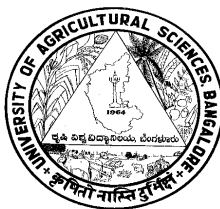


**UNIVERSITY OF AGRICULTURAL SCIENCES
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DEPARTMENT OF AGRICULTURAL EXTENSION



SEMINAR REPORT

On

**PRASAR BHARATHI
AS A BOON TO RURAL DEVELOPMENT**

Date of Seminar: 19/11/2015

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**The Seminar Teacher
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INTRODUCTION:

Prasar Bharati (INDIA'S PUBLIC SERVICE BROADCASTER) is the only public service broadcaster in the country, with Akashvani (All India Radio) and Doordarshan as its two constituents. It came into existence on 23rd November, 1997 with the mandate to organize and conduct public broadcasting services to inform, educate and entertain the public and to ensure a balanced development of broadcasting on radio and television.

Prasar Bharati, through All India Radio and Doordarshan, provides maximum coverage of the population and is one of the largest terrestrial networks in the world. The immense social responsibility of the Prasar Bharati - AIR and Doordarshan is in consonance with the potential of the network as it reaches vast masses of the people throughout the country. Over the years, Prasar Bharati true to its role as India's Public Service Broadcaster has been successful to a great extent in fulfilling its statutory mandate as enshrined in Section 12 of the Prasar Bharati Act.

Doordarshan and All India Radio are, perhaps, the only media that are safeguarding the citizen's rights to be informed freely, truthfully and objectively on all matters of Public interest, national or international, and presenting a fair and balanced flow of information including the contrasting views without advocating any opinion or ideology of its own. Through its various programmes, the organization has always strived to uphold the unity and integrity of the country and the values enshrined in our Constitution.

The Organization has been paying special attention to the fields of education and spread of literacy, agriculture, rural development, environment, health and family welfare and the science and technology. It has been providing adequate coverage to the diverse cultures and languages of the various regions of the country by broadcasting appropriate programmes. It has been broadcasting appropriate programmes keeping in view the special needs of the youth, the status and problems of women, social justice, welfare of working classes, special needs of the minorities and tribal communities, protecting the interest of the children and vulnerable sections of society, etc.

The need for a public service broadcaster like Prasar Bharati has further increased in view of more than 800 channels that are focussing on commercial programmes only. Prasar Bharati is the only counter-balancing force in a highly commercialized electronic media environment. In fact, the ethical norms and guidelines developed by Prasar Bharati over a period of time are serving as bench-marks for the industry.

Objective of seminar are as follows:

- 1) To familiarise with the constituents of Prasar Bharati.
- 2) To know the role of Prasar Bharati in promoting rural development.
- 3) To review the empirical studies.

THE PRASAR BHARATI BOARD

Prasar Bharati is governed by the Prasar Bharati Board, which comprises of a Chairman, an Executive Member (Chief Executive Officer), a Member (Finance), a Member (Personnel), six part-time Members, a representative of the Ministry of Information & Broadcasting and the Director Generals of All India Radio and Doordarshan as its ex-officio Members. The Prasar Bharati Board meets at least six times in a year.

Major objectives of Prasar Bharati as laid out in the Prasar Bharati Act, 1990 are as follows:-

- a. To uphold the unity, integrity of the country and the values enshrined in the Constitution.
- b. To promote national integration.
- c. To safeguard the citizen's right to be informed on all matters of public interest and presenting a fair and balanced flow of information.
- d. To pay special attention to the fields of education and spread of literacy, agriculture, rural , environment, health & family welfare and science & technology
- e. To create awareness about women's issues and to take special steps to protect the interests of the children, the aged and other vulnerable sections of the society.
- f. To provide adequate coverage to the diverse cultures, sports & games and the youth affairs.
- g. To promote social justice, safeguarding the rights of working classes, minorities and tribal communities.
- h. To promote research and expand the broadcasting facilities and development in the broadcasting technologies.

CONSTITUENTS OF PRASAR BHARATI:

- 1) All India radio
- 2) Doordarshan

ALL INDIA RADIO:

As India's National Broadcaster and also the premier Public Service Broadcaster, All India Radio (AIR) has been serving to inform, educate and entertain the masses since its inception, truly living up to its motto – 'Bahujan Hitaya : Bahujan Sukhaya'. One of the largest broadcasting organisations in the world in terms of the number of languages of broadcast, the spectrum of socio-economic and cultural diversity it serves, AIR's home service comprises 415 stations today located across the country, reaching nearly 92% of the country's area and 99.19 % of the total population. AIR originates programming in 23 languages and 146 dialects.

History and present scenario:

The phenomenal growth achieved by All India Radio through decades has made it one of the largest media organizations in the world. Today AIR reaches out to 99.18% of the population spread over about 91.85% of the area through 262 broadcasting Centers. The inception can be traced back to the enforcement of the Telegraph Act on October 1, 1885. Major landmarks of broadcasting are as below:

- June, 1923: Broadcast of programmes by the Radio Club of Bombay.
- November, 1923: Calcutta Radio Club put out programmes.
- July 31, 1924: Broadcasting Service initiated by the Madras Presidency Radio Club.
- July 23, 1927: Indian Broadcast Company (IBC), Bombay Station inaugurated by Lord Irwin, the Viceroy of India.
- August 26, 1927: Calcutta Station of IBC inaugurated.
- January 19, 1936: First news bulletin broadcast from AIR.
- June 8, 1936: Indian State Broadcasting Service became All India Radio.
- October 3, 1957: Vividh Bharati Services started.

Facts at a glance:-

- 2,75,000 receiving sets at the time of independence now there are about 132 million estimated radio sets in the country.
- The coverage is 91.85% of the area, serving 99.18% of the people in the largest democracy of the world.
- Air covers 24 languages and 146 dialects in home service.

Total Broadcasting Centres	414
Regional Stations	218
Local Radio Stations	86
Relay Centres	127
Community Radio Stations	5

Air stations in Karnataka: 22

THREE-TIER BROADCASTING SYSTEM:

AIR has a three-tier system of broadcasting. These three levels of programmes are the National, Regional and Local each having distinct audiences.

National programmes are broadcast from Delhi for relay by the Capital, Regional and Local Radio Stations. Some of these are the National Programme of Talks and Features in Hindi and English, the National Programmes of Drama and Music.

National Channel:

The National Channel of All India Radio located in Delhi broadcasts programmes which are heard on Medium Wave and also on Short Wave. Started on 18th May 1988, this channel works as a night service from 6.50 PM to 6.10 AM the next morning. Broadcasting in Hindi, Urdu and English, the programme composition of the channel has been designed to make it representative of the cultural mosaic and ethos of the country.

Regional Stations

The Regional Stations in different States form the middle tier of broadcasting. They originate programmes in the regional languages and dialects. Regional Channels are located in the major linguistic-cultural region of every state. 116 Regional Channels are spread over 29 states & 6 Union Territories including the North-Eastern Service at Shillong that projects the vibrant cultural heritage of the North-Eastern region of this country. The Regional Channels, broadcast largely on the Medium Wave frequency, follow a composite programme pattern comprising of music - classical, light, and folk and film, News and Current Affairs, Radio

plays, features, Farm and Home programmes, programmes on Health & Family Welfare and programmes for Woman, Children etc.

Local Radio stations:

Local Radio is relatively a newer concept of broadcasting in India. Local radio stations serve small, showcase local culture and broadcast area specific programmes for the benefit of the community. The transmission is in the FM mode. The programming is flexible and spontaneous and the spread across the country.

Community radio stations:

- Community radio stations are operated, owned, and influenced by the communities they serve.
- Provide a mechanism for enabling individuals, groups, and communities to tell their own stories, to share experiences and, in a media-rich world, to become creators and contributors of media.
- Govt. allocated ₹100 crore to support 600 new and existing CRS. The government has so far given permissions to 400 CRS.
- Govt. of India is funding CRS under ATMA through Reputed govt. organization, NGO etc.

External Services Division:

All India Radio entered the realm of external broadcasting shortly after the outbreak of the Second World War on 1st October, 1939 when it started a service in Pushtu for listeners across the country's then North West Frontier. The service was designated to counter radio propaganda from Germany, directed at Afghanistan, Iran and Arab countries. After the end of the War, the equipment was presented to AIR, which took over active control. The need of continuing certain services was assessed and the number of services was rearranged.

With the dawn of Independence, the External Services of All India Radio assumed greater importance and significance as a medium for the expression of India's attitude to world events and problems. As a result, the single organization - the Central News Organization, which was dealing primarily with News and also with the External Services, was split in 1948 into two, the News Services Division and the External Services Division. All activities connected with the broadcast of news were taken over by the News Services Division while all

programmes in Indian and foreign languages directed at listeners abroad became the responsibility of the External Services Division.

Today, the External Services Division (ESD) of All India Radio broadcasts daily in 57 transmissions with almost 72 hours covering over 108 countries in 27 languages, out of which 15 are foreign and 12 Indian. The foreign languages are Arabic, Baluchi, Burmese, Chinese, Dari, French, Indonesian, Persian, Pushtu, Russian, Sinhala, Swahili, Thai, Tibetan and English (General Overseas Service).

The Indian languages are Bengali, Gujarati, Hindi, Kannada, Malayalam, Nepali, Punjabi, Saraiki, Sindhi, Tamil, Telugu and Urdu.

ESD has five major services namely, Urdu (non-stop 24 hours), GOS/English (8 hours 15 minutes), Hindi (5 hours 15 minutes), Bengali (6 hours 30 minutes), and Tamil (7 hours 15 minutes).

External Services Division projects to the world India's viewpoint, progress and policies along with its art and culture. With the changing scenario, its role has been further expanded due to an increasing number of Indian Diaspora, both PIOs and NRIs as well as foreigners interested in knowing India. ESD endeavors to provide them with information, education and entertainment with programmes on India's varied and multifaceted society.

ESD prioritizes its broadcasts on the following factors:

1. Political Relations
2. Economic Compulsions, i.e. India's trade with other countries
3. Social Relations: Broadcasts for NRIs and PIOs living in other countries.

The programmes project,

- Emerging India abroad.
- The country's democratic institutions and policies.
- Indian art and culture.
- India's point of view on major issues.
- A link with the Indian Diaspora.

Presently ESD is broadcasting to:

1. West, North, East and Southeast Asia.
2. North, West and East Africa.
3. Australia and New Zealand.
4. United Kingdom and some other European countries.
5. Indian Sub-continent.

Since 25th October, 1984, a special weekly capsule is being prepared and despatched for ethnic Indians in USA, Canada and U K through the Ministry of External Affairs.

SPECIAL AUDIENCE PROGRAMME OF ALL INDIA RADIO:

Farm & home broadcast:-

Farm and Home programmes are broadcast by all stations of AIR. Programmes have been designed to cater to the day-to-day seasonal needs of the farming community incorporating the latest information and technology for best agricultural output. These programmes create awareness about the ways & means to improve the quality of the country's farming community.

The programmes are broadcast daily in the morning, afternoon and evening with average duration of 60 to 100 minutes per day for rural women, children & youth.

The Farm & Home units of AIR broadcast composite programmes including the equal segments of rural development scheme and hard-core agriculture with the programmes on subjects like Horticulture, Animal Husbandry, Poultry & Dairy farming, Fisheries, Forestry, Environment Conservation and allied agriculture activities like food and agro-processing, dry and wasteland agriculture and also on the segments dwelling on employment schemes, loan, insurance and training facilities, sanitation, health & hygiene and nutrition etc.

KISAN VANI:

AIR has expanded its agriculture broadcasts with the launch of an exclusive project on mass media support to agriculture extension entitled ‘ Kisan vani’ from Feb. 2004, in collaboration with the Directorate of Agriculture & Cooperation, Ministry Of Agriculture, to keep the local farmers informed about the daily market rates, weather reports and day-to-day information in their respective areas at micro-level. Presently, ‘Kisanvani’ is being broadcast and relayed from 96 identified A.I.R stations across the country. Broadcast on a narrow casting mode, the programme is mostly interactive in content involving field-based recordings of farmers and studio dial-out and dial-in with experts and farming community, which are quite popular with the target audience. The successful country-wide execution of the ‘Kisan vani’ programme has resulted in the accrual of annual revenue of Rs. 38 crore to the department during the Financial Year 2013-2014.

Special publicity campaigns were mounted by the stations to create the awareness about the National Food Security Ordinance, 2013 and the bill after it was passed by the Parliament. The stations were provided with the copy of the salient features of the provisions of the Bill and special coverage plans were chalked out based on them. Comprehensive weather forecasts of five minutes duration were introduced in the daily Farm & Home programmes of all AIR stations and all 96 stations broadcasting ‘Kisan vani’ programmes. The daily weather forecasts coverage now includes the details of crucial parameters like rainfall, temperature, soil and air moisture, radiation, hot, dry, cold and wet spells including the extreme events like droughts, floods, thunderstorms, cyclones, hail, frost, etc., so as to alert the farmers and help prevent crop failures.

RADIO KISAN DIWAS: 15th February

Progressive Farmers, who got benefited by the information disseminated through the ‘Kisan vani’ programme on AIR, share their experiences with other fellow farmers in their regional language / dialect. All India Radio observes 15th February as ‘Radio Kisan Diwas’ over all its stations by mounting special programmes on the occasion. The stations broadcasting ‘Kisan vani’ programme, will be hosting special invited audience programmes on the day by inviting senior district administration authorities, senior state Agriculture Department officials, University Experts and the selected progressive farmers

Other Agriculture Programme

- Raitharige Salahe
- Krishi ranga
- Shodha

HEALTH & FAMILY WELFARE

Health programmes:

Health programmes are the regular broadcasts of All India Radio. The subjects covered in the regular broadcasts of health programmes are ; Raise in marriage-age, delay the first child, space between two children, terminal methods, maternal care, child survival, promotion of inter-spouse communication / male responsibility, neutralizing male preference syndrome, medical termination of the pregnancy, promotion of institutional legal provisions, management of Reproductive Tract Infections (RTIs) and Sexually Transmitted Infections (STIS), Pre-Natal Diagnostic Techniques (Regulations and Prevention of Misuse) Act,1994, AIDS, drug abuse, breastfeeding, labour, girl child, disability, T.B, Leprosy and reproductive child health, etc.

Wide publicity is being given to blood-donation and eye-donation. Suitable programmes have also been mounted against the drug abuse, tobacco consumption, illicit trafficking, AIDS and to create awareness about the rehabilitation and facilities being provided to the leprosy-affected persons/families.

Special programmes in various formats are also being broadcast from AIR Stations across the country to create the awareness about the adverse child sex-ratio and to alter the negative mindset leading to the abortion of girl Child Foetus. Publicity was also given to the Pre-Natal Diagnostic Techniques Act and the penalties contained therein to create the public opinion against the violation of its provisions.

In some of the special audience programmes such as Rural, Women, Youth & Health, the AIR has registered audience groups. These groups contribute towards the spreading of general awareness on the subject.

Special efforts have been made to create the awareness on global Iodine deficiency disorders. All AIR Stations are giving wide publicity to IEC- campaign against malnutrition. Stations have also mounted maximum possible suitable programmes on Dengue

and Chikungunia under 'Arogaya Bhartam'. Keeping in mind the slogan 'Aging and Health', programmes on eye care, and persons with disabilities have also been broadcast.

National Nutrition week was observed from 1st to 7th September, 2013.

Women's programmes:

Women programme of All India Radio covers the subjects related to socio-economic development of women, Health and Family Welfare, Food and Nutrition, Scientific Home Management, Women Entrepreneurship, Education including the adult education, women empowerment, gender issues, etc.

The special programmes focusing on the status and importance of the girl child are being broadcast throughout the year to create social awareness to welcome the girl child's birth. These programmes also aim at creating the social awareness about the rights and privileges of women through the propagation of legal literacy. Different traditional folk forms are used to communicate with the rural audience.

The Programme Heads of all AIR Stations were advised on the basis of the reference received from PM's Office regarding the problems confronting women, to incorporate the following subjects in the women's programme;

1. Programme Broadcast on creating awareness against the indecent portrayal of women in media.

2. Programme broadcast to sensitize the masses about the legal provisions and remedies available to women under the existing laws/Regulations on the indecent portrayal of women.

3. Women's safety including Anti-Rape Bill.

4. Atrocities on women

5. Trafficking of women

6. Female foeticide and infanticide

7. Education & Employment opportunities

8. Security for women

9. Maternity benefits, crèche, etc. for working women

10. Equal wage for equal work

11. Ban on child labour

12. Gender discrimination

13. IEC campaign against the malnutrition has been launched and wide publicity is being given to create the awareness against malnutrition.

“International Women’s Day” was observed on 8th March with special programmes on women-related issues in different formats.

CHILDREN’S PROGRAMMES:

All stations broadcast the programmes for children on a regular basis. AIR broadcast programmes from almost all its stations for children under three categories viz. the programmes for children between the age of 5 to 7 years, the programmes for the children between 8 and 14 years age and special programmes for the rural children.

Some of the programmes are broadcast on weekly basis. The plays, short stories, features, choral singing, interviews, stories from epics, etc. are the part of these broadcasts.

The Children’s Day was celebrated on 14th November as ‘Baal Diwas’ with special children activities, stage shows and invited audience programmes.

1. Protection of rights of children and particularly the protection of identity of children in need of care and protection of juveniles in conflict with law.

2. Care and support to disabled children.

3. Care and support to the children under difficult circumstances.

4. Equal status for girls.

5. Universal access to basic education to children and more attention to girl’s education.

6. Providing safe and supportive environment to children.

7. Improvement in the economic conditions of family and self-reliant society.

8. National and international cooperation for better future of the children.

9. Safe drinking water facility and sanitary means of excreta disposal. The programmes are planned keeping in mind the following action points:

Swasth Bharat:

The Ministry of Health & Family Welfare, Government of India has signed a MOU with Prasar Bharati for broadcast of a half an hour Health Magazine programme for five days a week over 29 stations of All India Radio. The programme has been launched on 7th of April,

2012 on the occasion of World Health Day. The main aim of the campaign is to inform and educate the listeners on health issues through the terrestrial reach of Prasar Bharati. A workshop was held in Delhi on 6th March, 2012 to brief the producers regarding the content and format of the programme. The workshop was inaugurated by the Hon'ble Health Minister Shri Ghulam Nabi Azad. The Ministry has prepared a list of the experts available in each state, who will participate in these programmes over various issues involved with the health of the people.

List of the 29 AIR Stations identified to broadcast this programme

ENVIRONMENT

In view of its importance, the wildlife and forest conservation is treated by AIR as a challenge and the emphasis is given on developmental activities as well as the social rituals. All India Radio projects the success of governmental initiatives, which take place in forestry, wildlife conservation and ecological balance. As such, AIR is broadcasting programmes on themes such as wildlife and animal care through its various special audience programmes.

“World Environment Day” was observed by the stations on 5th June, by mounting the special programmes to create the awareness about preservation of environment. Issues of social forestry, preventing land degradation and desertification, ozone-hole depletion, climate change, water harvesting and noise pollution were also addressed suitably in the programme schedules.

All the AIR stations are giving wide publicity to the legal factors concerning the environment and forestry. These programmes are monitored regularly by the Directorate, through the monthly statements sent by AIR stations.

MANN KI BAAT

Mann Ki Baat is an Indian radio programme hosted by the Prime Minister Narendra Modi in which he freely addresses to the people of nation on radio, DD National and DD News.

The Prime Minister, Narendra Modi, is usually expected to address the nation every month on All India Radio. Having officially started on and from October 3, 2014, the programme aims to deliver the Prime Minister's voice to the general masses of India. Since television connection is still not available everywhere in India, especially in the isolated, rural and less developed regions, radio was chosen to be the medium for the programme, owing to

its wider reach. An estimated 90% of the total Indian population is reachable over the medium. Additionally, various private FM radio stations in the metropolitan cities of India are allowed to broadcast a recording of the show.

The first Mann Ki Baat programme was broadcast on the occasion of Vijayadashami on 3 October 2014 followed by the second, broadcast on November 2, 2014.

The President of the United States was a part of the January edition of 'Mann Ki Baat', which was aired on January 27, 2015. Obama had arrived in India to be a part of the Republic Day Parade

Aim of Mann Ki Bath

Connect with the common man on regular basis and inform them about the initiatives of the Government and also seeks the support of the common man in nation building and governance.

AUDIENCE RESEARCH UNIT:

With the changing mass communication scenario, Audience Research has occupied the centre stage. World over, almost all the big media organizations have been doing in-house audience research in one form or the other. Without 'Market Research' (in marketing) no media organization can afford to put their precious resource at stake without knowing the potential audience (consumers) and market for their media content. Besides, they are also subscribing to syndicated research done by the various media and market research organizations. The secret behind the success of private TV and Radio channels lies in their capability to feel the pulse of audience through continuous audience research and to design and modify the programme content including presentation accordingly.

All India Radio has been a pioneer in this field. Presently, it has a network of 38 Audience Research Units across the country which started with a humble beginning in 1946 as 'Listeners' Research Wing'. During all those years, it worked as eyes and ears for the organization.

Role and Functions

- a. Providing instant feedback to programme planners/ producers through Quick feedback studies, Listeners' Letter Analysis, Content Analysis, Focus Group Discussions and Panel Studies etc.
- b. Carrying out periodical large scale Radio Audience Surveys on various AIR channels to provide listenership data to programmers, sponsors, advertisers, and marketers.
- c. Undertaking sponsored Audience Research studies from other government departments/autonomous bodies.
- d. Conducting on demand special Audience Research studies and Feed-forward Studies before start of a new station.
- e. Functioning as data bank, research and reference section for the organization.
- f. Helping to develop marketing strategies in terms of providing listenership data across socio economic categories.

DOORDARSHAN

INTRODUCTION:

Doordarshan is an Indian public service broadcaster, a division of Prasar Bharati. It is one of the largest broadcasting organisations in the world in terms of the studios and transmitters. Doordarshan has started replacing its analogue transmitters to digital transmitters, which will allow up to 8 channels to be carried from a single transmitter.

Doordarshan has a three tier programme services – National, Regional and Local. The National programmes emphasises on events and issues of interest to the entire nation. These programmes includes news, current affairs, magazine programmes and documentaries on science, art, culture, environment, social issues, serials, music, dance, drama and feature films. The regional programmes are beamed on DD National at specific time and also on the Regional Language Satellite Channels, which caters programmes for interests of a particular state in the language and idiom of that region. The local programmes are area specific and cover local issues featuring local people.

Beginning:

Doordarshan celebrates its anniversary on 15th September, every year as Doordarshan had a modest beginning with an experimental telecast starting in Delhi on 15 September 1959, with a small transmitter and a make shift studio. The regular daily transmission started in 1965 as a part of All India Radio. Doordarshan began a five-minute news bulletin in the same year in 1965. Pratima Puri was the first newsreader.

The television service was extended to Bombay (now Mumbai) and Amritsar in 1972. Up until 1975, only seven Indian cities had a television service and Doordarshan remained the sole provider of television in India. Television services were separated from radio on 1 April 1976.

Each office of All India Radio and Doordarshan were placed under the management of two separate Director Generals in New Delhi. Finally, in 1982, Doordarshan as a National Broadcaster came into existence.

Krishi Darshan was the first program telecast on Doordarshan. It commenced on 26 January 1967 and is one of the longest running programs on Indian television.

Nationwide Transmission:

National telecasts were introduced in 1982. In the same year, colour TV was introduced in the Indian market with the live telecast of the Independence Day speech by then Prime Minister Indira Gandhi on 15 August 1982, followed by the 1982 Asian Games which were held in Delhi. Now more than 90 percent of the Indian population can receive Doordarshan (DD National) programmes through a network of more than 1416 terrestrial transmitters. There are about 67 Doordarshan studios producing TV programmes today.

Doordarshan operates 22 channels-

- DD1
- DD2
- DD-news
- DD-sports
- 11 regional languages satellite channels
- Five state networks
- International channel and
- Educational channels.

Transmitters of doordarshan:

Transmitters Present in 8 districts of Karnataka. 75.6% of area and 81.7% of the population covered by DD National service.

Studios:

Gulbarga & Bangalore

The DD provides television, radio, online and mobile services throughout metropolitan and regional India, as well as overseas through the Indian Network and Radio India.

Free-to-air Doordarshan is providing DTH service

Re-Launch of Doordarshan National:

On 17 Nov, 2014, Doordarshan was re-launched with new theme of pink and purple and accompanied by a new punchline “Desh Ka Apna Channel” (country’s own channel). It was announced by Ms. Vijayalaxmi Chhabra, Former Director General Doordarshan.

DD towards Rural Development:

- Accelerate socio-economic changes, promote national integration, inculcate a sense of unity and fraternity and stimulate scientific temperament among the people.
- It contributes to disseminate knowledge/education and information for public awareness about means of population control, family welfare, preservation of environment, ecological balance and measures for women and children welfare.
- It telecast programmes for children, physically handicapped and underprivileged and helps preservation of artistic and cultural heritage of the country and promotes sports.

DD CHANDANA:

- The first city to have a Doordarshan Kendra in Karnataka was Gulbarga. On 3rd November, 1979 this was opened as a SITE continuity centre. BANGALORE, also known as the cultural capital of the State added a feather in its cap with the inauguration of a Doordarshan Relay Centre on 1st November, 1981. In fact this came as a gift of Rajyotsava to the people of Karnataka, which promised to show case the art, Culture, Literature and Development of the land and the people.
- As of now in Karnataka there are 62 transmitter that are giving terrestrial support to the Primary Channel of Doordarshan also known as DD-1 and 6 transmitters that are giving terrestrial support to DD-News, another all India Channel. The Terrestrial network of DD-1 covers 76.2% area and 82.4% population and that of DD-News covers 23.7% area and 35.2% population of the State. These two Channels are also available in Satellite mode. The Regional Language Satellite channel of Karnataka Viz. DD-9 was launched on 15th August, 1991 itself. However this became a 24 hrs Channel only on 1st January, 2000. This came to be later christened as CHANDANA, which true to its name, has become the true cultural ambassador of Karnataka State.
- In Karnataka the exclusive DD viewers through the terrestrial networks are about 9.3 million while the viewers through the Cable and Satellite Connection are about 27.1 million thus making a total of 36.4 million.
- Since its inception, Bangalore Doordarshan has been striving hard to uphold the splendour and grandeur of the State in its various facets and dimensions. To-day the Kendra telecasts not only in-house programmes of viewer's choice but also airs sponsored and commissioned programmes. The Kendra is also duly performing the role of a Public Service Broadcaster over the years, a testimony is this is the recently concluded 'Vikasana' educational programme series and another from April 2012. The Invited Audience Programme organized

by Bangalore Doordarshan in the last 7 years are receiving an overwhelming response both during the function and also when its recordings are telecast and thus have bridged the gaps that existed between viewers and Doordarshan.

Krishi Darshan Programme

- Agriculture related television programme.
- It commenced on 26 January 1967.
- It is a half hour programme (5.30p m).
- The content is created in collaboration with the Ministry of Agriculture, Government of India, under the Mass Media Support to Agriculture Extension Scheme.
- Krishi Darshan includes features, documentaries, and success stories of farmers, research inputs, quizzes, crop seminars and a live phone in programme.
- It covers various aspects of agriculture and related activities like horticulture, animal husbandry, dairy and rural life.
- Estimates prove that this telecast is available to at least 89 per cent of the population.

KISAN TV:

DD Kisan is an Indian agriculture 24-hour television channel, which is owned by Doordarshan and was launched on 26 May 2015. The channel has been dedicated to agriculture and allied sectors, which disseminates real-time inputs to farmers on new farming techniques, water conservation and organic farming among other information.

It was initially Broad casted in Hindi and launched by honourable prime minister of India Narendra Modi.

RESEARCH EVIDENCES

STUDY -1

Perception of Radio Listeners about Effectiveness of Farm Broadcast in Transfer of Agricultural Technology

- S.K. Garg *et. al* (2014)

Introduction:

Radio is a very popular media of communication in India. The extensive network of broadcasting is found to have a profound influence on agriculture. Radio is more popular than other tools of mass media, because it brings to the listening audience events in reality providing experiences of things to listeners those who are miles away. The message which requires immediate attention of public, can relate to the adverse conditions of the weather, attack of insects pests and the crop diseases which can be transmitted through environment. Radio is the only valuable and very effective media which can reach effectively to the rural masses. At present many farmers have owned radio sets and become the listeners of Kisan vani, choupal, krishi paricharcha, krishi samayaki programmes etc. Radio was considered to be effective in communicating the agricultural technology to needy and remote area farmers in quick time and help to bridge the gap between the scientists and farmers and also increasing the knowledge level of farmers.

Methodology

The study was conducted in Gwalior district of (M.P). Out of 666 villages in the four blocks, five villages were selected in each block randomly for the study. After the selection of villages, a village wise list of farm broadcast listeners was prepared and from each village fifteen listeners of farm broadcast were selected by using simple random sampling method. Thus, the total sample for the study for the study was 300 respondents. The data were collected through a well-structured and pre-tested interview schedule. The attributes namely- educational status, caste, family background, social participation, land holding, annual income, credit orientation, economic status, attitude towards farm broadcast, belief in broadcast and extension participation were included for the study. The statistical tests and procedures used for analysing the data included percentage, mean, Karl Pearson's coefficient of correlation.

Table 1. Distribution of the respondents according to perceived effectiveness of farm broadcast in transfer of agriculture technology:

Categories	number	%
Low (<10.26 score)	53	17.67
Medium (10.27-17.60)	175	58.33
High (>17.26 score)	72	24
Total	300	100
Mean	13.93	
SD	3.67	

Table 2. Distribution of the respondents according to their preferences about different aspects of farm broadcast

Preferences	Number	%
Time of broadcast		
Programme should be broadcast 6:00 pm onwards	120	40
Duration of broadcast		
Duration of the programme should be increased up to one to two hour	160	53.33
Modes of presentation		
Discussion	80	26.67
Dramatized	130	43.33
Question answer	45	15.00
Lecture	38	
Debate	50	
Interview with progressive farmers	100	
Language of broadcast		
Technical terms/ scientific words should be simplified into local language	185	61.67

RESEARCH EVIDENCES

STUDY -1

Role of Television Programmes in Rural Development: A Study of Select Districts in Karnataka

Hampesh K. S., and Sathish Kumar

(2012)

The media, with specific reference to the collective entity of newspapers, radio, television and the Internet play a very important role in development. Development involves changes or advancement in a nation aimed at improving the political, economic and social lives of the people. The real influence of the media in development will depend on the media themselves, the societies in which they operate, and the audience they reach. None of these factors are the same everywhere, at all times, or under all conditions.

Media circulate knowledge that will inform people of significant events, opportunities, dangers and changes in their community, country and the world. They provide a forum where issues affecting the national or community life can be aired. They teach those ideas, skills and attitudes that people need to achieve a better life.

Scope of the Study

- The study was limited to only four areas of television programmes i.e. agriculture, health, education and employment programmes. Further, it examined the role of television in rural development

Purpose and Objective of the Study

- This study was aimed at identifying the role of television programmes in rural development.

Methodology

Sample size: 600 rural people

Study area: five villages each from eight taluks of 4 districts of Karnataka

- Thirthahalli and Sagara from Shimoga District, Sringeri and Tarikere from Chikmagalur District, Hosdurga and Chalkere from Chitradurga District, Honnali and Channagiri from Davanagere District.

Result:

1. The survey results showed that 53 per cent of the respondents were more exposed to television, 24 percent respondents termed radio, followed by newspaper, internet, mobiles etc. as their favorite media.
2. About 37.8 percent respondents said that television contained more rural development programmes, 29.7 percent respondents said newspapers contained more rural development contents, 28.5 percent respondents said radio contained more rural development contents and 4 percent respondents said other media (Computer, mobiles etc.) contained more rural development contents in their preferred media.
3. About 34.3 percent respondents termed they watch Total Health programme, 29.2 percent respondents aware of Health Show programme, 27 percent aware of Nitya Sanjivine programme and 9.5 per cent aware of Health Line programme in the channel

Conclusion:

The role of Prasar Bharathi in rural development is significant. The area covered by Prasar Bharathi are political, economic, agriculture, health, education, employment and social spheres. The Prasar Bharathi sets the public agenda and acts as the gatekeeper of public issues. It performs the watchdog role especially in transparency of development programmes. In agricultural field, Prasar Bharathi plays an active role in promoting progress in the areas of Green, White, and Blue & Red Revolutions. It helps to enhance the production, productivity and socio economic status of the farmers.

Discussion:**1) In which stage of adoption process mass media plays role?**

-awareness stages.

2) How the programmes for Krishidarshan is planned?

Krishi darshan programme is planned on the first week of every month. Krishidarshan unit of doordarshan, Horticulture department, agriculture department, agriculture universities, etc. will conduct meeting to plan and decide the content to be telecasted by Krishidarshan.

3) What are the advantages and disadvantages of community radio?**Advantages:**

- Offers an opportunity for input by people whose voice is not prominently heard on national radio. Hearing locals on the radio is often viewed as empowering to its listeners.
- Community radio reaches a large section of the locality it covers; listeners were observed to be interested in local issues.
- A positive and distinctive way to communicate with communities whose main language is not the official language.
- Exemplifies the idea of participatory communication.

Disadvantages:

- Problems with community radio schemes in South Africa, due to lack of funding to the political climate of the area.
- Most of these stations also have the authority that effectively restrict the kind of advertising and sponsorship that they can accept.
- The principles and values on which they operate tend to focus on strong social values that avoid messages that are not seen to educate the community.
- A lack of skills in vital areas, such as marketing, planning, budgeting, and fund raising.

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**UNIVERSITY OF AGRICULTURAL SCIENCES
DEPARTMENT OF AGRICULTURAL EXTENSION
GKVK, BANGALORE-65**

Name: Ayishathul Ramzeena. B. H

Date: 19-12-2015

ID No: PALB 4113

Time: 10: 00 A.M

Class: Sr. M.Sc. (Ag. Extn.)

Venue: Dwarkinath hall

Seminar I

Prasar Bharathi-A boon to rural development

Synopsis

Agriculture extension machinery and information support in most of the states seems to have become outdated. There is a need to revamp the extension services in the country by using print and electronic media and information technology. Radio, television and the print media have become powerful means of education and technology dissemination. Over the last few years mass media has seen a phenomenal growth in this country both in terms of reach and technological advancements. This medium has not been exploited to its full potential for the purpose of extension. A concerted and well-coordinated effort now needs to be made to use the electronic media in the extension strategy.

Prasar Bharathi is a statutory autonomous body established under the Prasar Bharathi Act and came into existence on 23.11.1997. It is the public service broadcaster of the country. The objectives of public service broadcasting are achieved in terms of Prasar Bharathi Act through All India Radio and Doordarshan which produces and transmit programmes covering a wide spectrum of topics which includes agriculture and allied fields for bringing the latest information and knowledge to the farming community (Annual report 2013-14). Keeping these aspects in view, the present seminar has been conceptualized with the following objectives.

1. To familiarise with the constituents of Prasar Bharathi.
2. To analyse the role of Prasar Bharathi in promoting rural development.
3. To review the empirical studies.

Prasar Bharathi:

Prasar Bharathi is the only organization that is safeguarding the citizen's rights to be informed freely, truthfully and objectively on all matters of public interest, national or international, and presenting a fair and balanced flow of information including the contrasting views without advocating any opinion or ideology of its own. Through its various programmes, the organization has always strived to uphold the unity and integrity of the country and the values enshrined in our constitution.

The organization has been paying special attention to the fields of education and spread of literacy, agriculture, rural development, environment, health and family welfare and the science and technology. It has been providing adequate coverage to the diverse cultures and languages of the various regions of the country by broadcasting appropriate programmes. It has been broadcasting appropriate programmes keeping in view the special needs of the youth, the status

and problems of women, social justice, welfare of working classes, special needs of the minorities and tribal communities, protecting the interest of the children and vulnerable sections of society etc.

Constituents of Prasar Bharathi

1. All India Radio
2. Doordarshan

Research studies as follows:

The survey results of Hampesh and Sathish Kumar(2012) showed that 53 per cent of the respondents were more exposed to television followed by 24 percent respondents termed radio as their favorite media, 20.8 percent respondents termed newspaper as favorite media and 2.2 percent respondents termed other media like internet, mobiles etc. as their favorite media. About 33 percent of respondents were spending 2 hours to watch TV daily, 28.7 percent respondents 1 hour, 25.5 percent respondents more than 2 hours and 12.8 percent respondents was spending about 30 or less than 30 minutes to watch television.

Garg *et al.* (2014) revealed that, majority of the respondents (58.33%) perceived to be in medium effectiveness of farm broadcast category in transfer of agricultural technology and satisfied with the present timing of the farm broadcasts.

Conclusion:

The role of Prasar Bharathi in rural development is significant. The area covered by Prasar Bharathi are political, economic, agriculture, health, education, employment and social spheres. The Prasar Bharathi sets the public agenda and acts as the gatekeeper of public issues. It performs the watchdog role especially in transparency of development programmes. In agricultural field, Prasar Bharathi plays an active role in promoting progress in the areas of Green, White, and Blue & Red Revolutions. It helps to enhance the production, productivity and socio economic status of the farmers.

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