

**Televiwing Behaviour of Farm Women regarding  
Farm and Home related Programmes**

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0; ogkj**

**Miss. NEHA GOSWAMI**

**THESIS**

**MASTER OF SCIENCE (HOME SCIENCE)**

**IN**

**Department of Home Science Extension and Communication  
Management**



**2017**

***Department of Home Science Extension and Communication  
Management College of Home Science, Udaipur***

**MAHARANA PRATAP UNIVERSITY OF AGRICULTURE AND  
TECHNOLOGY, UDAIPUR (RAJASTHAN)**

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0; ogkj**

A

THESIS

SUBMITTED TO THE

MAHARANA PRATAP UNIVERSITY OF

AGRICULTURE AND TECHNOLOGY, UDAIPUR

IN PARTIAL, FULFILLMENT OF THE REQUIREMENT FOR

THE DEGREE OF

MASTER IN SCIENCE IN HOME SCIENCE EXTENSION AND  
COMMUNICATION MANAGEMENT

By

**Miss. NEHA GOSWAMI**

**2017**

**MAHARANA PRATAP UNIVERSITY OF AGRICULTURE AND  
TECHNOLOGY,  
COLLEGE OF HOME SCIENCE, UDAIPUR**

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Date: / /2017

This is to certify that this thesis entitled “**Televiewing Behaviour of Farm Women regarding Farm and Home related Programmes**” submitted for the degree of **Master of Science** in the subject of **Home Science Extension and Communication Management** embodies bonafide research work carried out by **Miss Neha Goswami** under my guidance and supervision and that no part of this thesis has been submitted for any other degree. The assistance and help received during the course of investigation has been fully acknowledged. The draft of the thesis was also approved by the advisory committee on

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This is to certify that **Miss Neha Goswami** student of the **Home Science Extension and Communication Management**, College of Home Science has made all correction/modification in the thesis entitled “**Televiewing Behaviour of Farm Women regarding Farm and Home related Programmes**” which was suggested by the external examiner and the advisory committee in the oral examination held on - -2017. The final copies of the thesis duly bound and corrected were submitted on - -2017 are enclosed herewith for approval.

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Enclosed one original and three copies of bound thesis, forwarded to the Director Resident Instruction, Maharana Pratap University of Agriculture and Technology, Udaipur through the Dean, College of Home Science, Udaipur.

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Date: / /2017

This is to certify that **Miss Neha Goswami** (M.Sc. Scholar) has worked under me on **“Televiewing Behaviour of Farm Women regarding Farm and Home related Programmes”**.

1. I have monitored her research work.
2. My self and the scholar were in contact with the committee members and the research work was reviewed regularly.
3. The advisory committee members have gone through M.Sc. thesis critically and made correction as per requirement.

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**ABSTRACT**

**Title: “Televieing Behaviour of Farm Women regarding Farm and Home related Programmes”**

The present study was undertaken with the objectives to study the televieing behavior, information received and opinion of farm women about the farm and home related programmes. The study was conducted in four villages of Badgaon panchayat samiti of Udaipur district, Rajasthan. The total sample comprises of 100 farm women. An interview schedule was prepared by the investigator and interview technique was used for data collection. Frequency distribution, percentage and mean weighted scores were used for analysis of data.

The profile of the respondents indicated that 90 per cent were in the age group of 30-40 years, educated up to primary level (45%), were from nuclear family (57%), had more than 1 hectare of land holdings (61%), married (100%) and farming as their main occupation.

The outcome of the study revealed that more than 60 per cent respondents had correct knowledge of day, timing and duration of farm and home related programmes telecast on DD Rajasthan and ETV Rajasthan channels whereas, some of the respondents knew about the day, time and duration of the programmes of DD Kisan and Z Khana Khazana channels. With regard to televieing behaviour of farm women majority (83%) of the respondents watched entertainment programme daily and nearly one third of them viewed farm & home related programmes frequently. Almost all the respondents preferred to watch programmes of 15-30 minutes duration in demonstration, interview and talk show formats in the evening (7-10:00 pm) and in Hindi language.

More than fifty per cent respondents received information related to improved agriculture & animal husbandry, nutrition, health & hygiene, government initiatives for rural development, improved homestead technologies and environmental sanitation. Use of technical words (82%), incomplete information on importance of organic farming (76%), lack of information about consumer awareness (71%), non suitability of morning time (64%),

and lack of coverage of government programmes and policies (57%), were some of the aspects of components of TV programmes mentioned by the respondents may suffer while watching programmes and they need major changes on that.

The overall opinion of farm women towards various components of TV programmes reflect that more than half of the respondents (51%) were in the category of most favourable opinion whereas, 39 per cent were in the category of favourable and only 10 per cent had unfavourable opinion towards different components of TV programmes. Thus, there is a need to make necessary changes in the programme according to their preferences and understanding level of farm women for developing most favourable opinion towards different components of programme.

**Major Advisor**

**Research Scholar**

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## INTRODUCTION

Today the life of man and the society in which he lives has witnessed media and communication explosion. The present age has been rightly termed as 'Information Age'. People are information hungry and need timely and updated information for their development. An effective communication has a significant role in process of transfer of useful information. Mass media offer the great possibilities for effective action through its capability of disseminating technical and useful information among millions of people, particularly people living in remote areas. The main aim of mass media is to inform, educate and to motivate the people to accept new ideas and technologies for increase the living status. Mass media play a significant role, in bringing awareness to people and motivate them to be active part in the nation building endeavors. For the rapid development there is need for constant flow of technological information from research system to extension system. Mass media concentrate on the task of disseminating information and message that would improve agricultural production, health, education, national security and other vital areas based on the assumption that the mass media had very powerful, direct and immediate effects on listeners and viewers (Narula, 2011).

There is no doubt that, mass media plays a tremendous role in the development of rural communities by transmitting need based information. Mass media are also a good source to disseminate innovations in agriculture, extension programmes and government initiatives for rural development. In our country we have a wide range of mass media ranging from print to the broadcast media. These media include newspapers, magazines, books, radio, television etc. Among the broadcast media operative in India, television is the most popular and potential. Television is called the miracle of our times. Television has been in India for more than 50 years now. In the last ten years it has seen an unprecedented expansion both in terms of geographical reach and in terms of audience. Inevitably, this sensational development can have a profound effect on our people, their attitudes, life styles and value systems as no other means can equal television. The former president Dr. Rajendra Prasad, while inaugurating India's Television Service on September 15, 1959 expressed that the process of change in developing society has generally been slow in a highly bound country like India. So mass media strategies have first to create in them a general awareness of what all is going elsewhere. Then to motivate them, to 'accept' and 'achieve' something new and also hoped

that television would go a long way in broadening the popular outlook in line with scientific thinking (Grover *et. al* 2007).

Television is an innovation of the year 1936 has reached most part of the globe within a short span of five decades. The first telecast in India originates from a makeshift studio in the Akashvani Bhawan, New Delhi on 15th September 1959. From April 1965, television's general service was increased from one hour once-a-week to one hour 4 days a week and from 15 August that year, it became a daily trans-mission. To familiarize the rural viewers with the technical and scientific know-how about improved farming, agricultural implements, fertilizers, weather forecasts, better seeds and inputs the Krishi Darshan programme was introduced on 26 January 1967 at the national level. Information regarding importance of education, personal hygiene, health, family welfare, national and emotional integration, social comment and entertainment are the additional messages of Krishi Darshan Program. Under the Ministry of Information and Broadcasting (Doordarshan) commercial TV was started in 1976. The first experiment with satellite technology in India was conducted in 1975-76 under the programme Satellite Instructional Television Experiment (SITE). This was the first attempt in the world to use satellite broadcasting for social education. The year 1982 also witnessed the introduction of a regular satellite link between Delhi and other transmitters, heralding the arrival of a national network. Presently, Doordarshan operates 30 channels in 22 languages and is one of the largest Terrestrial Networks in the World, DD National and DD News are available both through terrestrial as well as satellite mode of broadcasting. DD Bharati, DD India, DD Gyan Darshan and 11 regional channels are available in the satellite mode. At present more than 92 per cent of the population of the country can receive Doordarshan programmes through a network of more than 700 terrestrial transmitters (Devendrappa, 2014).

In Rajasthan Doordarshan Kendra was setup in the year 1987, at Jaipur. At that time only 30 minutes programme was broadcast by the Kendra and afterward gradually increased in number and duration of programmes. Later in year 1994-95 DD Rajasthan and ETV Rajasthan channels were started and telecast different programmes for serving the farming community. Now-a-days there are bundle of TV channels viz. Colors, Sony, Star Plus, Doordarshan, Zee TV, DD Kisan, ETV, Z khana khazana, Life Ok, ABP News, Aaj Tak, ESPN, Star Sports, Pogo, Cartoon Network etc. Out of these channels only DD Rajasthan, ETV Rajasthan, DD Kisan and Z khana khazana are the channels that telecast farm and home

related information through Krishi Darshan, Annadata, Chaupal, Rasoi se, Mother's care, Hello kisan, Chat par bagwani, Swasth kisan and Baat rajyon ki programmes.

In India approximately 70 per cent of farming community lives in rural areas and their major occupation is agriculture. They have eagerness to obtain knowledge, particularly in the field of modern agriculture to make themselves psychologically strong to adopt modern methods of agriculture. Since, it is difficult to contact an individual farmer for transfer of technology. For the purpose television is considered to be effective communication media and helps in bridging the gap between scientists and farmers. TV programmes on agriculture aspects have an immediate effect, if the ideas can be put across to the farmers at the time when they need them the most. It can thus speed up changes already taken on hand by them (Padre and Tripp 2003). In rural India the education level is low (68%) therefore television could be one of the best and favorite medium of communication for providing information in short time (Nazari and Hasbullah, 2008).

#### **JUSTIFICATION OF THE STUDY**

Cognate to farmers, contribution of farm women at farm and home activities is unlimited. They represent the invisible work force in a group of activities ranging from land preparation till harvest of agricultural produce and variety of tasks of home affairs including cooking, care of family members, health & hygiene, sanitation, environmental cleanliness etc. In this regard television is most suitable mass medium for dissemination of agricultural and homestead information and equipped farm women with the latest developments in farm and home related technology and acuminates their technical skill. In addition, messages related to general awareness regarding consumer awareness, women empowerment, income generating activities, domestic violence, sexual exploitation etc. are also telecast through different television programmes so that farm women can be motivated to do better for their economic and social empowerment. TV channels in Rajasthan are now becoming a highly integrated part of every household in Rajasthan. In view of proliferation of large number of TV channels and programmes, the viewing behaviour of people has also changed overtimes. The impact made by the TV programmes has not been limited to dissemination of farm technology but the success of programme depends on awareness, preference and opinion of the people for whom the programme is planned. Till now limited researches have been made to know the televiewing behaviour and opinion of the farm women about television programmes. Therefore the present study entitled "*Televiewing behaviour of farm women regarding farm*

*and home related programmes*” is an effort to study the televiewing behaviour, opinion and information received by the farm women through TV programmes have been planned with the following specific objectives

### **OBJECTIVES OF THE STUDY**

1. To study the televiewing behavior of the farm women regarding farm and home related programmes in terms of
  - i. Awareness of the programmes.
  - ii. Extent of watching the programmes.
2. To find out the farm and home related information received by the farm women through TV programmes.
3. To ascertain the opinion of the farm women towards the TV programmes.

### **IMPLICATIONS OF THE STUDY**

1. The information regarding awareness of farm women about programmes will help in identifying the area in which their awareness is lacking and will help the extension personnel and field officers to make people aware about the programmes.
2. The information regarding televiewing behaviour and information possessed by farm women about different programmes telecast will provide guidelines to the program producers in making TV programmes more practicable.
3. The results of the study related to opinion of the farm women towards the different components of the programs will helpful in identify the area in which their opinion is unfavourable and will help program producers to make necessary changes in the program according to the need, preference and understanding level of the farm women.

### **OPERATIONAL DEFINITION**

**Opinion:** Opinion in the present study refers to the favourable or unfavourable views of farm women about the farm and home related TV programmes.

## REVIEW OF LITERATURE

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Review of literature is an integral part of research. Review of related literature helps in forming approximation regarding the probable outcomes of the research study. A sound base for any research exercise is the awareness of the work already done in the area of the research being undertaken for study. References to the publications in the form of papers, articles, news and books help investigator to be acquainted with the subject of the study and help in bringing about coherence in the overall understanding of the area of the study. For this purpose literature is reviewed through Books, Journals, Magazines and Internet Websites were undertaken and has been organized under following heads:

### **2.1 Televiewing behaviour of the respondents regarding TV programmes**

### **2.2 Information received by the respondents through TV programmes**

### **2.3 Opinion of the respondents towards TV programmes**

#### **2.1 Televiewing behaviour of the respondents regarding TV programmes**

Gupta *et. al* (2006) in their study on “Television viewing behavior- A study of tribal farmers of Kinnapur (Himachal Pradesh)” showed that majority (94%) of the respondents had dish antennas or cable connection. More than one third of the respondents (38%) were regular viewer of the TV and time devoted for viewing the TV programme is less than 1 hour daily as reported by 65 per cent respondents. With regards to the time suitability morning time was preferred by the most of the respondents for educational and informative programmes, while afternoon hours and Sunday/holiday were given for sports and entertainment programmes. Further, the farmers had liking to view religious and news channel to some extent and mostly preferred to view agricultural programmes.

Muhammad *et. al* (2006) conducted a study on “Role of mass media in the dissemination of agricultural technologies among farmers” revealed that 47 per cent of the respondents watched TV rarely, 15 per cent occasionally and 38 per cent respondents never watched TV for the purpose of getting information about agriculture.

Kumari (2006) reported in her study on electronic media and reported that more than 60 per cent rural women of Patna district were aware about programme like entertainment,

religious, educational, news and current affairs. With regard to duration of watching TV programme data expolate that majority 65 per cent of them watched TV daily, 29 per cent on alternate day and 6 per cent watched TV weekly. Data also stated that about half of the respondents (48%) watched TV for 1-2 hours, 39 per cent respondents for 2-3 hours, 11 per cent for 1 hour while very few respondents watched TV for more than 3 hours. Programme related to agriculture, animal husbandry and household task were viewed sometimes by 12 per cent rural women and Krishi Darshan was always viewed by 7 per cent. Entertainment, information about health, agriculture and animal husbandry were the main reasons for watching TV programmes as reported by 100 and 43 per cent respondents, respectively. Further 71 per cent respondents reported that they perform household work as dusting, feeding and eating while watching TV programmes and 25 per cent watch TV silently. Study also portray that 70 per cent women watched agriculture content at the first priority followed by animal husbandry (79%), health (73%) and programme on home content (61%) respondents, respectively.

Bharvaga (2007) concluded in her study on “Televiewing behaviour and utilization of farm and home programmes by rural women” that nearly three fourth (73%) of the respondents viewed TV programme frequently and 18 per cent viewed most frequently. With regard to time and duration 75 per cent respondents reported that they watched TV daily for 1-2 hrs, 15 per cent respondents watched programme frequently for 2-3 hrs and very few respondents viewed TV programme sometime for 1-2 hrs with irrespective of season more than 70 per cent rural women used to watch TV during 6:00-10:00 pm in the evening & 15 per cent during 6:00-7:00 am in the morning. Finding of the study also revealed that 93 per cent respondents viewed TV programme for entertainment purpose, 57 per cent showed their interest to see cookery show, farm & home activities (87%) and to get information about current affairs (24%). Regarding work done by the respondents while watching TV, data exhibits that 84-100 per cent respondents reported for the cutting vegetables, cleaning of grains, kneading flour, stitching and repairing of clothes. Regarding knowledge of the respondents about farm and home telecast data reveals that 91 per cent respondents knew about Krishi Darshan and cookery show i.e. Mirchi masala, Rasoi se and Khana khazana were known to 30, 18 and 2 per cent respondents, respectively.

Shobha *et. al* (2008) in their study on “An assessment of television viewing behaviour of home makers” revealed that majority of the respondents watched repeat telecast programmes and had discussion with friends and neighbours.

Nagaych *et. al* (2009) in their study on “Listening and Viewing Behaviour of Farmers about Agricultural Programmes” reported that 74 per cent respondents viewed the farm telecast programme occasionally, 12 per cent of them were regular viewers and remaining 24 per cent never watched the farm telecast programmes.

Chaturvedi and Singh (2010) reported in their study on “Correlates of television advertisement viewing behaviour of rural viewers” and found that a majority of the respondents (62%) were in low level followed by 23 per cent in medium level and 15 per cent respondents were in the high level category of TV advertisement viewing behavior.

Khandikar *et. al* (2010) found demonstration, discussion among scientists and progressive farmers and lecture delivered by the progressive farmers (73%), lecture and discussion with subject matter specialists (50%), drama (36%), interviews and lectures by SMSs (35%) and documentary films (31%) were the suitable mode of telecast of agricultural programme.

Emmanuel (2010) reported in their study conducted on “Differential Mass Media Use among Rice Farmers in Nigeria; Evidence from Benue State” that among the mass media, radio was used by (83%), TV by (39%) and mobile phones were used by (55%) respondents.

Chachhar *et. al* (2012) conducted a study on “Role of television in agriculture development of Sindh, Pakistan” and reported that 87 per cent respondents had their own television set and 41 per cent preferred to watch agriculture related television programmes.

Jhanjharia *et. al* (2012) concluded in their study on “Awareness of farmers about farm based radio and television programmes” that more than 90 per cent respondents were aware about the name and duration of Chaupal, Krishi darshan, Kalyani, Kheti badi and Prashnottri programmes broadcasted on DD Rajasthan.

Ramakrishna (2012) concluded in his study on “Television viewing behavior of rural women” that popular serials, reality shows, music & films, religious programme, news and sports programme were watched by 38%, 29%, 15%, 7%, and 3% respondents,

regularly. Further, majority of the women were viewing entertainment programmes approximately for one hour daily.

Meenakshisundaram (2013) conducted a research to study the television viewing behaviour of farm women and their attitude towards television and concluded that majority of the farm women (66%) had favourable attitude towards farm telecast programme.

Kakade and Kolar (2013) revealed that almost all respondents watched television daily and spend more than three hours in a day and also found that television is the most popular media among women for education and entertainment purpose.

Patel and Chauhan (2013) conducted a study on “Farm televiewing behavior of farmers”. The findings of the study revealed that 79 per cent respondents watched Doordarshan and 66 per cent ETV to gain knowledge about agricultural technology and fifty per cent respondents discussed the information received through TV programmes with their friends or relatives.

An investigation on “Farm telecast viewing behavior of farmers in Haryana” conducted by Singh *et. al* (2014). The findings of the study stated that 21 per cent farmers viewed Krishi darshan programme regularly, while 37 per cent of them were casual and frequent viewers.

Lad and Deshmukh (2014) revealed that 73 per cent respondents were in the medium level, 16 per cent in the high level and 11 per cent were in the low level category of utility perception. The reason for such findings as reported by the viewers were that in most of the agricultural programme - live demonstrations were used that helps in easy understanding of agriculture related information.

A study on “Awareness and utilization of Krishi Darshan program among the farmers: A case study of Gharwal village of District Sonapat, Haryana” conducted by Singh *et. al* (2014) and found that more than 53 per cent farmers were aware about the program whereas, 36 per cent don't knew and 11 per cent farmers totally ignorant about the program.

Ghosh and Sharma (2014) the result of the study on “Content analysis of fisheries vis-a-vis agriculture and animal husbandry based (Krishi Darshan) live-phone-in television

programmes in West Bengal” indicated that majority of the respondents view programmes related to agriculture, animal husbandry and fisheries.

An investigation on “Televiewing behaviour of Bangladesh rural women” was conducted by Islam and Kamruzzaman (2015). The findings of the study indicated that the majority of the women (65%) were in the category of medium level 20 per cent in the low level and 15 per cent women were in the high level of adoption category.

Swathilekshmi *et. al* (2015) in their study on “Mass media utilization behaviour of farm women” and documented that majority of the farm women (77%) used radio, followed by television (70%) a newspaper (37%) and used farm publications (10%).

Kumar *et.al* (2016) conducted a study on “Role of farm telecast in dissemination of livestock information in the era of ICT” and reported that 73 per cent respondents had medium level of viewing behaviour towards farm telecast programs, as most of them were engaged in the farming and animal husbandry activities during the telecast time.

Kavithaa and Rajkumar (2016) revealed that more than fifty per cent farm women viewed entertainment programmes (comedy, songs, dramas and films) followed by informational programmes (news, aarokkia bharatham, marutuva nerum and santai), agricultural and animal husbandry programmes (vayalum valvum, malarum bhoomi and pon vilaiyum bhoomi) by (18%), (15%) and (10%) respondents, respectively.

## **2.2 Information received by the respondents through TV programmes**

Nehra *et. al* (2004) conducted a study on “Effect of television advertisements on home makers in selection of detergent” and revealed that 60 per cent respondents were interested in watching TV advertisements to get information about existing products and 48 per cent respondents about new detergent products.

Goyal and Singh (2005) in their study on “Awareness of rural women regarding family welfare programme” reported that among the mass media sources, television was used by majority (60%) of the respondent for receiving the information about family welfare programme.

A research study undertaken by Kumari (2006) and stated that nearly half of the respondents reported that they received information about equipments and fertilizers from the TV programmes and 12 per cent receive information related to cooking. Also TV

advertisements provide information related to agricultural equipments, fertilizers and seeds were reported by 17-19 per cent respondents.

Bhargava (2007) in her study reported that more than 70 per cent respondents received information about the selection of seed variety according to the type of soil, use of urea and other fertilizers, fertilizers doses and 40 per cent get information regarding drudgery reducing equipments. Information obtained and utilized by 34 per cent respondents related to household activities as preparation of various recipes (upma, halwa and idli). Information regarding households & environment sanitation, child care practices and home utility items were received by 48, 15 and 12 per cent respondents, respectively.

Robert and Emily (2007) conducted a study on “The power of TV: Cable television and women's status in India” with the objective to analyze the effect of the introduction of cable television on women's status in rural India. Findings of the study indicated that the information received and utilized by more than 57 per cent of the women were about various aspects of women empowerment and reduced son preference, fertility (primarily via increased birth spacing) and domestic violence towards women as well as increases in women's autonomy, enrollment for girl child in school.

According to the Kaiser Family Foundation Report (2008) there was a significant gain in the knowledge of pregnant women on HIV after viewing the TV programme for one and two weeks as reported by 61 and 45 per cent respondents, respectively.

A study on “Utilization pattern of different sources and channels of agriculture information used by the fenugreek growers” conducted by Yadav *et. al* (2011) and revealed that among different impersonal cosmopolite sources and channels of agriculture information the television was utilized by the viewers for getting information about improved fenugreek cultivation and also reported that most of the respondents purchased TV sets for getting information about latest technology related to the agriculture.

Sharma (2012) in his study on “Mass Media utilization pattern of farm women” and stated that 53 per cent respondents gave highest rank to seeking agriculture information as the main reason for using TV, followed by exchange of information, become a necessity and for increasing in knowledge as reported by (51%), (49%) and (38%) respondents, respectively.

A study on “Farm telecast on Kannada channels and their impact on farmers” was conducted by Devendrapp (2014) and reported that in case of Krishi Darshan majority of the farmers obtained information regarding plant protection measures from farm telecast followed by fertilizer, organic farming, field crops, crop varieties, sowing time, water management and horticultural crops however water management, crop varieties, horticultural crops, manure and field crops were received by 40 per cent respondents.

A comparative study on “The effect of television in comprehension of organic farming technology” was conducted by Nayak *et. al* (2014) and stated that there was an appreciable change in the knowledge and comprehension of the viewer’s when the technology was exposed through television.

Singh *et. al* (2014) revealed that about 55 per cent respondents received information & got benefitted through the information related to sowing and irrigation is useful for healthy crop telecast on Krishi darshan.

A study on “Information sources and technology adoption by farmers: an empirical study in Mohanpur Block, West Tripura” conducted by Panda (2014) found that TV was the most often source of information for the farmers and had positive & significant effect on adoption of technology as reported by 44 per cent respondents.

Ghosh and Sharma (2014) in their study on “Content analysis of fisheries vis-a-vis agriculture and animal husbandry based (Krishi Darshan) live-phone-in television programmes in West Bengal” reported that information on agricultural programme, schemes of agriculture, animal husbandry, poultry and duck farming were received by nearly one- fourth of the respondents.

A study conducted by Aziz *et. al* (2016) on “Effectiveness of ‘Haryali’ and ‘Kisan Time’ programmes telecast by PTV as perceived by the farmers of Nasirabad district of Baluchistan, Pakistan” and reported that nearly one third of the farmers (36%) received information about agriculture and its allied areas through programme through Haryali and Kisan Time programmes and there was increment in their knowledge.

### **2.3 Opinion of viewers towards the TV programmes.**

Kumari (2006) in a study reported that majority of the respondents (75%) viewed that 7:30 to 9:30 p.m. was suitable timings for telecast of informational and educational programmes as they were usually finish their household work. Further, duration of

educational programme especially half an hour for Krishi darshan was not suitable to 65 per cent of respondents. However, 35 per cent respondents reported that duration of entertainment programme like khana khazana and health programme were suitable to them.

Gupta *et. al* (2006) revealed that 95 to 100 per cent respondents perceived that the TV programmes are very entertaining, educative, and informative. More than four fifth of the respondents opined that the TV programmes helped them to acquire knowledge, improve the quality of life, entertained the guest, kept the children a stress free, improved the quality of cooking and created the feeling of togetherness in the family.

Malgar (2007) stated that more than half of the respondents (54%) opined that duration of important and informative programmes like government policies and welfare schemes should be increased and more emphasis on panel discussion with agriculture scientists, successful women entrepreneur etc.

Bhargava (2007) in her study reported that more than 88 per cent respondents suggested for the use of simple language and local dialect, changes telecast timing of farm & home programmes, more weightage on agriculture, animal husbandry and issues related to women welfare programmes. With regard to mode of programme presentation 80 per cent respondents opined for demonstration, 55 per cent for group discussion, 20-40 per cent for story play and interview mode of TV programme presentation.

Krishnamurthy and Nataraju (2008) in their study revealed that availability of leisure time was the major problem encountered by majority of the farmers in viewing farm programmes. Majority of the respondents suggested for increasing the duration, changes in telecast time and advance information about scheduled programmes.

Katole *et. al* (2009) conducted a study on "Content analysis of agricultural telecast programmes" and reported that majority of the respondents opined that interview, demonstration, drama & role play were the most preferable mode of programme presentation.

A comparative study on "Correlation of farm televiewing farmer's knowledge on improved animal husbandry practices with different characteristics" was conducted by Patel and Chauhan (2009) and found that all most all the respondents (99%) had favourable farm televiewing behaviour.

Badodiya *et. al* (2010) conducted a study on “Perceived effectiveness of farm telecast in transfer of agricultural technology” and found that more than half of the respondents perceived that farm telecast programmes are helpful in transfer of agricultural technology and were in the category of medium level of effectiveness.

Deshmukh and Wattamwar (2010) in their study on “Effectiveness of farm programme Amachi Mati Amachi Mansa perceived by televiewing farmers” revealed that the TV programme was perceived as useful, effective, and motivating factor for adoption of new technology and 48 per cent respondents were in favour to change in duration and time of the programme.

Nazir and Hassan (2011) reported in their study that 87 per cent of the respondents were in view that appropriate time for broadcasting agriculture related programme is between 6:00-8:00 pm in the evening and believed that the duration of the program was enough to cover the content of the programme.

Saibaba *et. al* (2011) in their study on “Television for the promotion of health and nutrition information- a study of Indian urban viewers” stated that majority of the viewers perceived that nutrition and health programmes should be telecasted during evening rather than the other timings of the day to catch the interest of the viewers.

Badodiya and Chaudhary (2011) in their study on “Perceived effectiveness of farm telecast in transfer of agricultural technology” stated that 54 per cent of the viewers opined that the information about farm was adequate and satisfactory.

An investigation on “Role of television in agriculture development of Sindh, Pakistan” was conducted by Chachhar *et. al* (2012) and found that 80 per cent farmers perceived that television programme should be helpful in increasing the income of the farmers.

Lal (2012) concluded in his study that 50 per cent respondents did not want any change in the present duration of farm TV programmes, while remaining 50 per cent respondents wanted change in the duration of farm TV programmes and were in opinion that the duration should be increased by 10 minutes and 15 minutes daily as opined by 60 and 67 per cent respondents, respectively. Findings also revealed that 80 per cent respondents opined that the language of farm TV programmes is suitable whereas, remaining 20 per cent respondents expressed that the language did not suits them and wanted that the

programmes should be telecasted in local language (*Punjabi*) should be used in farm TV programmes.

Devendrapp (2014) reported in his study on “Farm telecast on Kannada channels and their impact on farmers” that 82-85 per cent respondents perceived that the programme telecasted in Kannada channels are clear enough to understand and the amount of information given through television is sufficient for its adoption. With regards to usefulness of farm programme more than 75 per cent respondents were in the favour that these programmes are very useful for them.

Ansari (2015) in his study on “Differentials characteristics of viewers of farm TV programmes” stated that viewers were had favourable attitude towards telecasted programme as compare to non-viewers.

Ghanshyam *et. al* (2016) concluded in their study on “Study of TV programme in disseminating agricultural information by ecological region of Nepal” that 87 per cent people residing in hilly areas and 73 per cent in plain areas preferred to watch agricultural programme and were expressed their satisfaction with the type of agricultural information broadcast in NTV.

Kumar *et. al* (2016) in their study on “Role of farm telecast in dissemination of livestock information in the era of ICT” and opined that the duration of telecast (100%), time of telecast (91%), repetition of the programmes (79%), local information coverage (31%) and regularity of the programmes (29%) should be increased to attract the views of farmers towards television.

Aziz *et. al* (2016) conducted a study on “Effectiveness of Haryali and Kisan Time programmes telecast by PTV as perceived by the farmers of Nasirabad district of Baluchistan, Pakistan” reported that nearly thirty per cent respondents opined that balochi/folk songs should be incorporated in Haryali and Kisan Time programme, language should not be very technical and there should be repetition of the special talks of the experts in these programmes.

## **METHODOLOGY**

This chapter deals with the scientific approach that was followed to accomplish the objectives of the study. The present study was undertaken to find out the televiewing behaviour, information received and opinion of farm women towards farm and home related TV programmes. The various aspects pertaining to the study are described under the following heads.

### **3.1 Locale of the study**

### **3.2 Selection of sample**

### **3.3 Selection and development of research tool**

### **3.4 Procedure of data collection**

### **3.5 Analysis of data**

## **3.1 LOCALE OF THE STUDY**

The study was conducted in Udaipur district of Rajasthan state.

## **3.2 SELECTION OF PANCHAYAT SAMITI AND VILLAGES**

There are total 17 panchayat samities in the Udaipur district including 11 rural and 6 tribal panchayat samities. For the present investigation one rural panchayat samiti i.e. *Badgaon* was selected randomly. From the selected panchayat samiti four villages namely Iswal, Kavita, Lausing and Kadiya having approximately 20-25 km distance from district headquarter were selected purposively.

## **3.3 SELECTION OF SAMPLE**

For the selection of sample a list of farm families having cable connection was prepared separately for each village with the help of local cable operators. From the list a separate list of farm women who are the viewers of TV programmes were prepared. From each village 25 farm women who were willing to respond were selected to form a total sample of 100 respondents.

## **3.4 SELECTION AND DEVELOPMENT OF RESEARCH TOOL**

In view of purpose of the study and respondent's literacy level, interview technique was used to collect information from the respondents. For this purpose an interview schedule was

prepared after reviewing the literature and in consultation with the experts. The schedule consisted of the following section:

**Section 1:** First section of the interview schedule consisted of background information of the respondents i.e. name, age, educational status, marital status, family structure, family occupation, total land holding, area under cultivation, livestock population, household assets, media ownership, mass media exposure and general information about television including ownership, reasons for purchasing TV and handling of TV.

**Section 2:** The second section of the interview schedule dealt with the information related to televiewing behaviour including awareness and extent of watching farm & home related programmes by the respondents i.e. name, day, time, duration and content, extent of watching TV, preferences, reasons, frequency, other activities during viewing the programmes and discussion with others.

**Section 3:** This section included information received by the farm women through TV programmes regarding nutrition, health and hygiene, environmental sanitation, consumer awareness, improved practices and government initiatives for rural development.

**Section 4:** This section dealt with opinion of the farm women about timing, duration, accuracy, language, clarity, utility, mode of presentation, and content of the programmes.

### **3.5 PROCEDURE OF DATA COLLECTION**

Interview technique was used for data collection. After establishing rapport with the respondents, purpose of the study was explained and data were collected personally by the investigator using interview schedule. Probing was also done to gather the required information from the respondents.

### **3.6 ANALYSIS OF DATA**

**I. Measurement of variables:** This part of chapter was concerned with measurement of various variables under study.

**A. Background information of respondents:**

The details of categorization of respondents on the basis of their background information i.e. age, education, marital status, family structure, family occupation and media ownership are given as under:

a) **Age:** The chronological age of the respondents at the time of the data collection expressed in complete year was taken as their age. The respondents were grouped on the basis of their age as follows:

**Table 3.1 Categorization of respondents on the basis of their age**

<b>S. No.</b>	<b>Categories</b>
1.	20-30 years
2.	30-40 years
3.	Above 40 years

b) **Education:** It referred to the numbers of years of the formal schooling completed by the respondents at the time of investigation.

**Table 3.2 Categorization of respondents on the basis of their education**

<b>S. No.</b>	<b>Categories</b>
1.	Illiterate
2.	Primary
3.	Middle
4.	Higher secondary
5.	Senior secondary
6.	Graduation

c) **Marital status:** The respondents were grouped on the basis of their marital status were categorized as:

**Table 3.3 Categorization of respondents on the basis of their marital status**

S. No.	Categories
1.	Married
2.	Unmarried

d) **Family structure:** Respondents were classified according to their type of family into two groups i.e. nuclear and joint. Family size indicates the number of members in the family usually living together in common house with common kitchen. Respondents were categorized as follows:

**Table 3.4 Categorization of respondents on the basis of their family structure**

S. No.	Categories
1.	<p><b>Family type</b></p> <p>a. Nuclear</p> <p>b. Joint</p>
2.	<p><b>Family size</b></p> <p>a. Large (above 8 members)</p> <p>b. Medium (5-8 members)</p> <p>c. Small (up to 4 members)</p>

e) **Land holding:** It indicated the size of the land owned by the respondents. The respondents were categorized as follows:

**Table 3.5 Categorization of respondents on the basis of their land holding**

<b>S. No.</b>	<b>Categories</b>
1.	Up to 0.50 hectare
2.	0.50 - 1.0 hectare
3.	Above 1.0 hectare

f) **Family occupation:** It indicated the respondent's family means of livelihood. The family occupation was divided into – main occupation and subsidiary occupation as follows:

**Table 3.6 Categorization of respondents on the basis of their family occupation**

<b>S. No.</b>	<b>Categories</b>
<b>1.</b>	<b>Main occupation</b> a. Farming
<b>2.</b>	<b>Subsidiary occupation</b> a. Tailoring b. Dairy c. Govt. Job d. Shopkeeper e. Vendor f. Contractor g. Electrician h. Plumber i. Welder

g) **Media ownership:** Ownership of media by the respondents was categorized as under:

**Table 3.7 Categorization of respondents on the basis of their media ownership**

<b>S. No.</b>	<b>Categories</b>
<b>1.</b>	<p style="text-align: center;"><b>Print media</b></p> <p>a. Newspaper b. Magazines</p>
<b>2.</b>	<p style="text-align: center;"><b>Electronic media</b></p> <p>a. Telephone b. Mobile c. Radio d. Television e. Computer</p>

**B. Measurement of televiewing behaviour and information received:**

In order to know the televiewing behavior and type of information received by the respondents through farm and home related programmes of the selected channels the responses were taken as “yes” or “no”.

**C. Measurement of opinion:**

In order to know the opinion of the respondents about various components of TV programmes an opinionnaire was developed consisted of 40 statements (30 favourable and 10 unfavorable). The responses of the respondents were taken on a three point continuum as “strongly agree” “agree” and “disagree” with weightage of 3, 2 and 1 scores for each favourable statement and 1, 2 and 3 scores for each unfavourable statements, respectively.

**Component wise opinion statements**

<b>S. No.</b>	<b>Components</b>	<b>No. of Statements</b>
1.	Content	15

2.	Content Utility	11
3.	Language	3
4.	Time & Duration	5
5.	Mode of Presentation	6

The maximum scores in different components are varied hence, to have uniformity and make data comparable the scores obtained by respondents were converted into MWSs and then categorized into three equidistance categories as follows

S. No.	Categories and MWS range
1.	Most Favourable (2.35-3.00)
2.	Favourable (1.68-2.34)
3.	Unfavourable (1-1.67)

## I. Statistical analysis of data

After collecting data it is important to analyze them with the help of statistics to arrive at proper and adequate conclusion. Following statistical measures were used to analyze the data.

- A. Frequency and percentage:** Frequency and percentage were used to analyze data related to background information, general information about television, televiewing behavior of farm women, information received by farm women and opinion of farm women about various components of programmes.
- B. Mean weighted score (MWS):** To measure the overall opinion of the respondents mean weighted scores were calculated. For this a rating scale was developed having 3 point continuum “strongly agree” “agree” and “disagree” with scores 3, 2 and 1 for favourable statements and 1, 2 and 3 for unfavourable statements. For each statement the frequencies of respondents under each rating i.e. strongly agree, agree and

disagree was calculated, multiplied by the assigned scores & added. The resulting sum of each statement was divided by the total number of respondents.

$$MWS = \frac{\sum wx}{\sum w}$$

W= the weights

X= the value

## RESULTS AND DISCUSSION

The chapter of result and discussion is snowballing of all the work done. It provides a bird's eye view of the complete study that makes most crucial and significant of research work. It enables to grip with all the collected data in tangible manner. As per the objectives of the present study, the pertinent information has been categorized and reported under the following heads.

### 4.1 Background information of the respondents

### 4.2 Televiewing behaviour of farm women

### 4.3 Information received by respondents related to farm and home programmes through television

### 4.4 Opinion of respondents about the programmes

### 4.1 Background information of the respondents

This section deal with the background information of the respondents like age, education, family type and size, marital status, family occupation and media ownership.

**Table 4.1 Distribution of respondents on the basis of their age and education**

**n=100**

S. No.	Personal Variables	f/%
<b>1.</b>	<b>Age</b>	
	a. 20-30 years	6
	b. 30-40 years	90
	c. above 40 years	4
<b>2.</b>	<b>Education</b>	
	a. Illiterate	21

	b. Primary	45
	c. Middle	14
	d. Higher secondary	17
	e. Senior secondary	2
	f. Graduation	0

**Age:**

Data presented in Table 4.1 reveal that majority of the respondents (90%) were in the age group of 30-40 years, while 4-6 per cent of them were in the age group above 40 years and 20-30 years, respectively.

**Education:**

With regard to formal education of the respondents data in the table show that 45 per cent of the respondents were educated up to primary level, 17 per cent were higher secondary, 14 per cent studied up to middle level and only 2 per cent were educated up to senior secondary. Further data also reveal that 21 per cent of the respondents were illiterate and none of the respondents was graduate.

**Table 4.2 Distribution of respondents on the basis of their family type, size and marital status**

**n=100**

S. No.	Personal Variables	f/%
<b>1.</b>	<b>Family type</b>	
	a. Nuclear	57
	b. Joint	43
<b>2.</b>	<b>Family size</b>	
	a. Large (above 8 members)	17
	b. Medium (5-8 members)	27
	c. Small (up to 4 members)	56

<b>3.</b>	<b>Marital status</b>	100
	a. Married	0
	b. Unmarried	

**Family structure & marital status:**

It is evident from Table 4.2 that more than half of the respondents (57%) belonged to nuclear family and remaining 43 per cent respondents were from joint family. With regards to family size, more than half of the respondents had small family size consisting 4 members, 27 per cent had medium family size consisting 5-8 members and 17 per cent had large family size consists more than 8 members. Further, data also show that all the respondents were married.

**Table 4.3 Distribution of respondents on the basis of their family occupation and annual income**

**n=100**

<b>S. No.</b>	<b>Personal Variables</b>	<b>f/%</b>
<b>1.</b>	<b>Family occupation</b>	
	<b>Main occupation</b>	
	a. Farming	100
	<b>Subsidiary occupation</b>	
	a. Tailoring	13
	b. Dairy	8
	c. Govt Job (service)	6
	d. Shopkeeper (business)	7
	e. Vendor	5
	f. Contractor	5
	g. Electrician	3
	h. Plumber	1

	i. Welder	1
<b>2.</b>	<b>Annual income</b>	
	a. <1,20,000(high)	43
	b. 60,000-1,20,000(medium)	57
	c. > 60,000(low)	0

**Family occupation:**

Perusal of Table 4.3 indicate that farming was the main occupation of all the respondents. However, some of the respondents were engaged in subsidiary occupation viz. tailoring (13%), dairy (8%), general store (7%), employed in govt job (6%), vegetable vendors & contractor (5%), electrician (3%), plumber and welder (1%).

**Annual income:**

Information related to annual income of the respondents has been presented in Table 4.3. Data in the table depicts that more than half of the respondents (57%) were in the category of medium level income group (60,000-1, 20,000) & 43 per cent were in the category of high income group (<1, 20,000). None of the respondents were found under the category of low income group (>60,000).

**Table 4.4 Distribution of respondents on the basis of their mass media ownership**

**n=100**

<b>S. No.</b>	<b>Media ownership</b>	<b>f/%</b>
<b>1.</b>	<b>Print media</b>	
	a. Newspaper	0
	b. Magazines	0
<b>2.</b>	<b>Electronic media</b>	
	a. Mobile	100
	b. Television	100

	c. Radio	27
	d. Computer	0
	e. Telephone	0

**Media ownership:**

With regard to media ownership data in Table 4.4 reveal that cent per cent respondents had mobile and television sets and only 27 per cent had radio. None of the respondents had telephone and computer at their home and were not the subscribers of newspaper and magazines.

**Table 4.5 Distribution of respondents on the basis of their household assets and livestock population**

**n=100**

S. No.	Items	f/%
<b>1.</b>	<b>Household assets</b>	
	a. Gas Stove	100
	b. Sanitary Latrine	100
	c. Fan	100
	d. Water Tap	98
	e. Chullah	68
	f. Iron	25
	g. Refrigerator	7
	h. Bore Well	3
	i. Biogas	0
	j. Smokeless Chullah	0
<b>2.</b>	<b>Livestock population</b>	
	a. Buffalo	84

	b. Cow	72
	c. Goats	40
	d. Bull	7

**Household assets:**

Data in Table 4.5 expolate that all the respondents had gas stove, sanitary latrine and ceiling fan (100%). Data also show that respondents had water tap (98%), traditional chullah (68%) & only 25 per cent had iron. Very few (3-7%) had borewell and refrigerator at their home. None of the respondents had smokeless chullah and biogas.

**Livestock population:**

Visualization of Table indicate that majority of the respondents had buffaloes and cows (72%), goats and bull were possessed by 40 and 7 per cent respondents, respectively.

**Table 4.6 Distribution of respondents on the basis of their land holding and area under cultivation**

**n=100**

S. No.	Items	f/%
<b>1.</b>	<b>Land holding</b>	
	a. Above 1.0 hectare	61
	b. 0.50 – 1.0 hectare	31
	c. Up to 0.5 hectare	8
<b>2.</b>	<b>Area under cultivation</b>	
	a. Above 1.0 hectare	61
	b. 0.50 – 1.0 hectare	31
	c. Up to 0.5 hectare	8

**Land holding and Area under cultivation:**

The data with regards to land holding are presented in Table 4.6. Data in the table reveal that majority of the respondent (61%) had more than 1.0 hectare land, 31 per cent had 0.50 – 1.0

hectare and 8 per cent had up to 0.5 hectare land holdings and the same is used for cultivation purpose.

**Other information**

During the investigation efforts have been made to collect information regarding viewing of TV before owning, possession, handling, placement and reasons of purchasing TV sets.

**Table 4.7 Distribution of respondents on the basis of information about viewing TV before owning, possession and handling of TV set**

**n=100**

<b>S. No.</b>	<b>Particulars</b>	<b>f/%</b>
<b>1.</b>	<b>Viewing of TV before owning</b>	
	a. Didn't watch	91
	b. Neighbor's house	6
	c. Relative's house	2
	d. Community center	0
<b>2.</b>	<b>Possession of TV set</b>	
	a. Less than 5 years	17
	b. 5-10 years	51
	c. More than 10 years	32
<b>3.</b>	<b>Handling of TV</b>	100

Data in the table 4.7 indicate that more than half of the respondents (51%) had their own TV sets since 5-10 years, 32 per cent since 10-15 years & 17 per cent of them had their own TV sets since 5 years. Further more than 90 per cent respondents reported that they never watched TV before having their own TV sets and few respondents were watching TV at their relatives and neighbors house before purchasing it. Data also show that none of the respondents watched TV placed at the community centre. With regard to handling of TV it is appreciate to note that cent per cent respondents could handle TV independently.

**Table 4.8 Reasons for purchasing TV by the respondents****n=100**

S. No.	Particulars	f/%
1.	<b>Reasons for purchasing</b>	
	a. For Entertainment	94
	b. For Information	52
	c. Pressure of others	45
2.	<b>Placement of TV set</b>	
	a. Common place	100

Perusal of data in Table 4.8 reveal that entertainment was the main purpose of purchasing TV as reported by more than 90 per cent respondents. However, a good number of respondents (52%) also reported for getting information about the current affairs. Pressure of kids, relatives and peers was another reason of purchasing TV sets. All the respondents reported that they placed TV sets at common place of their house.

#### **4.2 Televiewing behaviour of farm women**

This section includes information about awareness of the respondents regarding name, day, duration and timing of farm and home related programmes of different channels, extent of watching TV, preferences regarding time, duration, language, mode of presentation, other activities performed while watching TV and discussions after watching the TV programmes.

**Table 4.9 Awareness of the respondents about channels that telecast farm and home related programmes**

**n=100**

S. No.	Items	f/%
1.	<b>Name of the channel</b>	
	a. DD Rajasthan	72

	b. ETV Rajasthan	69
	c. DD Kisan	30
	d. Z khana khazana	3

Information pertaining to awareness of the respondents about name of channels that telecast farm and home related programmes is presented in Table 4.9. Data in the table clearly show that more than 70 per cent respondents aware about the name of DD Rajasthan & ETV Rajasthan and nearly one third of the respondents (30%) were aware about DD Kisan channel. Data in the table further indicate that Z khana khazana channel was known to very few respondents.

The reason for such findings might be that DD Rajasthan & ETV Rajasthan are very old channels started since 1954 & 1955 and during the data collection it was also observed that most of the respondents have connection of cable, Dish TV, Tata Sky and Reliance Digital TV.

The findings are in line with the findings of Patel and Chauhan (2013) that majority of the respondents were aware about Doordarshan (80%) and ETV (66%) channels to gain knowledge about agricultural technology.

**Table 4.10 Awareness of the respondents regarding farm and home related programmes**

**n=100**

S. No.	Items	f/%
<b>1.</b>	<b>DD Rajasthan</b>	
	a. Chaupal	61
	b. Krishi darshan	65
	c. Kalyani	72
	d. Upbhokta manch	28
<b>2.</b>	<b>ETV Rajasthan</b>	
	a. Annadata	51
	b. Rasoi se	68

	c. Sangini for Today's women	35
3.	<b>Z khana khazana</b>	
	a. Mother care	0
4.	<b>DD Kisan</b>	
	a. Kadmo mein aasman	6
	b. Chat par bagwani	4
	c. Kisan prashn manch	8
	d. Swasth kisan	21
	e. Baat rajyon ki	5
	f. Hello Kisan	17

The information pertaining to the awareness of the respondents regarding farm and home related programmes has been presented in Table 4.10. It is evident from the table that majority of the respondents were aware about Kalyani (72%), Rasoi se (68%), Krishi darshan (65%) and Chaupal (61%) programmes of DD Rajasthan & ETV Rajasthan channels and half of the respondents were vigilant about the Annadata programme of ETV Rajasthan. Sangini for today's women, Upbhokta manch, Swasth kisan & Hello kisan programme of ETV Rajasthan and DD Kisan were known to 35, 28, 21 & 17 per cent respondents, respectively. Further, data in the table clearly indicate that 79-100 per cent respondents were unaware about almost all the programmes of DD Kisan channel i.e. Kadmo mein aasman, Chat par bagwani, Kisan prashn manch, Swasth kisan, Baat rajyon ki & Hello kisan programmes and Mother care programme of Z khana khazana channel. Data further reveal that Upbhokta manch programme of DD Rajasthan and Sangini for today's women programme of ETV Rajasthan channel were not known to (72%) and (65%) per cent respondents.

The reasons for such results might be that majority of the respondents were interested in getting information related to agriculture and homestead technology and viewed only related programmes of DD Rajasthan & ETV Rajasthan. The other reason might be lack of publicity about the programmes of DD Kisan and Z khana khazana channels.

**Table 4.11 Awareness of the respondents regarding day, time and duration of farm and home related programmes**

**n=100**

<b>S. No.</b>	<b>Particulars</b>	<b>Day f/%</b>	<b>Timing f/%</b>	<b>Duration f/%</b>
<b>1.</b>	<b>DD Rajasthan</b>			
	a. Chaupal	31	35	21
	b. Krishi Darshan	50	55	29
	c. Kalyani	62	64	38
	d. Upbhokta manch	9	9	8
<b>2.</b>	<b>ETV Rajasthan</b>			
	a. Annadata	21	25	17
	b. Rasoi se	58	64	41
	c. Sangini for Today's women	20	21	15
<b>3.</b>	<b>Z khana khazana</b>			
	a. Mother care	0	0	0
<b>4.</b>	<b>DD Kisan</b>			
	a. Kadmo mein aasman	4	6	4
	b. Chat par bagwani	2	2	2
	c. Kisan prashn manch	4	5	4
	d. Swasth Kisan	18	19	12
	e. Baat rajyon ki	2	6	0
	f. Hello Kisan	12	13	9

A programme schedule of Krishi Darshan is from Monday to Friday at 1:00-1:30 am & 6:30-7:00 am, 5:30-6:00 pm on Saturday at 1:00-1:30 & 6:30-7:00 am, Chaupal is from Monday to Friday at 12:30-1:00 am, 6:00-6:30 am & 4:30-5:00 pm and on Saturday at 12:30-1:00 am &

6:00-6:30 am. Kalyani programme is telecast thrice in a week i.e. Tuesday to Thursday at 6:00-6:30 pm and Upbhokta manch is telecast only on Wednesday at 1:15-2:00 pm & 9:00-10:00 pm on DD Rajasthan channel. Annadata is telecast all seven days at 6:30-7:00 am, Sangini for today's women telecast on Tuesday to Friday at 2:30-3:00 am & 1:30-2:00 pm and Rasoi se of ETV Rajasthan is telecast from Tuesday to Friday at 2:30-3:00 am & 1:30-2:00 pm. Information pertinent to day, timing and duration of farm & home related programme of different channels is mentioned in Table 4.11. Data presented in the table depict that more than half (50-64%) of the respondents were aware about the correct day and timing of Krishi darshan, Kalyani and Rasoi se programmes telecast on DD Rajasthan and ETV Rajasthan. Whereas, correct day and timing of Chaupal programme was known to nearly one third of the respondents.

Reasons for knowing the correct day and timing of these programmes might be that information telecast under these programmes are generally on need based areas like health care, new recipes, ploughing, milking, feeding, animal care & maintenance, income generation activities, balance diet for different age groups and prevention from various seasonal diseases. Besides, convenient timing of these programmes, good coverage of agricultural & home related information, use of regional language and repetition of the same telecast twice in a day were the other reasons for popularity of these programmes among the farm women.

With regard to awareness of respondents about duration of farm & home related programme data show that majority of the respondents were ignorant about the exact duration of these programmes. However, duration of Kalyani, Krishi darshan and Chaupal programme of DD Rajasthan i.e. 30 minutes was reported by 21-38 per cent respondents. In Mother's care programme of Z khana khazana experts provide information on different recipes & diet plan. But none of the respondents was aware about day, time & duration of the programme. The probable reasons for such findings could be that the information on different recipes & diet plan provided through Z khana khazana is not easily applicable at home by the respondents, the ingredients used for the preparation of different recipes were unknown to them, costly and not locally available.

The findings are supported with the result of the study conducted by Jhanjharria *et.al* (2012) revealed that more than 90 per cent respondents were aware about the name and

duration of Chaupal, Krishi darshan, Kalyani, Kheti badi and Prashnottri programmes broadcasted by Doordarshan Kendra Jaipur.

**Table 4.12 Televiewing behavior of the respondents regarding farm and home related programmes**

n=100

S. No.	Items	f/%
<b>1.</b>	<b>Frequency of watching TV</b>	
	a. Most frequently(daily)	83
	b. Frequently(5 days in a week)	10
	c. Less frequently(2-3 days in a week)	6
	d. Rarely(once in a week)	1
<b>2.</b>	<b>Frequency of watching farm &amp; home related programmes</b>	
	a. Most frequently(daily)	8
	b. Frequently(5 days in a week)	37
	c. Less frequently(2-3 days in a week)	29
	d. Rarely(once in a week)	26
<b>3.</b>	<b>Length of viewing the programmes</b>	
	a. Complete	94
	b. Partial	6

Information pertaining to frequency and extent of watching TV by the respondents for common programmes & farm and home related programmes has been sighted in Table 4.12. Data in the table depict that majority (83%) of the respondents reported that they view common programme of different channels daily. Out of which majority of the respondents (74%) viewed it for 1-2 hours. With regard to frequency of watching farm and home related programme, it is evident from the table that farm & home related programme were viewed by 26-37 per cent respondents once in a week, 2-3 days in a week & 5 days in a week and only 8 per cent respondents viewed the programme daily. Data also state that 94 per cent farm

women view the complete programme for getting information related to agriculture and home.

The findings are in the conformity with the results of the study conducted by Kakade and Kolar (2013) that almost all of the women watched complete TV programmes and concluded that television sets are the most popular media among women for entertainment, education and communication.

**Table 4.13 Preferences of the respondents regarding time, duration and language of farm & home related TV programmes**

**n=100**

<b>S. No.</b>	<b>Items</b>	<b>f/%</b>
<b>1.</b>	<b>Time of telecast</b>	
	<b>Morning</b>	
	a. 6.00-7.00 am	38
	b. 8.00-10.00 am	20
	<b>Afternoon</b>	
	a. 12.00-3.00 pm	30
	<b>Evening</b>	
	a. 4.00-6.00 pm	20
	b. 7.00-10.00 pm	100
<b>2.</b>	<b>Duration of programme</b>	
	a. 10-15 min	14
	b. 15-30 min	76
	c. <30 min	10
<b>3.</b>	<b>Language</b>	
	a. Hindi	90
	b. Regional (Mewari)	11

	c. Mixed	9
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The findings related to preferences of the respondents regarding time, duration and language of farm & home related programmes is exhibit in Table 4.13. Data in the table show that all the respondents preferred to view TV programmes in the evening from 7:00-10:00 pm. The programme telecast from 6:00-7:00 am in the morning and 12:00-3:00 pm in the afternoon was liked by 38 and 30 per cent respondents, respectively. In the evening from 4:00-6:00 pm was liked by only 20 per cent respondents. With regards to duration of farm & home related programmes, it is clearly evident from the table that majority of the respondents preferred to view programmes of 15-30 minutes of duration, 44 per cent of 10-15 minutes and only 10 per cent respondents preferred to watch programme of more than 30 minutes duration. Table also expolate that Hindi language was preferred by 90 per cent respondents and only 11 per cent respondents were in favor of “*Mewari*” (regional language).

**Table 4.14 Preferences of the respondents regarding mode of presentation of TV programmes**

**n=100**

S. No.	Items	f/%
<b>1.</b>	<b>Mode of presentation</b>	
	a. Demonstration	94
	b. Talk Show	67
	c. Interview	54
	d. Debate	47
	e. Documentary	45
	f. Panel Discussion	7
	g. Lecture	7
	h. Puppet Show	0

Regarding preference of the respondents about mode of presentation of farm & home related programmes data in Table 4.14 indicate that demonstration, talk show and interview were

preferred by 94, 67 and 54 per cent respondents and 45-47 per cent respondents preferred debate and documentary mode of presentation. Further, some (7%) of the respondents were inclined towards lecture and panel discussion and none of the respondents was in the favour of puppet show.

Reasons for such findings might be that demonstration mode of presentation allow the respondents to see, feel and participate directly in the process. Respondents also see talk show, interview, debate and documentary programme format because these format mainly highlight the problems & solutions related to farming community and current issues discussed by the experts.

Further the results are also similar to the findings of the study conducted by Katole *et. al* (2009), Ansari and Singh (2006) and Khandikar *et. al* (2010) that majority of the respondents preferred demonstration, interview followed by talk show, discussion, lecture, drama and documentary format of TV programme presentation.

**Table 4.15 Distribution of the respondents on the basis of discussion held after watching and other activities perform during watching TV programmes**

n=100

S. No.	Particulars	f/%
1.	<b>Discussion after watching TV</b>	
	a. Yes	43
	b. No	57
2.	<b>With whom</b>	
	a. With family members	35
	b. With neighbor/friends	29
	c. With relatives	20
	d. With VLWs/extension workers	2
3.	<b>Reasons for discussion</b>	
	a. Communicate message to others	40
	b. Clarify doubts	35

	c. Know the views of others	25
<b>2.</b>	<b>Other activities perform while watching the programmes</b>	
	a. Complete pending works	63
	b. Talking with family members	45
	c. See silently	38
	d. Take down notes	1

Visualization of Table 4.15 reflect that 57 per cent farm women didn't discussed the programme with others whereas, 43 per cent respondents agreed that they had discussion after watching the TV programmes. Data in the table clearly indicate that discussion with family members, neighbors/friends and with relatives were held by 35, 29 and 20 per cent respondents, respectively. Further, to provide information to the other people about the programme (40%), to clarify doubts (35%) and to know the views of other people about the programme they viewed (25%) were some of the reasons for discussion as reported by the respondents. Data in the table portray that 63 per cent respondents reported that they complete their pending household work like mending of clothes, cleaning and cutting of vegetables, kneading, taking meal, stitching and personal grooming while watching the programme. It is also evident from the data in the table that 45 per cent respondents had informal talk with their family members, nearly one third of the respondents watch the programme silently and important tips of recipes were noted down by only one respondent while watching the programme.

Findings are in favour of Kumari (2006) and Bhargava (2007) that majority of the respondents preferred other household work including dusting, feeding, eating, repairing of clothes, kneading of flour, cleaning of grains, stitching & knitting and entrepreneurial work while watching TV.

**Table 4.16 Reasons of watching TV programme by the respondents**

**n=100**

<b>S. No.</b>	<b>Reasons</b>	<b>f/%</b>
<b>1.</b>	For entertainment	99

2.	To get farm and home related information	64
3.	To hear news	45
4.	To use leisure time	35
5.	Know about government programme and policies	28
6.	For relaxation	25

Information pertaining to reasons for watching TV programmes is presented in Table 4.16. Data in the table show that most cardinal reason for watching TV was entertainment as ascertained by almost all the farm women. Other reasons as mentioned by 64 and 45 per cent farm women were to get information about farm & home activities and news & current affairs. Further, data in the table exhibit that nearly one third of the respondents watched TV programme to use their leisure time and to get information related to government programmes & policies for the farming community as reported by 35 and 28 per cent respondents. For getting relaxation from the farm and household work 25 per cent farm women watched TV.

The result of the present study are supported by findings of the study conducted by Kumari (2006), Bhargava (2007) and Ramakrishna (2012) that almost all the respondents watched TV for entertainment purpose and majority of them for getting watch information related to current affairs, agricultural technology, health, home and utilization of leisure time.

An overview of results regarding televiewing behaviour of farm women shows that majority of the respondents were aware about the name of the farm & home related programmes mainly telecast on DD Rajasthan and ETV Rajasthan channels whereas, name, day, time and duration of Mother's care, Chat par bagwani, Kisan prashn manch, Swasth kisan, Baat rajyon ki and Hello kisan programmes telecast on Z khana khazana and DD kisan were not known to the majority of the respondents. With regards to day and time 50-64 per cent farm women were aware about Krishi Darshan, Kalyani and Rasoi se programmes. Further, majority of the respondents preferred programmes of 15-30 min duration in Hindi language mainly presented in demonstration, interview and talk show mode of presentation.

### 4.3 Information received by farm women through farm and home related TV programmes

The farm and home related programmes comprises of information related to improved agricultural and animal husbandry practices, nutrition, health & hygiene, environmental sanitation, consumer awareness, government initiatives, s and home related activities. The information received by the respondents on these aspects has been presented in section 4.3.

**Table 4.17 Information received by the respondents regarding improved agriculture & animal husbandry practices**

n=100

S. No.	Aspects	f/%
1.	<b>Improved agriculture &amp; animal husbandry practices</b>	
	a. Success story of progressive farmers	63
	b. Diseases & pest management in crops	61
	c. Improved seeds and fertilizers	54
	d. Management of dairy cattle	42
	e. Livestock management	29
	f. Cultivation practices	29
	g. Improved agricultural implements	17
	h. Care of cattle during seasonal change	16
	i. Orchards and ornamental plants	9
	j. Harvesting practices	7
	k. Organic farming	5
	l. Marketing of agricultural products	3
	m. Solar energy	2
	n. Mixed farming	0
o. Tissue culture	0	

	p. GPS technology for weather forecasting	0
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Data presented in Table 4.17 reveal that majority of the respondents reported that they received information about cultivation of aloe vera, turmeric and other crops, sericulture in Rajasthan, importance of organic farming, piggery, poultry, fisheries and cattle care and use of solar energy through success stories of progressive farmers and information on diseases & pest management telecast on Krishi darshan, Annadata, Hello kisan programmes. Data in the table also depict that the farm women also received information regarding improved seeds & fertilizers (54%), breeding, feeding, management and cultivation practices (29%) by watching the farm programmes. Information on improved agricultural equipment and care of cattle in different seasons was reported by 17 and 16 per cent respondents, respectively. However, very few respondents reported that farm related programmes of different channels made them aware about orchards & ornamental plants, harvesting practices, organic farming, and marketing of agricultural products.

An overview of the table indicates Krishi Darshan, Annadata, Chaupal, Baat rajyon ki and Kadmo mein aasman programmes provide information on improved agricultural & animal husbandry practices.

The findings are in the line with the views of Kumari (2006), Bhargava (2007), Devendrapp (2014) and Singh *et. al* (2014) stated that majority of the respondents received information on improved agriculture i.e. improved seed variety and fertilizers, equipments, field crops, pesticides and organic farming.

**Table 4.18 Information received by the respondents regarding nutrition and health & hygiene**

n=100

S. No.	Aspects	f/%
1.	<b>Nutrition</b>	
	a. New recipes	85
	b. Balance diet	53
	c. Importance of nutrition for good health	48
	d. Diet for infants and children	28

	e. Diet & recipes for pregnant & lactating mothers	24
	f. Organic foods	9
<b>2.</b>	<b>Health &amp; hygiene</b>	
	a. Common disease – precaution & treatment	54
	b. Developmental changes in girls	53
	c. Importance of yoga	41
	d. Seasonal disease & its prevention	32
	e. Beauty tips for women	31
	f. Child care practices	27
	g. Health tips for mother and child	21
	h. Health care practices	2

Kalyani, Sangini for today's women, Rasoi se and mother's care programme of DD Rajasthan, ETV Rajasthan and Z khana khazana channels provided information about nutrition and health & hygiene. The pertaining information received by the farm women is exhibits in Table 4.18. It is evident from the table that majority (85%) of the respondents reported that they knew about the method of preparing new recipes viz. Idli, Halwa, Besan ke laddoo, Gulab Jamun, Palak Paneer, Parathe, Namkeen, Weaning foods etc. through "Rasoi se' programme. While more than half of the respondents received information on balance diet, precaution & treatment of common diseases and developmental changes among adolescent girls by watching "Kalyani and Swasth kisan" programmes. Further, the table also displays the percentage of respondents endure information referring to importance of nutrition for good health 48 per cent, yoga 41 per cent, seasonal diseases & its prevention 32 per cent and beauty tips 31 per cent through Kalyani, Sangini for today's women and Swasth kisan programmes. Information on health tips for mother & child, diet & recipes for pregnant & lactating mother, child care practices and diet for infants & children were reported by 21-28 per cent farm women.

**Table 4.19 Information received by the respondents regarding environmental sanitation and consumer awareness**

**n=100**

<b>S. No.</b>	<b>Aspects</b>	<b>f/%</b>
<b>1.</b>	<b>Environmental sanitation</b>	
	a. Home sanitation	71
	b. Harmful effects of plastic	53
	c. Pollution control	35
	d. Importance of clean surrounding	17
	e. Importance of organic farming	1
<b>2.</b>	<b>Consumer awareness</b>	
	a. Women's rights	31
	b. Certification marks	0
	c. Filing of complaints	0

Information regarding environmental sanitation and consumer awareness received by the respondents through Kalyani, Chat par bagwani and Upbhokta manch programmes is presented in Table 4.19. Data clearly reveal that 71 per cent respondents received information about regular dusting & brooming, use of dustbins, importance of white wash, washing of clothes and kitchen utensils in time. Further, information about reducing soil fertility, blockage in drainage system and death of animals are the harmful effects of plastics were received by 53 per cent respondents. Data in the table also indicate that use of jute bags instead of plastics, regular cleaning of stagnant water, use of dustbins, tree plantation, avoid combustion of plastics/garbage in open, and use of compost are the ways to make environment clean as reported by 35 per cent respondents. Some of the farm women also stated that TV programme also provided information on importance of clean surroundings.

With regard to information related to consumer awareness, data in the table reveal that nearly one third of the respondents received information on women's right i.e. right to equality, education, political right, property, reproductive health, equal opportunity for employment

and get wages for equal work. None of the respondents was aware about the certification marks and how to file complaints in consumer forums.

**Table 4.20 Information received by the respondents regarding government initiatives**

**n=100**

S. No.	Aspects	f/%
<b>1.</b>	<b>Government initiatives</b>	
	a. Skill development programmes for rural women for income generation	58
	b. Girl child schemes	42
	c. Development programmes for women	40
	d. Role of banks in rural development	25
	e. Self Help Groups	20
	f. Programmes for dairy cattle	9
	g. Specific programmes for farm women	0
<b>2.</b>	<b>Any other</b>	
	a. Improved homestead technologies	63
	b. Prevention of social evils	41
	c. Economic empowerment	33
	d. Status of women	17

Chaupal, Kalyani, Krishi darshan, Baat rajyon ki and Kisan prashn manch are some of the programmes of TV that telecast information on government initiatives and women empowerment in mostly interview, talk show, documentary and panel show mode of presentation.

Perusal of Table 4.20 indicate that majority (63%) of the respondents received information on homestead technologies viz. care & maintenance of clothes, processing & preservation of food items, best out of waste and handicraft work from Kalyani and Chaupal programmes and 58 per cent gained information on skill development telecast through Chaupal & Kisan prashn manch programmes. Data also indicate that less than half of the farm women gathered

information referring to girl child schemes (42%), prevention from social evils like domestic violence, sexual harassment, rape, female feticide (41%), developmental programmes for women (40%) and economic empowerment of women through income augmentation activities (33%). Further, 17-25 per cent farm women took information on status of women in the society, functioning of SHGs and role of banks in rural development through Kalyani and Chaupal programme of DD Rajasthan channel and only 9 per cent respondents received information on dairy cattle programmes.

Findings are in the confirmity with Robert and Emily (2007) stated that after introduction of cable TV women get information by which there is decrease in son preferences, fertility and domestic violence towards women as well as increase in women's autonomy, school enrollment for girl child.

#### **4.4 Opinion of farm women about programmes**

This section deals with the opinion of farm women about the farm and home related programmes telecast on the selected TV channels. Opinion comprises of different components of the programme includes content, content utility, language, time & duration and mode of presentation. The pertinent findings have been presented under.

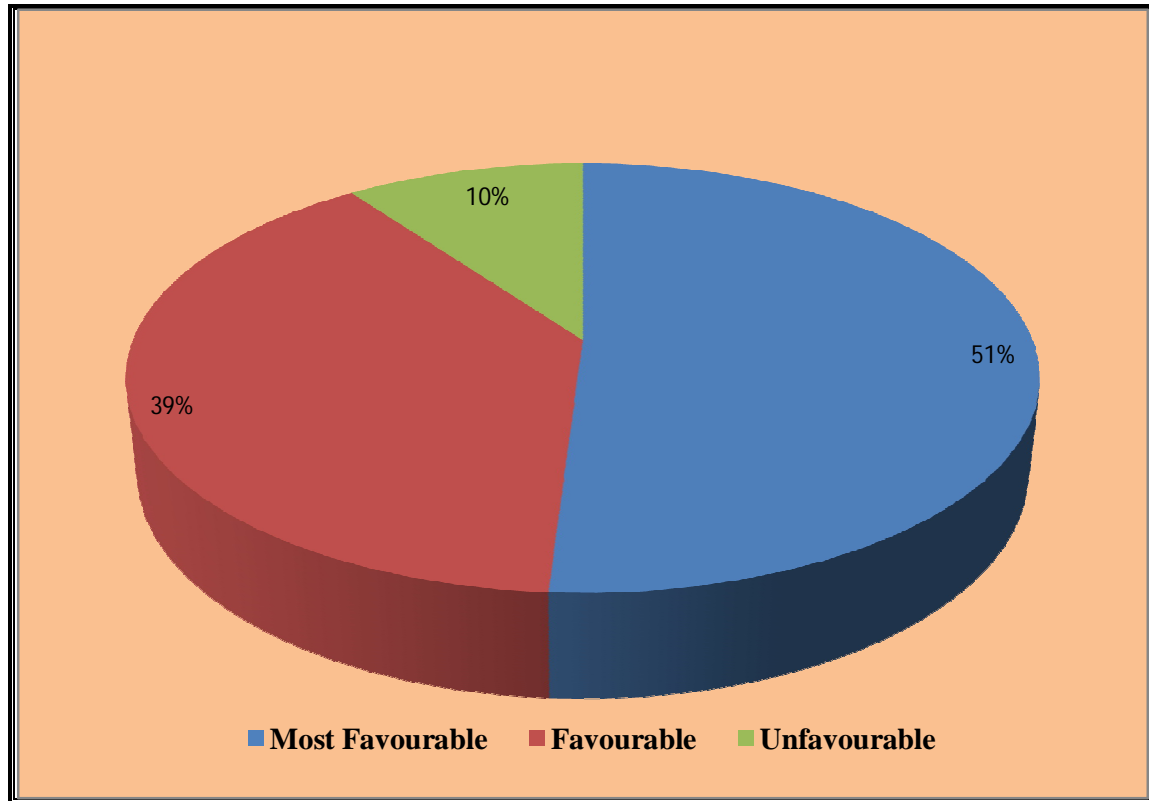
##### **Overall opinion**

In order to know the overall opinion of the farm women in various components of farm & home related TV programmes, the responses of the respondents were grouped into three categories as most favourable, favourable and unfavourable. The results are presented in Table 4.21.

**Table 4.21 Overall opinion of the respondents towards various components of farm and home related TV programmes**

	<b>Categories and MWS range</b>	<b>f/%</b>
<b>1.</b>	<b>Most favorable (2.35-3)</b>	<b>51</b>
<b>2.</b>	<b>Favourable (1.68-2.34)</b>	<b>39</b>
<b>3.</b>	<b>Unfavourable (1-1.67)</b>	<b>10</b>

Visualization of Table 4.21 and Figure 4.1 show that more than half of the respondents (51%) were in the category of most favourable opinion, 39 per cent were in the category of favourable opinion and only 10 per cent respondents had unfavourable opinion towards different components of TV programmes.



**Figure 4.1 Overall opinion of the respondents towards various components of farm and home related TV programmes**

***Component wise in-depth opinion of respondents about farm & home related programmes***

**CONTENT**

Content refers to the information provided through the TV programme to the viewer's. Content should have clarity, accuracy, relevancy, reliability, timeliness, applicability, cost effectiveness and informative. The opinion of the respondents about the content of the programme is presented in Table 4.22.

**Table 4.22 Opinion of the respondents towards content of the TV programmes**

**n=100**

S. No.	Components	SA f/%	A f/%	DA f/%	MWS
<b>1.</b>	<b>Content</b>				
	a. Programmes are informative	56	30	14	2.42
	b. Content of programme is according to viewer's interest	52	34	14	2.38
	c. Information aren't relevant	0	30	70	2.70
	d. There is clarity in the messages	30	34	36	1.94
	e. Information has practicability	30	58	12	2.18
	f. Lack of accuracy in the messages	1	21	77	2.75
	g. Information is according to the season	24	52	24	2.0
	h. Information is not reliable	15	25	60	2.45
	i. Title of the programme is attractive	34	30	36	1.98
	j. There is lack of information about govt programme & policies	12	68	20	2.08
	k. Advertisement make aware about new technologies & products of home and agriculture	45	25	30	2.15
	l. Programme on phone-in-live is not properly maintained	0	58	42	2.42
	m. Local market information is not given in the programme	12	52	36	2.24
	n. Repetition of important programmes at weekends	48	30	22	2.26
	o. Technologies are cost effective and can be	42	31	27	2.15

	easily adoptable				
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Data in the table reveal that more than half of the respondents were strongly agree that programmes are informative and according to their interest and reported that programmes telecast through selected channels provide information on nutrition, health & hygiene, environmental sanitation, consumer awareness and government programmes & policies. Regarding relevancy, accuracy and reliability of the programme data in the table reflect that the majority of the respondents were not in the favour of inaccuracy of message (77%), irrelevancy (70%) and unreliable information (60%) in the programme. They perceived that the information is helpful in their day to day activities. A perusal of the table also indicate that more than 50 per cent of respondents were agree that information is applicable & phone-in-live programme is also not properly maintained under the programme. However, 42 per cent respondents perceived that phone-in-live programme is helpful in clarifying their doubts by satisfying their queries on toll- free number and 36 per cent respondents opined that information about local market is provided under Krishi darshan programme of DD Rajasthan channel.

Less than half of the respondents (42-48%) were strongly agree that information about appropriate farm & homestead technologies, advertisement makes them aware and repetition of the programme at weekend is helpful in getting the information. On contrary, nearly 27 per cent of the respondents were disagree that technologies are cost effective and inclined that information was quite difficult to understand & expensive so that it is not easily adopted by them and 30 per cent respondents were not in favour that advertisement make them aware about new technologies. The reason for such findings might be that generally people switched to different channel during advertisement or doing other work. Nearly an equal number of respondents were strongly agree, agree and disagree that messages are clear and titles of the programmes are attractive.

An overview of Mean weighted scores of different aspects of content of the programme data in the table exhibit that majority of the respondents have most favorable opinion towards all the aspects of the content of TV programme as indicated by MWS 2.38-2.79.

Findings of the study are in line with the results of Deshmukh & Wattamwar (2010) and Devendrapp (2014) revealed that majority of the respondents perceived that farm TV programmes are useful, effective, motivating, clear and suitable for its adoption.

## CONTENT UTILITY

Visualization of table 4.23 indicate that majority (64-72%) of the respondents were strongly in favour that content of the programme “*Rasoi se*” telecast through ETV Rajasthan channel is useful in getting the information about cooking methods, importance of balance diet and new recipes.

**Table 4.23 Opinion of the respondents towards content utility of the TV programmes**

**n=100**

S. No.	Components	SA f/%	A f/%	DA f/%	MWS
<b>1.</b>	<b>Content Utility</b>				
	a. Helps to know about balance diet and new recipes	74	26	0	2.74
	b. Helps in improving the cooking methods	64	35	0	2.62
	c. It gives information about nutrition, health & hygiene and environmental sanitation	48	30	22	2.26
	d. Success stories are motivational	44	31	25	2.19
	e. Provides information about livestock management	41	44	15	2.26
	f. It provides information about improved farm and home related practices	31	45	24	2.07
	g. Helped to know about current affairs and news	20	22	58	1.62
	h. Gives information about initiatives of government for rural development	18	25	57	1.61
	i. Helped in getting to know rights for women	10	21	69	1.41

	j. It makes aware about importance of organic foods	4	20	76	1.28
	k. Consumer awareness	2	27	71	1.31

Information telecast through Kalyani, Chat par bagwani, Krishi darshan, Annadata, Chaupal and Swasth kisan programmes of DD Rajasthan, ETV Rajasthan and DD Kisan channels data in the table depict that 41-48 per cent respondents were in view that these programmes provides information on nutrition, health & hygiene, environmental sanitation, management practices of livestock and success stories motivated them for being a successful entrepreneur. However, information about farm & homestead technologies, livestock management, cooking methods, nutrition, health & hygiene and environmental sanitation are useful for them as agreed by 45, 44, 35 and 31 per cent respondents, respectively. Information about importance of organic foods, current affairs, government initiatives, women rights and consumer awareness were perceived useful by them as indicated by MWSs 1.28-1.62. The reason for such findings is that farm women were not aware about these programmes.

## LANGUAGE

Spoken words are means of communication consisting of use of words in a structured and conventional way. Use of simple & local words and short sentences captures attention of viewers and make the message meaningful and more understandable. With regard to language of the programme data in Table 4.24 indicate that majority of the respondents had favourable opinion towards language, time and duration of TV programmes as reflected by MWSs ranging from 1.92-2.01. An in-depth analysis of the table indicate that 35-42 per cent respondents agreed that language of the programme content is simple, easy to understand and sentences are short that helps in better understanding of the information.

**Table 4.24 Opinion of the respondents towards language, time & duration of the TV programmes**

**n=100**

S. NO.	Components	SA f/%	A f/%	DA f/%	MWS
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<b>1.</b>	<b>Language</b>				
	a. Language is simple and understandable	25	42	33	1.92
	b. Sentences are short	31	35	34	1.97
	c. Technical words used are not easy to understand	82	18	0	1.18
<b>2.</b>	<b>Time and duration</b>				
	a. Morning telecast time is not suitable	64	32	4	1.40
	b. Evening telecast is suitable	59	30	11	2.48
	c. Schedule of the programme is intimated well in advance	32	35	33	1.99
	d. Duration of farm programmes is appropriate	18	60	22	1.96
	e. Duration of home related programme is not sufficient to cover the programme	32	35	33	2.01

Further, data in the table also indicate that one third of the respondents perceived that language is difficult to understand & sentences are long and opined that programmes should be telecast in regional language “*Mewari*”. Data also exhibit that majority of the respondents (82%) perceived that most of the time technical words in the programmes are used that hinders their understanding.

With regard to information pertaining to time and duration of TV programmes data state that more than 50 per cent respondents were strongly in favour that programmes telecast in the evening are suitable for them and reported that they are free from the farm and household work. With regard to duration and scheduling of the programme data in the table indicate that 30 minutes duration of home related programmes (Rasoi se, Kalyani and Chat par bagwani) are appropriate to cover the content of the programme and one third of the respondents agreed that information about the schedule programme is intimated well in advance.

The result of study is supported by the findings of the study conducted by Nazir & Hassan (2011), Saibaba *et. al* (2011) and Lal (2012), reported that majority of the respondents (80%) opined that language of farm TV programme is suitable and programmes telecast during

6:00-8:00 pm is able to catch the interest of the viewers rather than programmes telecast on other timings.

### MODE OF PRESENTATION

Lecture, demonstration, debate, talk show, interview and panel discussion are the different formats of TV programme presentation. Table 4.25 reflects opinion of the farm women about mode of presentation of TV programmes.

**Table 4.25 Opinion of the respondents towards mode of presentation of the TV programmes**

n=100

S. NO.	Components	SA f/%	A f/%	DA f/%	MWS
1.	<b>Mode of presentation</b>				
	a. Appropriate selection of mode of presentation	31	32	37	1.94
	b. There is combination of different methods of presentation in the programme	20	42	38	1.82
	c. Audio and visuals are well synchronized	34	32	34	2
	d. Toll free phone-in-facilities helps in clarifying the doubts	18	60	22	1.96
	e. Traditional media are used	0	0	100	1
	f. Background music distract the attention	0	0	100	1

Data in the table reveal that nearly one third of the respondents were strongly agree, agree and disagree with the programme formats and synchronization of audio & visuals in the programme and nearly 40 per cent respondents perceived that there is lack of combination of different methods .With regard to toll free phone-in facility, use of traditional media and background music 60 per cent of the respondents agreed that it helps in clarifying their

doubts and all the respondents were not in favour of use of traditional media and background music as it distract the attention.

On the basis of the findings it can be inferred that majority of the respondents were aware about the programmes telecast on DD Rajasthan and ETV Rajasthan channels and there were lack of awareness about the programmes of DD Kisan and Z Khana khazana channels. Majority of the farm women viewed the TV programmes for entertainment purpose and farm and home related programmes were viewed by nearly one third of the respondents. Majority of the farm women preferred watching TV at evening time and of 15-30 minute duration. Demonstration, interview and talk show were most preferred formats of TV programmes. With regard to opinion of farm women more than half of the respondents had most favourable opinion, 39 per cent had favourable and only 10 per cent had unfavourable opinion toward various components of TV programmes.

## SUMMARY AND CONCLUSION

Communication is essential for social change and development. It permeates every process of human life and makes it vital for the growth and development of the society. Effective communication from different sources and channels is the essence of extension. Media play an effective role in dissemination of information to make people interested enough to participate in it. It should not be merely a source of information. Television gains a special status because of its potential to communicate to the two sense organs simultaneously and to reach a large section of population residing in isolated and remote regions. It has proved to be strong medium for reaching among the masses and covering entire section of human society. It is considered as a primary source of information and is found to be more effective means of communication to reach isolated, vulnerable and marginalized segments of the society. Undoubtedly, television is an influential and appealing medium, capable to draw the attention of too many viewers regardless of the literacy or illiteracy.

The television era in India began modestly on September 15, 1959 with one hour experimental service twice a week with the objective to educate, inform and entertain the masses. One of the important objective of television is due to its mass nature promises to satisfy the information needs of the masses in general and farming community in particular. The information for the farmers and farm women is disseminated through different programmes viz, Krishi darshan, Annadata, Chaupal, Kheti bari, Hello kisan, Kisan prashn manch, Baat rajyon ki, Kalyani, Rasoi se, Sangini for today's women, Mother's care etc.

In Rajasthan, Doordarshan Kendra Jaipur was setup on 1 June, 1987. At that time only 30 minutes programme was broadcasted by the Kendra and afterward there was gradual increase in number of programmes and time period. Later in 1994 DD Rajasthan was launched and telecast different programmes in the local language. As the time passes the number of channels in Rajasthan is increasing day by day and various programmes are relay to educate, inform and entertain the people. TV channels in Rajasthan are now becoming a highly integrated part of every household in the state. The impact made by the TV programmes has not been limited to dissemination of farm technology but also develops awareness among people about different programmes relay through the TV channels. In view of proliferation of large number of TV channels and programmes, the viewing behaviour of people has also changed overtimes. Hence, it is necessary to extract the televiewing behaviour of people about various programmes telecast through different channels. Thus, the present study

entitled “*Televiwing Behaviour of Farm Women regarding Farm and Home related Pogrammes*” was planned to study the televiwing behaviour, information received and opinion of farm women about farm and home related programmes with the following specific objectives.

- To study the televiwing behavior of the farm women regarding farm and home related programmes in terms of
  - Awareness of the programmes.
  - Extent of watching the programmes.
- To find out the farm and home related information received by the farm women through TV programmes.
- To ascertain the opinion of the farm women towards the TV programmes.

### **Methodology**

The present study was conducted in purposively selected four villages namely Iswal, Kavita, Lausing and Kadiya of Badgaon panchayat samiti of Udaipur district. For the selection of sample a list of farm families having cable connection was prepared separately for each village with the help of local cable operators. From the list a separate list of farm women who are the viewers of TV programmes were prepared. From each village 25 farm women who were willing to respond were selected to form a total sample of 100 respondents. An interview schedule consisted of four section i.e. background information of the respondents, televiwing behaviour of farm women, information received through TV programmes and opinion of the farm women about timing, duration, accuracy, language, clarity, utility, mode of presentation, and content of the programmes was developed by the investigator. An interview technique was used to collect the data from the respondents. Frequency distribution, percentage and mean weighted scores were used to analyze data statistically.

## **MAJOR FINDINGS**

### **Background information of respondents**

1. 90 per cent respondents were in the age group 30-40 years and 45 per cent of them were educated up to primary school, 17 per cent up to higher secondary and 14 per cent studied up to middle level.
2. Cent per cent respondents were married and farming was their main occupation. More than half of the respondents (57%) were from nuclear family and had up to 4 members.

3. More than half of the respondents were in the category of middle level income group followed by category of high income group category (43%). Regarding mass media ownership 100 per cent respondents owned mobile and television and 27 per cent respondents possessed radio set at their home. None of the respondents were subscribers of print media and do not possessed computer and telephone.
4. Almost all the respondents had gas stove, sanitary latrine, fan and water tap and 68 per cent had traditional chullah at their home. With regard to livestock ownership majority of the respondents had buffalo and cow as a major livestock population.
5. Majority (61%) of the respondents possessed more than 1 hectare land holding and the same was utilized for cultivation purpose.
6. 91 per cent respondents never watched TV before buying and nearly half of the respondents (51%) had their own TV sets since 5-10 years and all the respondents were able to handle TV sets independently.
7. Majority of the respondents (94%) purchased TV for entertainment purpose and 52 per cent for information purpose.

### **Televiewing behaviour of farm women**

1. Approximately 70 per cent respondents were aware about DD Rajasthan and ETV Rajasthan channels and also farm and home related programmes. Whereas, DD kisan and Z khana khazana channels were known to 30 and 3 per cent respondents.
2. Majority of the respondents (65-100%) were not aware about Mother care, Chat par bagwani, Kadmo mein aasman, Kisan prashn manch, Swasth kisan, Baat rajyon ki, Hello kisan, Upbhokta manch and Sangini for today's women programmes of Z khana khazana, DD kisan, DD Rajasthan and ETV Rajasthan channels.
3. 50-64 per cent respondents were aware regarding correct day and time of the programme telecast on DD Rajasthan and ETV Rajasthan while duration of the programmes were known to 21-38 per cent respondents. Correct day, time and duration of Chaupal, Upbhokta manch, Annadata and Sangini for today's women programmes were not known to majority of the respondents. Very few respondents (0-19%) were aware about correct day, time and duration of programmes on Z khana khazana and DD kisan channels.
4. Majority of the respondents watched TV programme for 1-2 hrs daily and nearly one third (37%) of the respondents viewed these programmes frequently and complete.

5. Majority of the respondents preferred to watch TV programmes at evening time, of 15-30 minutes duration and in Hindi language.
6. Demonstration, talk show and interview were preferred by 94, 67 & 54 per cent respondents, respectively and 45-47 per cent respondents preferred debate and documentary mode of presentation. 45 per cent respondents had informal talk with their family members while watching programme and nearly one third of the respondents watch the programme silently.
7. After watching the TV 20-35 per cent respondents discussed the information with family members, neighbors & friends and with relatives to share the information, clarify doubts and to know the views of others people were the reasons reported by 25-45 per cent respondents.
8. Most prominent reason for watching TV was entertainment as ascertained by almost all the farm women. Another reason as mentioned by 64 & 45 per cent farm women were to get information about farm & home activities, news & current affairs.

### **Information received by farm women**

#### **Improved agricultural and animal husbandry practices**

1. Majority of the respondents reported that they received information about cultivation of aloe vera, turmeric and other crops, sericulture in Rajasthan, importance of organic farming, piggery, poultry, fisheries and cattle care and use of solar energy through success stories of progressive farmers and information on diseases & pest management telecast on Krishi Darshan, Annadata, and Hello kisan programmes.
2. Information regarding improved seeds & fertilizers (54%), breeding, feeding, management and cultivation practices (29%) were received by 54 and 29 per cent respondents, respectively.
3. Information on improved agricultural equipment and care of cattle in different seasons was reported by 17 and 16 per cent respondents, respectively. However, very few respondents reported that farm related programmes of different channels made them aware about orchards & ornamental plants, harvesting practices, organic farming, and marketing of agricultural products.

#### **Nutrition, health and hygiene**

1. Majority (85%) of the respondents reported that they knew about the method of preparing new recipes viz. Idli, Halwa, Besan ke laddoo, Gulab Jamun, Palak Paneer,

Parathe, Namkeen, Weaning foods etc. through 'Rasoi se' programme of ETV Rajasthan.

2. More than half of the respondents received information on balance diet, precaution & treatment of common diseases and developmental changes among adolescent girls by watching Kalyani (DD Rajasthan) and Swasth kisan (DD Kisan) programmes.
3. Information on importance of nutrition for good health (48%), yoga (41%), seasonal diseases & its prevention (32%) and beauty tips (31%) was received by the respondents through Kalyani, Sangini for today's women and Swasth kisan programmes.
4. Information received through programmes of Z khana khazana and DD Rajasthan on health tips for mother & child, diet & recipes for pregnant and lactating mother, child care practices and diet for infants & children were reported by 21-28 per cent farm women.

#### **Environmental sanitation and consumer awareness**

1. Information about home sanitation and harmful effects of plastics were reported by 71 and 53 per cent respondents and nearly one third of the respondents got information about pollution control and women's right.
2. None of the respondents was aware about the certification marks and how to file complaints in consumer forums.

#### **Government initiatives**

1. Majority (63%) of the respondents received information on homestead technologies viz. care & maintenance of clothes, processing & preservation of food items, best out of waste and handicraft work from Kalyani and Chaupal programmes and 58 per cent gained information on skill development telecast through Chaupal & Kisan prashn manch programmes.
2. Less than half of the farm women gathered information referring to girl child schemes (42%), prevention from social evils like domestic violence, sexual harassment, rape, female feticide (41%), developmental programmes for women (40%) and economic empowerment of women through income augmentation activities (33%).
3. Information on status of women in the society, functioning of SHGs and role of banks in rural development through Kalyani and Chaupal programme of DD Rajasthan channel gained by 17-25 per cent farm women and only 9 per cent respondents received information on dairy cattle programmes.

## **Opinion of farm women about programmes**

1. Overall opinion of respondents about farm and home related programmes reflects that 51 per cent respondents had most favourable opinion, 39 per cent had favourable and 10 per cent of them had unfavourable opinion towards different components of the programmes.

### **Content**

1. More than half of the respondents were strongly agree that programmes are informative and according to their interest and perceived that the information is helpful in their day to day activities. Majority of the respondents were not in the favour of inaccuracy of message (77%), irrelevancy (70%) and unreliable information (60%) in the programme.
2. More than 50 per cent of respondents were agree that information is applicable & phone-in-live programme is not properly maintained. Only 42 per cent respondents perceived that phone-in-live programme is helpful in clarifying their doubts by satisfying their queries on toll- free number and 36 per cent respondents opined that information about local market is provided under Krishi Darshan programme of DD Rajasthan channel.
3. Less than half of the respondents (42-48%) were strongly agree that information about appropriate farm & homestead technologies, advertisement makes them aware and repetition of the programme at weekend is helpful in getting the information.
4. Nearly 27 per cent of the respondents were disagree that technologies are cost effective and inclined that information was quite difficult to understand & expensive so that it is not easily adopted by them.

### **Content utility**

1. Less than half of the respondents 41-48 per cent were in view that information about nutrition, health & hygiene, environmental sanitation and management practices of livestock are useful in day to day activities.
2. Information provided through success stories motivated farm women for adoption of an innovation and to be a successful entrepreneur was reported by 44 per cent respondents.
3. Information about importance of organic foods, current affairs, government initiatives, women's right and consumer awareness were perceived useful by them as indicated by MWSs 1.28-1.62.

### **Language, Time and Duration**

1. Majority of the respondents (82%) perceived that in most of the programmes technical words are used, language is difficult to understand and sentences are long.
2. More than 50 per cent respondents were strongly in favour that programmes telecast in the evening are suitable for them.
3. Majority of the respondents agreed that information about the schedule programme isn't intimated well in advance.

### **Mode of presentation**

1. Nearly one third of the respondents were strongly agree, agree and disagree with the programme formats and synchronization of audio & visuals in the programme.
2. Lack of combination of different modes of programme presentation (38%) and use of traditional media (100%) were opined by the respondents.

### **CONCLUSION**

On the basis of the findings it can be inferred that majority of the respondents were aware about the programmes telecast on DD Rajasthan and ETV Rajasthan channels and lack of awareness about the programmes of DD Kisan and Z Khana khazana channels. Majority of the farm women viewed the TV programmes for entertainment purpose and farm and home related programmes were viewed by nearly one third of the respondents. Majority of the farm women preferred watching TV at evening time and of 15-30 minute duration. Demonstration, interview and talk show were most preferred formats of TV programmes. With regard to opinion of farm women more than half of the respondents had most favourable opinion, 39 per cent had favourable and only 10 per cent had unfavourable opinion toward various components of TV programmes. Thus, there is a need to make them aware about the farm and home related programmes telecast on different channels.

### **RECOMMENDATIONS**

1. The results of the study shows that farm women were not aware about farm and home related programmes of DD Kisan and Z khana khazana channels thus, there is necessary that for creating awareness among them there is a need of wider publicity and extension workers should make efforts to encourage women to watch farm and home related programmes of these channels.

2. Difficult and technical words should be avoided and programme production should be in accordance to viewers in terms of time and language.
3. Emphasis should be given on documentary, demonstration, interview, talk show, puppet show, success stories etc. to make the information more interesting.
4. The farm women should be motivated to use phone-in-live programme to satisfy their queries.
5. Farm women should be informed well in advance about programme schedule through advertisement in other programmes of television.
6. Farm and home programmes should be judge in light of people's point of view and program producers should make necessary changes in the programme according to preferences and understanding level of farm women for developing most favourable opinion towards different components of programme.
7. A similar study can be conducted with rural and tribal women.

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## **INTERVIEW SCHEDULE**

### **Section-1**

#### **A. Background profile of the respondent**

Name:

Age:

Panchayat Samiti:

Village:

Marital status:

Family size:

Family type: joint/nuclear

Occupation:

Annual income:

Total land holding:

Area under cultivation:

Educational qualification:

- a. Illiterate
- b. Primary
- c. Middle
- d. Higher secondary
- e. Senior secondary
- f. Graduation

Household assets:

- a. Smokeless chullah
- b. Biogas
- c. Gas stove
- d. Water tap
- e. Bore well
- f. Sanitary latrine
- g. Refrigerator
- h. Fan
- i. Iron
- j. Any other

Livestock population:

- a. Cow
- b. Buffalo
- c. Goat
- d. Any other

Mass media ownership:

S. No.	Mass Media	Yes	No
1.	<p align="center"><b>Print Media</b></p> <p>a. Newspaper</p> <p>b. Magazine</p>		
2.	<p align="center"><b>Electronic Media</b></p> <p>a. Telephone</p> <p>b. Mobile</p> <p>c. Radio</p> <p>d. Television</p> <p>e. Computer</p>		

1. When did you purchase your own television sets?
  - a. Less than 5 years
  - b. 5-10 years
  - c. More than 10 years
2. Where you watched TV before owning it?
  - a. Neighbour's house
  - b. Relative's house
  - c. Community centers
  - d. Didn't watch
  - e. Any other
3. What are the reasons for purchasing TV?
  - a. For Entertainment
  - b. To get information
  - c. For Social status
  - d. Pressure of others (kids/other family members/peers etc.)
  - e. Any other
4. Can you operate TV independently?      Yes / No
5. Where have you placed TV set at your home?

**Section-2**

## Televiewing behavior of farm women

1. Which channels telecast farm and home related programmes?

S. No.	Name of the Channel	Channel known
1.	DD Rajasthan	
2.	ETV Rajasthan	
3.	Z khana khazana	
4.	DD Kisan	

2. Do you know the name, day, timings and duration of the programmes?

S. No.	Name of the Programme	Yes	Day	Timing	Duration
1.	<p><b>DD Rajasthan</b></p> <p>a. Chaupal</p> <p>b. Krishi Darshan</p> <p>c. Kalyani</p> <p>d. Upbhokta manch</p>				
2.	<p><b>ETV Rajasthan</b></p> <p>a. Annadata</p> <p>b. Rasoi se</p> <p>c. Sangini for today's women</p>				
3.	<p><b>Z khana khazana</b></p> <p>a. Mother care</p>				
4.	<p><b>DD Kisan</b></p> <p>a. Kadmo mein aasman</p> <p>b. Chat par bagwani</p> <p>c. Kisan prashn manch</p> <p>d. Swasth kisan</p> <p>e. Baat rajyon ki</p> <p>f. Hello kisan</p>				

3. How often do you watch TV?
  - a. Most frequently (daily)
  - b. Frequently (5 days in a week)
  - c. Less frequently (2-3 days in a week)
  - d. Rarely (once in a week)
4. How often do you watch farm and home related TV programmes?
  - a. Most frequently (daily)
  - b. Frequently (5 days in a week)
  - c. Less frequently (2-3 days in a week)
  - d. Rarely (once in a week)
5. How many hours in a day you watch TV programmes?
  - a. Less than 1 hr
  - b. 1-2 hr
  - c. 2-3 hr
  - d. More than 3 hrs
6. Do you watch the programme completely/partially?
7. What are the reasons of watching TV programme?
  - a. To get farm and home related information
  - b. To know about government programs and policies for rural development
  - c. To hear news
  - d. For entertainment
  - e. For relaxation
  - f. Better use of leisure time
  - g. Any other
8. Generally at what time do you watch TV programmes?
  - a. Morning
  - b. Afternoon
  - c. Evening
9. Preferences
  - At what time do you like to watch TV programmes?
    - a. 6:00-7:00 am
    - b. 8:00-10:00 am

- c. 12:00-3:00 pm
  - d. 4:00-6:00 pm
  - e. 7:00-10:00 pm
- What is your preference regarding duration of the programme?
- a. 10-15 minutes
  - b. 15-30minutes
  - c. More than 30 minutes
- In which language do you prefer to watch the programme?
- a. Hindi
  - b. Regional language
  - c. Mixed
- Which mode of presentation you prefer?
- a. Lecture
  - b. Debate
  - c. Panel discussion
  - d. Interview
  - e. Talk show
  - f. Documentary
  - g. Puppet show
  - h. Demonstration
10. What other activities you perform during watching the programme?
- a. See silently
  - b. Note down important information on paper
  - c. Talking/discussion with other family members
  - d. Complete pending household work (mending clothes, cleaning and cutting of vegetables, taking meal, personal grooming etc.)
  - e. Any other
11. After watching programmes do you discuss with others? Yes/No  
If yes, with whom?
- a. With other family members
  - b. With neighbors/ friends
  - c. With VLWs/Extension workers
  - d. With relatives
12. Why do you discuss the programmes with others?

- a. To clarify doubts
- b. To communicate message to others
- c. To know the views of others
- d. Any other

### Section -3

#### Information received by farm women through farm and home related TV programmes

1. What information you have received through TV programmes related to farm and home?

S. No.	Aspects	Yes	No
<b>1.</b>	<p><b>Nutrition</b></p> <ul style="list-style-type: none"> <li>a. Importance of nutrition for good health</li> <li>b. Diet and recipes for pregnant &amp; lactating mothers</li> <li>c. Diet for infants and children</li> <li>d. Balance diet</li> <li>e. New recipes</li> <li>f. Organic foods</li> <li>g. Any other</li> </ul>		
<b>2.</b>	<p><b>Health and hygiene</b></p> <ul style="list-style-type: none"> <li>a. Common diseases- precaution and treatment</li> <li>b. Seasonal disease and its prevention</li> <li>c. Health tips for mother and child</li> <li>d. Developmental changes in girl</li> <li>e. Health care programmes</li> <li>f. Beauty tips for women</li> <li>g. Child care practices</li> <li>h. Importance of yoga</li> </ul>		

<p><b>3.</b></p>	<p><b>Environmental sanitation</b></p> <ul style="list-style-type: none"> <li>a. Importance of organic farming</li> <li>b. Importance of clean surrounding</li> <li>c. Harmful effects of plastic</li> <li>d. Home sanitation</li> <li>e. Pollution control</li> </ul>		
<p><b>4.</b></p>	<p><b>Consumer awareness</b></p> <ul style="list-style-type: none"> <li>a. Women's rights</li> <li>b. Certification marks</li> <li>c. Filing of complaints</li> </ul>		
<p><b>5.</b></p>	<p><b>Government initiatives</b></p> <ul style="list-style-type: none"> <li>a. Skill development programmes for rural women for income generation</li> <li>b. Role of banks in rural development</li> <li>c. Programmes for dairy cattle</li> <li>d. Developmental programmes for women (IAY, JSY, ICDS, etc.)</li> <li>e. Specific programmes for farm women (NMAET, NFSM, ISAM etc.)</li> <li>f. Girl child schemes</li> <li>g. Self Help Groups</li> <li>h. Any other initiatives</li> </ul>		

6.	<b>Improved Agriculture and animal husbandry practices</b> <ul style="list-style-type: none"> <li>a. Diseases and pest management in crops</li> <li>b. Improved seeds and fertilizers</li> <li>c. Improved agricultural implements</li> <li>d. Cultivation practices</li> <li>e. Livestock management</li> <li>f. Management of dairy cattle</li> <li>g. Care of cattle during seasonal change</li> <li>h. Organic farming</li> <li>i. Marketing of agricultural products</li> <li>j. Orchards and ornamental plants</li> <li>k. Mixed farming</li> <li>l. Tissue culture</li> <li>m. Success story of progressive farmers</li> <li>n. GPS technology for weather forecasting</li> <li>o. Solar energy</li> <li>p. Harvesting practices</li> </ul>		
7.	<b>Any other</b> <ul style="list-style-type: none"> <li>a. Improved homestead technologies</li> <li>b. Prevention of social evils</li> <li>c. Status of women</li> <li>d. Economic empowerment (through Dairying, Terrace bagwani etc.)</li> </ul>		

#### Section-4

#### Opinion of the farm women about farm and home related TV programme

S no.	Components	Strongly Agree	Agree	Disagree
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<p><b>1.</b></p>	<p><b>Content</b></p> <ul style="list-style-type: none"> <li>a. Information are informative</li> <li>b. According to viewer's interest</li> <li>c. Irrelevant information</li> <li>d. Clarity in the messages</li> <li>e. Information has practicability</li> <li>f. Lack of accuracy in the messages</li> <li>g. Information is according to the season</li> <li>h. Information is not reliable</li> <li>i. Title of the programme is attractive</li> <li>j. There is lack of information about government programme and policies</li> <li>k. Advertisement make aware about new technologies and products of home and agriculture</li> <li>l. Programme on phone-in-live is not properly maintained</li> <li>m. Lack of information on local market</li> <li>n. Repetition of important programmes at weekends</li> <li>o. Technologies are cost effective and easily adoptable</li> </ul>			
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<p><b>2.</b></p>	<p><b>Content Utility</b></p> <ul style="list-style-type: none"> <li>a. Helps to know about balance diet and new recipes</li> <li>b. Helps in improving the cooking methods</li> <li>c. Gives information about nutrition, health &amp; hygiene and environmental sanitation</li> <li>d. Success stories are motivational</li> <li>e. Provides information about livestock management</li> <li>f. It provides information about improved farm and home related practices</li> <li>g. Helped to know about current affairs and news</li> <li>h. Gives information about initiatives of government for rural development</li> <li>i. Helped in getting to know rights for women</li> <li>j. It makes aware about importance of organic foods</li> <li>k. Consumer awareness</li> </ul>			
<p><b>3.</b></p>	<p><b>Language</b></p> <ul style="list-style-type: none"> <li>a. Language is simple and understandable</li> <li>b. Sentences are short</li> <li>c. Technical words used are not easy to understand</li> </ul>			
<p><b>4.</b></p>	<p><b>Time and duration</b></p> <ul style="list-style-type: none"> <li>a. Morning telecast time is not suitable</li> <li>b. Evening telecast is suitable</li> <li>c. Schedule of the programme is intimated well in advance</li> <li>d. Duration of farm programmes is appropriate</li> </ul>			

	e. Duration of home related programme is not sufficient to cover the programme			
<b>5.</b>	<b>Mode of presentation</b> a. Appropriate selection of mode of presentation b. There is combination of different methods of presentation in the programme c. Audio and visuals are well synchronized d. Toll free phone-in-facilities helps in clarifying the doubts e. Traditional media are used f. Background music distract the attention			

