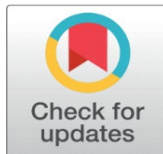
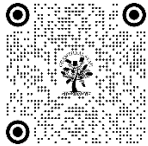


IMPACT OF TELEVISION ON AWARENESS ABOUT GOVERNMENT SCHEMES ON RURAL WOMEN

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DOI

[10.29121/shodhkosh.v5.i4.2024.1095](https://doi.org/10.29121/shodhkosh.v5.i4.2024.1095)

Funding: This research received no specific grant from any funding agency in the public, commercial, or not-for-profit sectors.

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ABSTRACT

Television is a potent medium for dissemination of knowledge about various societal and development issues. The viewership of television in India has grown over the years in urban as well as rural areas. Along with providing entertainment, television has opened up new avenues for accessing information of local and national significance. It is playing an important role in raising public awareness about issues related to health, finance and alternative lifestyles. The objective of the study is to evaluate the impact of television on creating awareness about various government schemes among rural women. The study has been conducted within the framework of Cultivation theory developed by Gerbner & Gross (1967). This study was carried out in Kari Village, of Jhunjhunu District, in the state of Rajasthan. Purposive sampling method was used to select the respondents. The sample size was 300 women. For the convenience of analysis, a schedule was prepared to collect first-hand information. The results reveal that majority of rural women are aware of government schemes related to health, agriculture and finance. Television is the most popular and reliable medium of information for communication in rural areas for the promotion of governmental programmes and policies. It is playing a crucial role in popularizing government schemes and is acting as a communication bridge between government and the rural women.

Keywords: Television, Rural Women, Government Schemes

1. INTRODUCTION

Mass Media as an instrument of communication plays an important role in social change and development of the society. Mass media refers to that mode of communication which reaches a large number of people located in different areas. The different types of mass media are radio, television, newspapers and internet. The people generally depend on mass media for information about politics, society, economics and current issues. Out of all mass media, television is the most powerful of all the media of mass communication because of its audio-visual appeal. Although majority of the people perceive television as a major source of entertainment, they also regard it as an important medium for dissemination of information and building public opinion. "Television, a technological revolution, is not limited only to the urban societies in India but has also penetrated into the rural areas. The audio

component of the television is complemented with the visual component which provide a better and enhanced understanding of situations. This type of audio-visual communication has resulted in greater interest of people in discussions, debates, participatory communication and building feedback mechanism" (Kasturi 2013) [1]. Television has broadened viewers' mental horizons because of its wide reach. Today's television viewers view themselves as world citizens. It has become the most effective form of public communication in recent years. By watching various shows about diverse themes and topics, including health, education, ecology, politics, business, weather, relationships, etc., television viewers have become well informed about the current issues. "Television is a mirror of culture. It re-shapes the culture. In the globalized scenario, the home culture cannot remain untouched by the colours of different other cultures" (Kumar,2012).[2] "Television programmes have profound and far-reaching impact on society. These programmes have resulted in changing the life styles of people and are major factors in initiating cultural changes. As compared to printing press, which took decades to influence the culture of societies, the impact of television has been instantaneous. Television has become a popular household commodity and hence it is bound to make an impact on all members of the society. It has brought revolutionary changes in the way people receive information and perceive the world by shifting their experiences of life and surroundings. The programmes are presented in such a way that people feel that they themselves are a part of that event."(Pitala, 2019). [3]. The people start identifying their life events with the television programmes and characters. Thus the influence of television is profound and it can effect the habits and thinking patterns of people. Several studies highlight the positive impact of television on viewers, Dusad (2022) [4] states that "the pre-existing thoughts, beliefs, and habits and habits of viewers are stimulated and reinforced by television. Television repeatedly plays messages on family planning, the value of girls' education, the marriageable age, environmental protection, energy conservation, etc". Repetition is persuasive in nature which attracts the attention of the people towards that particular issue. Chakraborty (2014) [5] opines that television is a potent medium for the dissemination of knowledge about various societal issues. The dissemination, interpretation, and evaluation phases of the information transmission process were separated. Women have been influenced by television in a variety of ways. The changes in communication skills and lifestyle of women make its impact clearly visible. Television has made a name for itself as an affordable and informed form of entertainment for women from low-income backgrounds, as well as those who lack education. According to a study conducted by Saini (2018) [6], 70% of viewers agree that television has a positive impact on social, economic, religious, and cultural aspects. The government's economic programmes are known to around 69% of the audience. 32.5% of the viewers are connected to political parties in terms of political development. The study's results also demonstrated that rural people are modernizing due to mass media exposure. Kumar et al. (2022) [7] state that "mass media is playing a vital role in empowering rural women by informing them about social issues, development programs, and changes taking place in the world. Exposure to mass media is resulting in social transformation in the socio-economic and cultural lives of women." The status of women can be understood in terms of their place in social hierarchy, educational level, employment, financial position and political participation. These are some of the major issues associated with understanding about status of women. Along with quantitative data, qualitative appraisal of living conditions is also essential for a deeper understanding of women's life. Rural-Urban divide can be seen in the status of women in India with urban women having more access to resources. India is

primarily an agrarian economy with approximately 54.6 percent of total workforce engaged in agriculture and other allied sector activities. The literacy rate of rural women is 50.6 percent as against 76.9 percent in urban areas (Census 2011) [8]. The Rural women are extensively engaged in the agricultural activities and allied sector. The workforce participation rate of rural women is significantly higher as compared to urban women. According to the report of Ministry of Statistics and Programme Implementation, the workforce participation rate of rural women is 41.8 percent while it is 35.31 percent for urban women. (MoSPI, 2017).[9] The rural women work as farmers, wage earners and are engaged in care work and household work. They have less access to resources and have less opportunities for education and employment. Most of the rural women are employed in agriculture sector or in low skill jobs. Their participation in development schemes is also not free from gender bias and comprise the disadvantaged and neglected section of society. Further, their participation in decision making in private sphere is limited and they are under-represented in political institutions and leadership. They face a number of barriers due to prevalent societal norms. They face contradictions in terms of being entrusted with household responsibilities but at the same time being denied socio-economic rights. Their contribution in production reproduction is not adequately recognized. They face a number of issues like gender inequality, discrimination, lack of awareness about social, economic and political opportunities and health issues to name a few. Their participation in development schemes is also not free from gender bias and comprise the disadvantaged and neglected section of society. Poverty, economic exploitation, and educational deprivation are pertinent issues which have cause-effect relationship. Media highlights these issues to raise the awareness levels of women. It also gives information about various rights, schemes and programmes so that they can avail the benefits of the same. Empowerment of rural women is the pre-cursor to any development initiative. Empowerment in social, economic and political spheres is intimately connected with awareness levels of women in various fields. Thus the exposure to mass media influences the opinion and actions of women and plays an important role in social transformation. Along with implementation of welfare schemes for women it is also essential to inform and educate the women about rights and opportunities through mass media.

With reference to the above discussion, this study has been undertaken to evaluate the role of television in creating awareness about government schemes among rural women.

2. SIGNIFICANCE OF THE STUDY

India has undergone satellite television revolution. The viewership of television in Indian society has expanded rapidly over the years. Television provides access to local, national and international events and it is a potential catalyst of social change. It is an important source of information, entertainment and education, especially for women residing in rural areas. The television features urban settings where life prominently differs from rural settings. Exposure to different kinds of life-styles, results in attitudinal and behavioral changes. The advertisements broadcast on television also influence the behavioural patterns of people. There are a number of advertisements related to government schemes which are broadcast on television to create awareness and to motivate people to participate in these schemes. The examination of role of television in the life of rural women in terms of dissemination of information and creation of awareness can have significant implications for development interventions. This study will help in strengthening the existing and new strategies for communicating the government schemes to the target groups.

3. THEORETICAL FRAMEWORK

This study has been conducted within the framework of Cultivation theory developed by Gerbner and Gross (1967) [10]. This theory examines the long-term effects of television viewing. According to this theory, people are greatly impacted by constant media exposure, which has the potential to change how they view the world around them. Television viewers are easily persuaded by media messages and act on those ideas in real life. Gerbner (1967) claims that viewers use media to validate the status quo. Images in the media foster natural inclinations like dominant ideologies, cultural ideas, and worldviews. The proponents of this theory contend that watching television might have a long-lasting effect that progressively changes the audience. Without television, people find it impossible to imagine their daily lives. It has altered how individuals live their daily lives. Television pictures and messages are absorbed by viewers. They incorporate them into their assessments and impressions of the outside environment.

4. RESEARCH METHOD

The study has been conducted in Kari Village, of Jhunjhunu District, in the state of Rajasthan. All Women in the age group of 18 to 40 years residing in Kari village constituted the universe of the study. Purposive sampling method was used to select the respondents. For the current study, the sample size was 300 women. The median age of respondents was 31 years. All respondents had television sets in their homes. They revealed that they watch television every day for approximately 2-3 hours a day. They watch variety of programmes related to entertainment and also news channels. For the convenience of analysis, a schedule was prepared to collect first-hand information. The questions listed in the schedule were presented to the respondents, and the researcher noted their responses.

5. RESULTS AND DISCUSSION

The central and state governments have launched a number of schemes related to health, agriculture, finance, women's empowerment, etc. Awareness about these schemes is created through mass media like television and other social media platforms. Although awareness about these schemes is also created through panchayat members, television also plays an important role in spreading awareness and motivating people to participate in the schemes. The analysis of awareness about schemes related to health, agriculture, finance, and women empowerment is as follows:

1) Awareness about Health-related schemes

Diagram 1. Chiranjeevi Bima Yojana

This yojana is related to providing free medical treatment to people and it was implemented in 2021. This yojana has been renamed as Ayushman Swasthya Bima Yojana

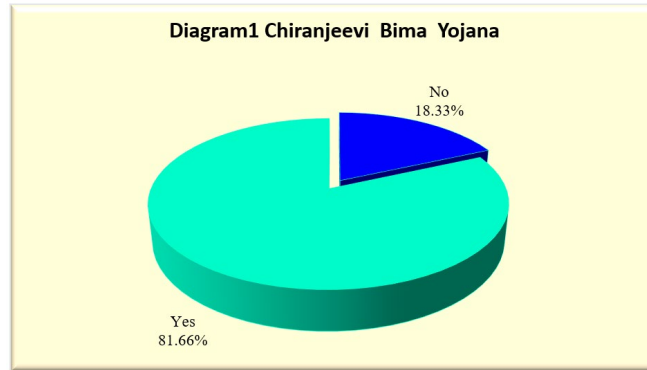


Diagram 1 reveals that 81.66 percent (55) respondents knew about the Chiranjeevi Bima Yojana, while 18.33 percent (245) did not have any awareness about this scheme.

Diagram 2. Nishulk Dava Yojna

This yojana was started on 2 October 2011 for all patients visiting government hospitals. It is related to provision of free medicines.

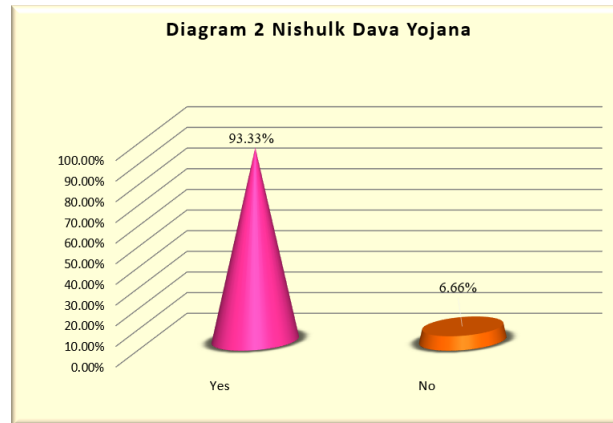


Diagram 2 shows that 93.33 percent (280) respondents are aware of the Nishulk Dava Yojana and also get benefits from this scheme, while 6.66 percent (20) percent have no awareness about this scheme.

Diagram 3. Nishulk Janch Yojana

It is related to essential diagnostic services in all the government hospitals. This scheme provides free treatment facilities to patients. This scheme was implemented in 2013.

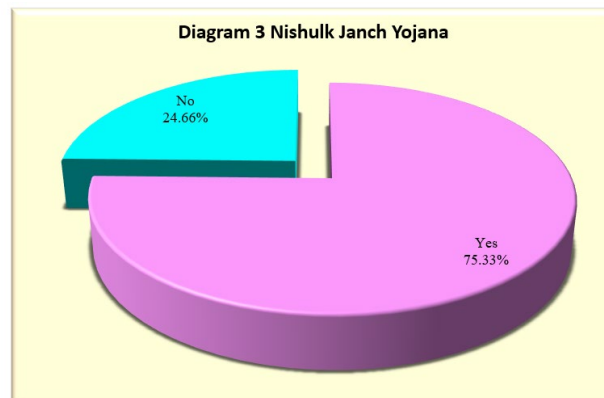


Diagram 3 depicts that 75.33 percent (225) respondents are aware of the Nishulk Janch Yojana, whereas 24.66 percent (74) are not aware about this scheme.

Diagram 4. Nishulk Sanitary Napkins Distributions Scheme

This scheme was launched in 2014 to create awareness among rural girls and providing access to high quality sanitary napkins to adolescent girls.

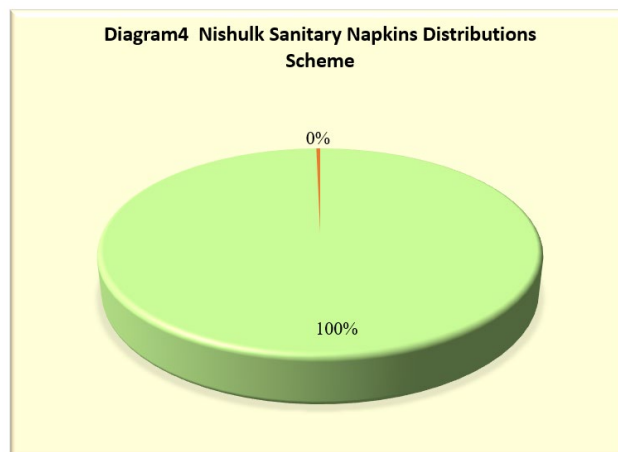


Diagram 4 shows that 100 percent (300) respondents are aware of Nishulk Sanitary Napkins Distribution Schemes because of regular advertisement shown on television.

2) Agricultural Schemes

Diagram 5. Pradhan Mantri Fasal Bima Yojana

This scheme was launched in 2016 and it is related to crop insurance for farmers. It provides financial support to those farmers suffering from crop damage and encourage them to adopt new agricultural practices.

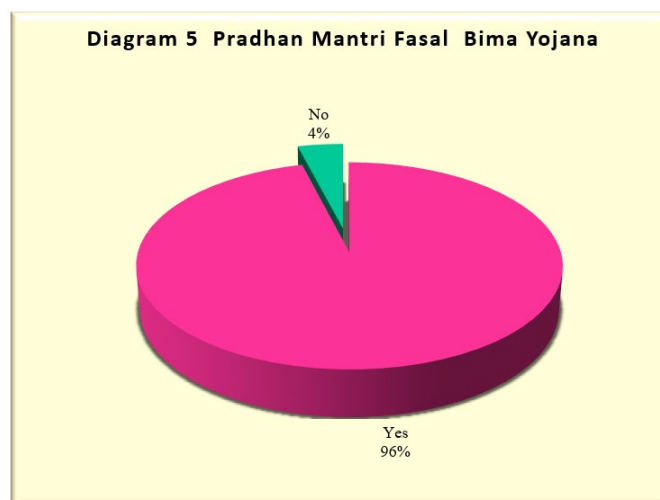


Diagram 5 reveals that 96 percent (288) respondents are aware of the Pradhan Mantri Fasal Bima Yojana, while 4 percent (12) respondents are not aware of this yojana.

Diagram 6. Paramparagat Krishi Vikas Yojana

This scheme implemented in 2015 and it provides agricultural products which are free from pesticides by using eco- friendly technologies.

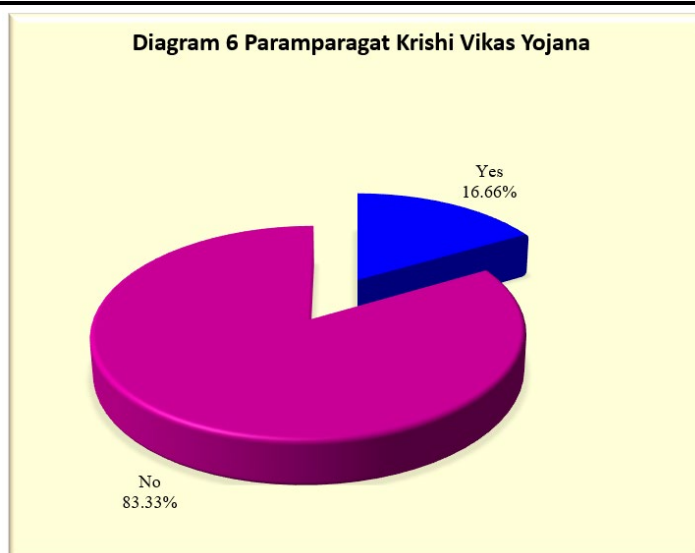


Diagram 6 shows that 16.66 percent (50) of respondents are aware of Parampara at Krishi Vikas Yojana whereas, 83.33 percent (250) of respondents are not aware of this Yojana.

Diagram 7. Krishi Vikas Sichai Yojana

This scheme is related to providing water resources for irrigation and improving water use efficiency. It was implemented in 2015.

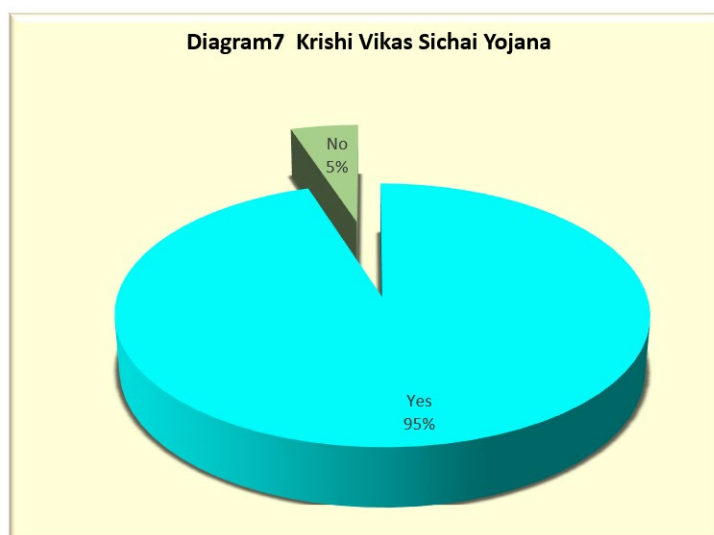


Diagram 7 reveals that 95 percent (285) of respondents were aware of Krishi Vikas Sichai Yojana while 5 percent (15) of respondents were not aware of this yojana.

Diagram 8 Krishi Kalayaan Kosh

This scheme was launched in 2019 for welfare of farmers. It is related to ensuring fair price for farmer's produce.

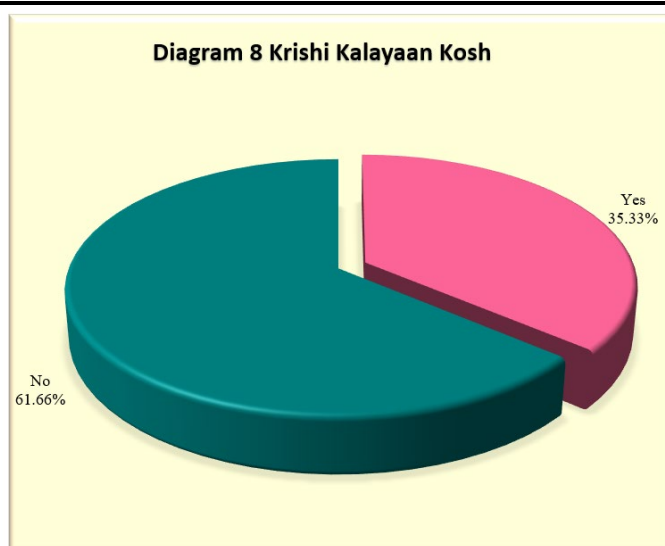


Diagram8 shows that 61.66 percent (185) respondents are not aware of the Krishi Kalayaan Kosh Yojana, while 35.33 percent (115) respondents are aware of this yojana.

3) Financial Schemes

Diagram 9. Jan Dhan Yojana

This scheme is related to financial inclusion to unbanked person by providing savings and deposit accounts. This scheme is launched in 2014.

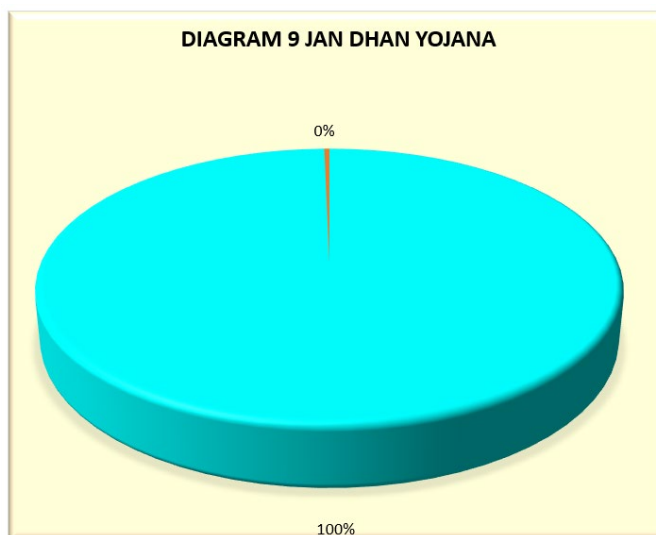


Diagram 9 shows 100 percent of respondents were aware of Jan Dhan Yojana through social advertisements on television run by the government to create awareness among women.

Diagram 10 Mudra Yojana

This scheme was implemented in 2015. It is related to providing loans up to 10 lakhs to skilled or educated women entrepreneurs for their micro business.

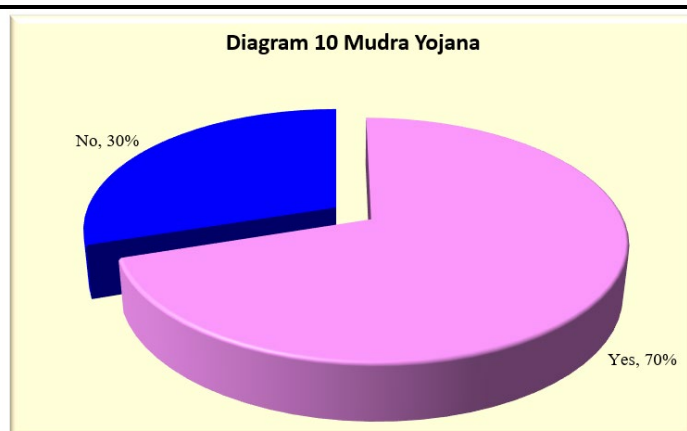


Diagram10 depicts that 70 percent (210) of respondents are aware of mudra yojana, whereas 30 percent (90) are not aware of it.

Diagram11. PM Kisan Subsidy Schemes

This scheme was launched in 2019 to provide financial assistance of 6000 rupees to farmers who owns cultivable lands.

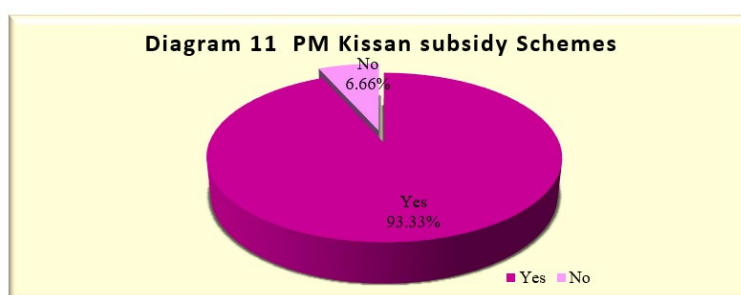


Diagram 11 reveals that 93.33 percent (280) respondents said that they get information about the PM Kissan Subsidy Scheme through television, while 6.66 percent (20) were not aware of this scheme.

Diagram 12 Pradhan Mantri Awas Yojana

This scheme is implemented in 2015 and it is related to providing affordable housing to moderate-income people.

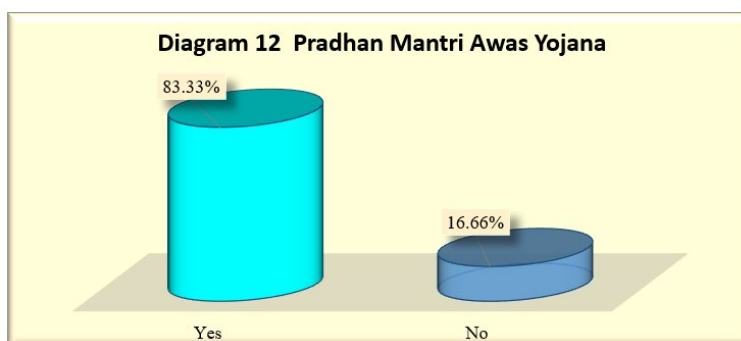


Diagram 5.5. (iii). (b) shows that 83.33 percent (250) respondents were aware about the Pradhan Mantri Awas Yojana, whereas the rest (16.66 percent (50) respondents did not have any knowledge of this yojana

6. CONCLUSION

The Information, Education and Communication strategy designed by various ministries have print media component which is coupled with television and other social media platforms. The infrastructure of Doordarshan is utilized for producing and transmitting programmes and advertisements related to various schemes. The private channels are utilized for focused publicity. The programmes and advertisements include success stories and good practices. This study shows that regardless of geographical settings television is the most popular and reliable medium of information for communication at rural areas for the promotion of governmental programmes and policies. Television is playing a crucial role in popularizing government schemes and is acting as a communication bridge between government and the women. Repetition of messages and slogans several times also helps in captivating the attention. Majority of the respondents discuss about these schemes with other people in the village and panchayat members to understand the steps for utilization of these schemes. The findings reveal that such interventions have resulted in enhanced awareness about schemes and have also inculcated behaviour change among masses. Television is playing a crucial role in popularizing government schemes. The high awareness level and participation in these schemes reflects the strategy of communication for development has positive outcomes. Television is an effective medium for diffusion of knowledge and information regarding government schemes. It has huge appeal among the masses hence the broadcast of information regarding various schemes influences the people and motivates them to participate in developmental programmes. It is acting as a link between government and common people thereby supplementing the outreach efforts of various ministries and government departments.

CONFLICT OF INTERESTS

None.

ACKNOWLEDGMENTS

None.

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APPENDIX

Government Schemes related to Health, Agriculture and Finance

Figure 1



Figure 1 Ayushman Swasthya Bima Yojana (Previously Known as Chiranjeevi Swasthya Bima Yojana)

Source <https://mcdbyisipf.rajasthan.gov.in/#/>

Figure 2

S.No	Phase	Institution	Date of Implementation	No. of Test	Increase Investigation
1.	Phase-I	SMS Medical College & Hospitals Medical College Ajmer, Udaipur, Bikaner, Jodhpur, Kota RUHS	7 April 2013	90 90	1033 689
		Rajmeh Medical College and DH		56	143 Proposed in Hub and Spoke Model
		SDHSH		56	117 Proposed in Hub and Spoke Model
2.	Phase-II	CHC	1 July 2013	37	101 Proposed in Hub and Spoke Model
3.	Phase-III	PHC Dispensaries Sub Centers	15 Aug 2013	15 14	66 Proposed in Hub and Spoke Model

Figure 2 Nishulk Janch Yojana

Source <http://rmsh.health.rajasthan.gov.in/content/raj/medical/rajasthan>

Figure 3

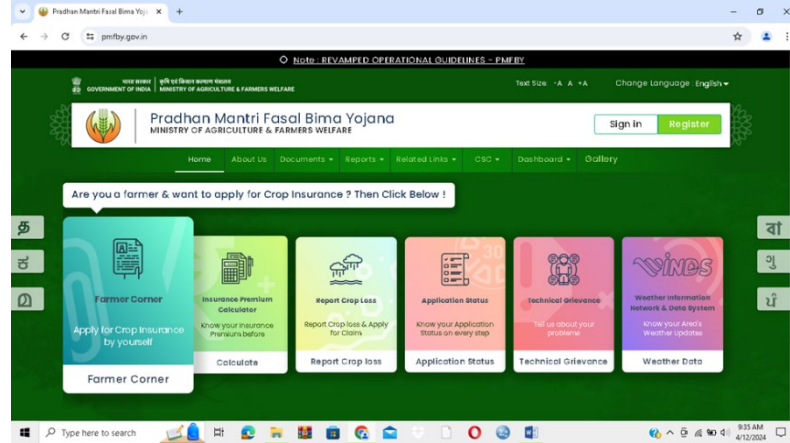


Figure 3 Pradhan Mantri Fasal Bima Yojana

Source <https://pmfbby.gov.in/>

Figure 4

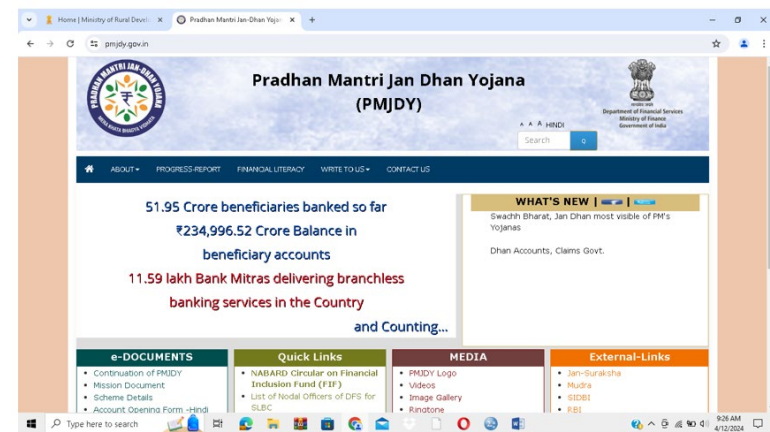


Figure 4 Pradhan Mantri Jan Dhan Yojana

Source <https://pmjdy.gov.in/>

Figure 5



Figure 5 Mudra Yojana

Source: <https://www.mudra.org.in>

Figure 6

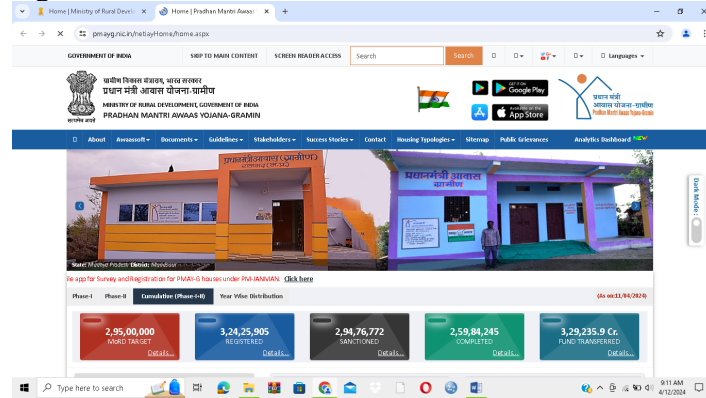


Figure 6 Pradhan Mantri Awas Yogana (Gramin)

Source <https://pmayg.nic.in/netiayHome/home.aspx>