on client**

Most cable operators across the eight areas reported pre digitization monthly charges for cable connection in the range of INR 50 to 100. However, since the post digitization expenses incurred has increased: apart from a one-time investment per television of approx. INR 1500 for the installation of the instrument, the subscriber also has to pay, depending on the package, INR 200, 250 or 300, every month.

- *'Earlier they were paying INR 100; now they need to buy set box which costs around INR 1500 and monthly expenditure has also increased to INR 200, 250 and 300 and it has affected poor people and income of cable operator has decreased' (Cable operator, Rajasthani Camp)*
- *'The customers have been burdened now. They have to pay Rs 1000 for the set top box. Now the customers pay Rs 250 for their cable connection instead of Rs 100' (Cable operator, Tulsiram Bagicha)*

All cable operators reported that some households in lower income groups were unable to watch television due to increase in cost of viewing TV and increase in living expenses: the operators reported that people with daily wages are unable to afford viewing television. Cable operators reported a decrease in the number of TV sets used in households owing to multiplicity of costs.

- *'Poor people are not able to watch. Their expenditure has also increased because of electricity consumed...Cost of electricity has also increased.'* (Cable operator, Rajasthani Camp)
- *'Every person cannot afford to watch. Earlier we had 300 subscribers. Now we have 70... Some people have put DTH and some have Airtel.'* (Cable operator, Rajasthani Camp)
- *'People have cut their connection because of high cost of living.'* (Cable operator, Rajasthani Camp)
- *'Poor people have dropped out. They didn't have money to pay.'* (Cable operator, Rajasthani Camp)

Some client from lower income groups were reported to opt for Doordarshan through Free DD Direct. It was reported to be free of cost and offered 60 channels, except that the viewers had to pay an initial amount ranging from Rs 900 to 1,500 to access it.

- *'Poor people stopped watching...they watch free Doordarshan.'* (Cable operator, Rajasthani Camp)

Cable operators also reported that some of their pre-digitization clients did not subscribe to cable with set top box /DTH post digitization, but have instead started watching movies on CD players. Cable operators reported that authorities

have taken away the cheapest source of entertainment from the lower income group.

- *'After digitization by the government, cable connection has been a problem for the common man...It is because previously everybody used to watch cable in our area for Rs 100 since last 20 years. Now the rates have increased' (Cable Operator, Tulsiram Bagicha)*

### **Impact of digitization on subscription:**

All cable operators reported decrease in the number of client post-digitization.

- *5 to 10% of viewers were reported to have disconnected initially but later resumed availing services*
- *10 to 15% of viewers were reported to have disconnected till now*

Some viewers have also opted for other sources of viewing television, including DTH, Free DD Direct and other cable operators in the areas. Cable operators reported that some of the clients have stopped watching TV.

- *'They have gone to DTH or other cable network' (Cable Operator, Tulsiram Bagicha)*
- *'Around 400 customers earlier and now we have 220 customers and remaining customers have shifted to dish and some are watching Doordarshan and also DD free channels and some have stopped watching the TV also... Around 15 % have shifted to free to air channels.' (Cable Operator, Kalyanpuri )*

Most viewers have opted for DTH or cable with set top box owing to lack of other available options to watch TV.

### **(Methodology and sampling in chapter 11)**

## **Part II**

### **THE CONTOURS OF PUBLIC BROADCASTING DEMAND AND CONTENT**

## **Chapter 6**

### **UNMET INFORMATION NEEDS**

Though there has been an explosion of television channels which reach the rural areas, some acutely felt needs of viewers at the bottom of the income pyramid which both the public and private broadcasters should be addressing, are going unmet.

If entertainment is the primary content demand from television, the other main programming demand is for information, which can be categorized as information related to health, agriculture, career, employment and training avenues, available government schemes and services. While we found women's self help groups existed for almost every single village visited, the programming on this issue is minimal.

While the universe of entertainment choice is wide, information content is inadequate on both public and private television. The public broadcaster's role in creating this deficit has been both the grossly inadequate programming time given to the categories of information people mention, (See chapter on Content Demand Mismatch) as well as the inadequate recognition of the technological barriers to receiving programming from Doordarshan's local kendras in the states. These barriers are created by the audience having moved away from Doordarshan's terrestrial transmission.

Both issues—the content demand and DD programming mismatch and technological supply and demand mismatch---will be dealt with in subsequent chapters.

### **Information needs as a programming gap**

Health is one area where the participants almost in unison have enjoyed and awaited programmes on the public broadcaster, and the programme that they refer to most frequently in this category is a Doordarshan programme called *Kalyani*. Participants in both Odisha and Chhattisgarh recalled this programme, which has been discontinued by Doordarshan, as a favourite.

Programmes based on agriculture and related vocations not only have a high recall, but they were the ones that many participants wanted to be either repeated or scheduled in a way that would allow them to see the programme.

There was a general thirst and desire for educational programming, which would either help the young people in their studies or enhance their general knowledge or provide them with career guidance. Informational programmes were sought after and and, as noted, the Discovery Channel was frequently mentioned as an exceptionally good source of such informative programming.

People said they also sought out the programmes that would provide them information on government initiatives and schemes that they could avail of. It is in this category of programming that the participants mentioned Doordarshan and yet at the same time lamented the inadequacy of such programmes.

**Articulated public service needs from discussions in 18 districts in Odisha, Chhattisgarh, UP, Bihar and Andhra Pradesh, and in Delhi and four cities of Gujarat.**

**CATEGORIES OF DEMAND**

**Employment news**

*There should be information about jobs. There are many unemployed educated masses, there is information coming, but we cannot get these. We only know from the newspaper. Some days back there was an advertisement published from Bhubhaneshwar and Behrampur for every district about jobs for class ten students. But that is published only in the newspaper. That should also come on TV. Then everybody will be aware. Nobody is reading newspaper and they do not have time to read.*

Female FGD, Sainipada, Kandhamal, Odisha. FGD

*Berozgars should get more info from TV*

Male+female FGD, Village Geedam, Dantewada, Chhattisgarh.

*I think today for the youth who are studying, these channels should give information about employment, government and private jobs. We need information about central government jobs, such as in the railways. None of the channels gives such information.*

Male FGD, Bhilai, Chhattisgarh

**Career guidance for youth**

*Many villagers work hard, give up their land and educate their children in courses that are the trend of the day. There is no proper guidance for them. Government should give advice on TV on the trends in employment so that people can make proper choices. There is no guidance at all for village people. There are some engineering graduates, who did not get jobs and are even working for a pittance like Rs 2-3000 and people here just say that their son is working in Hyderabad. Many villages have this sad story. Government should give guidance.*

Female FGD, Duggirala, West Godavari, Andhra Pradesh.

*There should be programmes for those facing interviews for the first time.*

Female FGD, Redhakhole, Sambalpur, Odisha.

*There should be career programmes for youth. Sakshi has a career programme for half an hour everyday in the afternoon – I don't watch regularly. HMTV also has on careers. Others are all commercial.*

*In this village – there are 100 students – there are no career channels to watch – no correct info – no job opportunities. ETV – no career info., ETV2 there is some, but mostly serials.*

Male FGD, Rajarampally, Karimnagar Telangana

*Please help organize personality development and communication skills and career guidance programmes for us.*

Youth FGD, Village Kamavarapukota, West Godavari, Andhra Pradesh

*Like after Class 10th, 12th, if we want to go into engineering, how can we join. Which college to join. Also, there are lot many fields on which we don't get information, like librarian or building planner, where to go for these, where to join, where can we go in India to do such courses.*

Male+youth FGD Rajim village, Chattisgarh

*The youth become unemployed even after getting education...Some have passed +2 and some passed +3...There is no resource...Out of 300 and 350 households 5 or 6 persons may be doing job...and rest around 500 people are getting livelihood by doing daily labor...Many of the households have no agricultural land...*

Female FGD, Sanipada, Kandhamal.

*Something like training for disabled, how to make Nirma soap so that we can also earn a living.*

Youth FGD, Simga, Raipur

*Yes, on TV they do tell about careers but not in practical terms like for the children studying in villages, what are the options for them.*

Female FGD, Dewri, Chhattisgarh

### **Tutorials for students**

*We have to spend so much on tuition fees – in Juhapura a lot of people cannot afford tuition fees. It would be great if there are programmes on TV that will*

*help us to avoid spending so much money on tuitions and simultaneously help the children to learn and score better in exams.*

Female FGD, Juhapura, Ahmedabad

*There should be children's education programmes.....they will watch and by watching we will also learn something...*

Village Daincha, Sambalpur, Odisha

*It would be beneficial to our children, if government will take interest to broadcast free coaching programmes for the students from standard 1 to standard 10<sup>th</sup>. This programme should look like IGNOU programme. If the news timing will be increased from 15 minutes more, like other TV channels are committed for. In addition, health security and village welfare programmes from government side should be broadcast.*

Male FGD, village Pabingia, Kandhamal, Orissa

*For instance, I want to get into medical field after Class XII, I want information on coaching, colleges, what does the course have, there should be a separate channel for all this to give such complete information.*

FGD (Male+Students) Rajim village, Chattisgarh

*The information on studies for children should be shown on TV so that their learning will improve.*

Female FGD, Rajampally, Karimnagar, Andhra Pradesh

### **Farm information, including horticulture and animal husbandry**

*“There should be programmes on goat rearing, duck rearing, poultry farming in detail. The unemployed will be benefited by these programmes.”*

Male, FGD Kanakpur, Kalahandi, Odisha.

*They show very short agricultural programmes. They show maximum for half an hour. Most of the people don't know about these information, when it is showed. If we need information related to farming we can access it on YouTube easily. We have more options now. So people go to the Internet after seeing what Doordarshan shows.*

Youth FGD, Delhi

*Information about cultivating potatoes.*

Male, Basti, Uttar Pradesh. Interview.

*Agriculture channel should have interest and dynamism. They are usually boring. Also scalability of solutions offered should be known. Example – cashew virus – what to do? Immediate answers – response will generate interest.*

Middle class farmers FGD, Kamavarupukota, Krishna, Andhra Pradesh

*We have so many government schemes for farmers, but we are not able to take benefit from that. Farmers don't even know who their gram sewak is because he does all the formalities sitting in office. Government has so many schemes like discount on fertilizers, seeds etc which gram sewak never tells us about. If they give seeds, they don't provide fertilizers, they don't even come to fields to look at the crops. Recently there was an exhibition in Nagpur which had new machines which can prepare protein rich fodder in seven days. New techniques were discussed. Such a programme you don't get to see in Chhattisgarh. Why can't such an exhibition be organized in our state?*

Male FGD, Simga, Raipur district, Chhattisgarh

*There should be a channel devoted to agriculture and horticulture. After all, 75 percent of our population is dependent on agriculture.*

Female FGD, Talabelagaon, Kalahandi, Odisha.

*Doordarshan should tell us where to keep cattle how to rear it, they should give sabko faida. If we see more information about likely diseases we can recognize symptoms we can call doctors in time.*

Male+female FGD, Geedam village, Dantewada, Chhattisgarh

**Much more news than is now given, through the day, and in the regional language. More local news.**

*We are fishermen fishing. We should be told within 24 hours that there may be flood or cyclone and there is warning not go to sea*

Male FGD, Hamlet Moto, Bentapur, Puri, Odisha

**Self-employment information**

*They should show programmes that enable us to be self-employed, some small work we can do from home.*

Female FGD, Dewri, Chhattisgarh.

*We are doing tailoring. If the programme would be on tailoring ...it will be helpful to us ...more information about Mahila Samiti, about stitching, designing, cutting...*

Female FGD, Matigudia, Puri, Odisha

### **Information on schemes**

*Any government schemes they do not tell us enough about on television...in news they tell, but how we can get it from the government is not told.*

Male, Rajim, Chhattisgarh. Interview

*There are a lot of government schemes. We do not get to know of them. Only 4-5 people have jobs in my neighbourhood.*

Male and youth FGD, Kurenga village, Tokepal, Bastar

### **Health information of various kinds**

*There was a programme called 'Kalyani'. It does not come any more. Within it there was Hello Kalyani where we could call up and speak.*

Female FGD, Talabelagaon, Kalahandi, Odisha.

*In the evening there should be one programme on health because that is the time we watch. There are many good discussions on this channel (CVO Health cable channel, Telangana) how to bring up children with the right mental attitude, how to help them deal with exam stress.*

Female FGD, Rajarampallyvillage, Karimnagar, Telangana

*There should be programmes on women's health...on women groups...how the women groups are developing...empowerment of women...before there was a programme on DD-1 called 'Kalyani'...that was about women, and on health it was interesting...*

Female FGD, Daincha, Sambalpur, Odisha

*Yes how a nursing mother will take care of the newborn...in spite of orientation they are not able to understand...then young girls are getting married before attaining the age of 18 years...then they are facing many problems...they are not able to take care of themselves and entering into motherhood and becoming*

*weak...the children becoming weak...so there should be more programme on these.*

Female FGD, Sainipada, Phulbani, Kandhamal (Orissa)

Note: In Andhra Pradesh and Telangana a cable channel called CVR Health seemed to meet the felt needs for health programming. ETV2 also shows health programmes in that state.

### **Social awareness programmes**

*How liquor can be stopped. Please make some awareness programmes on television.*

Male, Kanakpur, Kalahandi, Odisha. Household survey

*Today there are so many kinds of violence that is perpetrated on women (rape, molestation, etc) – we need programmes which will help us in becoming more aware and learn how to avoid being a victim.*

Female FGD, Juhapura, Ahmedabad

*On news channels, there is so much shown on assaults – we are scared. We want to go out and enjoy, but restricted to the house.*

Female FGD, Mylavaram, Krishna, Andhra Pradesh

*There should more programmes on dowry system. People could know more about it... about different laws.”*

FemaleFGD, Redhakhole, Sambalpur, Odisha.

*To save the female foetus...there should be programme on women issues.*

Female FGD, Sanipada, Kandhamal, Odisha

*Just like channels repeat various news, they should also raise questions about poor functioning of schools, why there was no proper development of children, why teachers at government schools don't work properly, this will lead to change.*

Male FGD, Bhilai, Chhattisgarh

## Chapter 6

### TECHNOLOGICAL BARRIERS TO RECEIVING INFORMATION PROGRAMMING

#### **Preferred local content a casualty of delivery platform**

One of the key findings of this research is that localized broadcast and local language broadcasting even when desired cannot be accessed because it is not available on the technology platform that is preferred by the people. Most TV consumers in the rural areas want variety and flexibility and hence they choose one of the DTH platforms. Doordarshan does not have its local language or localized programming on these platforms; they are only available as terrestrial signals. (Kendras in Andhra Pradesh and Odisha had, at the time of doing this study, begun to transmit some of the programming from a few local kendras on the regional satellite channels, DD6 or Saptagiri.) So the local populace for whom these programmes are being made and telecast do not watch them. In a few cases, some enterprising and privileged participants mentioned that they maintained both DTH and antenna connections, and move between the two since they want to watch the local programming.

To explain what we mean by local programming, Doordarshan has established stations where it produces local language and localized programmes and transmits them over limited range transmitters. These are also referred to as narrowcasting because the signals are directed to a smaller geographical area or to linguistic communities in the area. It is these programmes that are not finding viewers because the people in the target areas have moved away from terrestrial signals to DTH or cable. People want to see these programmes but they come via airwaves, which they are not accessing.

The two specific instances of felt need because of the inability to access local telecasts, are

- a) The programmes produced by the Raipur and other Kendras in Chhattisgarh because there was no regional satellite channel for this state when this study was done.*

The states which suffer most from the disappearance of terrestrial TV reception are the Hindi-speaking ones that did not have satellite channels. In the run-up to the 2014 elections, a few were started—Bihar, Uttar Pradesh,

Madhya Pradesh and Rajasthan. But Chhattisgarh, Uttarakhand and Jharkhand at the time this study took place had only terrestrial transmission. At the Raipur Kendra they believe what they telecast is scarcely watched. Urban Chhattisgarh is on cable, but no cable operator is willing to devote a channel slot to what is only a four-hour daily transmission on DD. Rural Chhattisgarh is pretty much entirely on DTH.

*“Earlier there was antenna, so we used to see the programmes (Raipur DD). Now also it must be coming. But we had lot of problem with the antenna...we want to see the Doordarshan programmes. It should come through the umbrella (chhatra).”*

FemaleFGD, Dewri, Chhattisgarh.

*“Chhattisgarh Doordarshan should be broadcast on satellite. Now it is not there.”*

Male FGD, Bhilai, Chhattisgarh.

***b) Farm programmes produced by local kendras in the states surveyed.***

## INACCESSIBILITY OF LOCAL FARM BROADCASTS

One of the untold stories of the impact of TV digitization is what it is doing to local farm transmission from a network of 35 programme production centres all over the country. This is the Doordarshan service known as narrowcasting, the programmes are produced with local cropping patterns in mind and are terrestrially transmitted via some 200 low power and high power transmitters for farmers in the surrounding region.

When the Ministry of Agriculture in collaboration with Prasar Bharati formulated a scheme called *Mass Media Support to Agricultural Extension*, in 2005, DTH had barely begun to make inroads among rural TV audiences. Television technology as a factor was not on the minds of those who formulated this scheme. Of the four components of the scheme envisaged, two relied on terrestrial TV transmission. In 2006-2007 this was still estimated to be 64 per cent of total rural TV viewership, with DTH just registering its presence at 6 per cent.

The primary objective of this scheme as formulated was to use television and radio as a vehicle which “could be exploited for the purpose of [agricultural] extension. “

The first two components listed in the scheme as outlined by the ministry were narrowcasting, using high and low power transmitters of Doordarshan to provide regional and national agricultural programmes. The first was designed to meet the specific needs of different regions, while being transmitted in regional languages and local dialects. The second was to cover a wide spectrum of topics in agriculture and allied fields to cover the entire country with a special focus on far flung areas and marginalized populations.

The programmes were to cover kisan programmes related to local agricultural patterns through the narrowcasting mode, and agriculture news bulletins, phone ins and other types of programming in broadcast mode. The ministry paid costs and got advertising time on these slots. For Doordarshan, it was a sponsored programme.

The narrowcasting network extends from Dibrugarh in Assam and Imphal in Manipur to Jalandhar in Punjab, Jagdalpur in Chhattisgarh, Rajkot in Gujarat, Port Blair in the Andamans, and many towns in between. A variety of agriculture, horticulture and pisciculture programmes are produced for telecast on this network.

Much of the farm programming today is localized as it should be, but suffers from a technological mismatch. The programmes are on a terrestrial grid of analog transmitters, the audience is on satellite TV receivers. They are also broadcast on the Telugu satellite channel DD Saptagiri at timings like 5 am and 4.15 am with repeats at 6.30 am.

People can receive local transmissions from the nearest high power and low power transmitters which are in the analog mode only if they are rebroadcast through a satellite channel. Those who have moved to cable or DTH cannot receive Doordarshan’s analog direct transmission.

Programme generating facilities in places like Sambalpur and Bhawanipatna in Odisha have frustrated staff whose feedback tells them that their programmes are not watched as much as they could be.

DD Chhattisgarh which offers, quantum wise the most hours of agricultural programming in the country, has a similar problem. It has a programme production centre in Jagdalpur which puts out farm programming in different tribal languages but since the tribal population which has TV has more access to DTH, accessing these local transmissions is a problem. Chhattisgarh has no satellite regional channel, whatever the Raipur and Jagdalpur kendras produce is terrestrially transmitted.

In Vijaywada and East Godavari in Andhra Pradesh the local transmitter puts out localised farm programmes whose reception is dwindling because people even in villages are switching rapidly to cable TV. (“Year by year antenna are disappearing from villages, one year you count six or seven in a village, the next year they are gone”, said one official.) So the AP DD Kendra has taken to rebroadcasting the narrowcast programmes from different centres on its satellite channel Saptagiri early in the morning at 6 am. For the farmers what is crucial is a five minutes agriculture news bulletin which gives the prices of agriculture commodities at that point, in the mandis in that farm belt.

DD 6, the Oriya channel also does the same. It has figured out separate mid morning slots to rebroadcast DD’s localized programming generated from Sambalpur and Bhawanipatna on the Odisha satellite channel. The logic is that people in the areas whom these programmes are meant for can only catch the programmes on a satellite channel, since they are more likely to have cable or DTH than the old Yaggi antenna which people used to receive DD on.

Since there are no earth stations at the centres which do narrowcasting both in AP and in Odisha the tapes have to be sent to the capital city to be rebroadcast. Then, there is a shortage of tapes, so these have to be sent back so that more programmes can be sent on them!

In AP’s Krishna district there is a programme generating facility at Vijawada to produce software for the terrestrial transmitter. The resigned staff here tell you that they had tried to find out at Delhi’s behest if there were still terrestrial viewers left in this region but not had much luck. So the programmes they produce (a grand total of 2 and a half hours of programming a week) are sent to Hyderabad to use on the regional satellite channel. They also put what they produce on YouTube! Ask farmers in this region if they know of a local Vijaywada transmission and they look blank. In Delhi DD officials mention another problem: this kind of arrangement cannot respond to a farm emergency.

If there is a sudden pest attack you have to wait for the next satellite telecast two or three days later to get the solution.

## Chapter 7

### THE CHALLENGE OF FARM BROADCASTING

Findings from focus group discussions, which included 4 farmers' groups in Andhra Pradesh and one of agricultural labour.

- *TV is one of the sources of information accessed by farmers in these states.*
- *Its reach is affected by power cuts, digitization, scheduling. (Topics dealt with earlier in this study.)*
- *In Odisha and Chhattisgarh farmers needs are more basic and likely to be met by what Doordarshan offers.*
- *Orissa is the state where the farmers in villages visited were the most positive about Doordarshan's farm programming, about what they were able to learn from it. This was also the state where the power cuts come at the time when Krishi Darshan is telecast.*
- *Doordarshan's narrowcasting farm telecasts are on terrestrial TV. In Andhra Pradesh most farmers in the surrounding areas cannot access it because they are on satellite or cable*
- *In Chhattisgarh, the Raipur and Jagdalpur Kendras do farm telecasts in tribal languages and even tribal farmers on DTH pull out the connection and plug in the terrestrial transmission when these come, in order to access them.*
- *In the villages surrounding Raipur better off farmers maintain two TV sets, one for terrestrial transmission through which they can access farm telecasts, and one for satellite TV to meet the family's TV watching needs.*
- *In Andhra Pradesh farmers with more land and more acres under commercial cropping have more complex information needs.*

- *Farm programmes are watched by those who own land. Those who work in the fields of others watch entertainment programmes.*

The evening telecast of Krishi Darshan is watched by farmers in Odisha and Chhattisgarh, their children permitting. Two groups in Chhattisgarh specifically said they could not watch DD National on cable or DTH because their children did not allow them to switch to this channel in the evenings.

The locally produced farm programmes on the regional language channels DD6 and DD Saptagiri, in Chhattisgarh and Odisha, usually meet the same fate.

But farmers in Chhattisgarh in both Raipur district and Bastar said they made the effort to access the farm programming from the regional kendras in Raipur and Jagdalpur. They do this either by maintaining two TV sets or by pulling out the DTH connector and putting in a cable for the local Doordarshan when the farm programming is being aired. Of all the states surveyed for this study, Chhattisgarh produced the most farm programming in terms of volume. It has a four hour daily telecast, 19 per cent of which in 2012--in the month that the programming was mapped--was devoted to agriculture programming.

In this state the farm programming goes out in four languages: Chhattisgarhi, Halbi, Gondi, and Bhatari.

Andhra Pradesh farmers relied primarily on farm programmes offered by the private channels, if they depended on farm TV at all. They cited the most varied sources of farm information of the states covered for rural sampling. The regions visited in this state were all around the narrowcasting centre of Doordarshan at Bhimavaram, but none of the farmers groups said they were accessing these telecasts or putting them to use, because of the technological mismatch. The DD officials at the programme production kendra in Vijawada, and the engineers at the telecast centre at Bhimavaram were aware of the fact that their broadcasts were not reaching their audience. As mentioned in the previous chapter, at Vijaywada they said they uploaded their programmes on Youtube.

#### **What farmers' focus groups say:**

- *Agriculture experts here do not come to farms – you have to go there. No information on government subsidies, or technology on TV channels.*

*Programme time is 10 minutes content, rest is ads. Then there is no power also – only 2-5 hours, rest of the time in darkness.*

- *Annadata is good to listen to. But every advice increases costs. Easy to say fly to Delhi, but you need money to do that isn't it? TV/Internet, cannot teach small farmers.*
- *Any number of channels, TV programmes, people sitting at tables discussing agriculture, all these are useless if rate is not tackled. This is the most important. Also, there is adulteration in products and farmers are being cheated in seeds, fertilisers and pesticides. Nobody talks of losses, quality of output. Only solution – price.  
Big farmers FGD, Mylavaram, Krishna.*
- *Anyone else sees DD?*
- *No, we don't know the timings of what comes when. In case of Annadata (on ETV), there are ads and we know the timing. Saptagiri is not promoted.*
- *I have membership in Gromor. Every 6 months before the planting season, I get advice by phone call. They give suggestions and tips.*
- *Our Guava leave are turning red – there is nobody to tell us what to do. This is a major problem here. Somebody should diagnose and give remedy.*
- *Anchor poses our problems to the Expert on TV. If we do what all he says, we will not survive – it is too expensive.*

*Farmers and Horticulturists FGD, Ravucherla, Krishna.*

*All channels have Annadata/Annapurna type of programmes. They demonstrate in half acre. These are not reaching properly. Farmer is unable to listen to them as he is at work and he is also not able to implement.*

*Many schemes of government are also told on the TV. But it is of no use for the farmer. There is a scheme of subsidy for natural manure –*

*we had to run around the agri offices 10 times. Leave our work and go there. I had to give bribes to get and then it is not worth it. 15000 subsidy, 10000 bribe!*

*Agricultural Officer is busy with politicians and bureaucrats. No help from there. No channel tells us about the long term impacts of fertilization/cropping. No channel tells us about the existence of subsidy for vermicompost.*

Middle class farmers FGD, Kamavarapukota, West Godavari

- TV programmes, Agriculture department advice... I watch TV for 15-20 minutes. All known things only – nothing new. Only new thing – mechanization. Mechanisation will improve profitability. I am using mechanization now. Earlier, manually what we could spray on 1-2 acres, in the same time we spray 7-8 acres with mechanization.*
- They tell us about fertilizers and pesticides – we know – nothing new. We are told to use less chemical fertilizer, use compost they say. But we can't do compost because we have to feed our livestock. No Labour – nobody comes to work any more. Those who do come are not trained in agriculture. In olden days all learnt agriculture from childhood. Now they go to school and when they come for farm work, they don't know anything.*
- Our children are all educated. Engineering, BSc, degree or above. They know computer. They will not come into farming. My son does not even know where our farm is!*

Vempadu farmers FGD, Bhimavaram, West Godavari

## SOURCES OF INFORMATION ACCESSED BY FARMERS IN THE STUDY VILLAGES

### ODISHA

#### **Kanakapur village, Bhabanipatna block, Kalahandi**

- *TV, both OTV and Doordarshan.*
- *Farm extension officers who come to the village from the 'Krishi Bigyan Kendra',*
- *Officials from the Horticulture department. "we had also made phone calls to Bhubaneswar asking them about the remedy in the chilly cultivation...they had also advised us to do such and such things".*

### **Village Majhipally, Dhanakauda block, Sambalpur**

Krishi Darshan on DD National

### **Village Sundhimunda, Redakhol, Sambalpur**

Krishi Darshan

### **Badabahal, Redakhol, Sambalpur.**

- *Krishi Darshan on DD National,*
- *Krushi Darshan on DD Oriya,*
- *narrowcasting programmes from Sambalpur Kendra if the viewer has the DD antenna.*
- *Also from the gram sevak.*

### **Pabinga, Kandhamal**

Agriculture news, Radio and TV

### **Daincha, Naktideul, Sambalpur**

'Annadata' on ETV...it's about poultry, goatery, banana cultivation...what to do at what time...when to sow the seeds...right time for fish culture...when to groom fish seeds...the programme is all about these subjects...'Annadata' comes at 6.30am...

Agriculture (programmes on) vegetable farming and fertilizer application.

## **CHHATTISGARH**

**Kurenga village, Tokepal, Bastar**

We watch Krishi Darshan in Halbi and Chhattisgarhi.

**Simga village, Raipur district**

Krishi Darshan

**Geedam village, Dantewada**

Kheti kisani samachar, on DD Direct

**ANDHRA PRADESH**

**Rajarampally, Karimnagar**

Annadata on ETV, at 6am

**Gudampally, Adilabad**

Saptagiri for agriculture news, Annadata, Jai Kisan

**Female FGD, Ravucherla, Krishna**

DVDs shown in DWCRA group meetings on guava afflictions, paddy and mango cultivation, composting.

**Male FGD, Anukunta, Adilabad**

Annadata on ETV

**Female FGD Anukunta, Adilabad**

Rythu Mitra on Teja TV

**Middle class farmers FGD Kamavarapukota, West Godavari**

Annadata, DD HPT from Vijaywada, Vadde Sobhanadri on ABN, his column in Eenadu

**Big farmers FGD, Mylavaram, Krishna**

ETV Annadata, Kisan Mela.Farmer Societies, Sakshi media, District editions of newspapers, Annadata magazine, Agriculture Office. Internet.

**Middle class farmers FGD, Vempadu, Bhimavaram, West Godavari.**

Agriculture department, Annadata, Jai Kisan ETV. Only for time pass.

**Ravucherla farmers FGD, Nuzvid, Krishna**

ETV2, Annadata , pesticide companies, Annadata magazine, Saptgiri replies to problems by SMS, but they have not tried it. Local agriculture officer.

## CASE STUDY:

### FARMERS SURVEY IN ONE CHHATTISGARH VILLAGE

**Village name: Kandul, Raipur District**

**Total no. of people who participated in this survey - 25 people**

Population-approx	2000-2500 (110 houses)
• Male participant	18 people
• Female participant	7 people
• Participant Age	35 – 62 years
• Except four belongs to	18, 22, 24 & 32 years.
• Occupation (Agricultural land)	18 people
• Occupation (Agricultural land & Business)	3 people
• Business	2 people
• Labour	1 person
• Service (BSNL) & Agricultural land	1 person

### Questionnaire

1) Do you have TV at home?

- a) Yes 25 person
- b) No 0

2) How much time do you watch TV in a day?

- a) One hour 1 person
- b) 2- 3 hour 15 person
- c) Every day at morning and Evening 4 person
- d) Not fixed time 5 person

3) Does your village have cable network facility?

- a) Yes 9 person
- b) No 16 person

- 4) Do you people use antenna for watching TV?
- |        |           |
|--------|-----------|
| a) Yes | 13 person |
| b) No  | 12 person |

5) Who watch more TV in your family? What programme?

No answer

- 6) Set Top Box is necessary according to government policy so then you pay only for Doordarshan?
- |        |           |
|--------|-----------|
| a) Yes | 19 person |
| b) No  | 6 person  |

- 7) If you use Set Top Box then how will you see Doordarshan regional programme?
- |                    |           |
|--------------------|-----------|
| a) Through Antenna | 13 person |
| b) Others          | 12 person |

- 8) Do you use DTH for watching the TV?
- |        |           |
|--------|-----------|
| a) Yes | 19 person |
| b) No  | 6 person  |

- 9) What programme do you prefer to watch on TV?
- |                     |                       |
|---------------------|-----------------------|
| a) Entertainment    | a & b ---2 person     |
| b) Informational    | a & b & c ---1 person |
| c) Agricultural     | b & c 1--- person     |
| d) Others ----Films | 1 person              |

- 10) How do you get agricultural related information?
- |   |           |
|---|-----------|
| a) Through TV                             | 4 person  |
| b) Through Radio                          | None      |
| c) By word of mouth                       | 13 person |
| d) News paper                             | 1 person  |
| e) Self                                   | 1 person  |
| f) Through TV & Mouth to By word of mouth | 6 person  |

- 11) On which channel do you like to watch agricultural programme?
- |                         |           |
|-------------------------|-----------|
| a) Doordarshan National | 8 person  |
| b) Doordarshan Raipur   | 13 person |
| c) None                 | 4 person  |

12) *Do you watch doordarshan regional channel?*  
a) *Yes* 11 person  
b) *No* 14 person

13) *Do you use agricultural information given by Doodarshan?*  
a) *Yes* 11 person  
b) *No* 14 person

14) *Do you watch repeat farming programme?*  
a) *Yes* 11 person  
b) *No* 14 person

Sr no.	Name	Age	Sex	Remarks
1	Sanjay Verma	37	M	None
2	Santosh Yadav	48	M	All programme is good but swasth bharat and bharat nirman is best among all the programme.
3	Parmanand Verma	51	M	In Agriculture programme the information is insufficient; condition of our land is different from that TV land...
4	Mannu Lal Verma	45	M	None
5	Shrichander Kala Verma	52	F	None
6	Parmanand Verma	55	M	None
7	Suresh Kumar Verma	46	M	Doordarshan needs to show some employment related programme
8	Sulochna Verma	40	F	Time duration is very short
9	Jeevan Banjhor	43	M	Fertilizers are not easily available in market
10	Nandani Verma	36	F	None
11	Urvashi Yadav	24	F	None
12	Dukhiya	60	F	None
13	Krishna	62	M	Government policy related programme is helpful for us
14	Balju Ram	58	M	My mother likes to watch lok sangeet programme and enjoyed it very much
15	Jitendra Dhurandhar	35	M	Timing is not suitable for me (Jitendra Dhurandhar ) but whenever I got time, I must watch those programme which is

				informative
16	Vikram Kumar	22	M	We wants to watch more business (for rural) related programme
17	Gopi Pal	45	M	None
18	Bhuneshwar Dhurandhar	59	M	None
19	Pushpa	32	F	I like to watch Bhuniyaan ke Got and Bharat Nirmaan
20	Hemant Kumar Verma	40	M	The best programmeme is Swasth Bharat
21	Kalpana Verma	35	F	My all family used to watch Krishi Darshan programme (agriculture programme )
22	Tarun Yadu	18	M	Programme Timing is a problem for me that is why i m unable to watch doordarshan programme
23	Rakesh Yadu	35	M	None
24	Arjun Sahu	55	M	None
25	Lakhnu	35	M	None

## Chapter 8

### THE MISMATCH BETWEEN DD PROGRAMMING AND DEMAND

#### What Does Doordarshan Telecast?

A one-month content mapping of five DD channels shows a consistent pattern in the programming priorities of the broadcaster. Entertainment predominates because Doordarshan is forced to earn its own revenues.

#### CONTENT MAPPING

This report is based on a 2012 exercise in mapping the content carried out on five DD channels during the first year of the study. The objective was to understand the content categories of the programmes telecast.

Channels taken:

- DD Saptagiri, Andhra Pradesh
- DD Oriya, Odisha
- DD Chhattisgarh
- DD Girnar, Gujarat
- DD National

### Findings in brief

- ➔ Entertainment claimed the highest share of programming across channels, ranging from 12 per cent on Chhattisgarh's four hour transmission, to as high as 51 per cent of the total telecast.
- ➔ Art and Culture was another dominant category with its share ranging from 7.5 per cent to 17 per cent.
- ➔ The slot for entertainment on DD National was nearly four times the combined share of agriculture, education, health, information and science and technology.
- ➔ The share of entertainment programmes on DD Saptagiri (Andhra Pradesh) was larger than the combined share of information, education, health, agriculture, sports, news and current affairs.
- ➔ The volume of teleshopping on DD Oriya was four times that of informative programmes. The time allotted to teleshopping was also more than the combined share of health, agriculture, education, sports and current affairs.
- ➔ More than 11 per cent of the telecast on DD Chhattisgarh was on government schemes, much higher than the combined share of news and current affairs.
- ➔ The volume of non-fiction, non-entertainment shows targeted at women did not exceed 2.68 per cent of the total telecast on any channel.
- ➔ DD Girnar (Gujarat) had the maximum volume of youth-specific programmes but it was just 1.64 per cent of the total telecast. DD Saptagiri (Andhra Pradesh) had the least volume in this segment at 0.08 per cent.
- ➔ The volume of programmes on science and technology did not go beyond 1 per cent of the total telecast.
- ➔ The share of devotional/spiritual programmes on DD Saptagiri (10.88 per cent) was much more than the combined share of information and current affairs programmes (8.1 per cent).

### **Mapping of five state DD channels**

#### **TIME SPAN TAKEN**

A quantitative content mapping of five Doordarshan (DD) channels, including one national and four regional channels, was carried out over one month to establish programme categories and different segments of the public that the telecasts seek to address.

The five channels selected for mapping were:

- *DD Saptagiri, Andhra Pradesh*
- *DD Oriya, Odisha*
- *DD Chhattisgarh*
- *DD Girnar, Gujarat*
- *DD National*

The mapping for the five channels was done for 18 hours a day for 31 days, except in the case of DD Chhattisgarh which had a relay transmission of just four hours a day barring Sundays when the transmission was further reduced to one and a half hours. The hours of monitoring for each channel:

- DD Saptagiri was monitored daily from 05.30 hrs to 23:30 hrs for 31 days starting from September 4 to October 4, 2012.
- DD Oriya was monitored daily from 06.30 hrs to 00:30 hrs from September 12 to October 12, 2012.
- DD Girnar was monitored for 31 days from November 19 to December 19, 2012 from 06:00 hrs to 00:00 hrs. Since the Gujarat assembly elections were also held during the same period, this was reflected in the programming of DD Girnar.
- DD National was monitored from August 1 to August 31, 2012, from 6:00 hrs to 00:00 hrs. Since the London Olympics were also held during the same period, this was reflected in the programming. (A subsequent schedule, based on analysis of programming on DD National was done in February 2013 to confirm the broad trends.)
- DD Chhattisgarh was monitored from August 1 to August 31, 2012, for four hours from 16:00 hrs to 20:00 hrs from Monday to Saturday and for

one and a half hours from 18.30 hrs to 20.00 hrs on Sundays.

- In total, 558 programming hours were monitored for DD National, DD Saptagiri, DD Oriya and DD Girnar. For DD Chhattisgarh, 114 programming hours were monitored.

## METHODOLOGY

### Programmeme categorization

As many as 18 broad and six sub-categories were defined to classify the programme content. These were arrived at after viewing all or part of the programme in each case. Certain programmes, especially those targeting youth and children, had already been categorised by the channels.

- **Entertainment:** Daily soaps, films, reality music and dance shows, interviews with celebrities and comic performances.
- **Art and Culture:** Classical and folk music and dance shows, painting exhibitions, handicrafts, plays, award ceremonies, interviews with artists and shows depicting cultural ethos.
- **Agriculture:** Shows on cultivation and protection of crops, market rates of various crops and best practices in farming.
- **Health:** Information on various diseases, their cure and prevention.
- **Education:** Curriculum-based shows produced by educational institutes and information on academic courses.
- **Government schemes:** Shows on implementation of government schemes.
- **Sports:** Sporting events and interviews of players.
- **Women:** Non-entertainment, non-fiction programmes targeted at women including cookery shows.

- **Devotional/Spiritual:** Devotional music, features on religious ethos, discourses by spiritual masters and telecast of religious festivals.
- **News:** Bulletins of current events.
- **Current Affairs:** Features and discussions on recent issues.
- **Children:** Programmes specifically targeted at children. These were the shows already categorised “for children” by the channels.
- **Youth:** Shows specifically targeted at youth (from teenagers to young adults). These were the shows already categorised “for youth” by the channels and had topics like career options, health issues among youth, importance of voting etc.
- **Science and Technology:** Information on scientific discoveries and inventions besides technological advances.
- **Programmeme guide:** Listing of various shows on the channel
- **Teleshopping:** Long form advertisement of commercial goods and services
- **Information:** A broad category for informative shows on the environment, legal and consumer affairs, development, civics and travel.
- **Employment:** Information related to openings in government sector.

#### **Sub-categories of the category defined as ‘Information’**

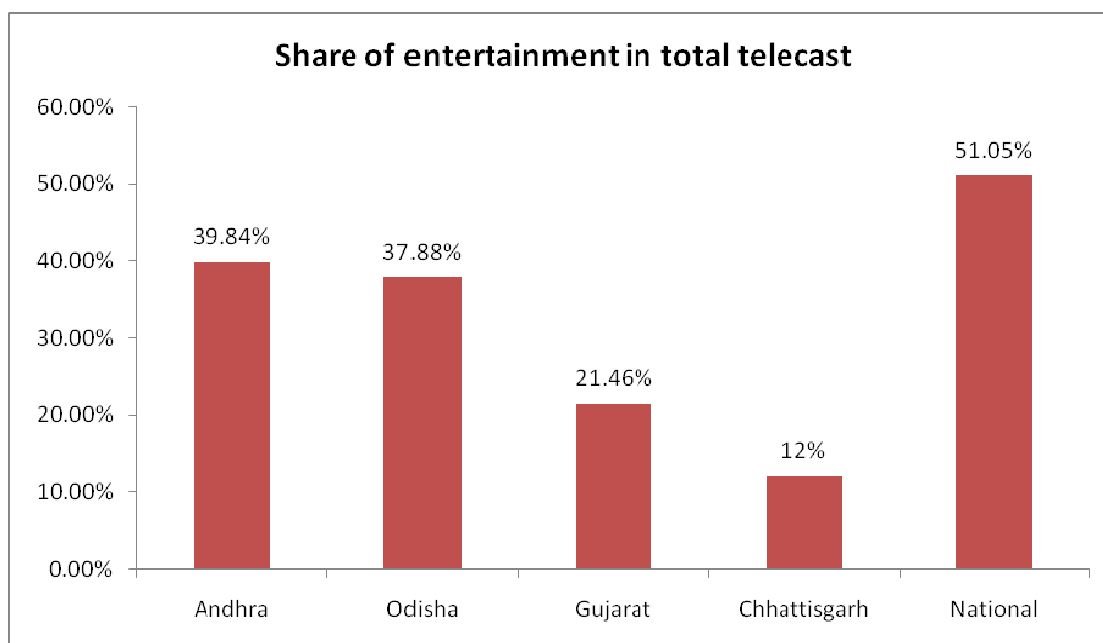
- **Public Information:** General informative and awareness shows
- **Civics:** Information about structures of Indian democracy, duties of citizens and community relations
- **Development:** Programmes related to positive stories of change
- **Environment:** Shows based on protection of nature and wildlife
- **Legal:** Legal and consumer affairs
  - **Travel:** Features on cities and tourist spots

## **Findings**

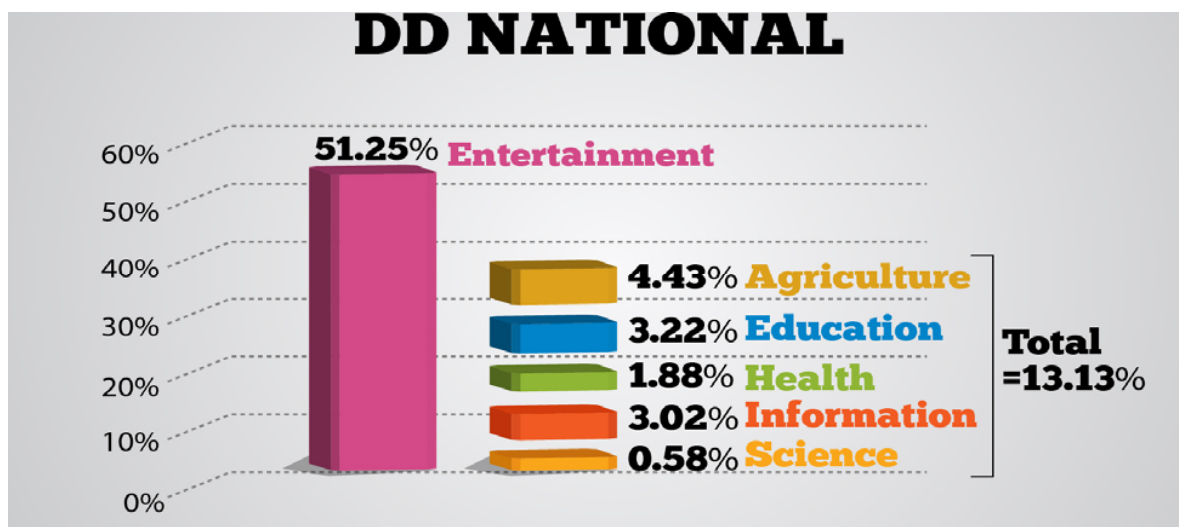
The results of comparative analysis of the five channels for various categories of programming are outlined below. The five categories with maximum time share across channels were: Entertainment, Art and Culture, Devotional/Spiritual, News and Agriculture.

### **Entertainment**

Entertainment was the most ubiquitous category among the channels monitored. While daily soaps and films make up most of this section, reality music and dance shows, interviews with celebrities and comic performances are also widespread.



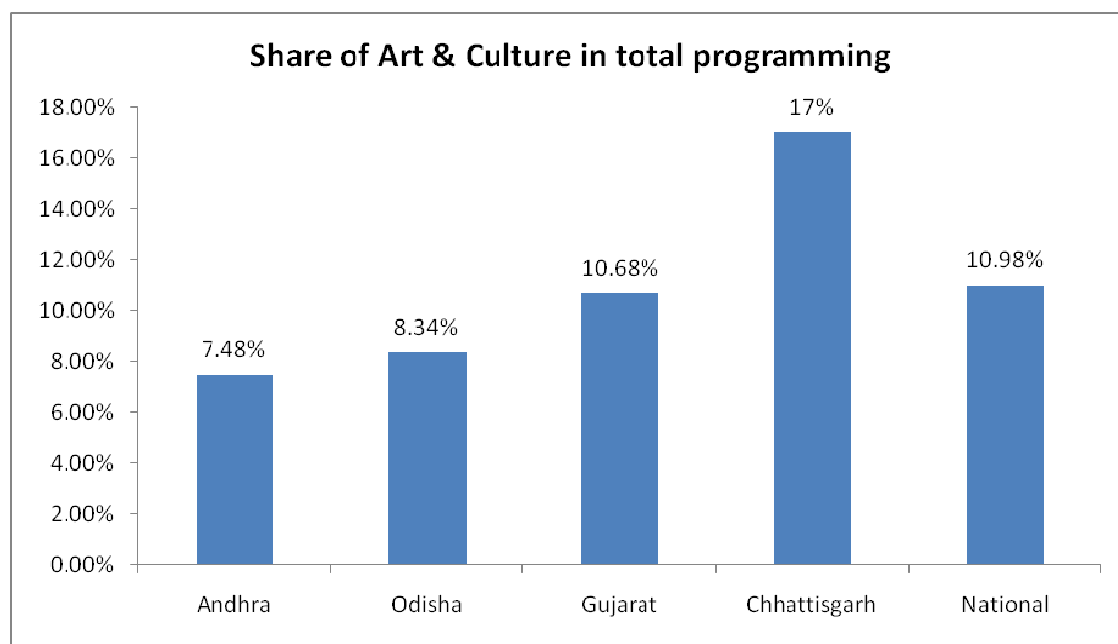
Among the five channels, DD National had the largest slot (51.05 per cent) reserved for entertainment in its programme schedule, followed by DD Saptagiri (39.84 per cent) and DD Oriya (37.88 per cent). DD Chhattisgarh paid least attention to this segment with only 12 per cent of the programmes telecast being entertainment-based. However, the channel had a limited four hour relay transmission with the rest being the transmission from DD National, which was heavy on entertainment. Daily soaps and films made up most of this category except on DD Girnar which showed no films during the period of mapping.



*Share of entertainment as compared to other categories on DD National.*

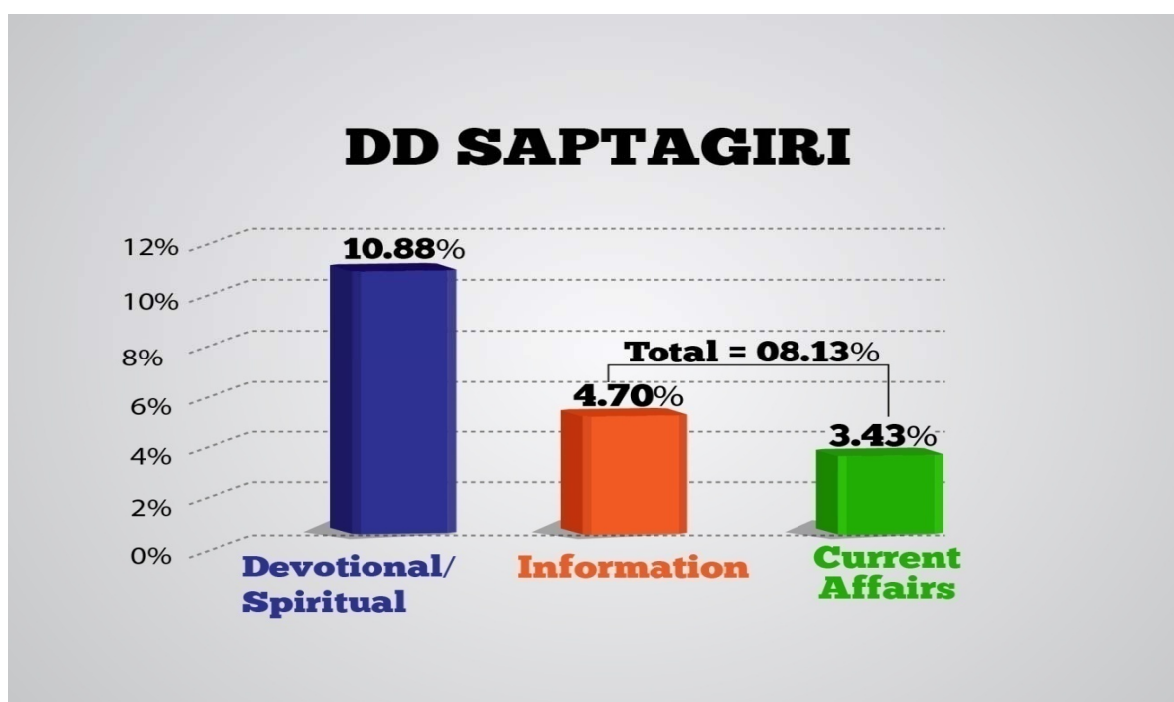
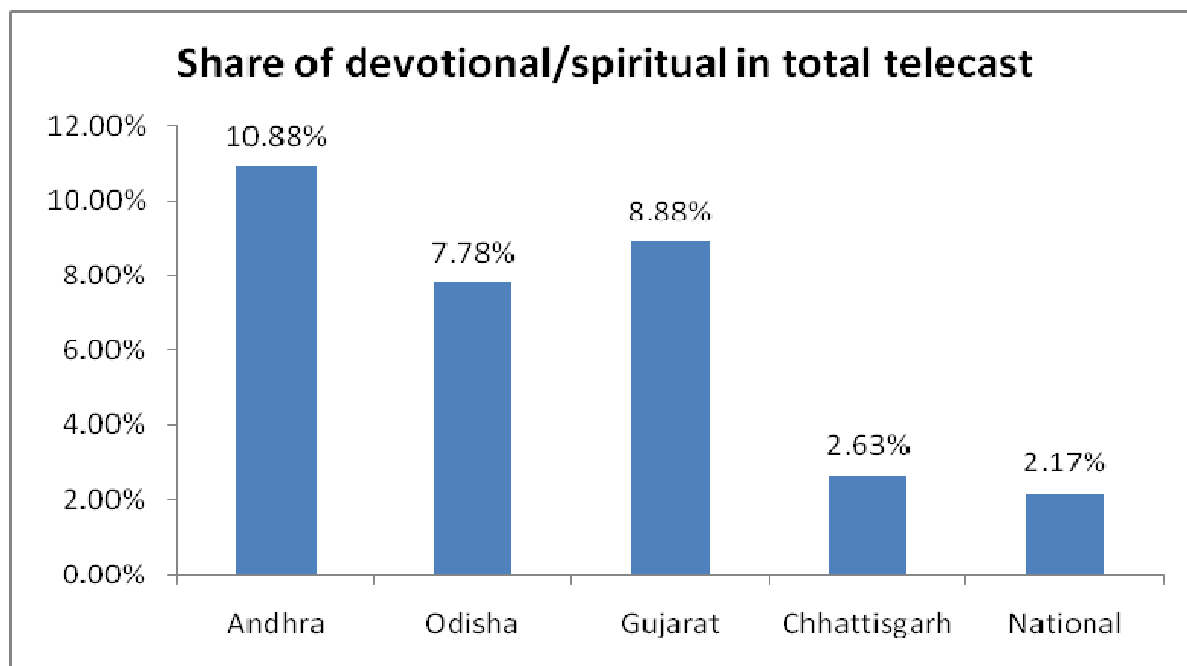
### Art and Culture

Art and Culture has been quite a dominant category across the states since regional audiences are strongly connected to their local culture. DD Chhattisgarh had the maximum share of programmes (17 per cent) related to Art and Culture among the five states. 'Bastar Aanchal Se' and 'Sarguja Aanchal Se' were the two regular shows presenting the local culture. DD National scored slightly higher than DD Girnar due to special magazine programmes like 'Good Evening India', 'Aaj Sawere' and 'Patrika'. Girnar had shows featuring classical and folk performances, painting exhibitions and interviews with theatre artists in this category. DD Oriya and DD Saptagiri mainly focussed on classical and folk performances in their programmes related to Art and Culture.



### **Devotional/Spiritual**

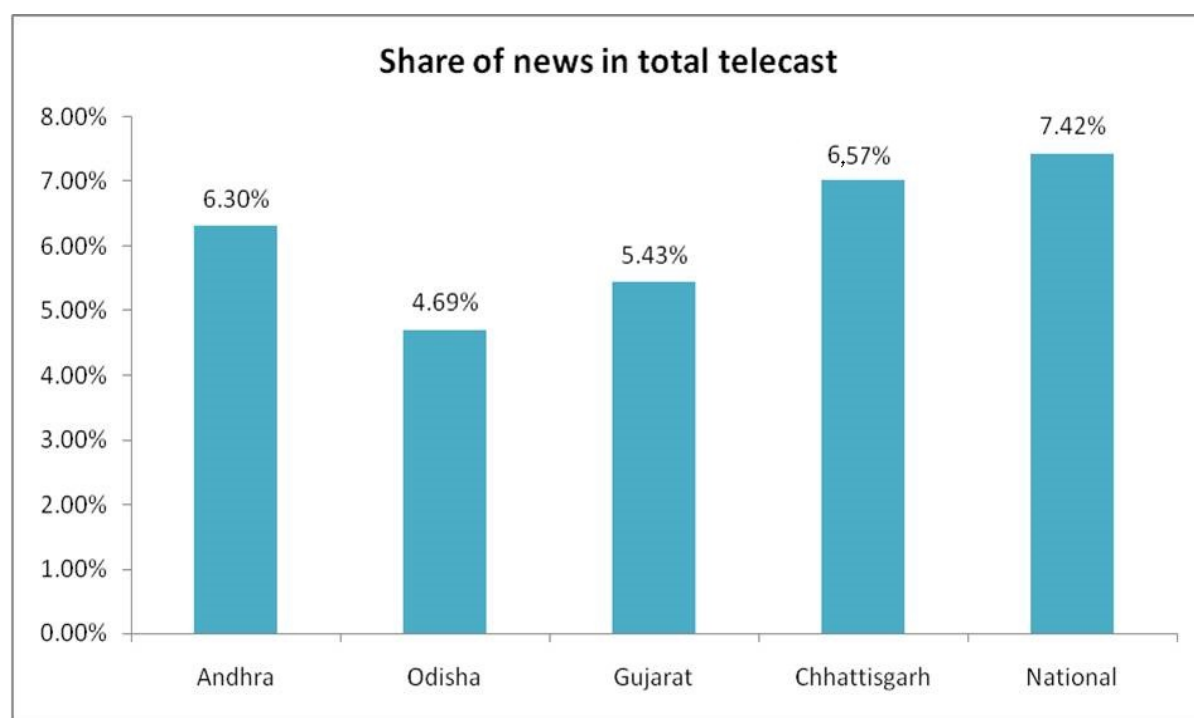
Devotional and spiritual programmes had a large share in the total telecast of DD Saptagiri (10.88 per cent), DD Girnar (8.88 per cent) and DD Oriya (7.78 per cent). In fact, it was the second biggest segment after entertainment on DD Saptagiri with regular shows of prayers, discourses on meditation and telecast of religious festivals at Tirumala and Telangana telecast for a total of 60.75 hours. It was much more than the combined share of information and current affairs programmes. DD Girnar had around 50 hours dedicated to the devotional/spiritual segment with regular programmes being discourses by Brahmakumaris and interactions between audiences and spiritual gurus. This was much more than the time slot allotted to health, agriculture, news and education.



*The share of devotional/spiritual was higher than the combined share of information and current affairs on DD Saptagiri*

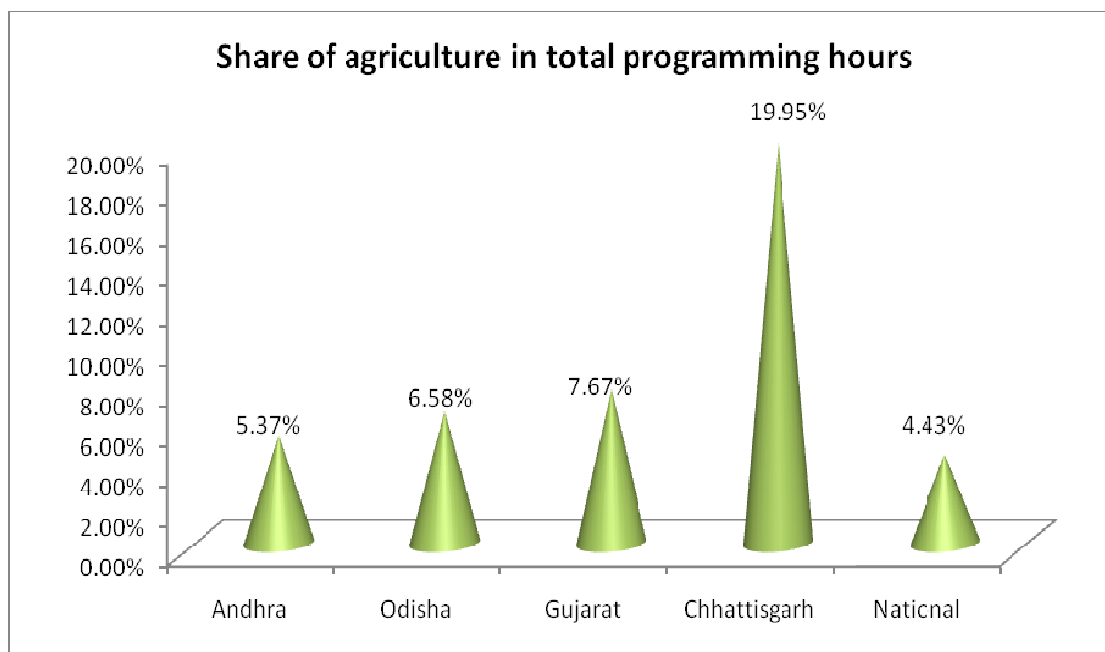
## News

The state-specific channels meet a special need for news of the region which national channels cannot cater to. DD National again had the highest share (7.42 per cent) in the news category among the five states. The main reason for this is that DD National ran various news bulletins catering to different segments. 'News in Sanskrit', 'Rajdhani News' and 'News for Hearing Impaired' were broadcast daily and it was the only channel with a separate segment for parliamentary news, both in Hindi and English. DD National was followed by DD Chattisgarh with 6.57 per cent of its programming related to news while DD Saptagiri had the third highest share in news (6.30 per cent) with daily bulletins in Telugu and Urdu.



## Agriculture

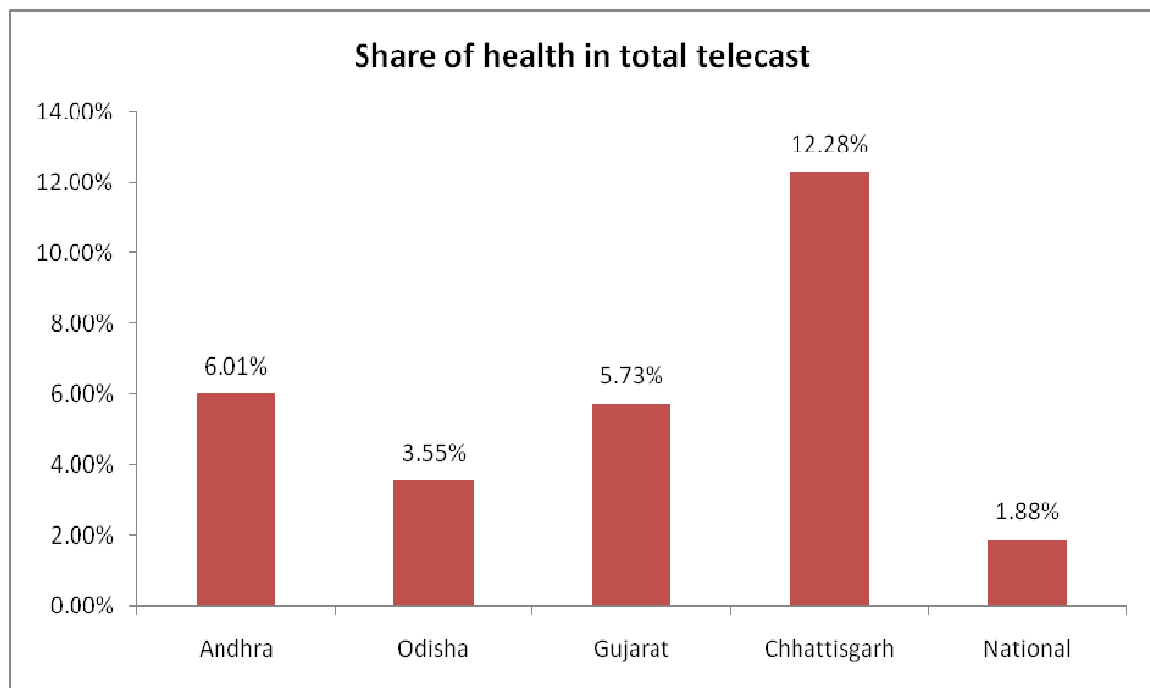
Agriculture plays a significant role in the economy of the country with more than half the country's population dependent on farms for sustenance. It is, therefore, important for a TV network spread over the length and breadth of the country to include programmes related to farming.



Of the five states, Chhattisgarh had the highest share (19.95 per cent) of farm-based programmes in the total telecast. It was higher than the combined share of Gujarat (7.67 per cent), Odisha (6.58 per cent) and Andhra Pradesh (5.37 per cent). Despite being the only channel devoted to most of the Hindi-speaking states, DD National scored the lowest with only 4.43 per cent of its total telecast devoted to agriculture. 'Krishi Darshan' was the only show on DD National while all the other channels had multiple shows with varied formats.

## Health

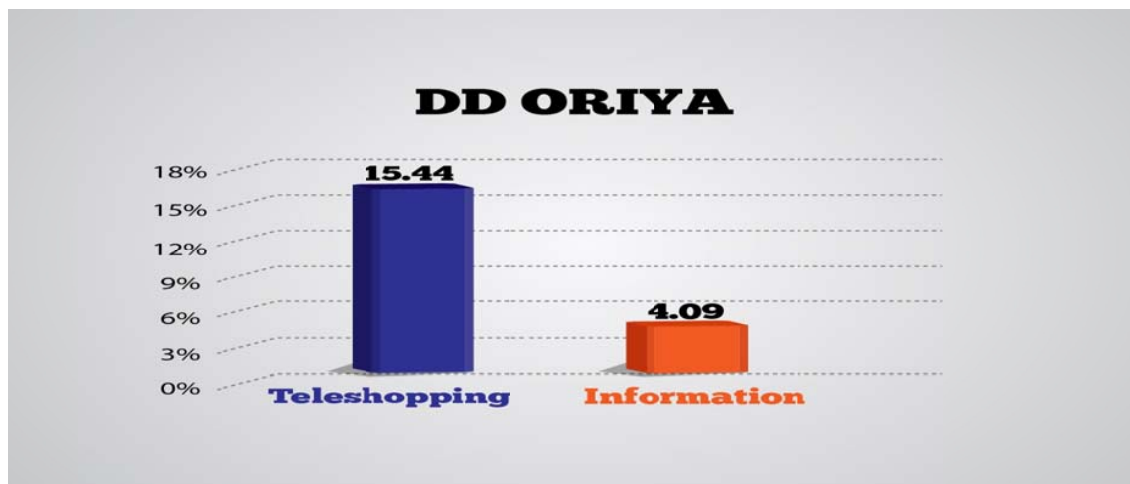
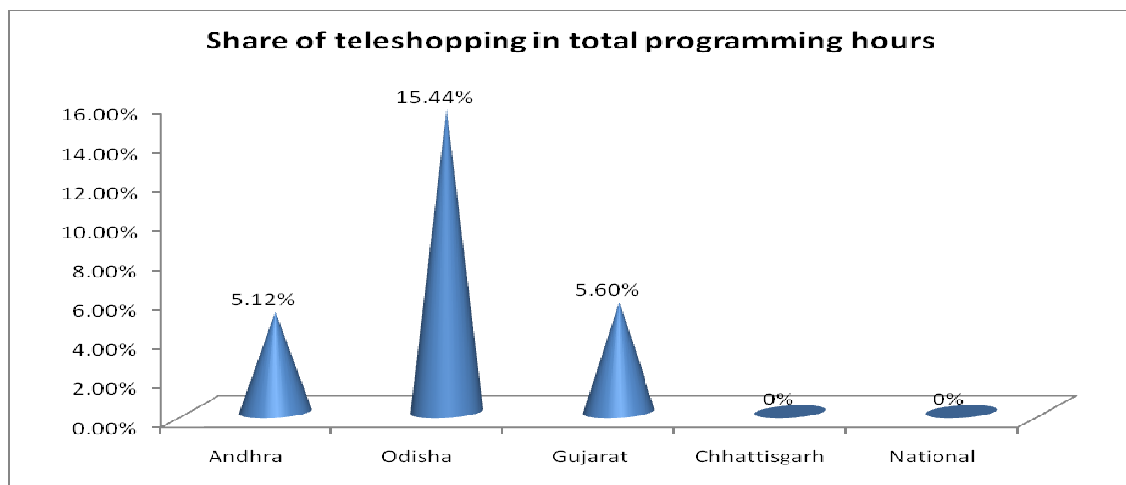
Diverse health issues ranging from malnutrition to cancer are being confronted by India's population. Poor access to quality healthcare services makes matters worse. Given this scenario, television programmes focussed on preventing diseases and treating them effectively are important.



DD Chhattisgarh again scored much above the other channels with 12.28 per cent of its programmes related to health. Andhra Pradesh and Gujarat were almost neck to neck with 6.01 per cent and 5.73 per cent of the total telecast. DD National yet again had the lowest share, a mere 1.88 per cent of the total programming hours. While all the other channels had a phone-in programme with a doctor interacting with the viewers, shows on DD National were restricted to one-way communication.

## Teleshopping

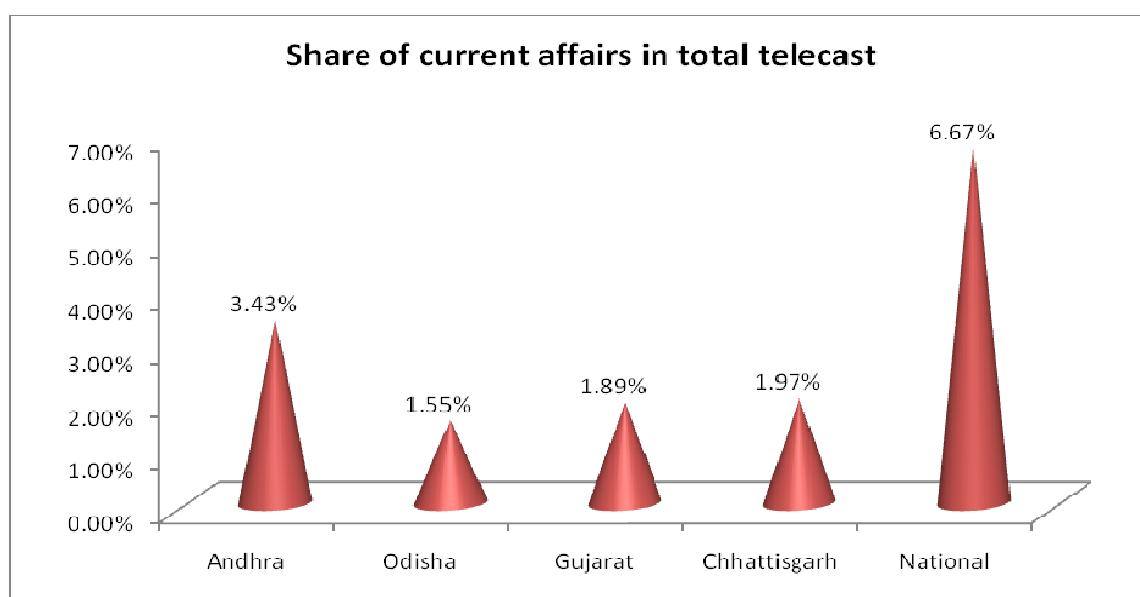
Teleshopping, a long form advertisement of commercial goods and services, was given maximum attention (15.44 per cent) in Odisha. The volume of teleshopping in Odisha was almost three times more than the volume in Gujarat, which has the second biggest teleshopping share. DD Chhattisgarh and DD National had no teleshopping shows because of fewer programming hours and possibly high revenue generation from short advertisements respectively.



*The share of teleshopping was four times that of information on DD Oriya*

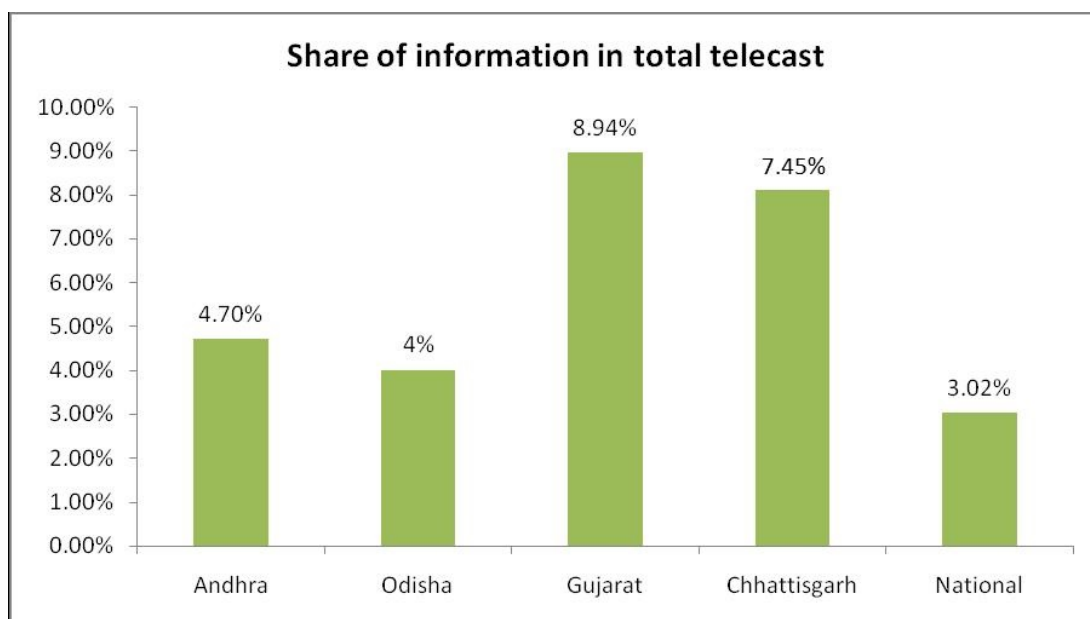
## Current Affairs

DD National had the largest share (6.67 per cent) of current affairs programmes in comparison to other channels, with shows like ‘Meri Baat’, ‘Nyay Manch’, ‘Special TV Report’, ‘Pakistan Reporter’ and ‘Kashmir Nama’, besides others. DD Saptagiri had almost half the share of DD National for current affairs, at 3.43 per cent. Analysis of various regional newspapers and panel discussions was done on DD Saptagiri. Despite the forthcoming Gujarat elections at the time the monitoring was done, DD Girnar had only 1.89 per cent of current affairs programming in its total telecast while DD Oriya scored the lowest with 1.55 per cent.



## Information

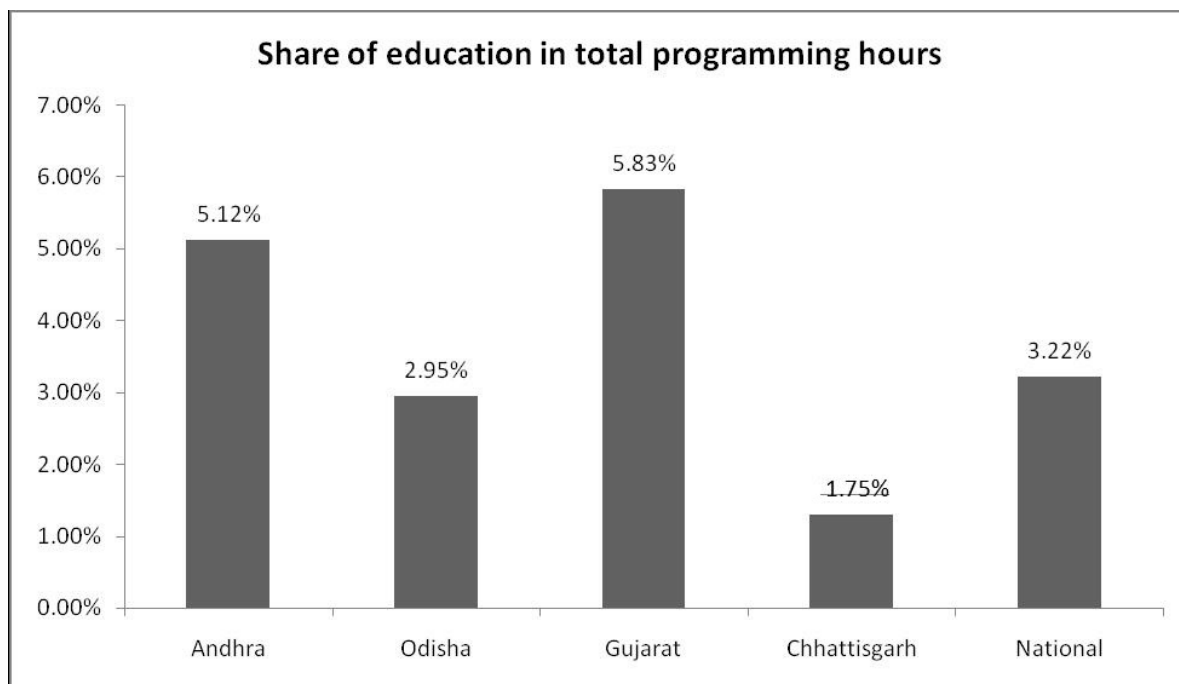
Information is a broad category with sub-categories including law, environment, civics, travel, development and public information. While law, environment and travel are self-explanatory terms, civics broadly relates to information about the structures of Indian democracy, duties of citizens and community relations. Development will have the programmes related to positive stories of change. Another sub-category of information is public information which involves programmes on subjects which do not fall in any of the previously-described heads. It also includes informative spots like gender equality, liquor prohibition and traffic awareness etc.



Gujarat got the biggest share (8.94 per cent) in the information category among the five states. Besides regular shows on legal affairs and environment protection, the state also had a large number of election-related information spots. DD Chhattisgarh also scored well in comparison with 7.45 per cent of programming being of an informative nature. Shows on legal affairs received the maximum attention in this category. DD National was the underperformer in this vital category as only 3.02 per cent of its programming was informative.

## **Education**

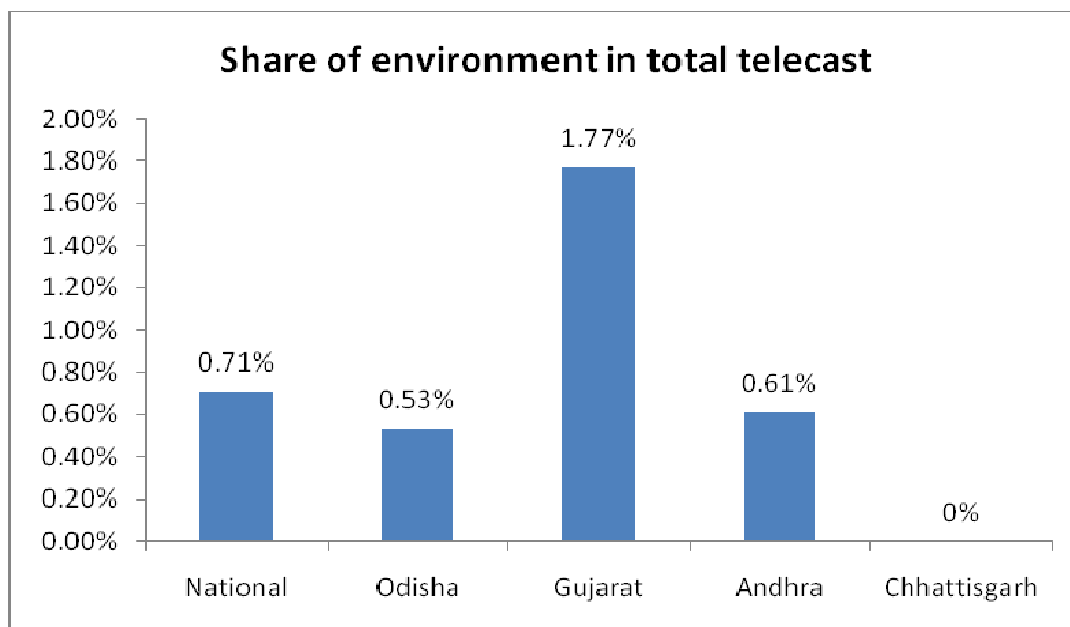
Curriculum-based educational shows produced by State Institutes of Education and Technology, UGC and IGNOU and other educational institutes were routinely broadcast on all the channels, as well as shows on various academic courses.



Gujarat had the largest share of educational shows (5.83 per cent) among the five states. Besides the regular curriculum-based programmes, it also had two phone-in shows and a lecture series in this segment. Andhra Pradesh had 5.12 per cent of its programming based on education while Chhattisgarh had the least (1.75 per cent). Odisha also had only 2.95 per cent of its programming reserved for education and this mostly consisted of 15 to 30 minute slots prepared by the State Institute of Educational Technology (SIET). DD National had a 30-minute morning slot allocated to programmes produced by UGC and IGNOU. It had 3.22 per cent of its telecast related to education.

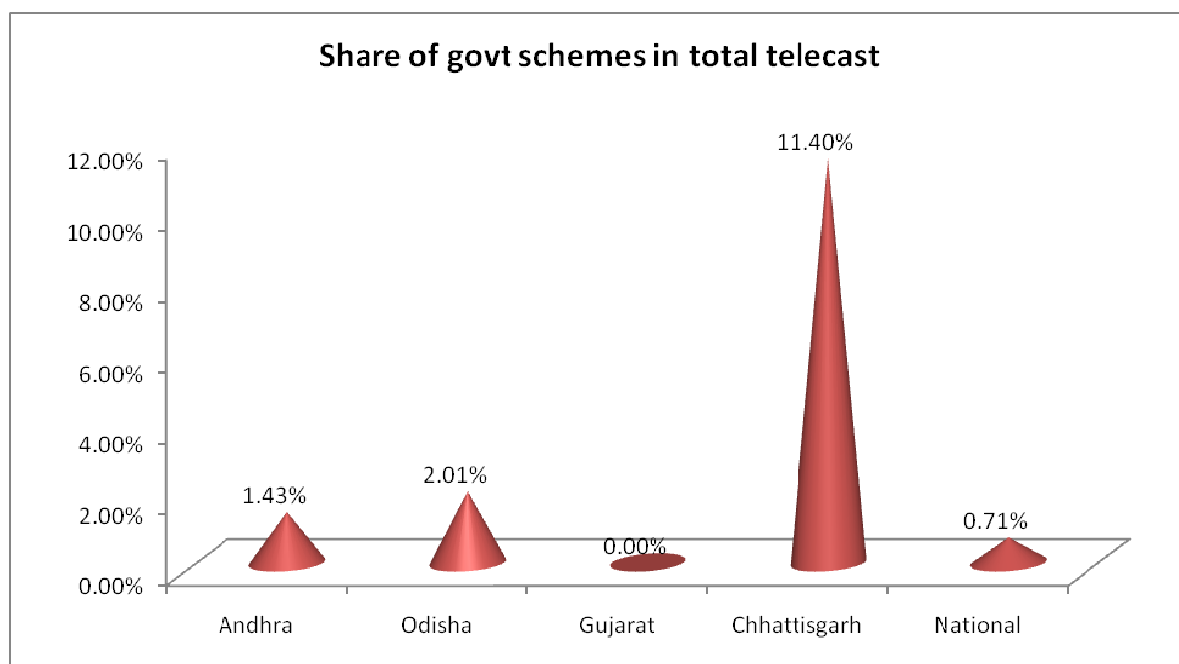
## **Environment**

Despite a lot of activity being witnessed in the field of environment in the country, the DD channels do not seem to be paying much attention to this segment. Shows related to the environment got a raw deal across the channels with the highest share in total telecast being a mere 1.77 per cent on DD Girnar. 'Paryavaran Darshan', a talk show with experts, and 'Dharti Na Choru' were the two regular shows in this category. DD National had the second highest share at 0.71 per cent. DD Chhattisgarh had no show on the environment in its four hour daily telecast. DD National ran a series called 'Wilderness Days' showcasing the wildlife of India every Saturday while DD Saptagiri had programmes on organic idols, wildlife and recycling of waste.



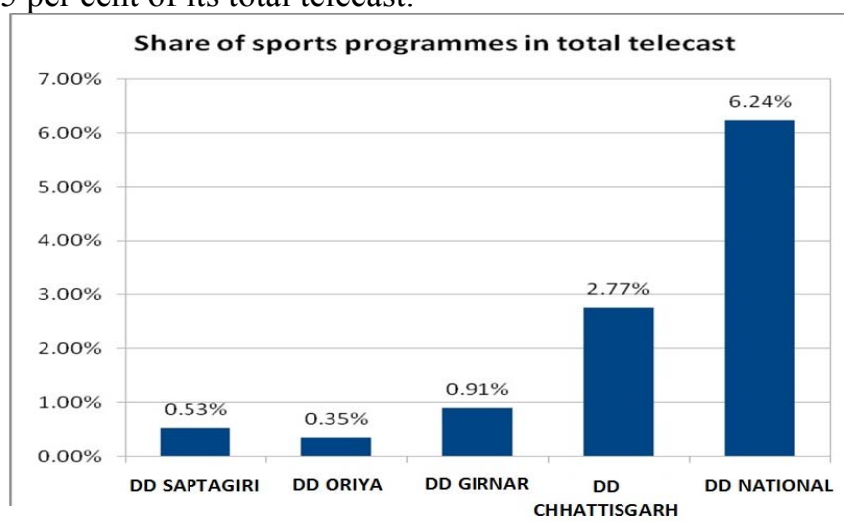
### **Government schemes**

Being a state-owned network, Doordarshan also broadcasts shows on government schemes. While it's essential to convey information on welfare schemes to the people, these programmes can also be viewed as propaganda vehicles of the ruling party. DD Chhattisgarh had the maximum share (9.86 per cent) of the total telecast for government schemes, more than double the combined coverage in the other four channels. DD Girnar had no show on government schemes because the election Code of Conduct was in force. DD National also had a very low 0.71 per cent of its programming focused on government schemes.



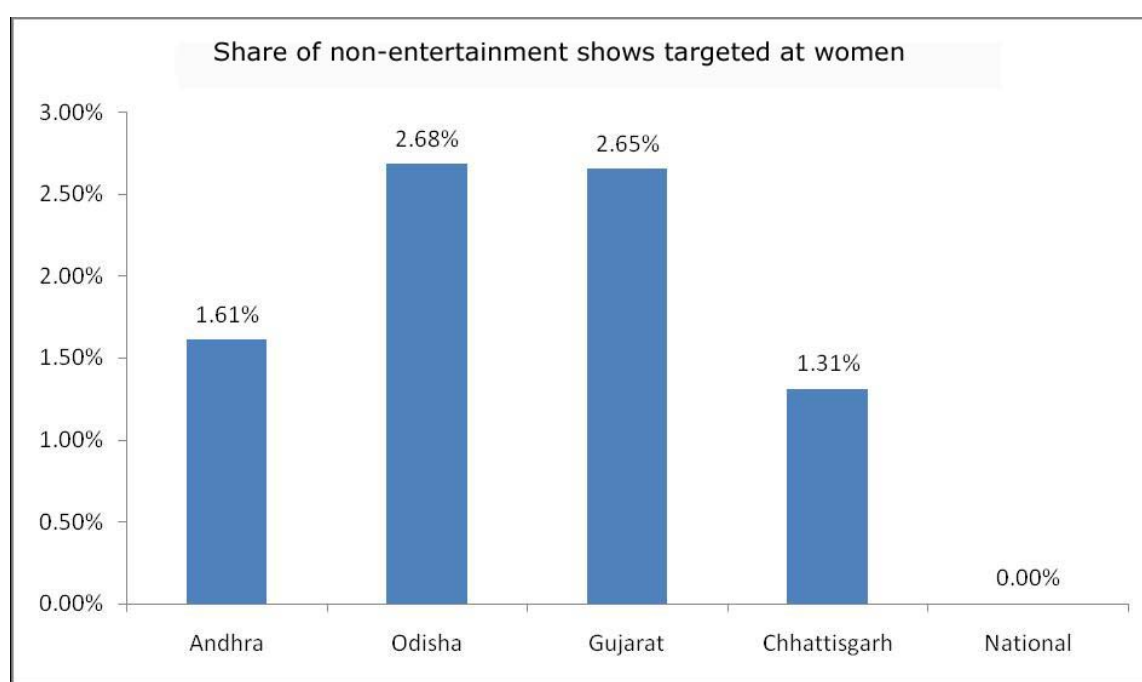
## Sports

DD National had the maximum number (6.24 per cent) of programmes on sports as compared to other channels thanks to the London Olympics which was held during the period of monitoring. DD Chhattisgarh also had a good share (2.77 per cent) of sports programmes in its total telecast. However, nearly 37 per cent of this coverage also included the Olympics. DD Oriya had the least coverage of sports at 0.35 per cent of its total telecast.



## Women

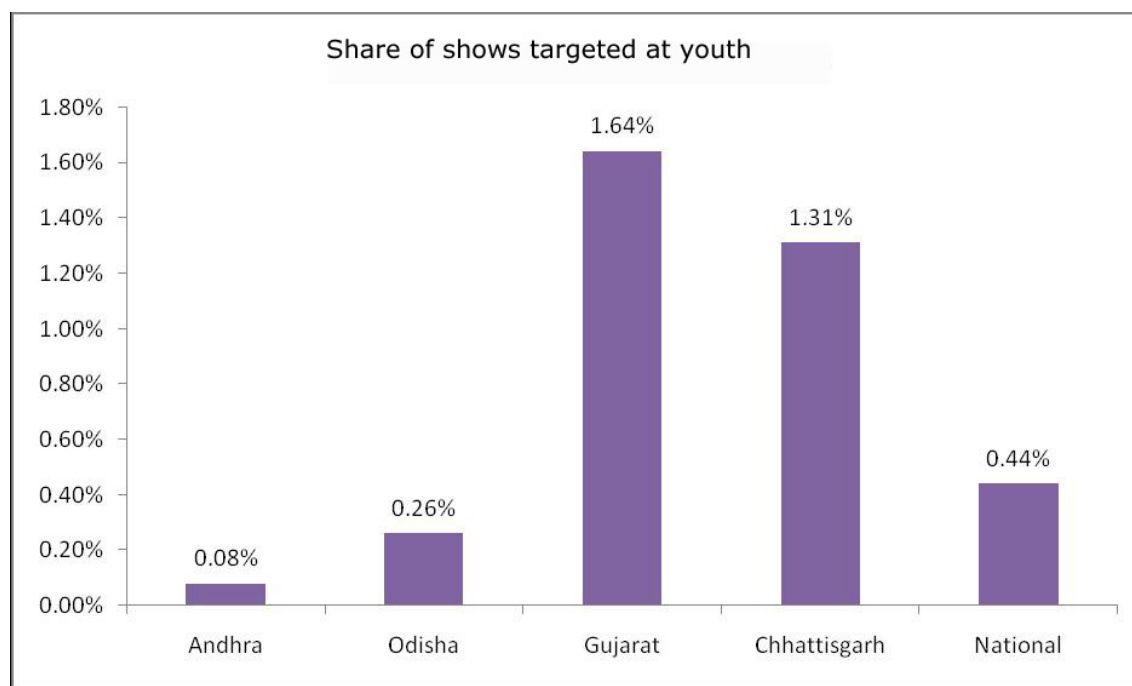
In television programming, women form a unique segment which needs to be especially engaged. Though daily soaps had women as their central characters and current affairs programmes discussed gender-related issues, there were very few dedicated non-entertainment, non-fiction shows addressing the specific needs of women. DD Oriya had the highest volume of such shows but it was still a mere 2.68 per cent of the total telecast. DD National had no regular programme at all addressing the special needs of women in its schedule. ‘Jamunia’, a weekly serial with a female lead, was telecast for an hour every week. Other channels also broadcast little on the social issues around women, focusing instead on cookery and interior decoration shows.



While DD Chhattisgarh had only cookery shows in this segment, DD Girnar had the same in 33 per cent of the women-oriented slots. DD Saptagiri ran Navya, a 30 minute show presenting a mix of women-specific information ranging from their health and legal rights to fashion, cooking, sewing, and interior decoration. DD Oriya had the maximum share (2.68 per cent) of women-oriented slots among the five channels with a regular 30 minute show for women. However, only around 24 per cent of this segment featured social or information-related issues.

## Youth

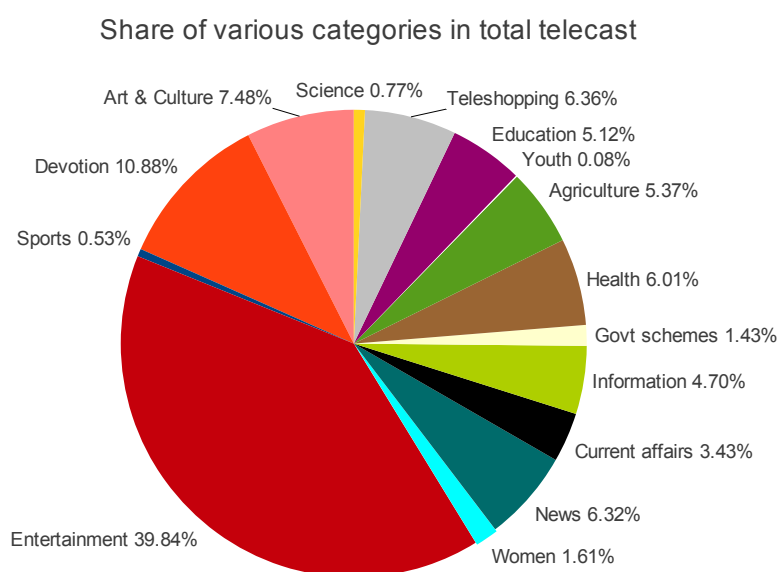
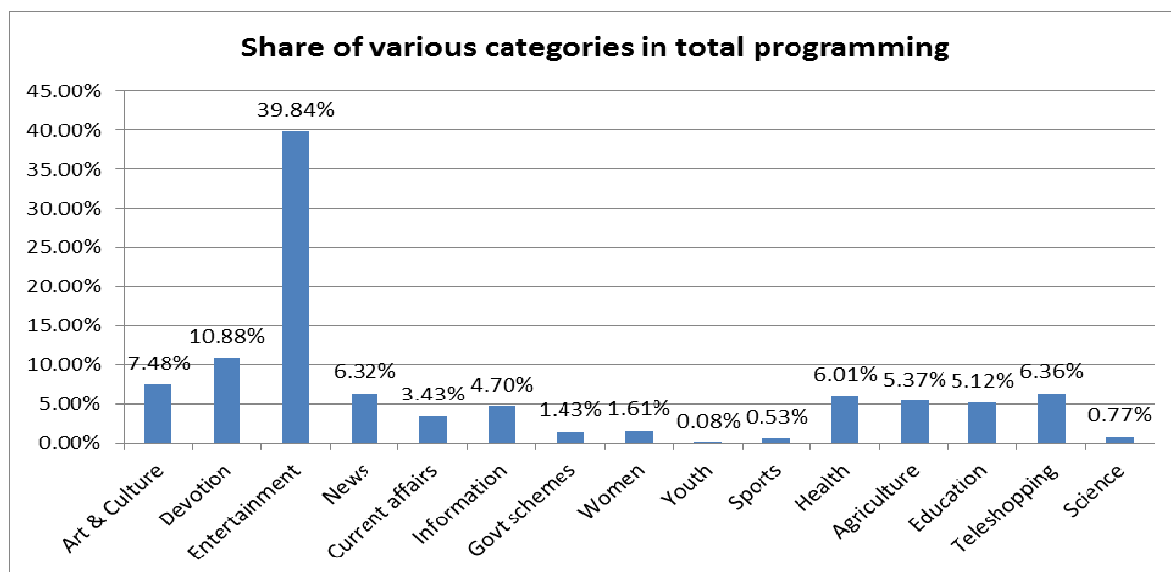
DD Girnar (Gujarat) had the maximum volume of youth-specific programmes but it was just 1.64 per cent of the total telecast. DD Saptagiri (Andhra Pradesh) had the least volume in this segment at 0.08 per cent.



### **State-wise analysis**

#### **DD Saptagiri, Andhra Pradesh**

Andhra Pradesh has a regional Doordarshan channel by the name of DD Saptagiri. Saptagiri is another name for the pilgrimage city of Tirupati in the state, meaning seven hills. The Television Base Production Centre set up in 1974 at Hyderabad was developed into a full-fledged Doordarshan Kendra, inaugurated by the then President of India, Neelam Sanjiva Reddy on 23 October, 1977. The service was extended to the entire state in a phased manner through the installation of terrestrial transmitters of different capacities. For the purpose of this study, the programme content of DD Saptagiri was monitored for 31 days (from September 4 to October 4, 2012). Of the 24 hours, 18 hours of daily transmission (05.30 hrs to 23:30 hrs) was calculated since late night programmes were repeats.



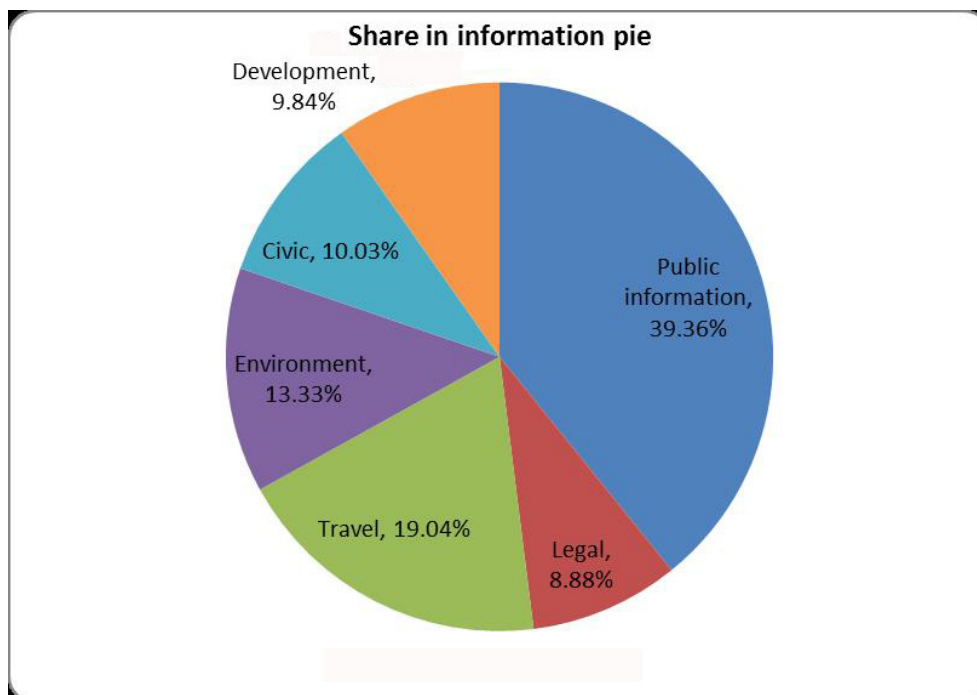
The data show that **Entertainment** got the lion's share (39.84 per cent) of total programming hours. Film songs, regional films, daily soaps and singing competitions formed this segment. **Devotional and Spiritual** slots took the next big chunk (10.88 per cent). Suprabhatam, a 30 minute show of bhajans and prayers, and a 30 minute discourse on meditation were regular shows in this category. The proceedings of religious festivals at Tirupati and Telangana, special songs on the occasion of Ganesh Chaturthi, discussions on "Traditions of festivals", a relay of prayers offered at temples/churches, a feature on a Sufi

shrine, devotional songs on Shiridi Sai Baba and Hindu shlokas were beamed in this segment.

**Art and Culture** was allotted 7.48 per cent of the programming time which included classical dance performances, folk music shows and discussions and interviews of artists. Pragati Patham, a magazine programme comprising cultural and folk performances, was a regular one hour show in this category. Cultural programmes in other South Indian languages down-linked from Thiruvananthapuram DD Kendra formed 10.56 per cent of the time devoted to this category. Dance performances, musical concerts, literature and culture festivals, music award ceremonies, interviews of theatre artists, profiles of poets, writers and journalists, discussions on the writing styles and themes used by several Telugu writers and poets, and the impact of foreign culture on India over the ages were part of these shows.

**Teleshopping** ate up 6.36 per cent of programming. On the other hand, **Information** constituted only 4.7 per cent of the total programming hours. Within this, public information got around 39 per cent of programming time and included topics such as telecom services, various schemes for consumers, information about the Haj pilgrimage, and the role of government and NGOs in community development and insurance policies. Shows based on **Travel** got over 19 per cent of the information slot and included programmes on mountain climbing and tourist spots in Telangana and Vijaywada.

Shows on the **Environment** constituted 13.33 per cent of the time slot for the information segment. Organic Ganesha idols, waste management, wildlife protection and the revival of the endangered Great Indian Bustard were the topics taken up. Programmes based on **Legal** and consumer rights received the least attention at 8.88 per cent of the total slot for information. Consumer rights, arrests, domestic violence, anticipatory bail, property cases, fundamental rights, civil cases, legal proceedings and complaints related to land encroachments were discussed. **Development** got 9.84 per cent of the segment. Inspiring life stories, the livelihoods of various professionals and their experiences, and low-cost infrastructure for fabric printing and perfume selling were taken up. **Civic** issues were allotted over 10 per cent of the total time for information. Telugu language and culture, the greatness of India and national integrity, the connection between education and hygiene, history and the traditional family system were discussed in these programmes.



**News** was allotted around 6.3 per cent of the total telecast time. News in two languages, Telugu and Urdu, were broadcast. Telugu news had the biggest chunk (73 per cent) of the news slot. **Current Affairs** programmes formed 3.43 per cent of the total programming hours. These programmes generally had analysis of various regional newspapers and panel discussions on an issue in the news, but a few subjects that were not topical were also taken up. Chandrababu Naidu's march, foreign direct investment in retail, biodiversity meet COP 11, 'March for Telangana', recent financial reforms and their impact on agriculture, the proposal to pay women for domestic work, political developments at the Centre, diesel price hike, LPG cylinder subsidy, issues in the State Assembly, Deccan Chargers cricket team, drug peddling, Hindi as a national language, caste politics in Andhra Pradesh, the nuclear power plant at Kudankulam in Tamil Nadu, the US elections, the launch of India's 100th space mission polar satellite, a Congress Working Committee meeting, and economic reforms were the issues taken up in discussions. An update on events in the Rayalaseema region, the Sri Venkateswara University 3rd Convention Report, Teachers' Day celebrations and a Rotary Club meeting also formed the current affairs segment.

**Education** made up 5.1 per cent of the programming. Lectures prepared by B R Ambedkar Open University got 40.23 per cent while 'Teleschool' involving lessons for secondary classes was allotted 8.74 per cent of the total telecast for

educational programmes. The rest of the slots were taken up by other programmes on education. Some of the topics featured were the growth of digital information, mathematics and algebra, undergraduate economics, a lesson on Raja Ram Mohan Roy for Class 5 students, a lesson on Urdu poetry, a quiz for Class 9 students, patriotic poems, lessons on public administration, transfer pricing for MBA (III year), the life of former prime minister Indira Gandhi, the concept of civil society and hegemony, a lesson on how to use numbers and a few physics methods for Class 1 to 4, a lecture on street plays and their characteristics, a lesson on divisions and ratio proportion for Class 7, fossil fuels and their benefits, a lesson on distance calculation for Class 8 students, a lecture on the education system and educational institutions, a lecture on Telugu literature, a lecture on metals, the importance of culture in higher education, a lecture on magnetism due to domains for MA 1st year students, the role of the budget in financial management, measuring units of various kinds, financial conditions and reforms needed in the country, a grant transfer from central to state government, issues in working capital management, the cultivation and conservation of medicinal plants for botany students, and English usage and grammar. Information about college admissions and courses, besides interactions with school teachers, were also taken up in this segment.

Programmes showcasing various **Government Schemes** made up 1.43 per cent of the total telecast during the 31 day period of programme monitoring. Land development under the Indira Jala Prabha scheme, free coaching for youth on hotel management under the Rajiv Yuva Kiranalu scheme, the implementation of the Rajiv Vidya Mission in government schools, the mid-day meal scheme, the development of irrigation canals, the Indiramma Scheme on basic amenities, a profile of government English medium schools, the Mahatama Gandhi National Rural Employment Guarantee Scheme (MGNREGS) and public meeting of the Andhra Pradesh Chief Minister were shown in this segment.

Navya, a 30 minute show presenting information specific to **Women** on health, fashion, cooking and interior decoration was a regular on DD Saptagiri.

**Health** programming formed 6.01 per cent of the total telecast. Over 60 minutes were devoted to health issues on a daily basis. Aarogya Bharatam, a 30 minute health show which also featured phone-ins with expert doctors, had a regular broadcast on the channel. The topics featured were diabetes, pregnancy issues, swine flu, eye care, sepsis, skin diseases, thyroid, balanced diet, lung cancer, respiratory problems, gynaecological problems, ailments among children, low confidence and an inferiority complex among children, snoring and breathing

problems, weight control, blood donation, ear, nose and throat problems, sinus, cancer, kidney transplants, hepatitis, sexually-transmitted diseases and HIV/AIDS.

**Agriculture** formed 5.37 per cent of the total programming time. While ‘Krishna Mandal’ focussed on particular crops, ‘Rytunestam’ had telephone interactions with experts. A Kisan narrowcasting programme was another show broadcast in this category. The topics included pesticide use, brinjal, ridge gourd and sunflower cultivation, how to make vermicompost, pests in paddy crops, the cultivation and maintenance of millets, green grams, horse grams, agricultural machinery, the plantation of guava, banana and sugarcane, dairy farming, pisciculture, organic farming, discussions at workshops for farmers, aquaculture, mandi prices, drip irrigation, the plantation of coconut trees, paan leaves and toddy trees, rubber plantations, mushroom farming, rabi crops, information about farm loans, palm oil, kharif and rabi crops, weed control, cocoa plantation, minimum support prices for various crops, restoration of old mango fields, pesticides for wheat grass, sweet potato cultivation, BT Cotton, sericulture, floriculture, silk worm farming, and rabbit farming.

**Sports** received only 0.53 per cent of the total telecast. ICC Cricket Twenty20 World Cup and a polo match were the only programmes in this segment. **Youth-specific** shows were limited to 0.08 per cent of the programming and featured educational institutions of the state and health issues among the youth. **Science-based** programming formed 0.77 per cent of the total telecast on DD Saptagiri. A quiz show based on science and information about malaria and its discovery by Ronald Ross constituted this segment.

Category	Topics covered on DD Saptagiri
Art and Culture	Dance performances and musical concerts Music Award Interview of theatre artist Profile of a famous poet Writing styles and themes used by several Telugu writers and poets Feature on a writer and journalist Impact of foreign culture on India over the ages vis-a-vis dress, music and architecture Vocal recital

	Interview of an actor and an AIR Correspondent in Moscow Literature and culture festival
Devotional /Spiritual	A show featuring a temple in Kanipakam, Brahmotsavams Spiritual discourse on peace of mind, lifestyle etc Special songs on the occasion of Vinayaka Chavithi (Ganesh Chaturthi) Devotional songs on Telangana Festival Pilgrimage places - Anantha Padmanabha Swamy temple Discussion on “Traditions of festivals” Live telecast of Lord Venkateswara procession from Tirupathi Direct telecast of a festival from Tirupati Songs by choirs Relay of prayers offered at temples/churches Sufi shrine Devotional songs on Shiridi Sai Baba Shlokas of Hinduism
Health	HIV/AIDS Diabetes Pregnancy Swine flu Eyecare Sepsis Skin diseases Thyroid Nutrition Lung cancer Respiratory problems Health issues among girls Ailments among children Snoring and breathing problems Weight control and food habits Blood donation Ear, nose and throat problems Cancer Kidney transplant Sexually-transmitted diseases Selfconfidence and inferiority complex among children Sinus

	Hepatitis
Agriculture	Pesticide use Brinjal and sunflower cultivation Vermi compost Pests in paddy crop Cultivation and maintenance of green gram, horse gram etc Cotton crop Agricultural machinery Guava plantation Dairy farming Pisciculture - fishery Organic farming Workshops for farmers Aquaculture Market prices of different agricultural products Pest control in sunflower crops Banana and paddy plantations Sugarcane Drip irrigation Millets Paan leaves Rubber plantations Toddy tree plantation Mushroom farming Rabi crops Pest control Farm loans Direct selling to market Coconut trees Palm oil Kharif crop cultivation Control of weeds Cocoa plantation Minimum support price for various crops Restoration of old mango fields Pesticides for wheat grass Sweet potato cultivation BT Cotton Agricultural workshop

	Rabbit farming Cultivation of ridge gourd Sericulture, silk worm farming Flower market at Vijaywada
Current Affairs	Panel discussion on Chandrababu Naidu's padha yatra FDI in retail and Biodiversity meet COP 11 Telecast of biodiversity conference Discussion on 'March for Telangana' Panel discussion on Congress Working Committee meeting and economic reforms Sri Venkateswara University 3rd Convention Report Discussion on recent financial reforms and effect on agriculture Discussion on proposal to pay women for the domestic work 'Kissa Sarkar Ka', a panel discussion on politics at the Centre Discussion on diesel price hike, LPG gas subsidy Discussion on issues in the State Assembly Discussion on Deccan Chargers team Talk on drug peddling Celebration of Teachers Day Book release Rotary Club Discussion on Hindi being the national language Discussion about caste politics in Andhra Pradesh Discussion on the nuclear power plant at Kudankulam Discussion on US elections Discussion on the launch of the 100th space mission polar satellite Events in the Rayalaseema region
Education	Lecture on the topic of "The Growth of Digital Information" Teleschool – mathematics, algebra Undergraduate economics 5th standard lesson--Raja Ram Mohan Roy English language and its importance Lesson on Urdu poetry Quiz for 9th standard students Teleschool - patriotic poems Dr BR Ambedkar Open University <ul style="list-style-type: none"> <li>• Public Administration</li> </ul>

	<ul style="list-style-type: none"> <li>• Transfer pricing for MBA (III year)</li> <li>• “Concept of civil society and hegemony”</li> <li>• Lecture “Street Plays and Their Characteristics”</li> <li>• Lecture on “Fossil fuels and their Benefits”</li> <li>• Lecture on Telugu literature</li> <li>• Lecture on metals</li> <li>• Discussion on Hindi as a national language</li> <li>• ‘Role of the budget in financial management’</li> <li>• Financial conditions and reforms needed in the country; grant transfer from central to state government</li> </ul> <p>Life history of former prime minister Indira Gandhi</p> <p>Teleschool - How to use numbers and some physics methods for Class 1 to 4</p> <p>Teleschool - 7th grade lesson on divisions, ratio proportion etc.</p> <p>Teleschool - 8th standard lesson on distance calculation</p> <p>Lecture on the “Education System and Educational Institutions”</p> <p>Show on college admissions and courses</p> <p>Importance of culture in higher education</p> <p>Interview of awardee school teachers</p> <p>“Magnetism Due to Domains” for the MA 1st year</p> <p>Teleschool - measuring units of various kinds</p> <p>“Issues in working capital management”</p> <p>“Telome theory and Stelar theory” (botany)</p> <p>“Cultivation and conservation of medicinal plants”- botany</p> <p>Lesson on ‘English Usage and Grammar’</p>
Information	<p><b>Legal</b></p> <p>Consumer rights</p> <p>Arrests, domestic violence, anticipatory bail, property cases and fundamental rights</p> <p>Civil cases</p> <p>Legal proceedings and complaints related to land encroachments</p> <p><b>Development</b></p> <p>Inspiring life stories of different people</p> <p>Livelihoods of various professionals and their experiences</p> <p>Low-cost infrastructure for fabric printing</p> <p>The manufacturing and marketing of perfume</p> <p><b>Environment</b></p>

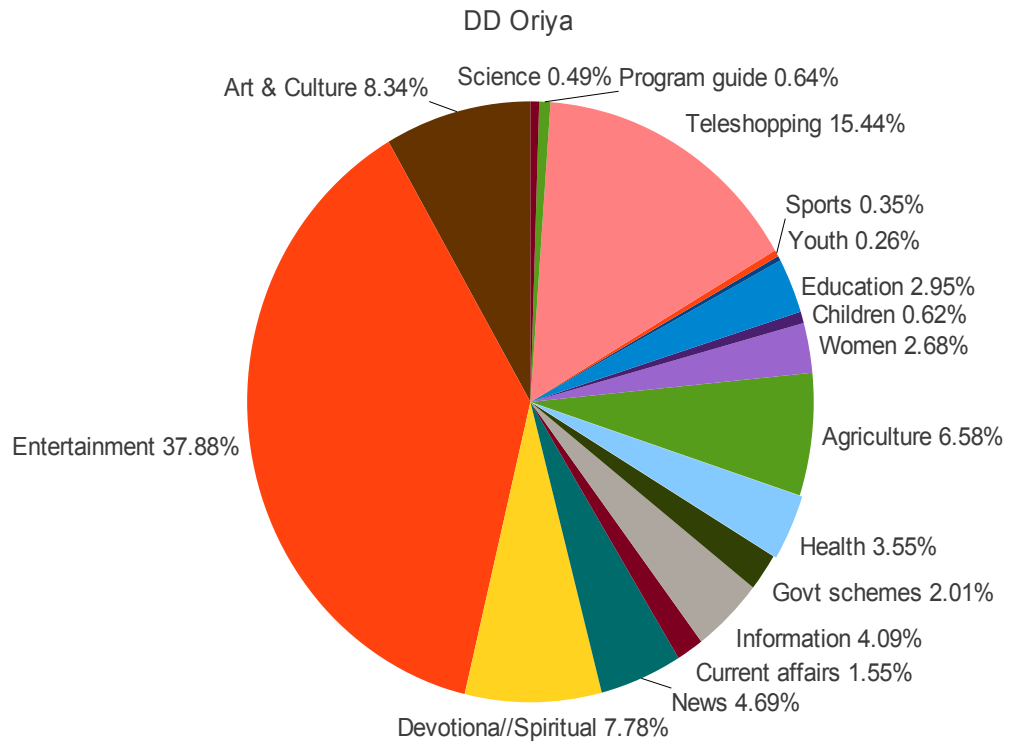
	<p>Organic Ganesha idols  Wealth from wastage  Wildlife protection in the wake of the Biodiversity meet COP 11 in Hyderabad  Extinction and revival of the “Great Indian Bustard” – an endangered bird</p> <p><b>Travel</b>  Mountain climbing  Sights of Telangana region  Sights of Vijaywada</p> <p><b>Civics</b>  Telugu language and culture, the greatness of India and national integrity  Connection between education and cleanliness  History and the greatness of India  The family system in India</p> <p><b>Public information</b>  Telecom services, various schemes for consumers  Pilgrimage to Haj, travel expenses, itinerary etc  Community development, government policies and the role of NGOs  Insurance policies</p>
Government schemes	<p>Land development under the Indira Jala Prabha scheme  Free coaching for youth on hotel management under the Rajiv Yuva Kiranalu scheme  Rajiv Vidya Mission in government schools  Mid-day meal scheme  Bharat Nirman - development of irrigation canals  Indiramma Scheme on basic amenities  A show featuring government English medium schools  Mahatama Gandhi National Rural Employment Guarantee Scheme (MNREGS)  Public meeting of Chief Minister</p>
Sports	ICC Cricket Twenty20 World Cup

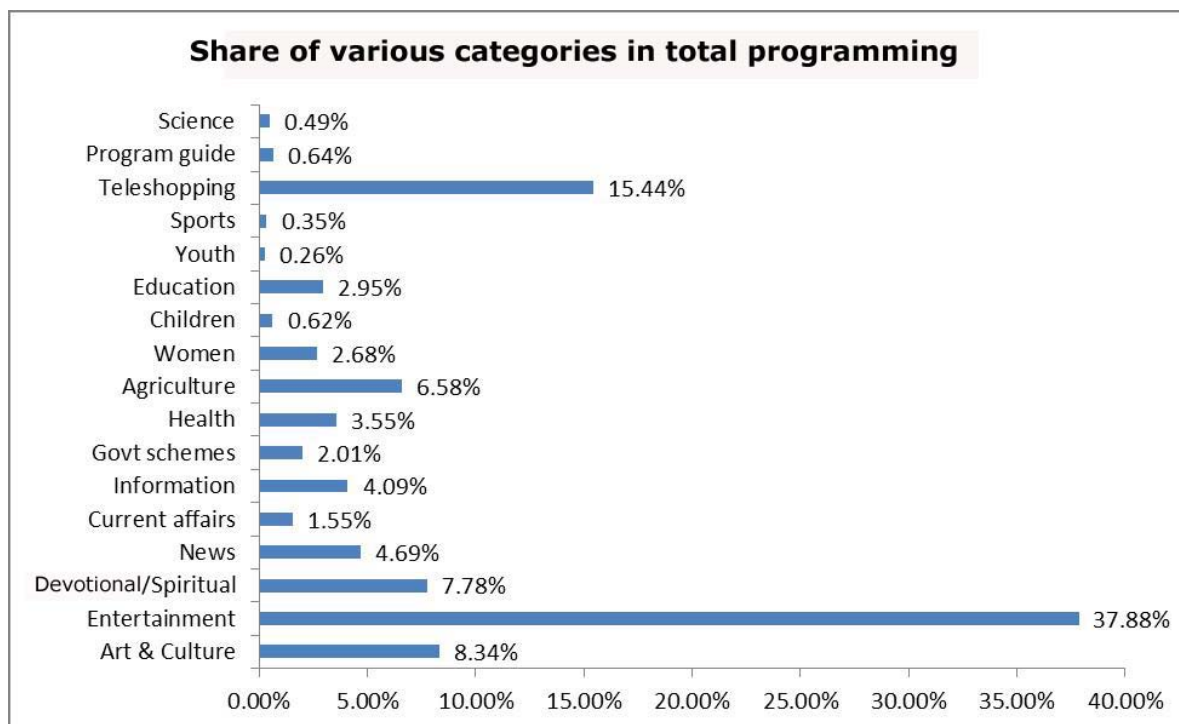
	Polo match
Science	Quiz show based on science Malaria and its discovery by Ronald Ross
Women	Health, fitness, cooking, sewing, interior decoration, fashion, arts and crafts and legal issues related to marriage
Youth	Educational institutions of state Health issues among youth

## **DD Oriya**

Most of DD Oriya's programmes are produced at the Doordarshan Kendras of Bhubaneswar, Sambalpur and Bhawanipatna. For this study, the programme content of the channel was monitored for 31 days (from September 12 to October 12, 2012). Of the 24 hours, 18 hours of daily transmission (06.30 hrs to 00:30 hrs) was calculated since late night programmes were generally a repeat. The data collected shows that entertainment formed the biggest chunk (37.88 per cent) of the total telecast. Daily soaps, song and dance reality shows, comedy shows, celebrity talk and films made up most of this category.

## Share of various categories in total programming





**Teleshopping** got the second biggest programming share (15.44 per cent) of the total programming time. Taking up different slots ranging from 15 minutes to one hour during the day, teleshopping started in the morning as early as 7.15 am. During the day, it got varied time slots on different days between 11.30 am, 12.30 pm and/or 1.00 pm. At night, the slot was between 11.30 pm to midnight. In contrast, information and education had a very low share at 4 per cent and 2.9 per cent respectively.

**Art and Culture** made 8.34 per cent of the programming time. 'Aaina', a magazine programme on the cultural events of the state, folk dance performances, recordings of dance festivals, poetry recitals, plays, jatra shows, award ceremonies, interviews of artists, discussions on literature, handicrafts, and the costumes and cuisine of Odisha made up the Art and Culture section.

**Devotional and spiritual shows** made up 7.78 per cent of programming. 'Aradhana', a 25-minute show playing devotional songs or featuring the talk of a spiritual master, was beamed regularly at 6.30 am. 'Bhakti Sangeet' and spiritual discourses by various gurus on the 'Bhagwat Gita', Lord Jagannath and the life of Jesus Christ were regularly telecast. 'Teertha Darshan', a 15 minute segment showcasing places of pilgrimage, was beamed twice in 31 days. A show

featuring song and dance performances on the occasion of Ganesh Chaturthi also formed part of this category.

**Agricultural shows** got 6.58 per cent of the total programming hours. 'Krishi Darshan', 'Pallishree' and a narrowcasting programme produced by DD, Sambalpur centre, were the regulars in this category. Information related to soil and water conservation, protection of crops from pests and insects, news about farmer training camps, rice farming, pisciculture, mango farming, vegetable farming, cultivation of traditional herbs and export of various fruits and spices was provided in these shows.

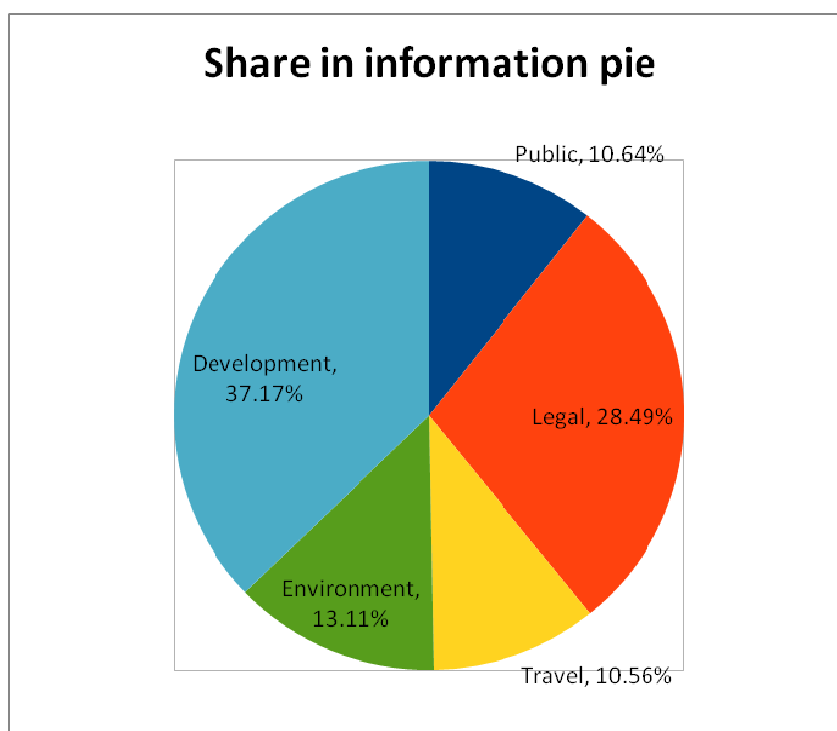
**News coverage** took 4.69 per cent of the total programming time. A 15 minute news bulletin in Hindi was relayed from DD Delhi Kendra at 7:00 am daily. Oriya news had a daily share of 34 minutes comprising two 15 minute bulletins (8:00 am and 7:00 pm) and two 2 minute slots each for the main news headlines at 3:00 pm and 5:00 pm. On a few days, there was a slight change in the allocated time. Current affairs, most of which included panel discussions, formed 1.55 per cent of the total programming time. Illiteracy, girls' education, the status of tribal languages and the present scenario of Doordarshan were the topics taken up during these debates.

The **Information** category, consisting of various sub-categories, received around 4 per cent of the total programming time. Within information, programmes on development, including human interest stories of positive change, had the maximum share of around 37 per cent. Shows based on legal affairs including a phone-in programme on common laws had a share of around 28.5 per cent. Fraudulent property deals and information about room rent agreements were some of the topics discussed in these programmes. Environment-based programmes got 13.11 per cent of the information telecast. The shows featured the major sanctuaries and natural reserves of Odisha, the importance of tree planting, and information related to various birds. Travel shows were limited to tours of Kendrapada district of Odisha and Achyutananda Peeth and a quiz show based on famous places.

**Health** made up 3.55 per cent of the total telecast with shows such as "Arogaya Bhartam" taking up topics like back pain, ear problems, diabetes, kidney diseases, heart ailments, common colds and coughs, malaria and dengue, implications of early marriage, infant care, child abuse, mental retardation, leprosy, sexually transmitted diseases, the need for sex education in schools, and HIV and AIDS.

**Education** comprised a measly 2.95 per cent of the total programming time, mostly consisting of 15-30 minute slots prepared by the State Institute of Educational Technology (SIET). The education system for children in rural India, the poets and authors of Odisha, soil erosion, the caste system and education and the economy of a country were some of the topics taken up in these programmes while information related to colleges of the state was also provided. Shows for women were beamed for 2.68 per cent of the total telecast. A 30 minute programmeme for women was beamed daily either in the form of a cookery show or 'Aji Ra Nari' which presented the life story of a woman who had achieved something.

Information about various **Government Schemes** represented around 2 per cent of the total telecast with information regularly beamed on rural job schemes, the National Rural Health Mission, the Rajiv Gandhi National Water Supply Mission, the Swarna Jayanti Swarojgar Yojana for the rural poor, anganwadi schemes, Mission Shakti for women self-help groups, national health insurance policy and the Bharat Nirman scheme related to rural infrastructure. Other government schemes related to rural economy development, dairy farming, women's education, the public distribution system and fair price shops were also taken up in these programmes.



Category	Topics covered on DD Oriya
Art and Culture	Show on folk culture of Odisha Odissi dance performances Tagore prize ceremony Interview of Oriya authors Discussion on literature Old folk songs Traditional rituals and culture of the state Handicrafts Various costumes and cuisine of Odisha Folk song performances A dance show on the bhajans of Lord Jagannath Talk show on Oriya music and poetry Stage play
Devotional /Spiritual	Episode on the Bhagwad Gita Spiritual discourse Baladev Jew Temple Religious songs Lord Shiva Jesus Christ Lord Jagannath Ganesh Chaturthi
Health	Back pain and its remedies Health in old age Bad impacts of early marriage on the health of mother and child Mental retardation and hyper activity among children Leprosy Ear problems Kidney diseases Dengue Sexually transmitted diseases and need for sex education in schools Colds and coughs Infant care Child abuse and its psychological impact on children Malaria and dengue Diabetes HIV/AIDS

	<p>Vaccination for children</p> <p>Heart attack, dietary changes and exercises for heart patients</p>
Agriculture	<p>Onion cultivation</p> <p>Farmer training camp</p> <p>Pesticides in rice production</p> <p>Meeting of Agriculture Technology Management Agency</p> <p>Rice farming</p> <p>Pisciculture</p> <p>Mango farming</p> <p>Rice farming during drought</p> <p>Export of spices</p> <p>Soil and water conservation</p> <p>Vegetable farming</p> <p>Export of fruits</p> <p>Cultivation of traditional herbs</p>
Current Affairs	<p>A discussion on illiteracy</p> <p>Discussion on girl education and tribal languages</p> <p>Foundation day of Doordarshan, its history and present scenario</p>
Education	<p>Friends of Sea for school students</p> <p>Sarv Siksha Abhiyaan and studio drama 'Ramayan' prepared by children</p> <p>Colleges of the state</p> <p>Girl education</p> <p>Soil erosion</p> <p>Poets and authors of Odisha</p> <p>Education and economy of a country</p>
Information	<p><b>Legal</b></p> <p>Common laws</p> <p>Fraudulent property deals</p> <p>Room rent agreement</p> <p><b>Development</b></p> <p>A programme featured three achievers in different fields</p> <p><b>Environment</b></p> <p>Major sanctuaries and natural reserves of Odisha</p> <p>Tree plantation</p> <p>Importance of birds</p> <p><b>Travel</b></p>

	Quiz on travel Kendrapada district of Odisha and AchyutanandaPeeth  <b>Public Information</b> Viewers' letters
Sports	Kuber Cup football match
Science	Science quiz
Children	Song, dance and drama show for children Game show
Women	Cookery show Interview of former director of Department of Higher Education, Odisha Women's education
Govt schemes	MNREGA National Rural Health Mission and health of child and mother National Rural Health Mission and Rural Development Mission in Kalahandi district Primary health centre at Rangalivillage in Sambalpur Rajiv Gandhi National Water Supply Mission Income scheme for rural poor Anganwadi schemes Mission Shakti on women self-help groups Rural economy development Dairy farming, MNREGA and women's education schemes Public distribution system National health insurance policy Bharat Nirman Scheme related to rural infrastructure

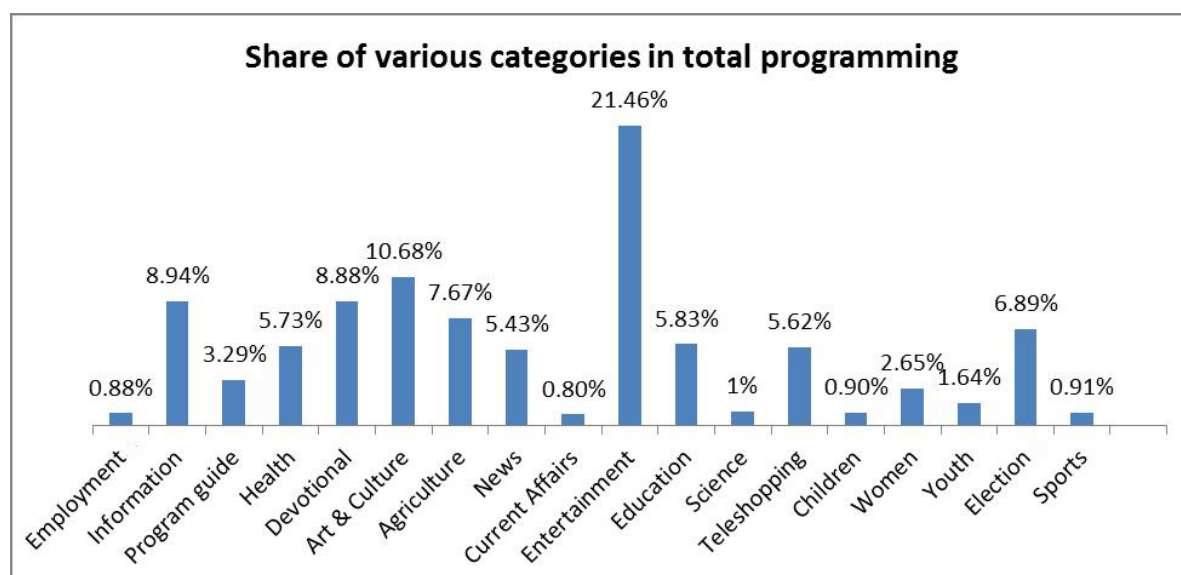
### **DD Girnar, Gujarat**

Gujarat has a regional DD channel by the name of DD Girnar, named after the famous Girnar hills in the state. The Doordarshan Kendra was set up at Ahmedabad on March 15, 1976, but a full-fledged studio could only be commissioned on October 2, 1987. For the purpose of this study, the

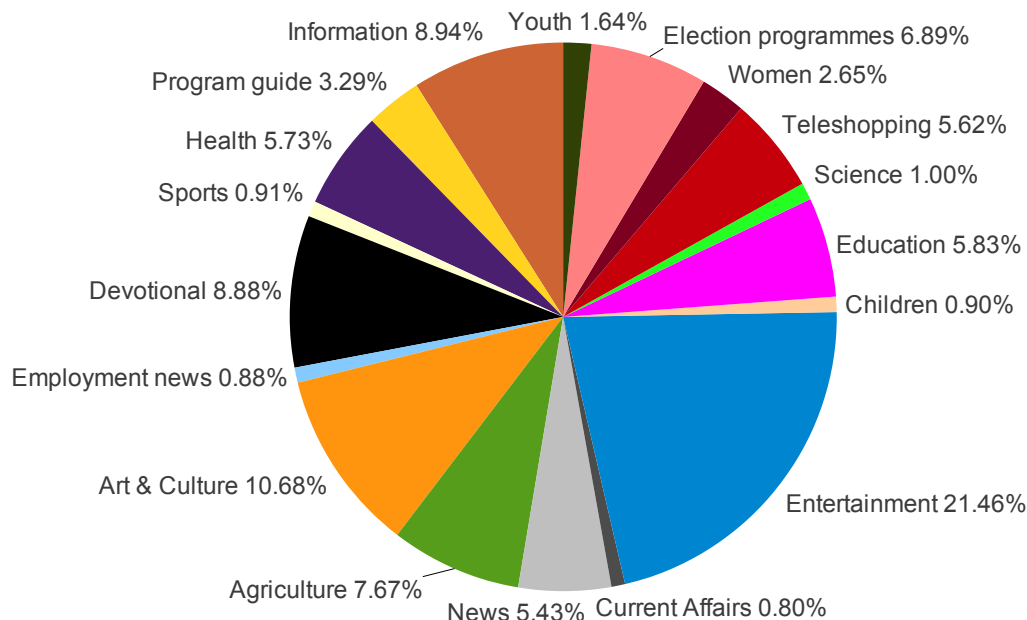
programming was monitored for 31 days from November 19 to December 19, 2012 from 06:00 hrs to 12:00 midnight.

**Entertainment** dominated(21.46 per cent) the total programming. Daily soaps, game shows, comedy serials and reality music programmes formed this section. Notably, no movie was telecast on the channel during the 31-day period.

**Art and Culture** formed the next big segment (10.68 per cent) of programming. Classical and folk performances, painting exhibitions, features on handicraft products, poem recitals, and interviews with theatre artists, poets and authors were regular items in this category.



Share of various categories in total telecast

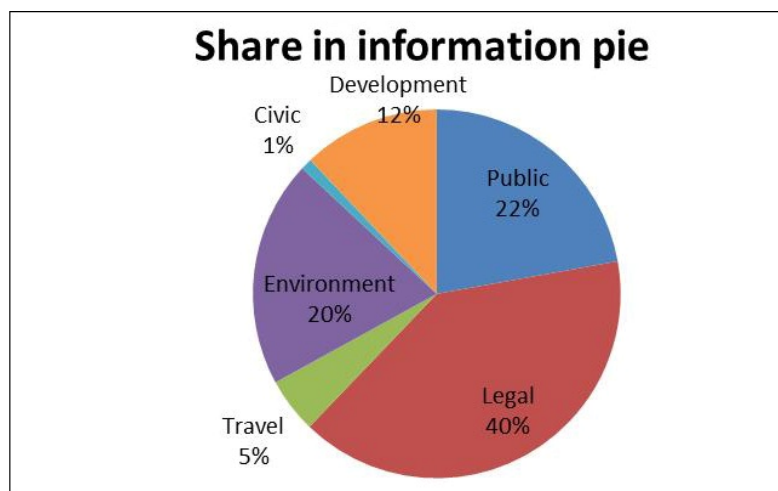


**Information**-related programmes took up 8.94 per cent of the total telecast time. Of these, shows presenting information on legal and consumer affairs made up 40 per cent of the information category. The Right to Information, various provisions of the Indian Penal Code, consumers' rights, rules and regulations for trusts, laws related to senior citizens, human rights, the Contract Labour Act, bonded labour, the rules and regulations of elections were discussed on these shows. Public information programmes, including awareness spots on family planning, liquor prohibition and traffic rules, made up 22 per cent of the information category. Shows on environmental issues took up 20 per cent of the total programming time, with such programmes as a quiz show on the environment and discussions on topics such as mangroves on the coastline, migratory birds, environmental pollution and the Polo Forest in Gujarat.

**Teleshopping** was mostly allotted 1.41 hours daily except on weekends, making up 5.6 per cent of the total time.

**Devotional and spiritual** shows had 8.8 per cent of the total programming time. 'Gyan Vani', a 30 minute programme on the discourses by Brahmakumaris, was broadcast twice daily, once in the morning and then in the afternoon slot. Another 30 minute show, 'Gyan Prakash', featuring interactions between the

audience and a spiritual guru, was broadcast once daily on prime time (9 pm). ‘Suvichar, Suvachan Ane Sukarm’, a 23 minute religious programme related to the Parsi community, was shown four times during the 31-day study period. ‘Moharram ane Sahahdat Husen’, a 25 minute show about the month of Moharaam and Islamic new year.



**Agriculture**-related shows were beamed for 42.8 hours making up 7.67 per cent of the total telecast. ‘Krishi Samachar’, a 8-10 minute bulletin providing information about the latest market rates, ‘Krishi Darshan’ and ‘Gram Jagat’ were regular shows in this segment. The issues taken up were farming, gooseberry, sweet lime production, selection of dairy animals, market rates of grains, fruits, vegetables, the importance of technology in agriculture, veterinary diseases, rat infestation in farms, kitchen gardening, mustard seed farming, cumin crop, greenhouse farming and vegetable farming in net house, peanut extraction, micro irrigation system, rural godowns for farmers, wheat cultivation, horticulture, use of chemical fertilizers, importance of natural fertilisers, soil testing and soil health card, energy-saving agricultural equipment, sugarcane cultivation, BT Cotton, control of parasites in animals, fennel cultivation, poultry business, pisciculture, and papaya farming.

DD Girnar's **health** programming was restricted to 5.73 per cent of the total programming. ‘Swastha Bharat’, a discussion programme on a health topic, ‘Hello Aarogya’, a phone-in programme, and a 25 minute show on yoga were frequently beamed, along with not-so-regular ‘Aayushman Bhav’, a drama series on various ailments. The topics discussed on these shows included yoga, diabetes, cholera, diarrhoea, paediatric

diseases, cancer, cosmetic surgery, dietary habits, lung diseases, eye care, knee joint replacement, diabetic foot, HIV/AIDS, iodine deficiency, back ache, family planning, stress, kidney diseases, organ donation, deafness, dengue, weight gain and heart disease.

Programmes on **education** were beamed for around 33 hours during the 31-day period making up 5.83 per cent of the total programming. Shows produced by the Gujarat Institute of Educational Technology (GIET) on a course curriculum, a lecture series on Gandhiji and two one hour phone-in programmes, 'Vidya Setu' and 'Hello Karkidi', took up most of the education slot. The subjects were a series of lectures on Mahatma Gandhi, mathematics for Class 5th to 7th class students, social science topics, computer education, careers in fashion technology, functioning on methane gas, information about public libraries, programmes based on BBP course and PCO syllabus, a show on a Gujarati dictionary, English learning, a profile of poet Uma Sankar Joshi, 'Simple Interest' in Mathematics, Sanskrit grammar for school students, information about career options in journalism and theatre, a show featuring a Gandhian school, a profile of Rabindranath Tagore, flags of various countries and their independence days, and contemporary paintings for school children.

**Women**-oriented shows were relayed for 2.65 per cent of the total programming. One hour phone-in programmes discussing issues related to women and 30 minute cookery shows were regulars. Cookery shows formed around 33 per cent of the slots for women. Also shown were a phone-in programme on the contribution of women in the field of science, women's property rights, joint pain, and family counselling with psychologist.

Shows dedicated to **children** just got 0.90 per cent of the total programming. A game show, a painting competition on the theme of 'Save Water', a chat show with children on how to use vacations, a play, dance performances and an information programme on television production were beamed in this segment.

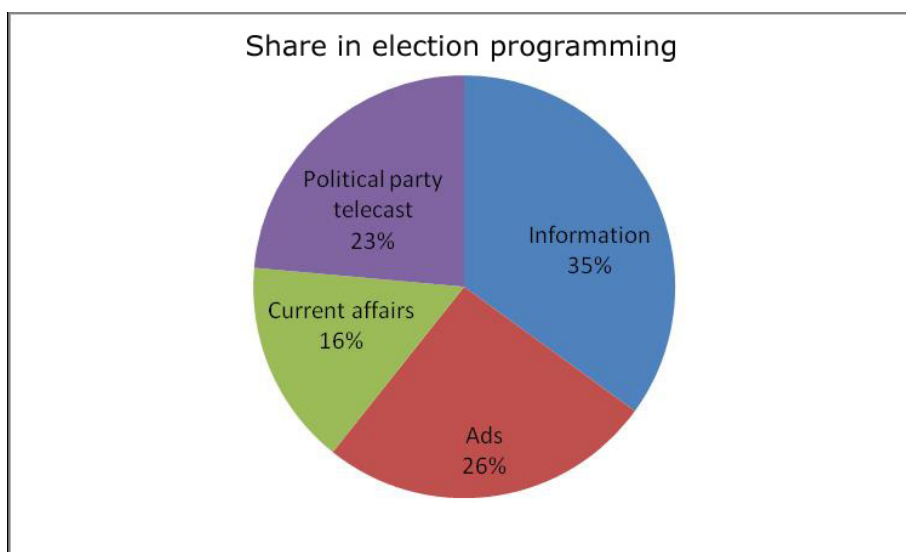
**Youth**-specific programmes got 1.64 per cent of the telecast. A classical music presentation by a group of youths, besides information-based programmes on topics such as AIDS awareness, female foeticide, energy conservation, the navy and coastal guard, democracy and the importance of voting, and the expectations of youth from the new government, made up this category.

**Science**-based shows formed one per cent of the programming. A feature on astronomer Gionardo Bruno, a talk show on e-governance, uses of gamma rays and x rays and different planets of the solar system were beamed.

**Sports** made up 0.91 per cent of the programming and included an interview with shooter Harshal Patel and his father, a cricket match telecast and a talk show with billiard and snooker player Dhvaj Haria.

Since the Gujarat Assembly **elections** were also conducted during the period of study, their influence can be clearly seen on the programme content. Of the total programming, election-related shows, advertisements and information spots made up 6.89 per cent of the total programming. Most of the current affairs programmes were based on the forthcoming polls. Shows on **current affairs** formed 1.89 per cent of the total telecast of which 57.34 per cent was related to elections. The programmes comprised Chief Election's draw for favorite slot on DD Girnar, district election information and AVM machine information, a talk show with representatives of political parties, a district election profile, a talk show on Gandhi and tribal castes, a special programmeme on Dr B. K. Ambedkar on his death anniversary, an interview with the former High Commissioner of India about his experience of working in different countries, and an analysis of election results.

Information spots, which mostly included awareness messages regarding voting, formed 35 per cent of the time devoted to election-related programming. Advertisements of various political parties took 26 per cent of this time. Around 23 per cent of the total election coverage was allotted to various political parties other than advertisements to present their views.



Category	Topics covered
Entertainment	Daily soaps Comedy serial Gujarati Songs Game show for housewives
Art and Culture	“Bhavai” folk dance form of Gujarat Songs of Indian culture and its diversity Flute and sitar performance Painting exhibition Traditional music and dance forms of Gujarat including Garba, Garbi and Raas Interview with an expert on folk culture Folk stories and songs Poetry recital Odissi dance performance Interview with theatre actors, poets, authors Sindhi literature for children Handicrafts products Photography exhibition
Devotional Spiritual	Gyan Vani - lecture on religion Discourse by Dr Neeru Maa from Brahmakumaris Guru Nanak

	Prayers from Maninager Swaminarayan Mandir A Parsi community programmeme Moharaam and Islamic new year Shivratri
Health	Yoga and different types of asanas Diabetes Cholera, diarrhoea and pediatric diseases Cancer Cosmetic surgery Food habits Lung diseases Eye diseases Knee joint replacement Diabetic foot HIV/AIDS Iodine deficiency Breast cancer Backache Loss of eyesight Family planning Child care, health and hygiene Stress Kidney diseases Organ donation Deafness Dengue Weight gain and heart disease
Agriculture	Chilli farming Gooseberry Sweet lime production Selection of dairy animals Banana farming Market rates of food, fruits, vegetables etc. Groundnut Importance of IT in agriculture Animal diseases Rat infestation in farms Kitchen gardening Mustard seed farming

	Transplanted farming Water conservation and farming Cumin crop Greenhouse farming and vegetable farming in net house Peanut extraction machine Micro irrigation system Rural godowns for farmers Wheat cultivation Potatoes Milk production Horticulture Use of chemical fertilizers Importance of natural fertilisers Soil testing and soil health card Agricultural equipment which saves energy Sugarcane cultivation BT Cotton Turmeric Control of parasites in animals Fennel cultivation Poultry business Pisciculture – fish farming Papaya farming
Current Affairs	Forthcoming state elections Chief Election's draw for favourite slot in DD Ahmedabad conference room District election information and AVM machine information Talk show with representatives of political parties District election profile Talk show on Gandhi and tribal castes Dr BK Ambedkar on his death anniversary Interview of former High Commissioner of India about his experience of working in different countries Analysis of election results
Education	Series of lectures on Gandhi Vidya Darshan - GIET programme on mathematics for 7th standard students Career options Social science topic

	<p>Computer education  Health and hygiene  Class 5 to 7 mathematics  Career in fashion technology  Methane gas  Public libraries  BAOU academic programmes BBP course and PCO syllabus  Gujarati Dictionary  English learning  GIET programme on poet Uma Sankar Joshi  ‘Simple interest’ in mathematics  Sanskrit grammar for school students  Programme for Class 7th students “Sachha Hira”, Hindi subject  Programme on journalism and theatre  Show featuring a Gandhian school  Programme on Rabindranath Tagore  Information of various countries’ flags and independence days  Contemporary paintings for school children</p>
Information	<p><b>Legal</b>  RTI  Indian Penal Code  Consumer rights and awareness  Rules and regulations for trusts  Laws related to the elderly  Human rights  Contract Labour Act, rules and abolition of bonded labour  Rules and regulations of elections</p> <p><b>Development</b>  Social work of Dr Jasubhai Patel who started Sarvajanic Hospital in Bareja village for poor people  Chat show with a cancer survivor  Visit to the hospital of mentally retarded and interviews of hospital staff and relatives</p> <p><b>Environment</b>  Environmental programme on mangroves  Discussion on migratory birds  Environmental pollution</p>

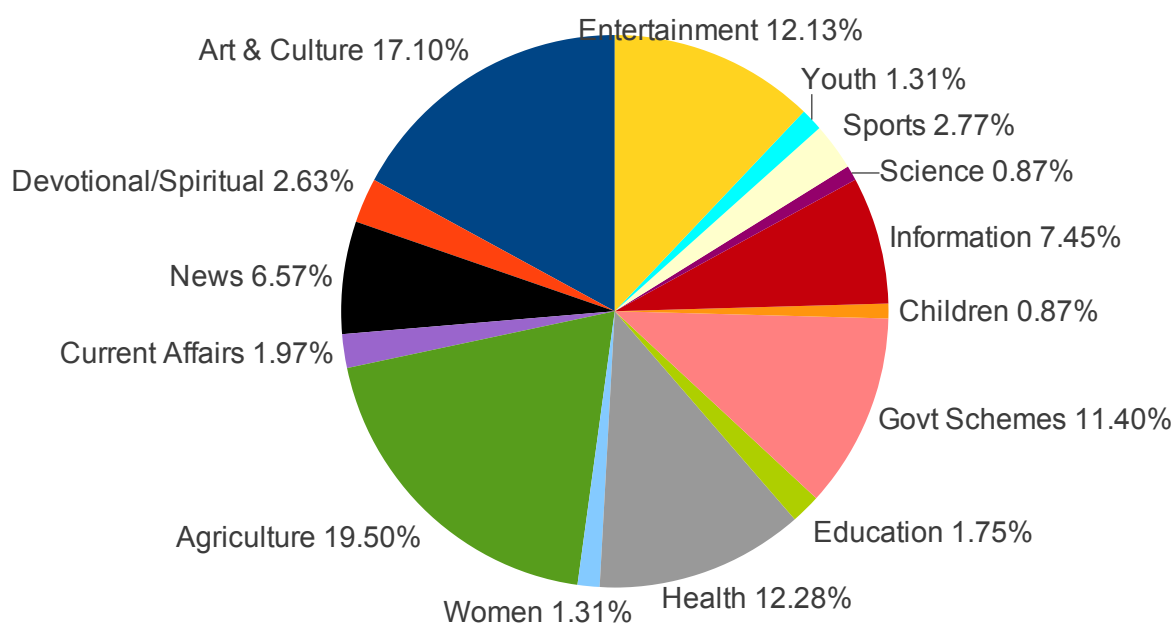
	<p>Polo Forest in Gujarat  Saving energy  Quiz show on the environment  Programme on pitcher plant and nitrogen cycle</p> <p><b>Travel</b>  Feature on Ancient Patan city of Gujrat  Feature on Nadiad city of Gujarat  World heritage sites of Sarkhej Roza and Champaner</p> <p><b>Civics</b>  Constitutional rights and fundamental duties</p> <p><b>Public information</b>  Awareness spots on safe driving, family planning, child rights, liquor prohibition, importance of voting, dengue, government schemes for pregnant women, soil testing for farmers, kisan credit card, filing tax returns, female foeticide, anti-smoking, ideal marriage, Help Age India, save water, breast cancer, national integration, HIV/AIDS, drug addiction, family planning, and genuine medicines  Programme on khadi making and its importance  Information on DD Girnar's DTH services</p>
Sports	<p>Interview with shooter Harshal Patel and his father  Cricket match telecast  Talk show with billiard and snooker player Dhvaj Haria</p>
Science	<p>Taron ki Sair - show on astronomer Gionardo Bruno  E-Governance - talk show on information technology use in smart governance and security  Tarron Ki Sair – uses of gamma rays and X-rays  E-Governance - information on INFILIBNET (Information and Library Network)  Different planets of the solar system</p>
Children	<p>Game show for children  Children draw paintings on the theme of 'Save Water'  Chat show with children on how to use vacations  Children's play titled "Santakukdi"  DD Girnar hosted a special programme for children to give them an</p>

	idea of television production Dance performances by children
Women	Cookery show Contribution of women in the field of science Women's property rights Joint pain in women Family counselling with psychologist
Youth	Female foeticide Classical music presentation AIDS awareness among youth Navy and coastal guard information Democracy and importance of voting Expectations of youth from the new government Energy conservation
Employment	Job opportunities in the government sector

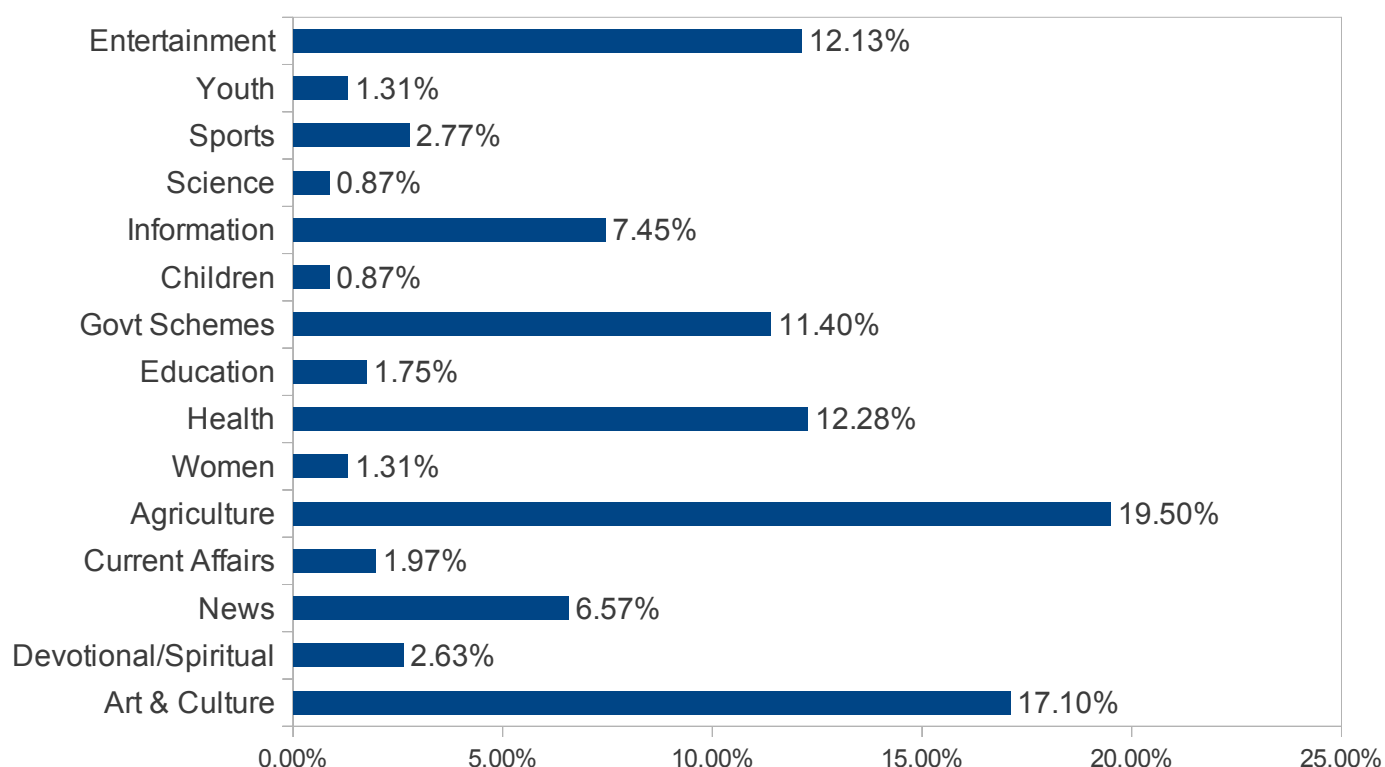
### DD Chhattisgarh

The content mapping for Chhattisgarh was carried out from August 1 to August 31, 2012. The programming was monitored for a total of 114 hours since the relay transmission is only for 4 hours per day (4 pm to 8 pm). On Sundays, it shrinks further to one and a half hours as the transmission starts at 6.30 pm.

Share of various categories in total telecast



### Share of various categories in total telecast



**Agriculture** got the maximum share (19.50 per cent) of the total programming. ‘Bhuyia Ke Goth’ on seasonal agricultural practices and ‘Krishi Darshan’, which included farming news and mandi prices, were two regular 30 minute shows in this category. Occasionally, ‘Krishi Darshan’ included a phone-in facility for farmers to discuss problems with experts. Some of the topics discussed were water shed development, rice cultivation, rainwater harvesting, farming of bittergourd, pisciculture, diseases among animals, use of pesticides, diseases in vegetables, weed control in kharif crops, poultry farming, plantations in rainy season, natural soil nutrients for crops, new technology in agriculture, and maize farming.

**Art and Culture** got the second biggest share (17.10 per cent) with programmes on folk music and dance, embroidery, Chadawa art and poem recitals.

**Entertainment** programmes made up 12.13 per cent of the total programming time. Programmes based on Chhattisgarhi movie songs, telefilms, a couple of daily soaps and movies relayed from DD National were part of the entertainment package.

**Health**-based programmes also received special attention in Chhattisgarh forming 12.28 per cent of the telecast. 'Swastha Bharat', offering information on various health issues, and 'Hello Doctor', a phone-in programme, were two regular 30 minute shows in this category. Issues discussed were eye care, precaution from water-borne diseases and significance of ORS, a balanced diet, benefits of breastfeeding, vaccination, malaria prevention, tuberculosis, kidney stone, eye donation, pregnancy, blood donation, dental care, cancer prevention, sexually transmitted diseases and HIV/AIDS.

**News** made up 6.5 per cent of the total programming hours with a regional news bulletin of 15 minutes broadcast daily. **Current affairs** formed 1.97 per cent of the total telecast most which was focussed on Independence Day. The President's message on the occasion, a discussion on India's development since independence and a special report on the day formed part of this category.

**Government schemes** and their implementation were showcased on the channel, forming more than 11 per cent of the total programme. The schemes featured were the Mahatma Gandhi National Rural Employment Guarantee Scheme (MGNREGS), Rajiv Gandhi Water Mission, Integrated Child Development Scheme, Mid Day Meal Scheme, Indira Awas Yojana, Sarv Siksha Abhiyan, National Rural Health Mission, Pradhan Mantri Gram Sadak Yojna, Jawaharlal Nehru Urban Renewal Mission, Rajiv Gandhi Siksha Mission, Van Parwasi Adhikari Adhiniyam, total sanitation campaign, schemes for female literacy, and minority development programmes.

**Sports** was allotted 2.77 per cent of the total programming hours. There were a total of three shows in this category, two of which were live telecasts of badminton and boxing matches from the London Olympics and another one was focussed on weight lifting and power lifting.

**Devotional and Spiritual** programmes were telecast for 2.63 per cent of the total programming hours and included Chhattisgarhi religious songs and special coverage on the occasion of 'Janmasthami'.

**Educational** programmes made up 1.75 per cent of the total telecast and topics such as careers in the medical field and the importance of studying in foreign

universities were discussed.

**Women**-specific programmes were telecast only for 1.31 per cent of the total programming hours and this segment consisted of a talk show on embroidery and cookery shows. **Youth** programmes also got 1.31 per cent of the telecast with a specific show 'Yuva Jagat' showcasing career options and the role of youth in nation building.

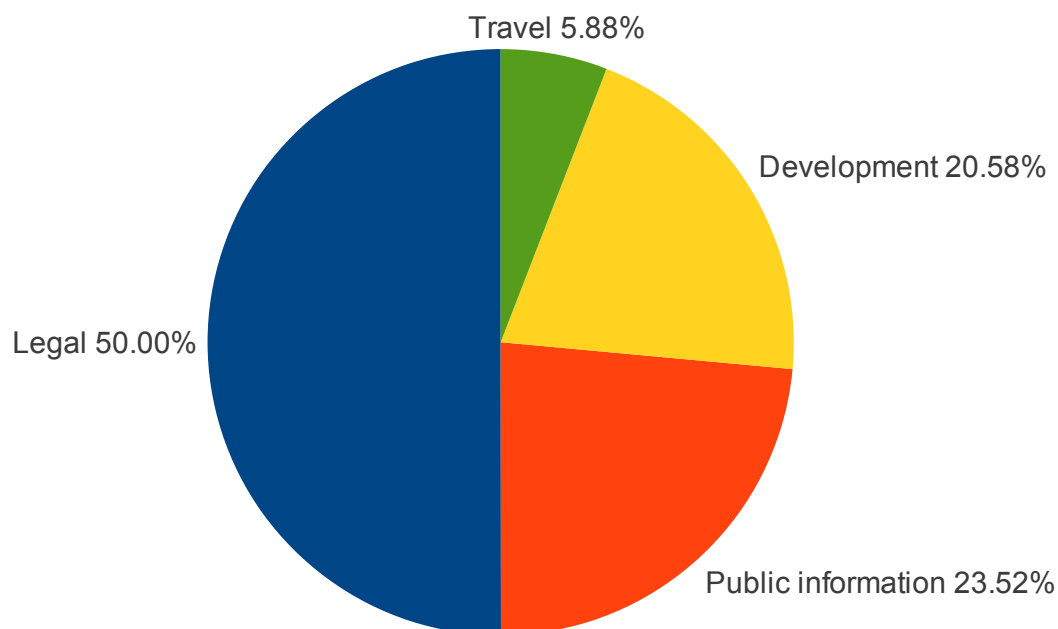
Shows for **Children** comprised just 0.87 per cent of the total programming and had only a fancy dress competition with children dressed up as various freedom fighters.

**Science** programmes also had a very low share of 0.87 per cent with two shows on sound and light respectively.

**Information** formed 7.45 per cent of the total programming. In this category, shows related to legal information formed the biggest chunk (50 per cent) with topics such as the food security law in Chhattisgarh, the Revenue Act 1956, rights of workers in the unorganised sector, consumer rights, guidelines for land acquisition, rehabilitation policy, human rights and the Right to Information were taken up in various talk shows.

Shows related to public information constituted a 23.52 per cent share of the information category. These included programmes based on viewers' letters and details of postal facilities in the state and its evaluation by users. The sub-category of development got a still smaller share of 20.58 per cent in the information pie and had programmes showcasing positive change stories from the grassroots.

Share in information pie



Category	Topics covered
Art and Culture	Chhattisgarhi folk dance Sarguja folk dance Interview with artisan who won a prize in Chadawa art Ghazals Poem recitals Relevance of Hindi essays in the present time
Health	Eye care Precaution from water-borne diseases Significance of ORS Balanced diet Benefits of breastfeeding Vaccination Malaria prevention Tuberculosis Kidneystones Eye donation

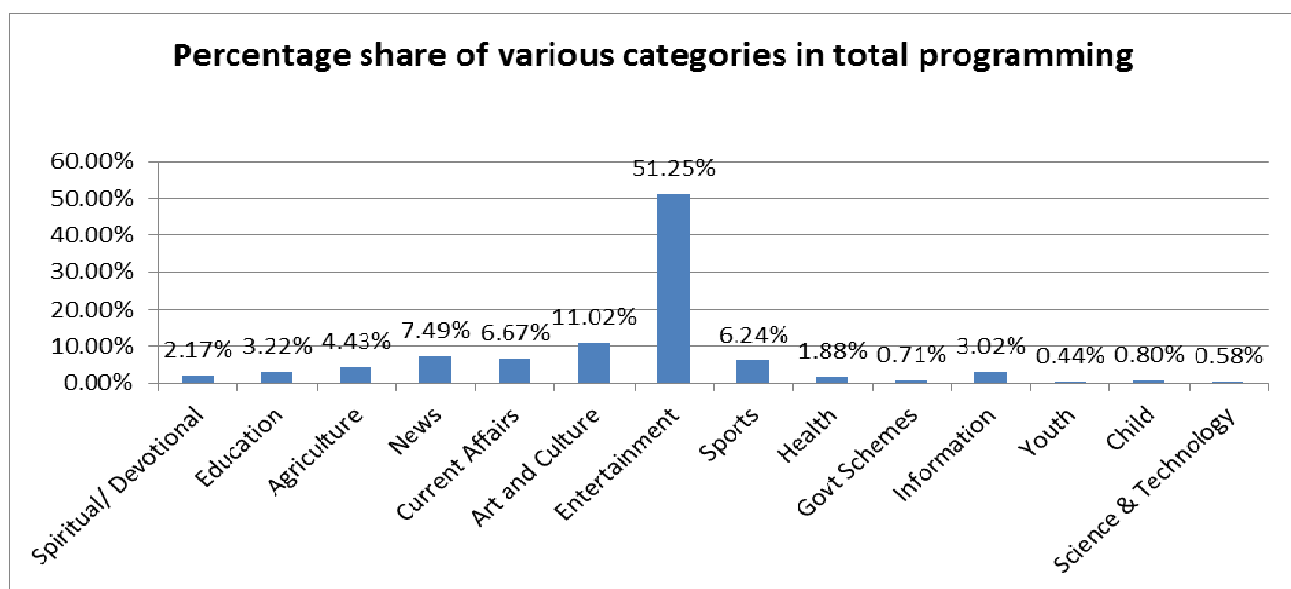
	Pregnancy Blood donation Dental care Cancer prevention Sexually transmitted diseases HIV/AIDS
Agriculture	Water shed development Rice cultivation Rainwater harvesting Farming of bittergourd Pisciculture Diseases among animals Use of pesticides Diseases in vegetables Weed control in kharif crops Poultry farming Planting in the rainy season Natural soil nutrients for crops New technology in agriculture Maize farming
Govt schemes	Mahatama Gandhi National Rural Employment Guarantee Scheme (MGNREGS) Rajiv Gandhi Water Mission Integrated Child Development Scheme Mid Day Meal Scheme Indira Aawas Yojana Sarv Siksha Abhiyan National Rural Health Mission Pradhan Mantri Gram Sadak Yojna Jawaharlal Nehru Urban Renewal Mission Rajiv Gandhi Siksha Mission Van Parwasi Adhikari Adhiniyam Total Sanitation Campaign Schemes for female literacy Minority development programmes
Information	Food security law in Chhattisgarh Revenue Act 1956

	Rights of workers in the unorganised sector Consumer rights Guidelines for land acquisition Rehabilitation policy Human rights Right to Information Viewers' letters Details of postal facilities in the state and their evaluation by the users Feature on Rajnandgaoncity
Devotional/ Spiritual	Chhattisgarhi religious songs Special programme on 'Janmasthan'
Current affairs	President's Message on Independence Day Discussion on India's development since independence
Science	How sound works How light works
Children	Fancy dress competition
Women	Talk on embroidery art Cooking Chhattisgarhi cuisines
Sports	London Olympics - badminton match London Olympics - boxing match Weight lifting and power lifting
Education	Careers in the medical field Importance of foreign studies
Entertainment	Chhattisgarhi movie songs Telefilms Daily soaps Hindi movies relayed from DD National

## DD National

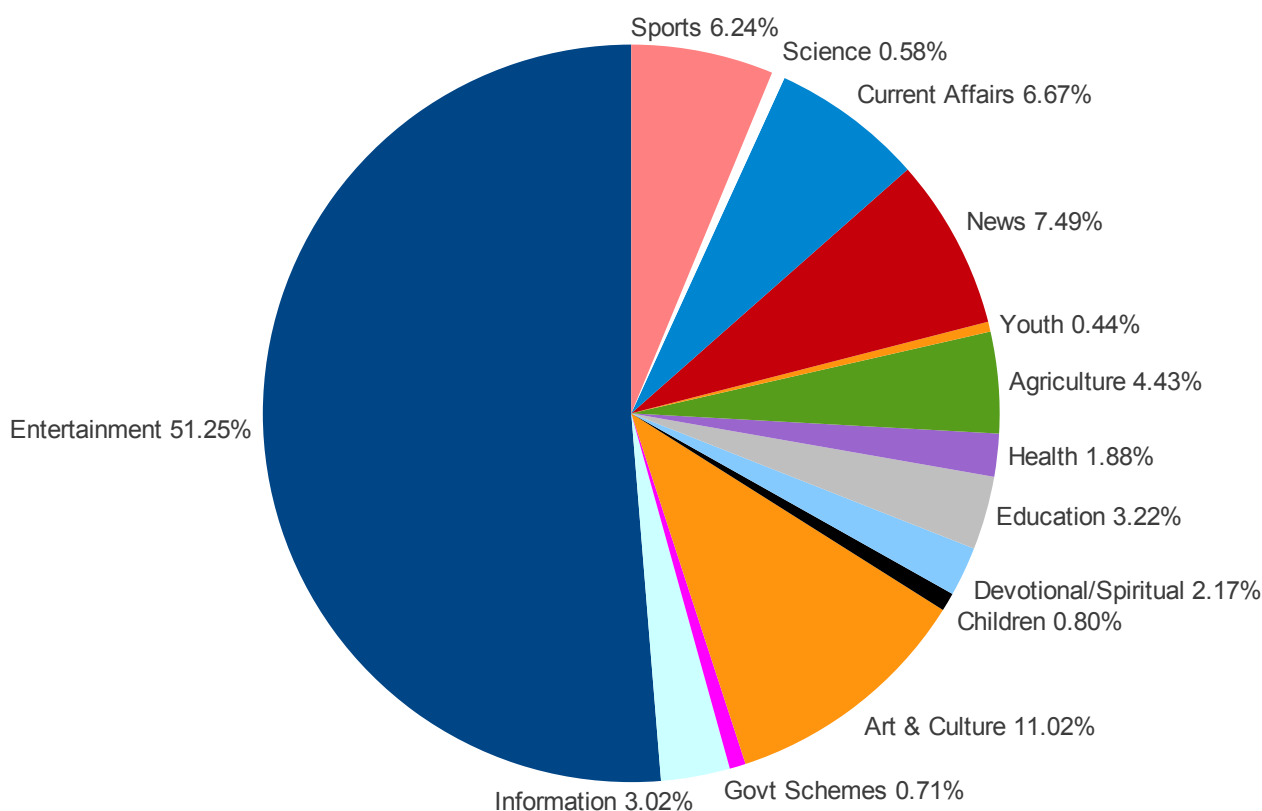
The content mapping of DD National was performed from August 1 to August 31, 2012. Eighteen hours of programming daily were monitored from 6:00 hrs to 12:00 midnight. Since the Olympics were also held during this time, sporting events took over around 5 per cent of the commercial entertainment slot. Despite this, entertainment shows took more than half of the total programming time (51.25 per cent). Daily soaps and serials had the maximum time slots (29.20 per cent) in the entertainment category followed by films (11.19 per cent).

**Art and Culture** was the second biggest category but was nonetheless only one fifth the size of entertainment with an 11.02 per cent share of the total pie. The shows in this category included magazine programmes like ‘Good Evening India’, ‘Aaj Sawere’, ‘Patrika’ and ‘Kala Parikarma’. The items featured were classical dance and music performances, features on film director Bimal Roy, singer Mukesh, actors Rajesh Khanna and Meena Kumari, photographer Raghu Rai, interactions with classical dancers, musicians, artists and authors, film journalists, discussions on newly-published books, coverage of the Delhi Book Fair, ghazal and qawali performances, Punjabi and Hindi poetry recitals, and painting exhibitions.



**News** had a share of 7.49 per cent in the total programming with various slots ranging from 1 minute to 15 minute News in Hindi, English, Sanskrit, Parliament news, 'Rajdhani Samachar' and 'News for the Hearing Impaired' were the different sub-categories in this section. **Current Affairs** got around 6.67 per cent of the programming time and included panel discussions, documentaries, special reports on issues to be debated in the Parliament, 'Pakistan Reporter', 'Kashmir Nama', 'Delhi Roundup', 'Crime Update', and 'Haryana Diary'. The failure of Central government schemes in the Kashmir Valley, infiltration from across the border, human rights violations, a fake visa scam in Pakistan, a discussion on how to take care of the earth, India's 'Look

Share of various categories in total telecast



East' policy, the life of Mother Teresa and an Independence Day programme formed this segment.

As mentioned earlier, **Sports** got 6.24 per cent of the total programming time since the London Olympic Games were held during the mapping period. The UEFA Championship League and a series 'Dekh Khel Ke' were also part of this segment.

Programmes related to **Agriculture** made up 4.4 per cent of the telecast. 'Krishi Darshan', produced under the Mass Media Support to Agriculture Extension scheme of the Union Agriculture Ministry, was the only show in this category with two slots, one in the morning and another in the evening. The slots ranged from 30 minutes to one hour. The experts discussed the use of insecticides and pesticides for various crops, organic farming, floriculture, and adaptation measures in case of drought, the facilities available at the PUSA Institute of Agriculture, India's achievements in agriculture, mandi rates, the benefits of nitrogen fixation, poultry farming and animal husbandry including milk production, vaccination in animals, insurance schemes for animals provided by Haryana Farming Commission, and a cow dung plant and its processes.

Phone calls from farmers were invited on a weekly basis to discuss their problems. The most frequent calls came from Madhya Pradesh while farmers from Uttar Pradesh, Rajasthan, Haryana and Bihar also participated.

**Health** got a meagre 1.88 per cent of the transmission time. 'Swasth Bharat', a series of 30 minute audio-visual shots, and 'Mann Ki Baat' related to mental health were the only two shows in this segment. Breast cancer, thyroid ailments, neurological disorders in old age and anaemia deficiency were taken up in these shows.

**Education** comprised 3.22 per cent of the telecast. A 6.00 to 6.30 slot in the morning was fixed for programmes prepared by the Indira Gandhi National Open University and the University Grants Commission. Another 30 minute show, ETV Tarang, was telecast on 10 days of the monitoring period.

**Devotional/Spiritual** programmes comprised 2.17 per cent of the total telecast time. A series on Swami Vivekanand, Saint Tygraj, spiritual discourses, and teachings from Upanishads formed this segment.

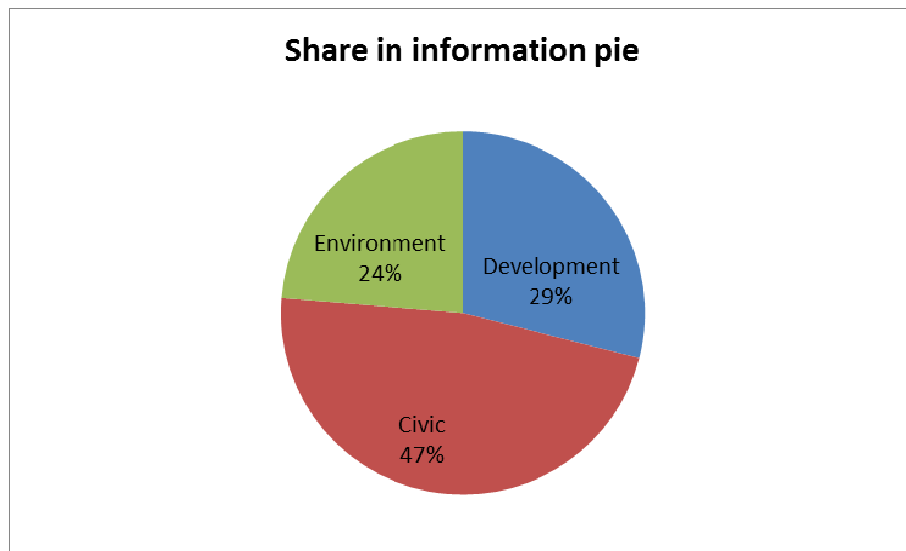
**Children's** shows got only 0.80 per cent of the total programming which included dance and music performances by child artists on the occasion of Janamashtmi.

**Youth** segment was allotted only 0.44 per cent of the telecast and a discussion on aggression among youth and how to control it was featured in this show.

**Science** had two series, 'Challenge Chatani' and 'Kamyabi Ki Udaan' which got 0.58 per cent of the telecast on DD National.

**Information** formed 3.02 per cent of the total programming. In this category, shows related to civic information formed the biggest chunk (47 per cent) while development got a 29 per cent share and the environment 24 per cent. The items featured were water conservationist Rajender Singh, a computer literacy

campaign in a village of Maharashtra, the work of social activist Awdesh Kumar in education and health in Uttarakhand, a feature on a Muslim priest who is the caretaker of a temple, Wilderness Days showcasing the wildlife of India, grassroots innovations, agencies of democracy and the programme Satyamev Jayate which raised various social issues.



<b>Category</b>	<b>Topics covered</b>
Spiritual/Devotional	Spiritual discourses Series on Swami Vivekanand Journey of Saint Tygraj Upanishad Ganga - teachings from the Upanishads
Agriculture	How to protect crops in drought Use of insecticides and pesticides Organic farming Floriculture Business of milk production Vaccination in animals Animal insurance scheme provided by the Haryana Farming Commission Cow dung plant and its processes Facilities available at the PUSA Institute of Agriculture India's achievement in the field of agriculture Market rates Nitrogen fixation in agriculture Vet care of dairy animals
Current Affairs	Failure of Central government schemes in the Kashmir Valley Infiltration from Pakistan Human rights violations and a fake visa scam in Pakistan How to take care of the earth Delhi Round Up North East Round Up Haryana Diary Documentary on India's 'Look East' policy Documentary on Mother Teresa Independence Day programmeme Crime Update Issues before Parliament
Art & Culture	Dance and music performances Classical singing and its various forms Bimal Roy's cinematic journey Feature on Rajesh Khanna and his cinema Chat show with classical dancer Sonia Sabri and tabla artist

	<p>Sarwer Sabri</p> <p>Chat with members of the Women's Commission</p> <p>Discussion on newly published book</p> <p>Today's lifestyle and homeopathy</p> <p>Bollywood actor Meena Kumari's life</p> <p>Chat with film journalist Anees Amrohi</p> <p>Mukesh Kumar's cinematic journey</p> <p>Role of private and government participation in health care division</p> <p>Discussion with Raus Study Circle chairperson on civil service examination</p> <p>Delhi Book Fair</p> <p>Raghu Rai's photography</p> <p>India's journey after freedom</p> <p>Bazm - Urdu Ghazal</p> <p>Hindi poetry recital</p> <p>Punjabi poetry recital</p> <p>Discussion on poet Mathilicharan Gupt and his writings</p> <p>Painting exhibition</p> <p>Qawwali performance</p>
Sports	<p>London Olympics</p> <p>UEFA Championship League Highlights</p> <p>Dekh Khel Ke series</p>
Health	<p>Mental health</p> <p>Breast cancer</p> <p>Thyroid diseases</p> <p>Neurological disorders in old age</p> <p>Anaemia deficiency</p>
Govt Schemes	<p>Central government medical facility</p> <p>Mahatma Gandhi National Rural Employment Guarantee Scheme</p> <p>Sarv Siksha Abhiyaan</p> <p>Safe drinking water scheme</p> <p>Old age pension scheme</p> <p>Indira Gandhi Awas Yojana</p> <p>Pradhan Mantri Gram Sadak Yojna</p> <p>Schemes for minorities</p>
Information	<b>Development</b>

	<p>Feature on water conservationist Rajender Singh</p> <p>Computer literacy campaign in a village of Maharashtra</p> <p>Feature on Awadesh Kumar and his work in Uttarakhand for education and health</p> <p>Story of a Muslim priest who is caretaker of a temple</p> <p>India Innovates</p> <p>Satyamev Jayate</p> <p><b>Civics</b></p> <p>Agencies of democracy</p> <p><b>Environment</b></p> <p>Wilderness Days</p>
Youth	Aggression among youths
Children	<p>Dance performance by child artist</p> <p>Discussion with Delhi Police DCP on child safety in Delhi</p> <p>Folk dance and song performances by child artist on the occasion of Janamashtami</p>
Science	Challenge Chatani: Series on Science & Technology

## **Chapter 9**

### **DECONSTRUCTING GENDER AND DEVELOPMENTAL MESSAGING IN DD NATIONAL**

#### **Introduction:**

It is a well-known fact that the social realities of the world we live in are created by televisual images. We use these images to interpret and understand social, economic and political issues. India stands at an interesting point where TV penetration has drastically increased over the years (60% of the households own a TV set)<sup>1</sup>, a plethora of entertainment channels have flourished after just two decades of disruption of the government monopoly and the doors have been opened for a complete digital switchover. In this context, it becomes imperative to understand the role the Public Service Broadcaster of the country is playing and the kind of messaging that is being carried through it. The key objectives of the Public Service Broadcaster as illuminated in the Prasar Bharati Act 1990 are as follows:<sup>2</sup>

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<sup>1</sup> Mapping Digital Media- India Report, Pg 15, Open Society Foundation, 2012

<sup>2</sup><http://prasarbharati.gov.in/corporate/mission/Pages/default.aspx>

- To uphold the unity and integrity of the country and the values enshrined in the Constitution;
- To promote national integration;
- To safeguard citizens' rights to be informed on all matters of public interest by presenting a fair and balanced flow of information;
- To pay special attention to the fields of education and spread of literacy, agriculture, rural development, environment, health & family welfare and science & technology;

- To create awareness about women's issues and take special steps to protect the interests of children, aged and other vulnerable sections of the society;
- To provide adequate coverage to diverse cultures, sports and games and youth affairs;
- To promote social justice, safeguarding the rights of working classes, minorities and tribal communities.
- To promote research and expand broadcasting faculties & development in broadcast technology.

While Doordarshan doesnot clearly state its own vision and mission one can see a summarized glimpse of this on the All India Radio Mission which is to 'produce and transmit varied programmes designed to awaken, inform, enlighten, educate, entertain and enrich all sections of the people' <sup>3</sup>. Understanding this as the guiding principle of the national broadcaster we examined select entertainment programming of the PSB from perspective of development and positive gender values.

Given the importance of images, which can be understood as a combination of visual, verbal and other (music, editing etc.) imagination, it is imperative to understand the lens through which these images are created. The current study attempts to analyze the content of the public service broadcaster using the canvas of gender representation and development.

The sample under study includes two episodes each of weeklies named Jamunia and Nancy and four episodes each of dailies named Mangal Sutra Ek Maryada and Kashmakash Zindagi Ki. Table 1 below gives detailed outline of the sample under study

<b>Programme Name</b>	<b>Total number of Episodes</b>	<b>From (Date)</b>	<b>To (Date)</b>	<b>Programme Type</b>
Jamunia	2	14.10.12	21.10.12	Weekly
Nancy	2	14.10.12	21.10.12	Weekly
Mangalsutra Ek Maryada	5	15.10.12	19.10.12	Daily

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<sup>3</sup><http://allindiaradio.gov.in/Profile/mission/Pages/default.aspx>

Kashmakash Zindagi Ki <sup>4</sup>	4	15.10.12	19.10.12	Daily
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The broader analytical framework attempted to study the general gender messaging patterns through mapping diversity, stereotypes, access to location, conversations etc. A more detailed analysis using the qualitative tools like Bales's Interaction Process Analysis (explained below), coding gender images etc. was conducted to understand how the serials have dealt with the following issues:

#### a) Gender representation and empowerment

Within this aspect, an attempt was made to understand the structural issues faced by protagonists and the kinds of solutions offered to deal with the same. It also focused on the gender imaging which includes appearance, conversations, role, decision-making power etc. The framework used to analyse above mentioned ideas is listed below:

- Identify the causal factors (social shackles/structural forces holding back the protagonist/systemic problems) and analyse whether they have been addressed.
- Was the show individual-driven or issue-driven?
- What was the kind of discourse around these issues? What was the engagement of women in these discussions, if any?
- Was the process of empowerment also discussed? Was the process description part of the resolution being found?
- Was language used gender-neutral?
- Was the woman being addressed only by her first name in comparison to her male counterpart? Was that belittling in any manner?

#### b) Development

Under this we made an attempt to critically examine the kind of developmental messages represented in the serials under study.

#### c) Value System

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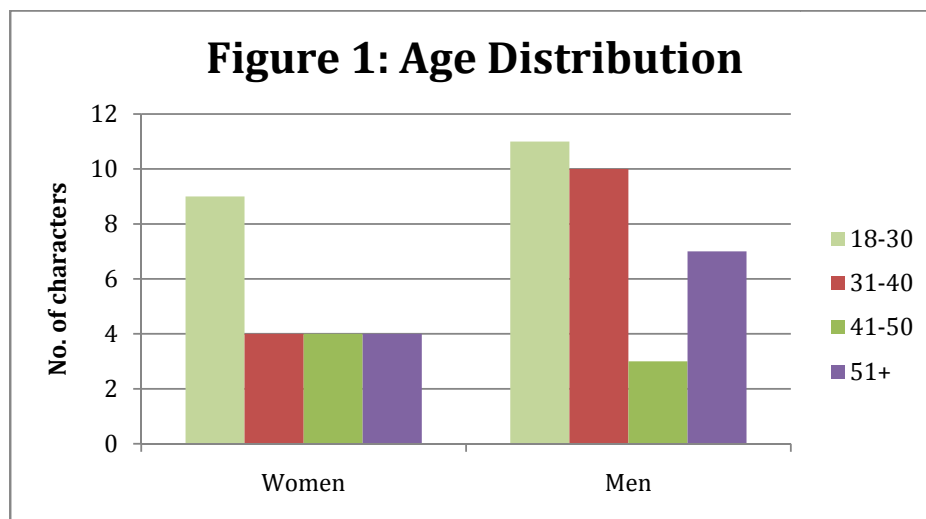
<sup>4</sup> Please note that the show was not aired on 16.10.12 and hence no episode has been analysed.

This focused on understanding how certain value systems and morality were framed through these serials.

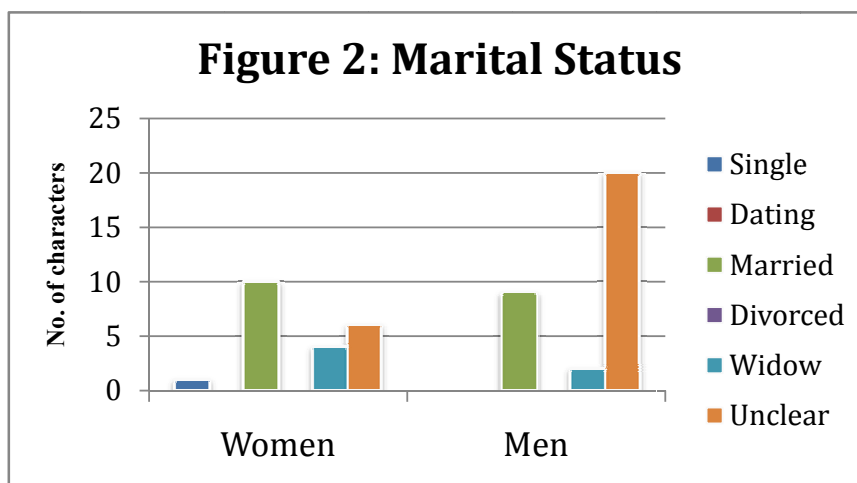
### Section 1- Gender Representation across serials

Summary of overall patterns

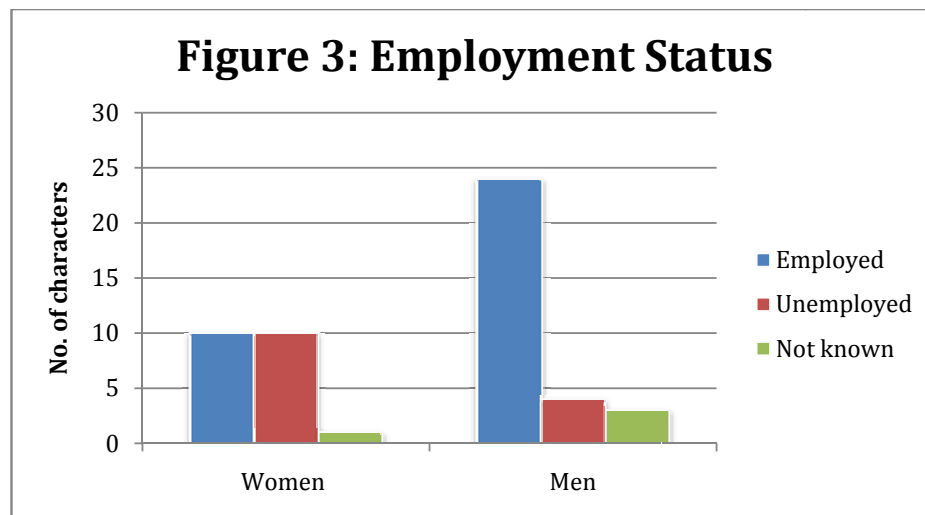
Age Distribution- In terms of age, majority of female characters were younger in comparison to their male counterparts.



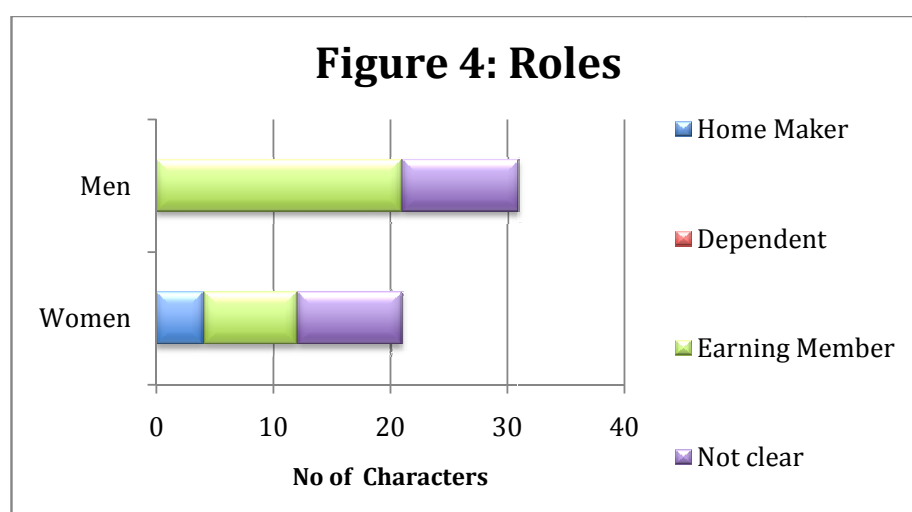
Marital Status - Most of the women were married while the status of most of the men was unclear. This reinstates the fact that marital status is central to the identity of the women while it is not necessarily so in the case for men. It is interesting to note that concepts of divorce and courtship are non-existent in any of these serials.



Employment Status and Roles- In terms of occupational distribution there is a gender-based disparity as evident from figure 3. It was seen that fewer number of female characters were portrayed to be employed as compared to their male counterparts.

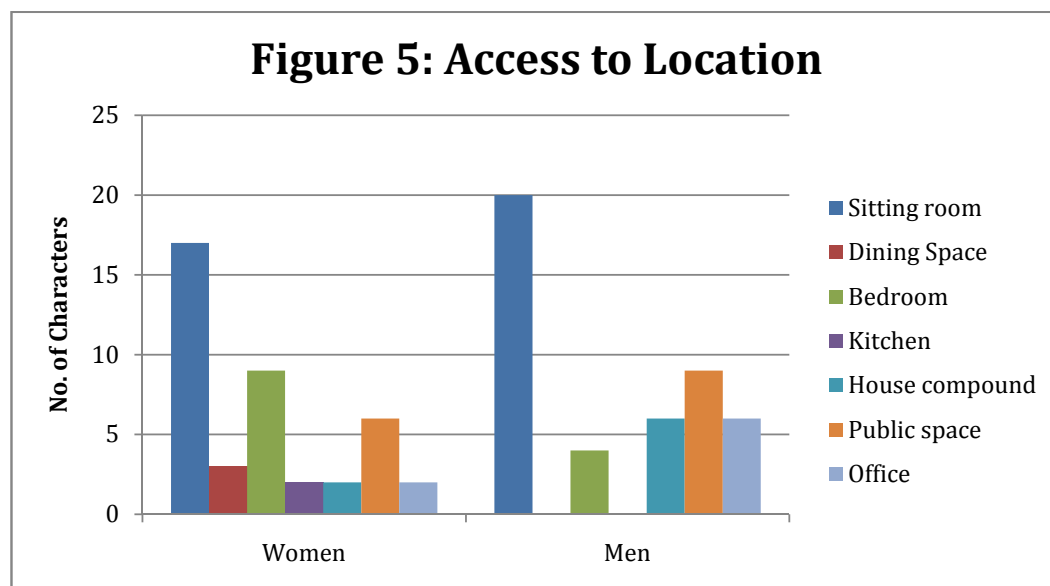


In terms of roles, the idea was to understand whether there has been an interchange in conventional gender specific roles i.e, whether the roles of the individual were also related to their gender. It was interesting to note that even though the women characters have successfully evolved as earning members, their role as homemaker continued to be as significant part of their identity.



One needs to understand this role distribution along with ‘access to locations’. In this context, access to location refers to the physical settings in which the various genders are represented. It has been argued by various scholars that often in mainstream media there is a trivial representation of women. They are mostly shown in restricted places e.g. bedroom, kitchen etc. and this creates stereotyped gender roles referred to as the "symbolic annihilation of women. (Tuchman 1978:7)

In the sample studied, despite the fact that a fair percentage of women were represented as earning members with respect to access to locations, more percentage of men characters were shown in office space as compared to their women counterparts. The women were represented either in the sitting room and bedroom while men were shown largely in the living rooms and public spaces. Interestingly, none of the men were shown in spaces like the kitchen and dining space.



**Overall Qualitative analysis for the Sample under Study:**

Revenge seems to be the dominant emotion in the sample under study. Legal recourse as a tool of seeking justice is not promoted in an empowering manner. The idea of justice is also not reformatory rather punitive in nature.

Example: In Jamunia – The lead protagonist (widow of a school teacher) contests elections opposite Thakur's wife to avenge the murder of her husband. Though, the idea is to strengthen democracy but the motivation is derived from seeking revenge. The conversation below will help emphasize the same.

*Jamunia- Humko ee Danapur ki janta ne nahi*

*Balki aapke pati Parmeshwar ne jeetaya hai... haan! Hum ekdum sach bol rahe hai aapke pati Parmeshwar ke atyachar se humko jeet haasil hua hai.. aapne jo atyachar humpe kiye, jo humare danapur waasiyon ke upar kiye unke wajah se humein jeet haasil hui hai.. ee jakham jo aap humko deyi hai aur jo jakham aap danapur waasiyon ko diye hai uska bharpayi toh aapko karna padega... kisi bhi haal mai!*

*(English Transcript- Jamunia: It's not the residents of Danapur who made me win but it's your husband that paved way for my victory. Yes, that's the truth! My victory is the result of your husband's atrocities over the villagers. (Visual: Exposes her injury a bit) All those troubles, wounds that you have given to the villagers, and me you have to compensate for those now!)*

Example 2 - Masterji (her late husband), aapka ek-ek shabd humko ek anjaana Shakti deta hai. Aap bas aise hi humare utsah badhate rahiye. Phir dekhiye hum kya kya karte hain. Hum bhule nahi hain, apne gaon ka wo Chaudhary Har Charan Singh ke atyachar ko. Thakur Diwan Singh ke baad humka uss se bhi hisaab kitaab chukana hai. Masterji (her late husband), aapka ek-ek shabd humko ek anjaana shakti deta hai. Aap bas aise hi humare utsah badhate rahiye. Phir dekhiye hum kya kya karte hain. Hum bhule nahi hain, apne gaon ka wo Chaudhary Har Charan Singh ke atyachar ko. Thakur Diwan Singh ke baad humka uss se bhi hisaab kitaab chukana hai. (English Transcript- **Jamuniya:** Masterji (Her late husband), your every word gives me an unknown energy. You just have to encourage me like this. Then, just see what all I do. I haven't forgotten the atrocities of Chaudhary Harcharan Singh of our village. After Thakur Diwan Singh it's his turn.

Similarly, in the serial *Kashmakash Zindagi Ki* the daughter -in-law has come to the Chaudhary family adopting a fake identity to seek revenge against the atrocities committed against her family.

*Kamya, "Jab tak meri takdeer badlegi, tab tak mein iss ghar ka aur aapka poora naksha badal doongi."*

*Kamya, "By the time my destiny will change, by then I shall change the entire map of this house."*

Secondly, there is no representation of inter-community interactions. The sample under study has all Hindu characters. Also all the characters are North India.

There is very little engagement with structural issues. E.g. In Jamunia, a serial dealing with women's empowerment, the key character Jamunia agrees to contest elections only when the collector (male) motivates her and stands in support of her. The journey of her winning the election is not empowering the audience with any sort of information on the process of contesting elections. Also, in Nancy the idea of corruption is dealt with at arm's length. This issue has been discussed in detail in an in-depth analysis of each serial below.

### **SECTION 3 - IN-DEPTH ANALYSIS OF EACH SERIAL**

#### **Analysis Structure:**

The sample was first analyzed to understand the main issues that each serial seeks to tackle and its success or failure in doing so with relevant examples from the context. Then the conversations in each serial have been analyzed using the Bales' Interaction Process Analysis.<sup>5</sup>

The conversation between the significant characters in each serial were identified and categorized as task oriented asking behavior (that is, asking for direction, information, input); task-oriented giving behavior (that is, giving direction, information, input); social-emotional behavior that is positive in emotive valence (that is, showing solidarity, tension release, understanding); and social-emotional behavior that is negative in emotive valence (that is, showing antagonism, defensiveness, tension)<sup>6</sup>. This was then listed down separately for men and women along with the ones which were common for both. The categories that were exclusive to the two genders were then analyzed with examples to understand the manner in which adds to the defining of the character according to their respective genders.

This is followed by an analysis of the representation of the personal and professional life of the main characters to understand whether they have a realistic portrayal of life.

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<sup>5</sup> Hess, Donna J., Grant, Geoffrey W. *Prime Time Television and Gender Role Behaviour* Teaching Sociology Vol No. 10, No.3, 1983.

<sup>6</sup> Ibid.

Finally, the overall casting and production value of the show is analyzed to understand whether the people playing the roles are appropriate according to their characters.

## SERIAL 1 – JAMUNIA

### Theme of the Serial

The story of ‘Jamunia’ revolves around the life of a young widow (named Jamunia) who is determined to fight against the atrocities of corrupt office-bearers (politicians.)

Storyline: The protagonist Jamunia plays the role of a widow who is single handedly nurturing two children. A local landlord murders her husband who was a schoolteacher. She bravely faces all the hurdles posed by Thakur and through her courage and commitment gives a voice to her fellow villagers and makes them aware of various schemes and programmes of the Government and urges them to fight for their rights. The villagers start looking up to her and this generates a new awakening amongst them. **The broader theme of the programme is directed towards emancipation of women and their inclusion in politics.**

The serial tries to promote following ideas:

- Need for emancipation of women
- Need to fight Class based oppression
- Need to strengthen democratic practices and reclaim citizenship rights (electoral rights).

### Brief recap of the two episodes under study

It is the last day for filling up of the nomination form for Sarpanch elections in the village of Danapur (village reserved for women electorates only). Only one contestant (Thakur’s wife) had filed the nomination so far. Collector Sanjay Singh is not happy with this and encourages other women to come forward. Jamunia decides to contest the elections against her. The corrupt Inspector Sher Singh who favoured Thakur also gets suspended. (*Episode aired on 14.10.12*)

In this episode, Jamunia decides to contest the Gram Panchayat elections against Malti Devi (Thakur’s wife). While, Jamunia is shown campaigning door to door on foot Thakur along with his wife (Malti) and aides campaigns on an open jeep

and tries to win votes and garner popularity by distributing gifts and money. On the day of election Sanjay Singh (the collector) declares Jamunia as the winner. Thakur is infuriated at her victory. Jamunia on the other hand pledges to end all sorts of atrocities against the villagers and punish all corrupt officials. (*Episode aired on 21.10.12*)

### **Analysis**

The serial has a developmental messaging which makes an attempt to deal with two core issues with regard to emancipation of women. Firstly, it deals with the issue of including women in political processes and secondly it deals with the issue of ‘Panchpati’ – a common practice in constituencies reserved for women where women are mere dummy candidates. In this study we make an attempt to analyse how well the serial deals with these structural issues.

### **Participation of women in the election process**

Jamunia's character, like the other villagers has also been subjected to oppression by the local landlord Thakur. However, she has also suffered a major life altering loss due to Thakur's murder of her husband, a government schoolteacher. Jamunia's decision to contest the local Panchayat elections is representative of her being an agent of change in this regressive system. The other villagers welcome her call for change in the system and she is elected as the local leader with their support. Her victory is celebrated and is projected as indication of a better future for the villagers.

However, the fundamental flaw of the serial with its agenda of communicating citizenship rights and strengthening democratic rights is the fact that **it fails to highlight the process of change**. It is not common or easy for an ordinary woman to rise up against an extant system of oppression and achieve success without much struggle or strong opposition. It is safe to assume that it would be a long process of change, which would require more long-term engagement with the members of the village. When one looks at the serial within the rubric of imparting developmental messages to the public, **it is also very important to show the process of dealing with change and the potential opposition to it from the members of the community**. This is conspicuous by its absence in the representation of a woman's rise to power at the local level. The pacing of the events in the story where Jamunia decides to contest elections in one episode and wins them in the next, seems rather unrealistic especially in the context of the level of existing power structures. Though, from a production perspective the serial tries to use the film formulae of narrating the story through songs and moving the narrative faster to the next chapter. The songs mostly focus on glorifying Jamunia's image as an agent of change and also do not engage with the process of change.

### **Engaging with the phenomenon of 'Panch Pati'**

One of the key issues faced in the electoral reservation system in India is the fielding of dummy women candidate since seats are reserved for them. In case they do win, the husbands or male members of the family retain the power, which fails the very purpose for which the reservation of seats for women was introduced. It can be more prevalent in a patriarchal structure where women's agency is highly undermined.

The setting for the serial is highly patriarchal. The local landlord's wife is fielded as an electoral candidate for the upcoming elections. The interactions

between her and the Thakur show that she is merely a puppet where her opinions hold no significance (*illustrative conversation reproduced below*). However, the newly appointed district collector is pitched here as an agent of change who disapproves of this practice and diplomatically rejects the application. He also persuades others (Jamunia) to contest the election and stand by democratic principles.

*Thakur (Shouting): Uske liye bahar jaun mai! Uske liye! Arrey ka aukaat hai uski?*

*Malti Devi: Danapur ki sarpanch hai vo! jo kal tak aap thae! Aur humein lagta hai ji k patwari ji bilkul sahi keh rahe hai, humein bahar ja kar unse milna chahiye. Aur unke jeet k liye unhe badhayiya deni chahiye..*

*Thakur: Badhayiya deni chahiye! Badhayiya deni chahiye! Pagal ho gaye ho tum dono! Dimaag kharaab ho rakha hai tumhara..*

*Patwari: Nai Thakur sa'ab, mamle ki nazakat ko samjhiye... ab pehle waali baat na rahi! Aur phir aaj nai toh kal der sawer aap ko use kaam pardne hi waala hai.. gaon ki sarpanch jo theheri!*

*Malti Devi: Aur raajneeti mai toh aese mord aate he rehte hai ji.. aese samai mai aapko gusse se nahi balkisoojh boojh se kaam lena chahiye ..*

*Thakur: Agar is sasuri jamunia ke sar pe us collector ka haath nahi hota na toh sasuri ko dhool chata dete hum dhool*

*English Translation:*

*Thakur (Shouting): I must go out for her (Jamunia)! What standard does she have?*

*Malti Devi: She's the sarpanch of Danapur! And I think patwariji is correct! We must go out to meet her and also congratulate her for her victory.*

*Thakur (shouting): Congratulate her! You both are insane!*

*Patwari: No Thakur Sa'ab, try to understand the situation. Things are no more same! And then sooner or later you'll require her help since she is the Sarpanch.*

*Malti Devi (calmly): And please understand in politics, these twists and phases keep arriving... at this you must not freak out but have patience and act wisely.*

*Thakur (very angry): Had the collector not supported Jamunia, I would have taught her a lesson.* However, the concern here is that the power is held by just one agency that again happens to be a male. Without the collector's pursuance and support Jamunia would not have contested the election nor won it. This again re-enforces the need for an external male support in order to trigger change. Below is an illustrative excerpt of one of the motivating speeches of the Collector.

*Bhaiyon aur behno, agar aapke mann mein koi bhi darr ya koi bhi shanka hai toh usey nikaal dijiye. Kyunki aapke ilake ka district collector Sanjay Singh aapko yeh vishwas dilata hai ki mein chunao mein khade hone wale har umeedwaar ki guarantee leta hun. Aur mein aap sabko yeh bhi vishwaas dilate hun ki sarkar aapki poori tarah se saheyta karegi. Koi nahi hai? Toh kya mein ye maan lun ki iss baar bhi sarpanch ke pad ke liye ek hi umeedwaar namankan parcha bharega? Aur har bar ki tarah wahi nirvirodhi jeet jayega? Kya aap mein se kisi mein bhi gaonwalon ki sewa karne ka bhao nahi hai man mein?"*

*English Translation- "Brothers and Sisters, if you have any fear or doubt, then get rid of it. Because the district collector of your area assures you that he is taking the guarantee of everyone who stands for election. And I want to make you believe that the government will help her in every possible way. Is nobody there? So should I consider that this year too only one person would file nomination for the post of Sarpanch? And, like every time, he will win uncontested? Does no one among you want to serve the village?"*

## **Conversations**

In order to understand how the serials reinforce or breakdown the gender-based stereotype an analysis of the conversations by both genders was undertaken using Bale's Interaction analysis tool.

The table below shows different kinds of gender specific conversations.

Common	Women	Men
Gives Orientation	Asks for opinion & suggestions	Antagonistic
Shows Satisfaction & Tension Release	Shows passive acceptance	Tension
Formality	Understanding	Deflates others status
Shows Solidarity		Disagreement
Gives Opinion		Assertive
		Gives suggestion

Based on the table above, it can be seen that the show, despite its self-evident agenda of empowering women, is unable to break the norms of the patterns of gender based conversation. 'Jamunia' is centred around a strong female character who challenges the status quo yet the conversations that women (apart from the central character), have are focused on seeking opinions or suggestions, showing passive acceptance, submissiveness and understanding. These follow the stereotypical understanding of the role that a woman is expected to perform in a society.

Express disagreement, deflate others status and assert self reflects a social-emotional behavior which is negative in nature. The examples reflect how the Thakur's character is built with a negative representation.

The Thakur hardly allows his wife, Malti Devi to voice her opinions. In the brief snippet of conversation, he snaps very aggressively at one of her suggestion with a finger wagging at her which makes the power structure very evident. The manner in which he refers to Jamuniya also shows how he denigrates her as well whereby referring to her as 'do kaudi' which essentially translates into someone who does not even have the worth of two pennies. His manner of interaction is highly aggressive, using his loud voice to subject others to agreement.

*Ayi Malti Devi chup! Ye waqt aesi baatein karne ka na hai, samjhi! Aur tu kya samjhi hum us jamunia se do kaudi ki jamunia se haar jaavenge Hain? Hum paisa paani ki tarah baha denge paani ki tarah, lekin hum uki election jeetna hai..har haal mai jeetana hai..*

*ye pakki baat hai ke aaj tak hum nirvirodh chune gaye lekin ee ka matlab ye na hai ke humein chunaav jeetna nai aata hai.. hum her haal mai jeeteinge aur humko jeetna hai bas.*

*English Translation: Malti Devi shut up!*

*This is not the time to think all this. And what do you think that poor (do kaudi ki) Jamunia will be able to defeat us. We will spend as much required, but we will win the elections at any cost...*

*Though this is true that till date we have been elected without any sort of*

## Thakur (Shouting)

The excerpt below exemplifies passive acceptance by Malti Devi.

*Malti Devi:*

*Danapur ki sarpanch hai vo! jo kal tak aap thae! Aur humein lagta hai ji ki patwari ji bilkul sahi keh rahe hai, humein bahar ja kar unse milna chahiye. Aur unke jeet k liye unhe badhayiya deni chahiye...*

*She's the sarpanch of Danapur! And I think patwariji is correct! We must go out to meet her and also congratulate her for her victory.*

Seeking opinions and suggestions

*Malti Devi: Mera mann toh pehle se he nai maan raha tha ji.. Ye chunaav ka jhanjhat kyu paalein hum aur agar mai haar gayi toh... I never wanted to contest the elections! Why to get into all this trouble? What if I lose?*

An example of submissiveness

*Malti, "If you don't take offence, can I say something?"*

Example of Understanding:

*Malti Devi(calmly):*

*Aur raajneeti mai toh aese mord aate he rehte hai ji.. aese samai mai aapko gusse se nahi balkisoojh boojh se kaam lena chahiye .*

*English Transaltion: Please understand in politics, these twists and phases keep arriving... at this you must not freak out but have patience and act wisely.*

In contrast the male counterparts are shown to have conversations in which they strongly express disagreement, tension and have antagonistic attitudes.

The example below shows Thakur expressing disagreement, deflating others and asserting himself.

*Thakur (Shouting)*

*Ayi Malti Devi chup! Ye waqt aesi baatein karne ka na hai, samjhi! Aur tu kya samjhi hum us jamunia se do kaudi ki jamunia se haar jaavenge*

*Hain? Hum paisa paani ki tarah baha denge paani ki tarah, lekin hum uki election jeetna hai..har haal mai jeetana hai...Ye pakki baat hai ke aaj tak hum nirvirodh chune gaye lekin ee ka matlab ye na hai ke humein chunaav jeetna nai aata hai.. hum her haal mai jeeteinge aur humko jeetna hai bas.*

## **Work Life Conflict**

In terms of work life balance there is no distinction between work and life in the two episodes under study. Jamunia's personal life is not shown at all nor is the personal life of the district collector shown. This imbalance between work and life often brings with it an unrealistic representation of the situation, which holds true for this serial as well.

## **Casting and Production Values**

Casting forms an important component of production values and often defines how realistic the serial appears. Here we make an attempt to analyse the aptness of the characters, which have been fielded in the show.

Though the casting does justice to the characters they characters are made to look out of context in certain scenes. For example the young supporters of Jamunia are shown wearing jeans, t-shirts, sunglasses etc. This seems a bit out of context considering the rural setup. Also, the production values are dull, the transition from one scene to another is often badly edited with a frame sliding towards left and the next frame fading in.

### **SERIAL 2 – NANCY**

#### **Theme of the Serial**

The story of ‘Nancy’ revolves around the character of an orphan, Nancy, who is brought up in an orphanage and has taken journalism as a career (though in the sample studied she is a working chief minister in exile). Nancy wants to instill the values of truth and honesty and sends a message that every mother should impart value-based education to her children, as she is the first Guru. Such an education would ensure a crime-free society.

#### Storyline in Brief

The chief minister has gone in exile (*agyaatvaas*) because of corruption allegations against her. Her opponent, Dharmesh Singhanian who has a strong criminal record is forming a new party. In order to gain a foothold in the political space Dharmesh stoops down to killing opposition party aides and plotting against the ruling party. In contrast, Sameeksha (Nancy’s daughter), the district magistrate of Dhampur is given a clean chit in a bribery case in which she was falsely framed.

In the given sample, the serial tries to promote the following ideas

- Honesty survives all hurdles.
- Institutions are stronger than individuals
- Strong democratic roots pave the path for justice. The serial constantly emphasizes ‘Ram Rajya.’

Brief recap of the two episodes under study.

1. The chief minister has gone in exile (*agyaatvaas*) because of corruption allegations against her. Her opponent, Dharmesh Singhanian is forming a new party – Akhand Shakti Morcha. He is a politician with a criminal record and gets an IAS officer (who got to know his secrets) killed to protect himself. He tries to convince MLAs from the ruling party to join him. (*Episode aired on 14.10.12*)

2. In this episode Udayveer (founder member of Nancy's party) is planning to leave his party owing to Dharmesh Singhanian's constant threats (the actual threat is not known). Dharmesh and Ajeet (Dharmesh's aide) are planning to kill Bagga (a contract killer whom Dharmesh hired to kill the IAS officer), but he manages to escape. Dharmesh plots to malign the current government and gives a tip off to a social worker about immoral activities in the religious centre being run by the state government. He also asks his aide – the guru at the religious center to escape from there. On the other hand, an enquiry committee has given a clean chit to Sameesksha, DM of Dhampur in the bribery case. (*Episode aired on 21.10.12*)

The serial shows women occupying key positions and playing progressive characters. However, it does not reflect the work-life complexities of these characters. This will be dealt later in the report.

### **Key structural issues dealt within the sample under study.**

The overriding messaging of the serial is on the issue of corruption. We attempt to understand this idea of corruption and analyse how it is defined and dealt with in the sample under study. It is worth noting that at the time these episodes were broadcast in 2012 the debates on corruption had dominated public debate owing to the Anna Hazare anti-corruption movement.

### **How is corruption defined in the context of the serial?**

It is largely restricted within the spectrum of party politics. The two political parties are shown as binary opposites whereby while one tries to use immoral means to seek public confidence, the other tries to establish 'Ram Rajya'. However, the idea of corruption in the public domain is not addressed. There is no empowering message for the common man in dealing with corrupt practices that they might be facing on a day-to-day basis.

### **How is the issue addressed?**

There is a dichotomy in addressing the issues. While the dominant consensus among the characters of the serial is that adopting corrupt means eventually calls for failure, there is a sense of passive acceptance of corrupt means to seek a political foothold. The antagonist (Dharmesh Singhanian) seems to promote the idea of using corrupt means to strengthen one's identity in the political space. Singhanian is shown to believe that his existence in politics is dependent on the corrupt means he adopts. While talking to his aide he says, "*Jis din ye daag dhul gayena, us din humara ye vajud he khatam ho jayega*". (Roughly translates to: if we wash away these blots (sins) from our life, then our identity will be lost...)

Additionally the idea of sending the chief minister under trial into exile (Agyatvaas) seems unrealistic and fails to stand on the principle that the serial seems to preach i.e. using honest means despite any hurdles.

### **The idea of Ram Rajya and a strong democracy**

Singhania the key antagonist of the serial plots to malign the image of the ruling party by accusing the government of running a sex racket in the state-run Spiritual Centres (*Adhyatmik Kendras*). Dharmesh Singhania at this point suggests “Ab sawal uthenge...auryehi sawal janta ko le dubenge... Sarkar ne kaha tha ki hum Ram rajya layenge... aur janta sarkar se puchegi ki in aadhyatmik Kendro pe kya chal raha hai...” (Roughly translates to: “Now, a lot of questions will arise which will consume the public...Government promised to bring Ram Rajya... but now people will ask them what is happening in these religious centres?”)

In the given context Ram Rajya seems to be associated with religion because the state tends to run the spiritual centres.

Another reference to Ram Rajya comes when Jasmeet, a police officer investigating a case framed against Sameeksha (Nancy’s daughter) mentions about Nancy’s efforts to bring in Ram Rajya. “*Aap dukhi mat hoiye, madam. Mujhe poora bharosa hai aur mein achi tarah jaanti hun ki aapke upar kabhi koi aanch nahi ayegi. Aap toh uss ma ki beti hein jisne Pradesh mein Ram Rajya lane ka beedha uthaya hua hai.*”

Translation: “*Please don’t be upset Madam. I have full faith and I know very well that there will be no charge against you. After all, you are the daughter of the mother who took up the challenge of ushering in Ram Rajya into this state.*”

In none of these contexts does the show define the concept of Ram Rajya. It makes frequent references to Ram Rajya but fails to explain or represent the term for the viewers. Rather, (as observed in the first reference) it leaves a very skewed understanding of the concept of Ram Rajya.

## **Gender Roles**

It is interesting to note here that unlike in other serials women do hold key positions of authority. We see them in different roles like a police officer independently investigating on case, district collector, running NGOs etc. Also they are shown in a constructive role and not as futile characters creating conflicts. In terms of participation, women do not just participate in discourses around corruption but often are also shown to present a strong opinion.

## **Conversations**

Common Conversation	Women	Men
Asks for orientation	Decision making	Shows antagonism
Gives orientation		Shows tension
Shows solidarity		Gives direction
Gives opinion		Laughs, jokes
Gives suggestion		Disagreement
Shows satisfaction		Asserts self
		Shows tension release

Decision Making- Women are shown to hold important positions and take key decisions in their workspace. Below is an excerpt of the conversation that Jasmeet (lady police officer) and her boss (female) have about a case.

*Jasmeet: Good morning Madam*

*Officer (Female): Good morning Jasmeet... Jasmeet Bhargav murder case ki kya report hai...*

*Jasmeet: Madam Bhargav ek corrupt adhikari tha, uske khilaf jaanch karne me kai aise sabooth mille hai... jisse uski asliyat ka pata chalta hai.*

*<Officer is shown giving some instructions to Jasmeet but the audio is mute.>*

*Officer: Khufiya vibhag ki madat lo... police ko inform karo... aur jagah-jagah uski tasveer ke poster lagao... aur saath mai ye bhi suchna do ki jo bhi iss bare mai hume suchna dega usko ek lakh rupee ka inam diya jayega.*

*Jasmeet: Ji Madam*

*Officer: Wo jald se jald hamari custody ke under hona chahiye...*

*Translation*

*Jasmeet: Good morning Madam*

*Officer: Good morning Jasmeet...Jasmeet, what is the report of the Bhargav murder case?*

*Jasmeet: Madam, Bhargav was a corrupt officer; we have collected lots of evidence against him during the investigation, which are enough to reveal the truth.*

*<Officer is shown giving some instructions to Jasmeet but the audio is mute.>*

*Officer: Take help from the intelligence division and inform the police. Paste his photos in different places. Also spread the word that anyone who provides us information would be given a reward of Rupees 1 Lakh.*

*Jasmeet: Ok Madam*

*Officer: He should be in our custody as soon as possible...*

Shows solidarity – The conversations between women and between men and women are shown to be very progressive where they are shown to discuss the political scenario and also show acceptance towards each other's thoughts. Below are excerpts, which help understand the same.

Shows Antagonism – While the key antagonist Dharmesh Singhanian is the one who breeds enmity and hostility towards the current party in power, his own

*Raja, "Tum bilkul theek kehti ho. Darasal yahi dekh kar hum chahte hein ki Dharmesh Singhanian ke khilaaf ek aisa mohra khada kiya jaye jo uske sath reh kar humare liye kaam kare."*

*Deepshikha, "Kya keh rahe ho tum? Aur aisa karne ko kaun taiyaar hoga?"*

*Bobby, "Aap log fikar mat kijiye. Street play kar kar ke itni acting toh seekh hi li hai ki apne chacha ko pata sakun."*

*Deepshikha, "Tum toh apne chacha ji se jhagda kar chuke ho. Par phir woh kyun tumhe apne saath rakhenge?"*

*Raja, "Aur waise bhi Dharmesh Singhanian ko iss waqt apni party ke liye logon ki zarurat hai. Aur aise waqt mein woh Bobby ko apnane se inkaar nahi kar sakta."*

*Bobby, "Ek bar bas mere Ravan chacha mere jaal mein phans jaye, sarkar ki saari mushkilein door."*

*Translation*

*Raja, "You are absolutely right. Actually, keeping that in mind, I wish that we should make a pawn stand in front of Dharmesh Singhanian who stays with him but works for us."*

*Deepshikha, "What are you saying? And who would be ready to do this?"*

*Bobby, "You guys don't worry. I have learnt enough acting by doing Street Plays that I can convince my uncle."*

*Deepshikha, "You have already fought with your uncle. Now, why would he take you along with him?"*

*Raja, "In any case, Dharmesh Singhanian needs people at this point. He won't deny accepting Bobby at this stage."*

*Bobby, "once my Ravan uncle gets stuck in my web, then the problems of the world shall disappear."*

Shows tension

*Udayveer: Nancy agayatwas ja chuki hai... party pe ilzaam lag rahe hai, har taraf se ungaliya uthayi ja rahi hai... Mujhe lagta hai ki in haalat mai mujhe party chodni hogi...*

*English Translation: Nancy has gone into exile and people have started pointing fingers at the party, I think in this situation I should leave this party...*

instance where a very weak sense of humor was felt has been reproduced below. It is to be noted that socially deplorable acts become source of humor and a means to raise one's own status.

*Ajeet: Are kya bhaiyaji kitni der lagadi apne nahane me, pata hai aapko ek ghante se apka intazar karte-karte thak gaya hun.*

*Dharmesh: Are aap to ek ghante me hi thak gaye... lekin hum to zindgi bhar nahate rahena... to bhi daagdaar hi rahenge... hahaha...*

*English Translation:*

*Ajeet: How long do you take bath I have been waiting for you since the last one hour*

*Dharmesh: You got tired in one hour... even if I take bath for the rest of my life, I still won't become spotless... hahaha...*

**Disagreement:** This is an example of how the son vehemently opposes his father's decision to leave the party. However, in this context, the disagreement is also used as a tool to build the father's character in a positive light.

*Son: Ye kya keh rahe hai papa... aap party chod denge... magar kyu? Papa mai to kabhi soch bhi nahi sakta tha ki aap party chod dege. Aurr phir is party ko to aap aadharshon se ghatik party batate hai... aap hi ne kaha tha, ki jo aadhareshwadhi hai wo is party ko kabhi nahi chodenge or aaj aap hi is party ko choodne ki baat kar rahe hai.*

*English Translation: Dad, what are you saying? Why do you want to leave this party? Dad I could never imagine that you would leave this party. And you have always said that this party is made up of principles, and those who believe in principles would never leave this party and today you are only thinking about leaving it.*

**Shows tension release and expression of Feeling–** It was interesting to note that men did express expressed concern and conveyed release of tension.

*Samhiksha's Grand Father: Hey bhagwan tera lakh-lakh shukar hai... lakh-lakh shukar hai tera bhagwan... tune meri nirdosh bachi ko bacha liya... tera lakh-lakh shukar hai...*

*English Translation: Thank god... I am really grateful... thank you god... you have saved my innocent child... thank you once again...*

### **Expression of Feeling**

*Samhiksha's Grand Father: Hmm... lekin is baat ne to mujhe bhi pareeshan kar ke rakh diya tha... ki pata nahi aage kya hoga... ye rajneeti aise hi hoti hai kya?*

*English Translation: Even I got a little tensed over this issue. I was worried thinking about what will happen in the future. Is the politics so bad?*

### **Work Life Balance:**

In terms of work life balance there is no distinction between work and life in the two episodes under study. Women seem to hold key positions however, the hardships of playing those roles in real life is not depicted in these two episodes. This imbalance between work and life often brings with it an unrealistic representation of the situation, which holds true for this serial as well.

The serial rarely enters the personal life of the characters. Apart from a conversation between Udayveer and his son no personal space is shown. Though, there is some conversation between Sameeksha and her grandfather where Sameeksha is shown to be serving tea to her grandfather while the news of her being proven innocent breaks on television.

### **Casting and Production Value**

Casting forms an important component of production value and often defines how realistic the serial appears. Here we make an attempt to analyze the aptness of the characters, which have been fielded in the show. In terms of production value it is fairly decent and the casting does justice to the characters.

### **Mangalsutra-ek Maryada**

#### **Theme of the serial**

Mangalsutra-ek Maryada as the name suggests portrays various roles women play post marriage and the limitations of being married. It tries to picture the modern married woman as one able to efficiently fulfill duties towards her maternal family and in-laws. A quick online search about the background of the serial reveals that, it tries to reinstate the idea of women adorning “mangalsutra”<sup>7</sup>. The lead protagonist is an IAS officer who plays the role of a wife, mother, daughter and daughter in law along with fulfilling her official duties as a civil administrator.

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<sup>7</sup><http://www.india-forums.com/tellybuzz/buzzin-hot/12573-mangalsutra-ek-maryada-to-complete-a-record-breaking-250-episode.htm>

### **Storyline in brief**

Based on the sample under study, the theme of the serial currently appears to be how greed erodes the family value system. The story revolves around the lives of two brothers. The younger brother has acquired all the property through immoral means. The elder brother is portrayed as a fatherly figure who is always ready to sacrifice and forgive his younger sibling. The serial is a blend of popular family drama with hints of developmental messaging.

The serial borrows the concept of Ram Rajya proposed by Mahatama Gandhi but fails to conceptualise it for its audience. The reference to Ram Rajya occurs in various contexts e.g. when Dharmesh messages. It has characters based in urban as well as rural settings.

### **Episodes in Brief:**

#### 15.10.12

In this episode the wife of the younger brother has a miscarriage and the elder brother is shown concerned about the well being of younger brother and his family. At one point in the episode, the elder brother says that I know my brother has become greedy but I cannot completely let him go, after all he is my blood, he is my family. On the other hand, the daughter of the elder brother is shown fighting for the rights of her father. She is keen on filing case on the younger brother on behalf of her father. The programme also partially grazes on the need for development and awareness in our villages. Through the character of judge sahab (the elder brother), the programme tries to highlight the prevailing problems in the villages. It tries to spread awareness about evils of superstition, good health and hygiene among other issues.

#### 16.10.12

In this particular episode the daughter of the elder brother is shown fighting for her father's right. She is keen on taking legal action against her uncle but her father stops her from doing so. He is devastated by the fact that his younger brother has sold their ancestral house, which has many memories and emotions attached with it. The episode also highlights all the good work done by judge sahab (the elder brother) for the villagers. He organizes blood donation, medical and polio camps for the villagers, he promotes education and awareness among villagers. He also tells them about latest agricultural practices, constitution of India and law of the land. He is being portrayed as messiah of the villagers.

#### 17.10.12

Surya visits the builder's office to collect the money but the builder deceives him and refuses to give him money until he gets the signature of his elder brother on the legal documents. He also gets Surya beaten by goons. Ritika is shown worried about her father and is convincing him to live with her and not in village all by himself. Sneha (Surya's wife) is tense because goons beat Surya and builder has cheated them. Surya and Sneha are now planning to run away from their house.

#### 18.10.12

Anti-Corruption bureau officials raid Surya and Sneha's house and find unaccounted cash and jewellery. They charge Surya of corruption while police also raids the builder's office. On the other hand Ritika is shown having a casual conversation with her mother in law. Where Ritika is really angry at her uncle and aunt and wants to seek revenge while her mother in law tries to calm her down and suggests they would be punished for their misdeeds.

19.10.12

Anti-corruption officials have raided Surya and Sneha's house. They are left with no money and are contemplating how to make both ends meet. They realize how they have cheated their family, which they now repent and plan to seek forgiveness from family members. On the other hand, Ritika's family objects to her joining the office leaving the newborn at home but she gradually convinces the family and joins the office. At the same time her family is preparing for the name-giving ceremony of the child.

**Work-life balance-**

The lead female protagonist of the show, Ritika portrays the role of a district collector, mother, daughter, daughter in law and wife. She represents the modern independent Indian woman who is progressive, has an opinion on issues, takes a stand and fights for justice, yet rooted to her traditional value systems. However, she does face conflicts where her family (in-laws) expect her to fulfill her obligations as a wife, daughter in law and mother over her professional responsibilities. An excerpt of the conversation reproduced below will help emphasize this negotiation that Ritika tries to do with her mother-in-law in a very tactful manner which also helps ameliorate the conflict that could have arisen in the situation.

**Maaji,** “Bahu, itni jaldi office join karne ki kya zarurat thi? Kuch din apni beti ke laadpyaar aur kar leti. Hai na?”

**Ritika,** “Maaji, meri beti ko laad-pyaar karne ke liye uske dada-dadi jo hai, hai na?”

**Maaji,** “Arey dada-dadi ke laad pyaar ke alawa ma ki mamta bhi zaroori hoti hai. Aur tum toh jaanti hi ho ki bache ke liye ma ka doodh amrit hota hai. Aur doctor bhi dibbe ka doodh pilane ko mana karte hein kyunki uss se nuksaan hota hai.”

**Ritika,** “Mein jaanti hun, Maaji. Aur isiliye meri laadli par mere saara pyaar nyochawar.”

*English Translation:*

**Maaji,** “Daughter-in-law, what was the need of joining office so early? You could have shown love to your daughter for a few more days, right?”

**Ritika,** “Mother, my daughter’s grandparents are there to love her, right?”

**Maaji,** “Apart from grandparents’ love, mother’s love is also important. And, you already know that mother’s milk is elixir for the child. And, doctors also say no to milk from the containers because it is harmful.”

**Ritika,** “I know, mother. And, that’s why, I shower all my love on my beloved daughter.”

Also, when it comes to gender roles, the serial fails to break the stereotypes where a woman is expected to be more responsible towards family needs compared to her male counterpart. However within these traditional setups the serial manages to create space for interesting power negotiations. An example is given below to illustrate the point which explains how the lead female protagonist convinces her husband about the logic of her decision to resume her work in office instead of staying at home to take care of her new born child.

*Manas: Ritika, mujhe tumhare office join karne ki bahut khushi hai. Lekin bache ki zimmedari bhi tumhari hai na. Tum uski ma ho.*

*Ritika: Dekho, Manas! Mein ek bahu bhi hun, patni bhi hun aur maa bhi hun.*

*Ritika: Aur mein inn saari zimmedariyon ko achi tarah se nibha sakti hun. Tumhe ek baat bataun, mein abhi ghar pe hi hun. Aur tum yaha ki fiqr karne chodh do. Meine tumse kitni baar kaha hai.*

....

*Ritika: "Isliye. Isiliye, meine office join kar liya hai. Aur Manas, mein apni office ki zimmedariyon se kaise muh modh sakti hun. Tum hi batao."*

*Manas: "That's good."*

*Ritika: "Matlab tumhara mood theek ho gaya hai."*

Manas: Ritika, I am very glad that you have joined the office. But the responsibility of the child is also on you. You are her mother.

Ritika: See, Manas! I am also a daughter-in-law, a wife and a mother.

Ritika: And I can handle all these responsibilities very well. Let me tell you, I am still at home. And you stop worrying about here. I have told you so many times.

.....

Ritika, "That's why. That's why, I have joined the office. And Manas, how can I avoid my responsibilities at work. You tell me."

Manas, "That's good."

Ritika, "So, it means that your mood is fine now!"

However, it is interesting to note that despite all these conversations and negotiations the character is never shown in her workspace and most of her appearances happen within the home space.

On the other hand, her father who is a retired judge and commonly called the Judge Sahab, is hardly shown in any domestic space, even when he is discussing domestic issues. He takes active interest in the affairs of the village and is very pro-active with its work, which is shown to be his primary engagement in terms of work.

### **Strong commitment to Family Values:**

The serial seems to reinforce the value of family as a strong institution. The emotions of betrayal, remorse, anger, care, forgiveness etc. come out quite strongly which tries to re-emphasise the value of a joint family. The serial strongly emphasizes on the role of the family and how its position is negotiated

in different relationships. A family member, Surya and his wife, Sneha challenge the bond of the joint family with them eyeing for property. However, this conflict begins to get resolved when the couple realize how closely they are tied to the family and try to figure ways to make amends, thus restoring the sanctity of the family as an institution. A dialogue between the couple which clearly illustrates his realization is given below.

*Surya, "Raasta. Raasta yeh hai ki hum bheek maangne ke bajaye apno se maafi maang lein. Hum unse keh dein ki humse bahut badhi bhool ho gayi, galti ho gayi, humein maaf kar dijiyega. Humne jo kuch kiya, humein nahi karna chahiye tha toh mujhe lagta hai ke woh humein maaf kar denge."*

*Sneha, "Lekin humare apne jinhe hum thokar maar chuke hein woh humein maaf kyun karenge."*

*Surya, "Keh toh tum theek rahi ho. Humne kaam hi aisa kiya hai ke hum kisi bhi maafi ke layak nahi hein. Kisi maafi ke hakdaar bhi nahi hein. Lekin, Sneha, apne apne hotay hein. But I'm sure agar hum apno se maafi maangenge toh woh humein zaroor maaf karenge."*

#### *English Translation*

*Surya: "The way out is that instead of asking for help like beggars, we should ask for forgiveness from our family. We should say that we have committed a big mistake, please forgive us. Whatever we have done, we should not have done it. I think they will forgive us."*

*Sneha: "But, our family whom we have rejected, why would they forgive us?"*

*Surya: "You are right. What we have done is not worthy of forgiveness. But, Sneha, our family is after all our family. And I'm sure that if we ask for forgiveness, they will forgive us."*

The serial has some very strong women characters playing the key decision makers in many situations. Ritika, the protagonist, who is always dressed in simple saris, mangalsutra and sindoor (vermillion) is strongly committed to her

values and duties and is also adamant on certain issues where she believes she is right. She takes decisions for herself and is shown to fight for her loved ones.

### **Developmental messaging in the serial**

The serial attempts to bundle fragments of socially relevant information within the larger narrative. In the sample under study, some of the issues like having a first aid box, physical atrocities against mentally challenged, techniques of farming etc. have been briefly touched upon. However, there is no in depth-engagement with these issues. For example, judge says that everyone should keep a first aid box at home. However, what should be there in the first aid box is never spoken about.

*Anjana: Jugde sahib, aapke paas toh puri vyavstha rakhi hai. Aapko toh puri jaankari hai dawaiyon ki.*

*Judge Sahab: Ji, dawaiyon ke bare mei thodi-bahut jaankari hai lekin ek baat aapse kahun ki kabhi koi badi baat ho jaye na toh khud ka ilaj khud mat kijiye, hakim mat baniye, kisi ache doctor se baat kijiye zaroor. Aur ek cheez aur aisa ek dabba na dawaiyon ka ghar me hamesha rakhna chahiye.*

*Anjana: Judge Sahab, you have all the required things. It looks like you have a lot of information about medicine.*

*Judge Sahab: Yes, I know a little about medicine but let me caution you that in case of a big injury or illness do consult a doctor and do not resort to these home remedies and cures. Another thing, one must keep this kind of first aid kit at home. It's very helpful at the time of need.*

There are instances of superstitions are mentioned in passing but are not engaged with. e.g. there are instances where Sneha co-relates the breaking of glass or sneezing with a bad omen. Sneha sneezes right before Surya is about to leave and because of this she becomes anxious. There isn't enough dialogue around these superstitions which covertly re-inforces them.

### **CONVERSATION ANALYSIS-**

The discussions between women are mostly on family related issues. Only one woman (Anjana) is shown to be interested in discussions beyond family disputes and interacts with the Judge while all the other characters are engrossed in debates related to family.

Common	Women	Men
Gives opinion	Understanding	
Asks for help	Gives Suggestions	
Raises other's status	Deflates other's status	
Gives orientation		

### **Giving orientation.**

The following example emphasizes Ritika's say in her family matters though it is interesting to note that she takes a more tactful tone in matters related to her husband's family.

*Ritika: Vakil sahab mujhe wo sari property wapas chahiye kisi bhi halat mei. Ji haan, vakil sahab mere papa ke pass pure sabut hain ki mere chacha ne hi mere papa ke saath cheating ki hai, dhokha kiya hai. Mujhe kuch nahi sunna hai. Mujhe bas woh property waps chaiye kisi bhi halat mei. Aap court jane ki tayari kijiye.*

*Ritika: Everybody knows that my uncle has cheated my father. He has taken all the property. I want it all back at any cost. Yes, my father has all the evidences required to prove that my uncle has cheated him. I just want the property back at any cost. You prepare yourself to go to the court.*

Judge Sahab's is an important character in the serial and a lot of social messaging has been done through his character. Hence, he can be seen at various stages in the serial orienting people about various issues.

*Judge Sahab: Bolna chahiye, bilkul bolna chahiye. Yeh sab andh vishwas ka natija hai. Agar iske kilaf aap log awaaz nahi uthaenge toh aapka gaon hamesha pichda hi rahega. Kabhi isme unatti ki kiran nahi aayegi, samsya aise ki aise hi rahegi, Agar aapko ek saaf-suthra aur ek sundar samaj chahiye.*

*Judge Sahab: But, one should speak against such things. All this is because of superstitions. If you all don't raise your voice against it then this village will never progress. The problem will persist.*

*Judge Sahab: Ji, dawaiyon ke bare mei thodi-bahut jaankari hai lekin ek baat aapse kahun ki kabhi koi badi baat ho jaye na toh khud ka ilaj khud mat kijiye, hakim mat baniye, kisi ache doctor se baat kijiye zaroor. Aur ek cheez aur aisa ek dabba na dawaiyon ka ghar me hamesha rakhna chahiye.*

*Judge Sahab: Yes, I know a little about medicine but let me caution you that in case of a big injury or illness do consult a doctor and do not resort to these home remedies and cures. Another thing, one must keep this kind of first aid kit at home. It's very helpful at the time of need.*

### **Giving Opinion**

Parvati, who is one of the important aides of the Judge, puts forward her opinion against related to her daughter (lead antagonist) and is show to support her daughter's inlaws.

*Parvati- Judge Sa'ab jabke uske ma banne ki khushi nahi se matam kyon mana rahe hain. Mei humesha usse samjhati rahati thi lekin usne meri baat samjhane ki kabhi koshish bhi nahi ki. Uski apni karni ke karan aaj woh humse alag hai isilliye usse apna matam akle manane dijiye.*

*Parvati: Judge sahab, when we could not celebrate her motherhood then why are we mourning her loss of it? I was always trying to make her understand things but she never even attempted to listen to me. All this is the result of her own doing. She chose to get separated from us so now she should also mourn in solitude.*

### **Deflating other's status**

It is interesting to note that Ritika who plays the lead female protagonist shares unfriendly relations with her domestic help. Though, in the sample under study reason for such hostility was not clear.

*Radha: Didi, aap hamesha mujh par chilati hain.*

*Ritika: Bas, chup, yeh rone ka natak mere aage mat karo. Mei mummyji nahi hun, samajhi...*

*Radha: Agar mujh par aise hi shak karte rahin toh mei gaon chali jaungi.*

*Ritika: Gaon jane ki dhamki mujhe mat dena. Jab tak chain nahi milti tum kahani nahi jaogi, samjhi. Jao dhundo. Jao abhi ke abhi. Hadd ho gayi.*

*Radha: Didi, you always shout on me.*

*Ritika: Do not shed these crocodile tears in front of me. I am not mummyji.*

*Radha: If you don't trust me then I will go back to my village.*

*Ritika: Do not threaten me with that. You cannot go anywhere till the chain is found. Now go, look for the chain.*

**Raising other's status** – The Judge is like a father figure to everyone and is equated to god. He is shown like the character of *Bhishma Pitamah* of the *Mahabharata* who is always willing to sacrifice.

*Parvati: Woh insaan jo apne gamon ko bhula kar dusro ki fikr mei magan ho jate hain ussi ko Masiha kahte hain. Aur Judge sahab unhi mei se ek hain.*

*Parvati: Those people who forget their own pains while serving other people are called messiah. Judge sahab is one of them.*

*Judge Sahab: Surya ne jo kuch bhi kiya nasamjhi mei kiya hai. Who chota hai. Bhai hai, khoon hai mera. Ho gayi galti usase. Uski ankhon pe lalach ka parda pad gaya lekin hai toh mera bhai na.*

*Judge Sahab: Surya is young and innocent. He does not understand what he is doing? He is my brother, we have a blood connection. He has committed mistakes. He is being greedy but after all he is my brother.*

### **Casting and Production Value**

The casting is quite apt and actors do justice to the characters they play. Compared to other serials under study, the production values are better.

#### **Serial 4: Kashmakash Zindagi Ki**

As the name suggests Kashmakash Zindagi Ki (KZK) deals with the dichotomies of life and how individuals deal with it on a day-to-day basis. It is a family drama in an urban set up where three families, Chaudhary, Mittal and Oberoi's have distinct ties and have a virulent history. In the sample under study they are seen plotting against each other and seeking revenge for perceived misconducts. The key protagonist, Aradhana (now dead) and key antagonist, Mandira are step sisters. The enmity between the Mittal's (Aradhana's family) and the Chaudhary's (Mandira) is rooted in the fact that Aradhana was adopted by Mandira's father (who loved her ardently) and this made Mandira and her mother jealous.

A Wikipedia description of the serials says that it is about an adopted girl who is hated by everyone in her new family except her father. The serial largely revolves around the theme of family rivalry. The setting of the serial makes it seem like Doordarshan's answer to the popular family dramas, which are aired on private channels. Among the episodes of the four serials under analysis, KZK stands out due to its lack of any kind of any messaging related to development, empowerment or gender. It espouses a value system which can be related to the upper middle class section of society as most of the characters are shown to belong to this class.

In terms of messaging there are no focused issues that the serial deals with apart from various family tussles that form the key to the plot.

#### **Episodes In Brief:**

15.10.12

Kamya convinces Mandira that she is trying to get Aditya back into the family and that is why she went to the Mittal's. However, Devyani opposes Kamya's claims and accuses her of fooling Mandira and Mayank. Kamya is shown to have a heated argument with Devyani whereby it is revealed that she is tricking the Chaudhary family to seek revenge for their misconduct against her family. Tanu is remembering her conversation with Bharati Oberoi where Bharati accuses her of cheating and holds her responsible for her son's condition. At the

same time Dai ma comes and consoles Tanu by extending her support in times of distress. However, she holds Tanu accountable for not marrying Vicky. On the other hand Tanu's father meets Sahil and requests him to get back to Tanu as everyone is holding her responsible for the present condition.

17.10.12

Devyani (aka Nani Ma) is the key antagonist and picks a clue about Singhanian's (Devyani's grand daughter in law's fake father) real identity. In order to gather more information about Singhanian she visits his neighbourhood whereby she discovers that he is actually a con man named Victor. She is shown eager to share this with Mandira (key antagonist and daughter of Devyani) and Mayank (Devyani's grandson) but rather confronts Kamya (Devyani's grand daughter in law) about deceiving the Chaudhary family along with Victor, her fake father. In order to gain sympathy from Mandira, Kamya stages a drama and accuses Devyani of not trusting her. Devyani tries to hit Kamya and Mandira intervenes and threatens to leave Devyani's house along with Mayank and Kamya. Later, Devyani apologises for her behaviour and convinces Mandira to not to leave home. However, Devyani confides to Mandira about the real identity of Singhanian. In order to get to the truth Mandira investigates about Singhanian along with Devyani. She is convinced about the false identity of Singhanian.

18.10.12

In this episode Mandira and Nani Ma accuse Singhanian of cheating the Chaudhary family but eventually Singhanian makes them trust him again. He transfers his property in London and Kolkata to Kamya and Mayank's name with the clause that it will be executed a year later. While leaving he informs Kamya that this property exists only on paper and not in reality and that their plan is on track. Tanu's father (Tanu is the lead protagonist and daughter in law of the late Aradhana) comes to meet her but Purva (Tanu's sister in law) humiliates him. Purva asks her father not to come to her place again.

19. 10.12

In this episode Bharti comes to Tanu's house and reveals the truth about Suchitra (Ardhana's friend). She tells everyone that Kamya, the Chaudhary family's daughter-in-law, is in reality Suchitra's daughter Suman. She also reveals that Suchitra was in jail for three years. Later, Suchitra confesses that it is she who had murdered Bihari and got Mayank framed in the murder charges. Tanu is disturbed by this and blames Suchitra for directly or indirectly destroying her house and her happiness. Tanu asks Suchitra to keep all this a secret but Purva

overhears their conversation from outside the room. She is agitated after knowing the truth and vows to take revenge against Tanu.

### **Engaging with the idea of justice**

Though the serial touches on the fickleness of human behaviour, ‘the idea of justice’ is hugely convoluted. Almost all the characters are seeking revenge from each other and using unlawful means for retribution. The idea of seeking institutional justice is not reflected in the episodes under study. Rather using violence and deceiving people are established as legitimate ways of seeking revenge. This becomes problematic as the kind of message that is conveyed is in direct contradiction to the fundamentals of the democratic state, which tries to propagate the State’s institutions as the means to justice. An excerpt from one of the conversations will help illustrate this. One of the characters confesses to murder in order to seek revenge.

*Suchitra: Kyonki Mayank ne sabse pahle meri Suman ki zindagi barbad ki. Uski khushiyan chin li, uski izzat tar-tar kar di aur jab mei Mayank se usse uske gunahon ka badala lene pahunchi toh Devyani ne mujhe jhute case ke silsile mei jail bhijwa diya. Teen saal tak mei jail mei sadti rahi, Dai Ma. Aur udhar meri Suman, usne atma-hatya karne ka faisla kar liya tha lekin Aradhana ne usse bacha liya, usse nayi zindagi di. Kya-kya nahi kiya Chaudhary khandan ne mujhe aur meri beti ko barbaad karne ke liye. Aur teen saal baad jab se jail se lauti toh meri zindagi ka sirf ek hi maksad tha, Chaudhary khandan ki barbadi. Aur mei unki barbadi ka raasta dhundh hi rahi thi ki mujhe pata chala Aditya aur Purva ghar se bhaag gaye hain. Aur mayank ne Purva ki hatya ke liye kisi Bihari naam ke killer ko supari di.*

*English Translation: Because first it was Mayank who destroyed the life of my daughter Suman. He took away her happiness, her dignity and when I went to him to take revenge then Devyani got me framed in false case and got me imprisoned for three years. My daughter, Suman, had decided to commit suicide and it was Aradhana who saved her and gave her a new life. What all Chaudhary family has not done to destroy my daughter and me! When I was released from prison after three years, my only aim in life was to destroy Chaudhary family and while I was looking for ways to destroy them, I came to know that Aditya and Purva have eloped and Mayank has hired a killer called Bihari to kill Purva.*

## **Representation of women**

The show talks of the complexities of life and relations as the title ‘Kashmakash Zindagi Ki’ suggests. However, the plot merely revolves around the personal fights of the characters with negligible resemblance to real life complexities. The representation of women in the serial is shown to be regressive and follows stereotypical norms and notions despite their outward appearances, which look modern. The women, despite being independent and probably breadwinners, are always shown entangled in family feuds and are portrayed as conniving and over sensitive.

The identity of almost all the women characters derives from the male members of the family. In the sample under study the women characters are shown to be fighting for the rights of their husband, son etc. and this is often portrayed as a struggle to guard the ‘family honour.’ Even though the women occupy the maximum amount of screen space in the four episodes under study there was a constant presence of the male characters in the background as the conversations largely revolved around them.

Below are examples of conversations of the three main characters of the serial, which highlights how their identity and decisions are overly determined, by the male characters.

*Mandira initially supports her daughter in law against her mother's allegations. Yet when she feels that her daughter in law might pose threat to her son she faces a trust deficit and plots against her Kamya.*

*Mandira, "Nahi, Kamya. Ab hum iss ghar mein nahi rahenge. Meri bahu par koi haath uthaye, yeh mein bilkul bardasht nahi kar sakti. Aur iss se pehle ki Mayank mujhe chorh ke chala jaye, humein yeh ghar chorh dena chahiye."*

English Translation: "No, Kamya. We won't live in this house anymore. I can't tolerate that someone slaps my daughter-in-law. And before Mayank (her son) decides to leave me, we should leave this house."

*Mandira: Mein in sab ke liye bahut sharminda hun. Lekin jab mumma ne mujhe yeh sari batein batayi toh mei bardasht hi nahi kar payi, mujhe laga ki mere Mayank ke sapon ke saath, uski khushiyon ke saath dhokha kiya gaya hai, isliye ye sab.*

English Translation: I am ashamed about all this. But I could not control myself when my mother told me about this, I thought she is cheating Mayank and playing with his dreams and happiness. That is why...

In this context it is also important to note that **in the portrayal of family equations, the son is given more importance and the bond mother's share with their son defines the love or hatred for daughter in law.** There is no attempt to break or question this stereotype. Also the girl's family is shown as secondary compared to the boy's.

*Bharti, "Aur Vicky mujhe jaan se pyaara hai, uski tadap, uski khamoshi ne aaj uska sab kuch cheen liya hai. Aaj mein apne bete ke liye tadap rahi hun. Tum kya janogi ek ma ki mamta ko. Jis tarah tumne mujhe rone par majboor kiya hai, mein tumse wada karti hun Tanu, mein tumhe bhi usi tarah rulaungi. Aur tumhare apno ko tadpakar kar usi tarah cheenungi jis tarah tumne mere Vicky ko mujhse cheena hai. Tum roogi (cry) par tumhare aansu paunchne wala aur koi nahi hoga. Koi nahi"*

English Translation: "And, I love Vicky (her son) more than my life. His pain, his silence has taken away everything he had. Today, I am in pain when I see my son. How will you know of the love of a mother? The way you have made me cry. I promise you Tanu, I will also make you cry the same way. And I will take away the people close to you, the same way you have taken away my Vicky. You will cry and there will be no one to wipe off your tears. No one.

*Example: Mayank: I apologize on behalf of my mother.*

*Singhania: I have no other option but to forgive since I have given her my daughter.*

*Tanu: “Sunn na hoga aapko. Agar aap apne bete ki khushiyon ke liye majboor hein toh mein apni mummyji aur uss ghar ki khushiyon ke liye majboor hun. Isliye aapse kehne aayi hun ke mere ghar ki izzat par keechad uchalna band kijiye.”*

*English Translation: “You will have to listen. If you are under the compulsion of your son’s happiness, then I am under the compulsion of the happiness of mummy and that house. That’s why I have come here to tell you to stop defacing the prestige of my house.”*

There is no realistic representation of life. The plot constantly revolves around the personal lives with nothing shown in the context of work. Even though women are shown to hold official positions like Bharti Oberoi who is the head of an industry, there is no point in the 5 episodes under study where her workspace is shown.

### **Conversation Analysis**

It can be seen from the conversational analysis below that the women characters are represented to have more strength and decision making authority.

<b>Common</b>	<b>Women</b>	<b>Men</b>
Shows solidarity	Shows antagonism	Passive acceptance
Deflates other’s status	Understanding	Asks for help
Gives suggestions	Complies	
Defends or asserts self	Gives opinion	
	Gives orientation	
	Shows satisfaction	

### **Deflates other's status/ Shows Antagonism**

Unlike other serials where men were shown to deflate other's status or exhibit hostile behaviour here women are shown to be more antagonistic. The quote below helps exemplify the same.

**Gives opinion and shows solidarity.** It is interesting to note here that most of the conversations happen between women. Unlike other serials where giving opinion was a common conversation for both the genders here women are the one's who seem to be vocal about their opinion and support. The quote below will help exemplify better.

*Dai Maa: Khair, choti dulhan, tumne shaadi se inkaar kyun kiya yeh toh mein nahi jaanti ,na hi mein jaan na chahti hun. Haalanki, tumhara yeh faisla aaj bhi meri nazron mein galat hai. Aur jahan tak Mandira aur Mrs. Oberoi se dushmani ki baat hai toh mein tumhare saath hun.*

*English Translation: I don't know why you refused for this marriage nor do I want to know. But, in my eyes, your decision is still wrong. And as far as enmity with Mandira and Mrs. Oberoi is concerned, I am with you.*

**Shows satisfaction-** This reflects the manner in which the character seeks relief with the support of the elderly lady in the house.

*Tanu: Dai ma, yeh bolkar aapne mere mann ko bohot sukoon diya hai...Koi toh hai jo iss imtehaan ki ghadi mein mere saath hai.*

*English Translation: Dai ma, You have given me a lot of relief by saying this. Atleast there is someone who is with me in this time of trouble.*

### **Asks for help/ request**

It is important to note that here asking for help stems from an imbalance in the power structure which gets defined by the relations that one shares. It connotes tension and also reinstates the stereotypical representation of married women being secondary and dependent

*Father-in-law (Tanu's Father: Tumhe apni majboori dikh rahi thi? Uss laachar bebas Tanu ki majboori nahi dikahi di. Ek laachar baap ki majboori nahi dikahi di. Beta, mein tumhare saamne haat jodta hun.*

*English Translation: You are showing me your compulsions? You couldn't see the compulsions of poor Tanu? You couldn't see the compulsions of a poor father? Son, I fold my hands in front of you.*

*Father-in-law: Mein tumse bheek maangta hun. Ek bebas baap aur kya kar sakta hai. Beti ke paas waapis laut jao. Ab aisa imtehaan mat lo.*

*English Translation: I beg in front you. What can a poor person do? Go back to my daughter. Don't test us.*

## **Casting and Production Values**

The casting of the characters closely follows the stereotypical notions of how positive and negative characters are perceived, especially in the case of women. The negative characters are shown with heavy make-up and wearing highly fashionable Indian attire e.g. noodle strap blouses, whereas the main protagonists are shown to be simple and dressed in plain Indian attire.

This has also led to an unrealistic representation in the case of some of the lead characters. For example, the character of Devyani, who is one of the significant antagonistic characters in the serial, wears heavy make-up wear and heavy jewelry and high fashion attire. Also the casting seems little unfair as the characters fail to justify the age they are trying to portray. For example the actor, Lata Haya is evidently too young to be convincing as a grandmother. This holds true for the other lead character in the serial, Mandira, which is played by Kishwar Merchant.

The serial has very substandard production values and has very poor editing, which in some instances disturbs the viewing experience. For example, whenever there is depiction of an extreme emotion, which is shown in the serial, the frame starts moving rapidly in circular motion. The hues of the frame also change with loud background music.

## **Conclusion**

It is well accepted that television constructs social reality and hence it becomes important to investigate the realities that the images streamed by the public service broadcaster create. It is important to remember that in the era of digitization and a surfeit of private entertainment channels, Doordarshan is treading the tightrope of performing its duties as the Public Service Broadcaster while also catering to commercial logic. It has often been noticed that there has been a disproportionate importance given to the development of infrastructure when it is important to focus on the content as well. Considering the fact that DD continues to be one of the channels with the farthest reach, there needs to be a significant thrust in providing programmes of good quality.

Doordarshan has to maintain a balance between messaging which is educative and progressive without becoming prescriptive. The lack of engagement with structural issues highlights a significant problem in this role. It indicates a significant need for in-depth research on the issues raised in programmes. In the

small sample which was studied, the portrayal of issues often bordered on too idealistic and out of touch with the reality of most people. This disconnect with reality often produces messaging that is half-baked and confusing to the viewer.

It is important to ensure that the serials are an adequate critique of the ills of the society while providing a viable alternative. When a certain kind of change in the social order is being propagated, it should be portrayed in the right context so that viewers can implement the change in their own lives.

Secondly, the sample under study also raises serious questions about the national nature of the channel when the northern Hindi-speaking belt is clearly over-represented. There is no representation of inter-religious or inter-community interactions. While it may be necessary to produce content in Hindi, it would be a good idea to find innovative ways to represent different communities, religions and other social differences beyond class.

## **Chapter 10**

### **Summmation**

As we have tried to present through this study, the demand for public broadcasting which offers excellent informative programming as well as information related to livelihoods, health and education is considerable, and remains substantially unmet despite the existence of a state-funded public broadcaster.

The findings of this study on the demand for terrestrial TV access have implications for the way forward for Doordarshan and the investment the government makes in its terrestrial network. As the Pitroda Committee Report presented in early 2014 pointed out, the financial investment made in the terrestrial transmission network is not justified by the reach it now has.

Should Doordarshan have a strong terrestrial backbone to its network, and what should the focus of this be? How much investment should continue to be made in the broadcaster's terrestrial network? How can a viewer who wishes to access its local terrestrial broadcasting move back and forth conveniently between terrestrial and satellite programming?

If the poor are adversely affected by the cost of digitization how can Doordarshan's Freedish DD Direct suit their needs better? What programming should it carry to improve its penetration and compete better with other DTH bouquets? Should the Freedish continue to auction its channel slots thereby putting itself out of reach for small regional broadcasters who are the mainstay of viewers in regional languages?

The findings also have implications for the content strategy that the public broadcaster needs to follow. The budgetary constraints that Prasar Bharati imposes on the programming side of the broadcaster, forcing it to raise money for a substantial part of its programming from advertising and sponsorship, ensure that it devotes a large part of its programming hours to entertainment. But the entertainment it offers cannot compete for the viewers attention with the fare offered by private channels.

While a felt need was expressed for serials with constructive messaging, a content analysis of some of the serials Doordarshan carries on its network demonstrates that the messaging is not well thought out. That analysis is in Chapter 9.

The findings also have implications for the ways in which Doordarshan chooses to tackle local needs of different audiences including farmers.

Finally it suggests the need for a relook at the way the public broadcaster allocates funds. Should there be far greater investment in programming than there is now? Should the broadcaster be forced to raised funds commercially for its programming costs?

Should there be a sharper focus on the information needs that low income viewers in this report say are going unmet? Is the current scale of investment in a public broadcaster justified when it is not meeting those needs?

The purpose of this research was to provide some feedback from the ground which will have relevance for choices that need to be made in the future in the realm of public service broadcasting, both by the government and private channels.

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## **Chapter 11**

### **METHODOLOGY AND SAMPLING**

This is a qualitative study with quantitative elements.

#### **Period of field work June 2012-July 2014**

A combination of methods was used for the research. While focus group discussion was the primary sampling method used for feedback from TV viewers, village mapping exercises and interviews were used to both triangulate and to provide thickness to the study. Fifty seven focus groups were done across 15 districts in three states, and in four cities in Gujarat and in Delhi. Fifteen village mapping exercises in four districts and 50 interviews of respondents residing in six districts form the basis of this research. Details of the three methods are given in the tables below.

#### **FOCUS GROUPS RURAL**

Village	Panchayat/ Municipality	District	State	F	M	Population Type
	Simga	Raipur	Chhattisgarh	X	X	Mixed agricultural workers and housewives
	Dewri	Champa	Chhattisgarh	X		Employed women, working class
Karli	Geedam	Dantewada	Chhattisgarh	X	X	Workers and housewives
Kurenga		Bastar	Chhattisgarh	X	X	Labour
Mother Teresa nagar camp	Bhilai	Durg	Chhattisgarh		X	Mixed group of farmers and working class
	Rajim	Raipur	Chhattisgarh		X	Male and students, mixed
Talakenduguda	Talabelagaon	Kalahandi	Odisha	X		Largely Tribal
Sainipada	Phulbani	Kandhamal	Odisha	X		SCs, OBCs
						Self employed women and housewives
Matigudia	Rabaramugaon	Puri	Odisha	X		
Majhipally	Debeipally	Sambalpur	Odisha	X		SCs, STs
Daincha	Nakatideul	Sambalpur	X	X		OBCs
Sundhimunda	Redhakhole	Sambalpur	Odisha	X		STs, SCs
Kanakpur	Kanakpur	Kalahandi	Odisha		X	General
Pabingia		Kandhamal	Odisha		X	STs, SCs, OBC
Motaa gaon	Bentapur	Puri	Odisha		X	OBCs
Majhipally	Debeipally	Sambalpur	Odisha		X	STs, SCs, OBC
Jamujhari	Nakatideul	Sambalpur	Odisha		X	OBCs
Badabahal	Redhakhole	Sambalpur	Odisha		X	OBCs
Rajarampally	Velagaturu	Karimnagar	Telangana	X		Lower middle class group
Rajarampally	Velagaturu	Karimnagar	Telangana		X	Lower middle class group
Erraguntla	Dharmaram	Karimnagar	Telangana	X	X	BC, SC
Anukunta	Adilabad	Adilabad	Telangana	X		OBCs, OC, SC
Anukunta	Adilabad	Adilabad	Telangana		X	OBCs, OC, SC
Gundampally	Dilawarpur	Adilabad	Telangana	X	X	OCs (Reddys), OBCs
Duggirala	Pedavegi	West Godavari	Andhra Pradesh	X		Kammas, OBCs, SC
Kamavarapukota	Kamavarapukota	West Godavari	Andhra Pradesh		X	middle class farmers
Kamavarapukota	Kamavarapukota	West Godavari	Andhra Pradesh		X	College students
						Poor women in vocational training
Mylavaram	Mylavaram	Krishna	Andhra Pradesh	X		
Mylavaram	Mylavaram	Krishna	Andhra Pradesh		X	
Ravucherla	Nuzvid	Krishna	Andhra Pradesh		X	Farmers and horticulturists
Ravucherla	Nuzvid	Krishna	Andhra Pradesh	X		Women, home makers

Vempadu	Bhimavaram	West Godavari	Andhra Pradesh		X	Poor agricultural labour
Vempadu	Bhimavaram	West Godavari	Andhra Pradesh		X	Middle class farmers
TOTAL						

Note: mixed male and female groups have an X in both columns.



**Focus group discussion Jamujhari, Sambalpur, Odisha Dec. 2012**

### FOCUS GROUPS URBAN

City	Locality	District	State	F	M	Population Type
Ahmedabad	Vadaj	Ahmedabad	Gujarat	X		Unorganised sector workers
Ahmedabad	Vadaj	Ahmedabad	Gujarat		X	Ragpickers, Unorganised sector workers
Ahmedabad	Juhapura	Ahmedabad	Gujarat	X		
Ahmedabad	Juhapura	Ahmedabad	Gujarat		X	Auto drivers,

						mechanics, electricians
Rajkot	Lakshminagar	Rajkot			X	Vegetable and fruit sellers, Devipujak community
Rajkot	Raiyya Dhar	Rajkot		X		Vegetable sellers, brick kiln workers
Rajkot	Shantinagar	Rajkot	Gujarat	X	X	Nepali migrants
Surat	Gopipura	Surat	Gujarat	X		Housewives, employed women and unorganised sector
Surat	Mora Bhagal	Surat	Gujarat		X	Shopkeepers, electricians, painter, auto drivers
Bhuj	From 9 different slums in the town	Bhuj	Gujarat	X		Unorganized sector
Bhuj	From 9 different slums in the town	Bhuj	Gujarat		X	From the unorganized sector
Delhi	Saboli Khadda	Delhi	Delhi	X		Working class mixed
Delhi	Rajasthani camp	Delhi	Delhi	X		Working class mixed
Delhi	Rajasthani camp	Delhi	Delhi	X		Working class mixed
Delhi	Kalyanpuri	Delhi	Delhi	X		Domestic workers, wives of labour, daily wagers
Delhi	Rajasthani camp	Delhi	Delhi		X	Unorganised sector, mixed
Delhi	Ramchandra basti	Delhi	Delhi		X	Unorganised sector mixed
Delhi	Ramchandra Basti	Delhi	Delhi		X	Working class mixed
Delhi	Subhash camp	Delhi	Delhi		X	Working class mixed
Delhi	Subhash camp	Delhi	Delhi	X		Working class mixed
Delhi	Shyam Vihar	Delhi	Outer Delhi	X		Working class mixed
Delhi	Shyam Vihar	Delhi	Outer Delhi		X	Working class mixed
Delhi	Brahmapuri Tulsiram Bagicha	Delhi	Delhi		X	Working class mixed
Delhi	Brahmapuri Tulsiram Bagicha	Delhi	Delhi		X	Working class mixed



**Focus group discussion Raiyya Dhar, Rajkot, Gujarat, Dec. 2013**

## VILLAGE SURVEYS

Area	Sub-District	District	State	HH
Dingiragaon	Phiringia	Kandhamal	Odisha	111
Biraguda	Phulbani	Kandhamal	Odisha	59
Nediguda	Khejuripada	Kandhamal	Odisha	59
Bhatangpadar	Sadar	Kalahandi	Odisha	39
Kanakpur	Sadar	Kalahandi	Odisha	55
Podamundi	Sadar	Kalahandi	Odisha	114
Mofusbandar	Srikakulam	Srikakulam	Andhra Pradesh	262
Annavaram	Chintapalle	Visakhapatnam	Andhra Pradesh	108
Vaddadi	Butchayyapeta	Visakhapatnam	Andhra Pradesh	200
Aganampudi*	Gajuwaka	Visakhapatnam	Andhra Pradesh	201
Karampur	Surajpur	Surguja	Chhattisgarh	79
Khala	Ambikapur	Surguja	Chhattisgarh	46
Kukurbeda	Raipur	Raipur	Chhattisgarh	75
Navapada-Khadkuni	Sagbara	Narmada	Gujarat	202
Umarvav Dur-Garpani	Vyara	Tapi	Gujarat	336



Village Annavaram, Vishakapatnam, AP

Annavaram is one of the villages in which household surveys were carried out. The village has 208 households, which includes tribal and non tribal populations. Out of these 108 households, those who had television were selected for the study.

## INTERVIEWS

Village	Panchayat/ Municipalit	District	State	F	M	Populatio n Type
Assorted	Samastipur	Samastipur	Bihar	12		
Assorted	Madhubani	Madhubani	Bihar		6	
	Kukurbeda	Raipur	Chhattis-garh	3	3	
	Surajpur	Surguja	Chhattis-garh	4	5	
Assorted		Barabanki	UP		9	Mixed
Assorted		Basti	UP		8	Mixed
TOTAL				19	31	

Focus group discussions were used to gain insights into how people respond to technology and programming. Focus groups combine the advantages of survey with the benefits of in-depth interviews, and are well suited to a geographically widespread study. Focus groups have an additional benefit in a scenario where television viewing is not necessarily a solitary activity. Television viewing in many parts of rural India remains a communal activity and focus group discussions allow for a shared articulation of views and thus they are particularly useful for learning about viewers' attitudes, habits and opinions about television in their lives.

Focus group discussions were conducted in Odisha, Chhattisgarh and Delhi. To ensure comfortable expression and free sharing of ideas, gender segregation was followed with only male and only female groups. In Odisha, twelve discussions were conducted involving a total of 161 participants in four districts (Sambalpur, Puri, Kalahandi and Kandhamal). The districts were chosen because of the diversity of population. While Puri and Sambalpur represent coastal and inland districts with a greater caste and tribal diversity including presence of what is often referred to as General (i.e. non-OBCs, -SCs and -STs), Kalahandi and Kandhamal have a greater tribal and scheduled caste and other backward caste presence. Most of the discussions were held in Oriya, one of the discussions was conducted in Kui.

Seven focus group discussions were held in Chhattisgarh covering seven districts. The districts included Durg, Rajnandgaon, Raipur, Champa,

Dantewada, Bastar and Surajpur. Here, too, male and female participants were separate except in a couple of places where a mixed group participated in the discussions. The language used was Hindi.

Fifteen focus groups were held in four districts of Andhra Pradesh, two coastal districts and two which are now in Telangana. Another 11 were conducted in four cities of Gujarat.

For all these focus groups, moderators were selected based on their linguistic competence and were trained in moderating focus groups. A detailed guide was used to ensure that they were familiar with all the topics that had to be covered. Also, the Principal Investigator was present for all the discussions to ensure that any immediate issues could be resolved and all the areas that needed to be probed were covered.

A separate study conducted for Delhi covered 13 focus groups in six localities.

The transcripts of these discussions were first read, and then coded for similar themes that emerged across them. The key findings presented below are based on these themes that came across as common leitmotifs of the collective television viewing experience of the people in the areas under study.

The village mapping exercise was conducted in six villages in Kalahandi and Kandhamal because they are among the most deprived regions of the country. Kandhamal has a tribal population of over 50 per cent and is a declared Scheduled Area. Kalahandi is partially under the Scheduled Area. In Kandhamal, in the beginning, villages Nediguda and Dindiragaon were selected keeping in view the impact of the district headquarters on the villages.

Nediguda is only seven kilometres from Phulbani, the district headquarters, while Dindiragaon is located at a distance of 25 km. from Phulbani. In both the villages the tribal families were less than 50% and the scheduled caste and OBC categories of people were numerically dominant. In order to include more tribal population in the study sample, a third village was selected namely Biraguda which has a tribal population of more than 50%. In the same way, from Kalahandi district, Kanakpur and Bhatangpadar villages were selected for study because Kanakpur is only five kilometres away from the district headquarters, Bhawanipatna, while Bhatangpadar is located at a distance of 12 km. from the same headquarters. As the tribal families were less than 50% of the total population, a third village

Podhamundi, which is located about 25 km. from the district headquarters, was included.

The village mapping exercise included mapping all the demographic data in the villages and, most crucially for this research, mapping the communication technologies being used in the villages. The number of households with mobiles, television, types of connection, work routines, availability of electricity, and the programming choices that they have were recorded.

The interviews that were conducted in Uttar Pradesh, Bihar and Chhattisgarh were carried out to add richness to the research being conducted. The ones from UP and Bihar conducted in Basti and Barabanki in UP, and Madhubani and Samastipur in Bihar, were primarily done to see whether or not there were any distinct regional variations and which, at a bare minimum, could either suggest ideas for further research or would ensure that the research findings are presented with caveats in place.

As for Chhattisgarh, some interviews were carried out in addition to village level mapping in the state. All the interviews show that there are no large regional variations in these findings and that no caveats need to be offered.

## **METHODOLOGY FOR DELHI DIGITIZATION STUDY**

The study was conducted in six slum areas in Delhi, all of which come under Socio Economic Classification E. The areas were Kalyanpuri, Subhash Camp, Ramchand Basti, Saboli Khadda, Rajasthani Camp and Tulsiram Bagicha.

Respondent type	Methodology	Sample
Cable operators operating in slum clusters	IDI	Total 18 13 in 6 identified clusters 5 in Kirtinagar and Shrinivaspuri (owing to unavailability of cable operators in identified clusters)
Those who access various TV viewing options (households)	FGD	18 (3 in each of 6 clusters)
Those who access various TV viewing options (households)	Quantitative Interviews (listing)	184 (30 – 32 in each of 6 clusters)

### **In-depth interviews (IDIs):**

Qualitative methods in the form of in-depth interviews were used to gather information from cable operators. IDIs were conducted (using a discussion guide) with the cable operators to identify viewing patterns among their clientele and the factors behind the access to TV-viewing. These interviews were conducted with local cable operators in six slum clusters in Delhi: Kalyanpuri, Saboli Khadda, Tulsiram Bagicha, Rajasthani Camp, Ramchand Basti, and Subhash Camp. (Some IDIs were also conducted with local cable operators in Shrinivaspuri, Kirti Nagar.) A total of 18 IDIs were conducted in these 8 slum areas.

- *3 IDIs were conducted in Kalyanpuri.*
- *1 IDIs was conducted in SaboliKhadda.*
- *3 IDIs were conducted in TulsiramBagicha.*
- *2 IDIs were conducted in Rajasthani Camp.*
- *3 IDIs were conducted in RamchandBasti.*
- *1 IDIs was conducted in Subhash Camp.*
- *2 IDIs were conducted in Shrinivaspuri.*
- *3 IDIs were conducted in Kirti Nagar.*

**Focus group discussions (FGDs):**

For the validation of the data collected from the cable operators and to identify the motivators and barriers to the shift in access patterns, focus group discussions using a discussion guide were conducted in each slum cluster with those who accessed various TV-viewing options.

3 FGDs were conducted in each of the 6 slum clusters in Delhi (Kalyanpuri, SaboliKhadda, TulsiramBagicha, Rajasthani Camp, RamchandBasti, Subhash Camp) i.e. a total 18 FGDs with households were conducted.

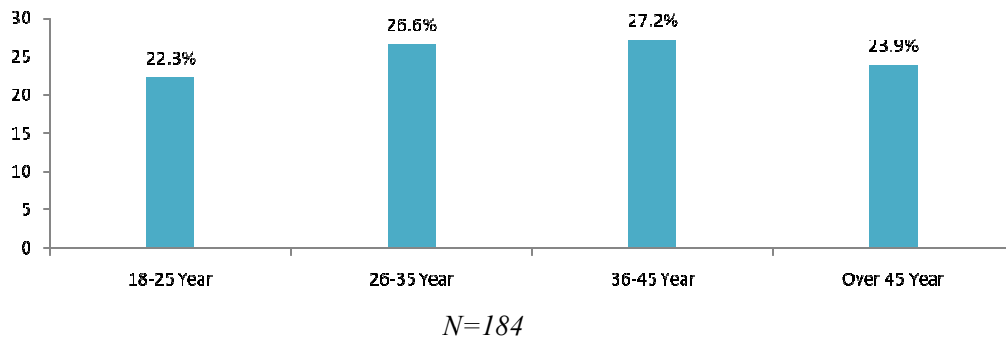
- *In each FGD there were 8-10 respondents.*
- *9 FGDs were conducted with females while 9 FGDs were conducted with male respondents.*
- *9 FGDs were conducted with respondents from the age range of 18 – 35 years while 9 FGDs were conducted with respondents from the age range of 36 – 55 years.*
- *Respondents reported a range of occupation including driver, labourer, carpenter, petty jobs, cook, tailor, rickshaw puller, rag picker, mason, shop keeper, student, Government employee, private employee, factory worker, butcher, sweeper, security guard, contractor, house maids, mechanic and housewives.*

**Listing exercise:**

Finally a quantitative questionnaire-based survey was conducted in the same 6 slum clusters, with a total of 184 households. The sample was spread almost equally:

- *31 respondents in Kalyanpuri*
- *31 respondents in SaboliKhadda*
- *30 respondents in TulsiramBagicha*
- *30 respondents in Rajasthani Camp*
- *30 respondents in RamchandBasti*
- *32 respondents in Subhash Camp*

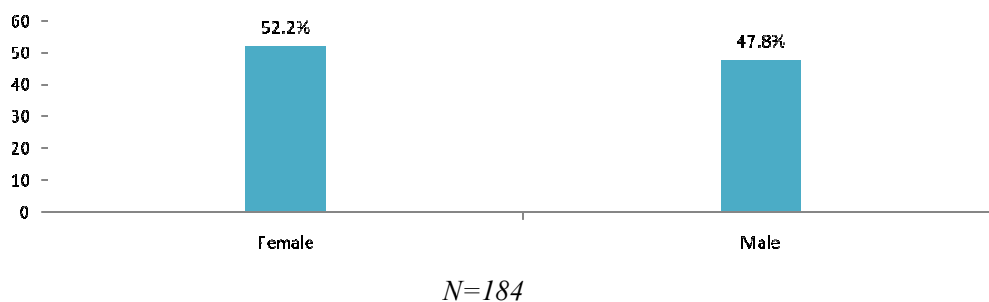
*Age of the respondents in the listing exercise*



The graph above reflects the overall (all areas consolidated) dispersion of respondents by age groups. The table below exhibits area wise dispersion of age groups of respondents.

Overall, over one-fourth of the respondents reported to belong to the age group of 26-35 years (26.6%) and 36-45 years (27.2%) while over one fifth of the respondents reported to belong to the age group of 18 – 25 years (22.3%) and over 45 years (23.9%). In Ramchand Basti, there is a skew to higher age group of over 45 years (63.3%).

#### *Gender of the respondents in the listing exercise*



The graph above reflects the overall (all areas consolidated) dispersion of respondents by gender. The table below exhibits area wise dispersion of respondents by genders.

Overall, one-half of the respondents (52.2%) were female. In Kalyanpuri (80.6%) and RamchandBasti (83.3%), there is a higher skew to females.

#### *Educational qualification of the respondents:*

## Annexure

### INFORMATION FROM FGDs ABOUT PROGRAMMES WATCHED

#### LOCAL CABLE NEWS WATCHED IN RURAL ANDHRA PRADESH

Gundampally, Adilabad	:	Citicable from Nirmal
Rajarampally, Karimnagar:	:	Citicable, Sunny cable
Duggirala, West Godavari	:	Citicable. Om Channel
Anukunta Adilabad	:	Adilabad cable news
Mylavaram Krishna	:	Mylavaram cable channel
Kamavarapukota, West Godavari:	:	Helapuri cable TV
Vempadu, West Godavari:	:	Cable from Bhimavaram

### WHAT THE HOUSEHOLD SURVEYS SHOW ABOUT PROGRAMMES WATCHED

#### Andhra Pradesh

Agnampudi Village, Gajuvaka Mandal, Vishakapatnam district, Andhra Pradesh

#### Time schedule of TV programmes (Viewed Programmes):

In E TV:

In Maa T	Annadatha	:	6.00 AM
	Star Mahila	:	1.00 PM
	Manasu Mamatha	:	7.00 PM
	Chandramukhi	:	8.00 PM
	Bharvamani	:	8.30 PM
	Maa vuri Vanta	:	12.30 PM
	Modern Mahalakshmi	:	1.00 PM
	Harahara Mahadeva	:	5.00 PM
	Vasanthakokila	:	5.30 PM
	Kodalakodala Kodukupellama	:	6.00 PM
	Chinnari Pellikuthuru	:	7.00 PM
	Chupulukalisina Subhavela	:	7.30 PM
	Achta Chamma	:	8.00 PM

Gemini TV:

Agnipoolu	:	7.00 PM
Mogali Rekulu	:	8.30 PM
Anubandhalu	:	9.00 PM
Bol Baby Bol	:	9.30 PM
Super Singers	:	10.00 PM

Zee Telugu:

	Gadasari Atta Sogasari Kodalu	:	4.00 PM
	Punavivaham	:	5.30 PM
	Kalavari Kodallu	:	6.00 PM
	Chinna Kodalu	:	6.30 PM
	Pasupu-Kunkuma	:	7.00 PM
	Muddu Bidda	:	8.00 PM
	Media Vision Songs	:	Day time
	Maa Music	:	Day time
	Gemini Music	:	Day time
	Bhakthi TV	:	7.00 AM
Anr	Star Sports (Cricket)	:	11.00 PM
	Discovery (Animals)	:	11.30 PM
Tim	Cartoon Network (Tom & Jerry)	:	6.00 PM

In E TV

Aradhana	:	6.00 AM
Annadatha	:	6.30 AM
E TV News	:	7.00 AM
Talihood time	:	8.00 AM
Star Mahila	:	1.00 PM
Manasu Mamatha	:	7.00 PM
Chandramukhi	:	8.00 PM
Bharyamani	:	8.30 PM
Vaarthalu (News)	:	9.00 PM
Get Ready	:	9.30 PM
Cash	:	9.30 PM
Jabardasth	:	9.30 PM

In ETV 2:

Gantaravam:	6.00 AM
Pardhana samayam	: 6.30 AM
Andhra vani	: 7.30 AM
Shakhi	: 2.00 PM
Shukibhava	: 3.00 PM
Jai kisan	: 6.30 PMS

In Maa TV:

Gemini	Maa vuri Vanta	: 12.30 PM
	Modern Mahalakshmi	: 1.00 PM
	Harahara Mahadeva	: 5.00 PM
	Vasanthakokila	: 5.30 PM
	Kodalakodala Kodukupellama	: 6.00 PM
	Chinnari Pellikuthuru	: 7.00 PM
	Chupulukalisina Subhavela	: 7.30 PM
	Ashta Chemma	: 8.00 PM
	Bhale Chansule	: 9.00 PM
	Rangam	: 9.00 PM
	Idea Super Singers	: 9.30 PM
	G.P.D	: 10.00 PM
	Agnipoolu	: 7.00 PM
	Mogali Rekulu	: 8.30 PM
	Anubandhalu	: 9.00 PM
	Bol Baby Bol	: 9.30 PM
	Super Singers	: 10.00 PM

Zee Telugu:

Gadasari Atta Sogasari Kodalu	: 4.00 PM
Punavivaham	: 5.30 PM
Kalavari Kodallu	: 6.00 PM
Chinna Kodalu	: 6.30 PM
Pasupu-Kunkuma	: 7.00 PM
Muddu Bidda	: 8.00 PM
Media Vision Songs	: Day time
Maa Music	: Day time
Gemini Music	: Day time
Bakthi TV	: 7.00 AM
Star Sports (cricket)	: 11.00PM
Discovery (animals)	: 11.30 PM
Cartoon Network (Tom & Jerry)	: 6.00 PM
Ben Ten (Chota Bhai)	: 5.00 PM

DD TV:

Kisan	:	6.30 PM
News	:	7.00 AM
Animuthyalu	:	8.00 AM
Telischool	:	10.30AM
Teluginti Amahai	:	3.00 AM
Helo Shaptageri	:	3.45 AM
Putha rakulu	:	5.05 PM
Anjumhan	:	6.00 PM
Mamdham Makaradhal	:	8.00 PM
Telugu Totta	:	8.30 PM
STAR Movies	:	Day time
STAR Cricket	:	Day time
HBO Movies	:	Day time

Mofusbandar village, Srikakulam district, Andhra Pradesh

### 1. Time schedule of TV programmes(Viewed Programmes):

In ETV:

Star Mahila	:	1.00 PM
Manasu Mamatha	:	7.00 PM
Chandramukhi	:	8.00 PM
Bharyamani	:	8.30 PM
Vaarthalu (News)	:	9.00 PM

In Maa TV:

Harahara Mahadeva	:	5.00 PM
Vasanthakokila	:	5.30 PM
Kodalakodala Kodukupellama	:	6.00 PM
Chinnari Pellikuthuru	:	6.00 PM
Chupulukalisina Subhavela	:	7.30 PM
Bhale Chansule	:	9.00 PM
Rangam	:	9.00 PM
C.I.D.	:	10.00 PM

Gemini TV:

Bangarukodalu	:	7.00 PM
Suryaputrudu	:	7.30 PM
Mogali Rekulu	:	8.30 PM
Anubandhalu	:	9.00 PM
Super Singers	:	10.00 PM

Zee Telugu:

Punavivaham	:	5.30 PM
Kalavari Kodallu	:	6.00 PM
Chinna Kodalu	:	6.30 PM
Pasupu-Kunkuma	:	7.00 PM
Muddu Bidda	:	7.30 PM
Star Sports (cricket)	:	11.00 PM
Discovery (animals)	:	11.30 PM
Cartoon Network (Tom & Jerry)	:	6.00 PM
Ben Ten (Chota Bhai)	:	5.00 PM

Vaddadi Village, Vishakatnam district, Andhra Pradesh

Name of the TV Channel	Name of the favorite programmeme watched by the villagers	Timing of the programmeme
ETV	Star Mahila	1.00 pm
	Chandramukhi	8.00 pm
	Bharyamani	8.30 pm
	News	9.00 pm
	Ali 369	9.30 pm
Maa TV	Harahara Mahadeva	5.30 pm
	Vasantha Kokila	6.30 pm
	Bhale Chansule	7.00 pm
	Rangam	7.30 pm
	Modern Mahalaxmi	1.00 pm
	Super Singer	8.30 pm
Gemini	Chittemma	6.30 pm
	Tharangalu	7.30 pm
	Bangaru Kodalu	8.00 pm
	Mogalirekulu	8.30 pm
	Devatha	9.00 pm
	Mamathala Kovala	10.00 pm
Zee Telugu	Kalavari Kodalu	6.00 pm
	China Kodalu	6.30 pm
	Pasupukumkuma	7.00 pm
	Muddubidda	7.30 pm
ETV2	Ghantaravam	6.00 am

	Prardhana Samayam	6.30 am
	Teerdha Yatra	7.00 am
	Andhravani	7.30 am
	Sukhibhava	9.30 am
	Sakhi	2.00 pm
Doordarshan	Kisan	6.30 am
	Tele school	10.30 am
	Raithu nesham	6.30 pm
	Bioschool	9.15 am
	Employment news	Weekly once
Sports Channel	Ten Sports	No specific time
	Star cricket	No specific time

## Gujarat

**In two village clusters,  
Navapada-Khadkuni (Narmada dist)  
Umarvav Dur-Garpani, Tapi District**

### *Channels & Programmes Watched*

Channel/Programmeme	No. of mentions
Aaj Tak	47
Adivasi	4
Astha	77
Chota Bheem	11
Choti Bahu	54
CID	29
Crime Patrol Dastak	10
Dance India Dance	2
Dangal	4
Dayro	2
DD Girnar	95
Discovery	29
Disha	5
Diya Aur Baati	15
Doremon	1
Ek hajaron me meri behna hai	1
Ek nayi pehchaan	3
Gammat Gulal	1
Gram Jagat	2
Ham Saath Saath Hain	2
India News	31
Is Pyaar ko kya naam dun	2
Jai Bajrang Bali	16
Jai Hanuman	78
Jhansi Ki Raani	57
Jodha Akbar	59
Kabul Hai	1
Kamya	1
Kasam Se	7
Krishi Darshan	27
Mahabharat	11

Mahadev	17
Naadaniyan	3
Nagin	2
National Geographic	1
Pashupalan	1
Pavitra Rishta	44
Rangoli	1
Saat fere	1
Saath Nibhana Saathiya	42
Saathiya	2
Sandhya	1
Sapne Suhane	5
Saraswatichandra	1
Savdhaan India	1
Shivaji	16
Shri Krishna	14
South Indian Films	2
Tarak Mehta	4
Veera	7
WWF	14
Yeh Rishta Kya Kehlata Hai	12

## Odisha

Table: Name of favourite channels and favourite programmes  
(Orderly According to preference of people)

Name of the Channels	Favorite Programmes	Timing
E TV	<ol style="list-style-type: none"> <li>1. <i>Bada ghara bada gumara katha</i></li> <li>2. <i>Aapa</i></li> <li>3. <i>Ahuti</i></li> <li>4. <i>Maa Durga</i></li> <li>5. <i>News</i></li> <li>6. <i>Matinee show films</i></li> <li>•</li> </ol>	<p>8p.m /1.30 p.m</p> <p>7.30 p.m/ 2.00 p.m</p> <p>8.30 p.m/ 2.30p.m</p> <p>9 pm</p> <p>9 A.M.,1 A.M, 6 A.M</p> <p>3 pm</p>
Tarang	<ol style="list-style-type: none"> <li>1. <i>Kichhi Luha Peejae Otha</i></li> <li>2. <i>Swabhimani</i></li> <li>3. <i>Uansi kanya</i></li> <li>4. <i>Kemiti E Bandhan</i></li> <li>5. <i>Tarang Matinee</i></li> <li>6. <i>Mahabharat</i></li> </ol>	<p>7pm/12.30 p.m</p> <p>•</p> <p>7.30 pm/ 1 pm</p> <p>8 p.m/1.30 p.m</p> <p>8.30 pm/ 2pm</p> <p>3 P.M</p> <p>10 pm</p>
O TV	<ol style="list-style-type: none"> <li>1. <i>News</i></li> <li>2. <i>News Fuse</i></li> <li>3. <i>Police File</i></li> </ol>	
DD 1	<ol style="list-style-type: none"> <li>1. <i>Saraswatichandra</i></li> <li>2. <i>Patibrata</i></li> <li>3. <i>Babuparsuram</i></li> </ol>	<p>9 pm</p> <p>11 am/7.30 pm</p> <p>7.15 pm</p>

	<i>4. Bharat ki shan</i> <i>5. Rangoli</i> <i>6. Hindi movies</i> • <i>7. Odia movies</i> • <i>8. Palishree</i> <i>9. Krishi Darsan</i> <i>10.Arogya bharatam</i> <i>11.News</i>	9.30 pm 8.am Friday, saterday 9.30 pm, Sunday 12 p.m, Sunday 3.00 pm 5.30 pm 6 pm 6.30 pm 8 am, 3 pm,7 pm
Sarthak TV	<i>1. Mahadev</i> <i>2. To Aganara Tulasi Mu</i>	9 pm 8.30 pm
Parthana	<i>3. Jai Shree Krishna</i> <i>4. Devotional songs</i>	10 am/9 pm
Zee smile	<i>1. Pabitra Rista</i> <i>2. Punar Vivah</i>	9p.m 10pm.
Star Utsav	<i>1. Satha Nibhana Sathiya</i>	9.30 pm
Star Gold	Movies	
Tensports and star sports	Cricket match	
Taranga Music, 9xm, B4U	Musical programmes	

## In Chhattisgarh

### ICSW 14 (Raipur district) semi urban

Channel	Programme	Time
Colors	Sasural Simar Ka	7.30-8.00pm
Colors	Balika Vadhu	8.00-8.30pm
Colors	Madhubala	8.30-9.00 pm
Colors	Uttaran	9.00-9.30 pm
Star Plus	Sath Nibhana Sathiya	7.00-7.30 pm
Star Plus	Diya aur Bati Hum	9.00-9.30 pm
Life Ok	Mahadev	8.00-8.30 pm
Life OK	Savdhan India	11.0 pm-12.0 am
Zee TV	Sapne Suhane Ladakpan Ke	7.30-8.00 pm
Sony	Crime Petrol	11.00-12.00
Discovery	-	Any Time
Zee Cinema	Movie	Sunday & Saturday
News	Aaj Tak	Any Time
	ABP News	Any Time
	DD National	7.00-7.30 pm
DD National	Jai Hanuman	8.00-8.30 pm

Cartoon Channel	Chhota Bhim Doremon Ninja Hathodi	Any Time
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### Karampur

Channel	Programme	Time
Star Utsav	Ek Hazaro Me Meri Behna Hai	6.00-6.30 pm
Star Utsav	Is Pyar Ko Kya Nam Du	7.00 - 7.30pm
Star Utsav	Pratigya	8.00-8.30 pm
Star Utsav	Ye Rista Kya Kahlata Hai	08.30 - 9.00pm
Star Utsav	Shath Nibhana Shathiya	09.30-10.00 pm
Z Smile	Sapne Suhane Ladakpan Ke	7.30-8.00 pm
Zee TV	Rab se sona ishq	8.00 - 8.30pm
Zee TV	House wife	7.00 - 7.30pm
Dangal	Jai Shri Krishna	08.30 - 9.00pm
	Veer Shivaji	8.00-8.30 pm
Zee smile	Pavitra Rishta	09.00 - 9.30pm
Discovery	Animal Programmem	Any Time
Enter 10 Cinema TV Star Gold	Movie	Sunday & Saturday
P7 News	News	Any Time
News 24 ,	News	Any Time
ZEE Chhattisgah	News	Any Time

DD National	News	7.00-7.30 pm
DD National	Jai Hanuman,	8.00-830
DD National	Bharat KI shan	8.45 pm
Cartoon Channel	Chhota Bhim, Doremon, Ninja Hathodi	Any Time

### **Khala, Surguja**

Channel	Programme	Time
Star Utsav	Ek Hazaro Me Meri Behna Hai	6.00-6.30 pm
Star Utsav	Is Pyar Ko Kya Nam Du	7.00 - 7.30pm
Star Utsav	Pratigya	8.00-8.30 pm
Star Utsav	Ye Rista Kya Kahlata Hai	08.30 - 9.00pm
Dangle	Jai Shri Krishna	08.30-9.00pm
Z Smile	Pavitra Rishta	9.00-9.30pm
Enter 10 Cinema TV	Movie	Sunday & Saturday
P7 News	News	Any time
News24	News	Any time

## SERIALS

**Village:** Karampur

**District:** Surajpur

**State:** Chhattisgarh

Question	Answers
	We watch Pratigya, Saath Nibhana Saathiya.
	We watch Pavitra Rishta on Zee Smile
	Pratigya , Saath Nibhana Saathiya, Gopi Bahu on Star Utsav and Sapne Suhane Ladakpan ke, Pavitra Rishta, Choti Bahu, Paanchvi Bahu on Zee Smile
	I watch ek hazaron main meri behena, diya aur baati hum.

**Village:** Kukurbeda

**District:** Amanaka

**State:** Chhattisgarh

	I only watch Pratigya
	I watch Gopi Bahu
	I watch Diya and Baati at 9
	Gopi Bahu, Sasural Simmer Ka, Khamosh, Diya aur Baat
	Saathiya, Sasural Simmer Ka, Madhubala and Diya Aur Baati are what I watch most.
	I like Har Har Mahadev and all other devotional programmes
	I watch Jai Maa Durga, har har Mahadev, Sasural Simmer ka, Balika Vadhu.
	Diya aur Baati, Balika Vadhu, Saath Nibhana Saathiya, Punarvivah etc
	Mahadev, Jai Hanuman.

## NEWS

**Village:** Karampur

**District:**Surajpur  
**State:** Chhattisgarh

Questions	Answers
	We watch news at 8 pm
	We watch news on P-7 and News Express then on DD National at 7 pm
	P-7 is better than DD as it gives more diverse news, also unlike DD it is continuous, DD should also give news more often.
	I like news private channels more than DD.

### CHANNELS

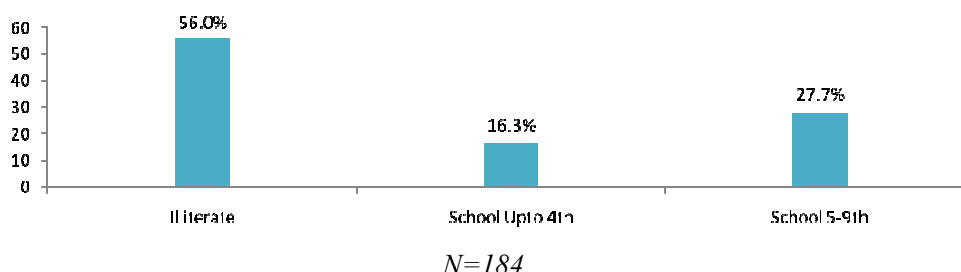
**Village:** Karampur  
**District:**Surajpur  
**State:** Chhattisgarh

Questions	Answers
What channels do these programmes come on?	Star Utsav
Which channels do you watch more often?	Star Utsav and Zee Smile
	Pratigya , Saath Nibhana Saathiya, Gopi Bahu on Star Utsav and Sapne Suhane Ladakpan ke, Pavitra Rishta, Choti Bahu, Paanchvi Bahu on Zee Smile
What is your favourite channel?	DD, as it's the oldest
	We watch Cinema T.V, Inter 10, Star Utsav the most.

**Village:** Kukurbeda  
**District:** Amanaka  
**State:** Chhattisgarh

	Star plus, Zee TV, Colors, Life Ok, don't watch ZEE TV that much as they replaced Manav on Pavitra
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	Rishta, we prefer ZEE Chhattisgarh
	We watch AAJK TAK for news



The graph above reflects the overall (all areas consolidated) dispersion of respondents by education. The table below exhibits area wise dispersion of respondents by education.

Overall, nearly two-third of the respondents (56%) reported being illiterate. In Kalyanpuri (48.4%), Tulsiram Bagicha (56.7%) and Ramchand Basti (46.7%), there is a higher skew to education up to 5 – 9<sup>th</sup> standard in school. This indicates a limited employability for higher high income jobs.

### Definitions of terminologies used in the report:

**Quantitative:** Data that is collected and represented in numerical values. It is used for measuring attributes, agreement and variations. This kind of data can be quantified/verified and processed through statistical means. IDIs and listing exercise come under this category.

**Qualitative:** Data that is collected and represented in non-numerical format but by means of more natural, descriptive language. This kind of data is processed in non-statistical means of content analysis. It is used for characterization and reasoning. The sample of respondents here is generally smaller. It involves conversational technique of gathering data that uses more probes. FGDs come under this category.

- *Overall: All respondents from all the 6 areas*
- *Most: Over 75 – 80% of respondents*
- *Some: 40 – 75% of respondents*
- *Few: Less than 40% of respondents*