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ELECTRONIC MEDIA AND AGRICULTURE PROMOTION – AN EXPLORATIVE STUDY IN KARNATAKA

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ABSTRACT

In the established media scenario such as that in India, extension service can foresee an optimistic, promising role in its effectiveness towards agricultural or other developmental activities. There could be a symbiotic relationship realized between media functioning and extension services to ultimately benefit. Extension communication is a scientific method to ensure an increased reach of qualitative messages, influence opinion, persuade and then make people participate.

The role of media as a catalyst in the process of a nation's development has been proven in case of Indian media. Media in India also has a track record of having played a quality role in the process.

With many possibilities, the scope of the study extends to examining the existing media's role in extension services with objectives to explore the possibilities of its role and contribution in the effective dissemination process. The significance of the study lies in closer scrutiny of contemporary media practices for recheck on cohesive communication among domestic and transnational media. The methodology here is the theoretical study with explorative type.

Keywords: Sustainable development, environment, technology, management, participatory community

INTRODUCTION

India is called the land of villages, a unique phenomenon than other parts of the world. India has about 5,85,000 villages and constitute nearly 65% of the total population. Even after the turn of six decades of independence and in the decade-after period of 21st century, Indian economy is predominantly based on agriculture [GDP contribution: 33%]. The produce of more than 230 Million tonnes of food grains per annum are consumed by nearly 80% of people in the nation. Agriculture accounts for about 10% of India's exports. Hence the value of agriculture and its economy is unparalleled even in this era of industrial growth and technology ridden produces.

Media is one of the key players in the process of catalysing the development of any nation. In the democratic India, media is capable of moulding public opinion, it can make people imitate and sets agenda for the next generation. Media has a major role to undertake where large sections of low literates live in asynchronous way in contrast to the educated decision makers. Media also comes in support of the voiceless, powerless and the principled. All this and many more has made media an indispensible tool of development and cater to sustainability of the deeds accomplished through it.

It is on record that the major agricultural economies of the world, also the emerging powered economies are the BRIC nations show the growing and enhanced importance of Entertainment and Media [E&M] for progress and development even in posterity (PwC

Analysis of Indian E&M sector, 2010]. It is established by the world trade analysis that the BRIC nations will dominate the top GDP slots by the mid of 21st Century. *Not to forget that all these four nations have a strong base of agricultural practices* coupled with backup industrial economic force.

THE INDIA SCENE: The Indian media outlook by PwC estimates shows the Cumulative Average Growth Rate [CAGR] of different media as reflected year wise. The table under shows the different media segments of India's E&M Industry percentage growth and CGR between 2010 & 2015.

Table 1: Projected growth of the Indian E&M industry in 2010-15

INR billion	2010	2011	2012	2013	2014	2015	CAGR
Television	306.5	353.0	404.0	465.0	532.5	602.5	14.5%
% change		*15.2*	*14.4*	*15.1*	*14.5*	*13.1*	
Film	87.5	96.5	104.5	115.3	125.0	136.5	9.3%
% change		*10.3*	*8.3*	*10.3*	*8.4*	*9.2*	
Print	178.7	196.2	214.4	235.6	256.5	282.0	9.6%
% change		*9.8*	*9.3*	*9.9*	*8.9*	*9.9*	
Radio	10.8	13.5	16.5	19.0	22.0	26.0	19.2%
% change		*25.0*	*22.2*	*15.2*	*15.8*	*18.2*	
Internet advertising	7.7	10.0	12.5	15.5	19.5	24.0	25.5%
% change		*29.9*	*25.0*	*24.0*	*25.8*	*23.1*	
OOH	14.0	15.5	17.0	19.0	21.5	24.0	11.4%
% change		*10.7*	*9.7*	*11.8*	*13.2*	*11.6*	
Animation, gaming & VFX	31.3	38.6	47.8	57.7	69.4	82.6	21.4%
% change		*23.4*	*23.8*	*20.6*	*20.3*	*19.0*	
Music	9.5	11.9	13.9	16.1	18.4	21.4	17.6%
% change		*25.0*	*17.5*	*15.6*	*14.2*	*16.0*	
Total	**646.0**	**735.2**	**830.7**	**943.2**	**1064.8**	**1198.9**	**13.2%**
% change		*13.8*	*13.0*	*13.5*	*12.9*	*12.6*	

Source: PwC Analysis and Industry Estimates- 2011

The scene is showing encouraging symptoms of growth and progress in activities of steadiness in the CAGR and firmly holding reigns of cause for development. It should be borne under the study that every media listed under has the compatible elements for portraying, projecting and promoting agricultural practices, marketing and proliferation. The other media like the CD, cassettes and gramophones are also playing their own roles in the agrarian economic situation.

The India's Budgets over the years in second decade of 21st century indicates specific proposals for E&M Sector in terms of Income Tax, technology, safety measures, profits and others. The productive sector of agriculture is not spared from the influences of these terms and hence if the media sector has to play a major role in catering to agricultural economy, these factors on budget and proposals become vital. The data above also supports the quality

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of media functioning which in turn gives the freedom to involve in agricultural related issues and information propagation. These proposals will see the light of the day by its direct effects in encouragement of the E & M industry of India within a short time to come.

India's reviewed FDI Policy

Since the argument of economic investment of today is around the WTO talks on agricultural subsidy and relaxation in policies on foreign investments, the FDI factor takes immense importance. The progress of Doha round of Talks (April, 2011) and the signs of progress at the Durban Trade and Climate Change Symposium (December 2011) and the optimistic approach at the eighth Ministerial Conference at Geneva (15-17 December 2011) between developed and developing nations, particularly India, are among the strong indicators of *reiterated emphasis on considering agrarian economy on priority for world economic sustenance*. As already agreed, foreign investments routed through Indian companies where a majority ownership and control is held by Indian citizens is treated as 100 percent Domestic Investment. FDI to this extent will not be taken into account for the purposes of the sectoral caps (*PricewaterhouseCooopers, Indian entertainment and media outlook 2009*).

It is to be noted that cable TV is fast penetrating into rural areas and only ideas gelling with programme productions catering to agriculture in full potential is to be envisaged.

New policy also provides in Information and Broadcasting sector, [sectoral cap <49% (viz. cable network)], company need to be owned and controlled by resident Indian citizen, directly or through Indian companies. Further, the largest Indian shareholder will need to hold at least 51% of the issued equity capital, excluding equity held by public sector banks and public financial institutions.

Foreign investment in an Indian company is subject to the regulatory guidelines applicable to the particular sector.

Eg:- *Under the Cable Network Act, only Indian citizen/company with atleast 51% of the paid up share capital is held by Indian citizens are permitted to be a cable operator.*

Media- Projected Market Potential

The overall Indian Print Media scenario brief reflects ever-increasing readership both in national and international languages. The state of Karnataka has seen top and very healthy growth in circulation of its major dailies.

Along with encouraging readership and participation in Print Media, the growth of its industry in the previous years as well as the projection is worth recognizing. Participation of print media, especially in Karnataka has been a commendable one with respect to information and education on agriculture, farmers, agricultural marketing and related activities. Huge amount of column centimeters are dedicated towards the same. Experts, practitioners and pain-takers are all involved in the exercises of print media's agricultural based articles, features, reports and analysis.

TV in India - a key media

Among the electronic media, television is fast growing and its reach is gradually increasing year after year. According to several studies conducted in this field, like Indian Readership Survey and National Readership Survey, etc., reflects the results of high potential viewers akin to the Media (Television). As per survey indications India's Media industry reaches 208.53 million readers, 467 million television viewers and 325 radio listeners, out of the total population of one Billion citizens speaking different languages. The reach of the press is 68% in urban areas and nearly 33% in rural areas. More than 65% of India's population lives

in the villages. But, besides India's vast illiterate adult population (252 million), there are 248 million literate adults who do not read newspapers or magazines.

Table 2: Growth of Indian Television Industry 2010-15

INR billion	2010	2011F	2012F	2013F	2014F	2015F	CAGR
Television distribution	192.0	222.0	254.0	293.0	334.5	376.5	14.4%
% change		*15.6*	*14.4*	*15.4*	*14.2*	*12.6*	
Television advertising	101.5	116.0	133.0	152.0	175.0	200.0	14.5%
% change		*14.3*	*14.7*	*14.3*	*15.1*	*14.3*	
Television content	13.0	15.0	17.0	20.0	23.0	26.0	14.9%
% change		*15.4*	*13.3*	*17.6*	*15.0*	*13.0*	
Total	306.5	353.0	404.0	465.5	532.5	602.5	14.5%

Source: PwC Analysis and Industry Estimates

TV commands 79% of the 'urban Indians' time spent on media. Around half of all homes in India with television now have cable and satellite subscriptions. There are more than 210 indigenous Indian satellite channels operated in India and they earn revenues of more than Rs.230 billion through advertisement and publicity alone. The other revenues from cable advertising, DTH subscriptions, the industry stands at close to Rs.300 billion per year.

It is estimated that around 130 million TV homes, nearly half of them are cable enabled. India is the largest cable-connected countries in the world, after China (~200 million) and the US (~170 million), and Karnataka covers almost 70-80%.

There are quite a number of channels which are operating for Mass Communication and entertainment in India and the reach of TV media is almost 47% among the rural and 79% among the urban population. The business interests in the Indian Market point to serious involvement in the affairs of E & M in the vibrant democracy. All these point towards every possibility of utilizing the networks for penetrative agricultural practices.

Domestic Markets

No wonder the local entertainers are also motivated to do their part. Though the stakes are not on equating terms with the global deals, the circulation of money among the local players will strengthen the national exchequer hence, every attempt is considerable. For instance, during 2009 there were a host of top committed, competitive regional TV channels that dictated the market.

Table 3: Key players in the Regional Television Markets-2009

Tamil Nadu	Andhra Pradesh	Karnataka	Kerala	Marathi	West Bengal
Sun TV Kalaignar TV KTV Vijay TV Jaya TV Raj TV	Gemini TV Teja TV Eenadu TV Maa Telugu Zee Telugu	Udaya TV ETV Kannada Udaya Movies Zee Kannada	Asia Net Surya TV Asianet Plus Kiran TV Kairali Amrita TV	Zee Marathi ETV Marathi Zee Talkies Star Pravah Star Majha	Aakassh Bangla Zee Bangla ETV Bangla Star Jalsha Star Ananda 24 Ghanta

Source: PwC analysis

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Strategies for the knocking Opportunities

In spite of all the above facts, figures and circumstances, it is impending on the part of the economic functioning of the nation to ensure reliable and credible practices in the E&M segment if the growth and effect has to be uniform, contributive and sustainable – all crucial in the approach to a developed India. To this end, well defined, focused market play becomes very important and to do it, evolving both short-term and long-term strategy is of priority. The suggestions of PwC ideas in this regard are worth stating here in a table.

Development

Development has been defined differently by various scholars depending in the context the term is used. It has been defined to refer to '*transforming of the people's ways of living/doing things for the better*' (Advanced Oxford Learners Dictionary, 2006). Development involves changing people's attitudes positively. It is also defined as a specified state of growth or advancement. In this context, development means positive transformation or change of the people's ways of living, attitudes, behaviours among others as a result of their accessing relevant, adequate and timely information services courtesy of the prevailing digital age.

Everett M Rogers (Singhal & Rogers, 2000), the renowned social scientist of the world defined Development as a widely participatory process of social change in a society, intended to bring about both social and economic advancement, including greater equality, freedom, and other valued qualities, for the majority of the people through their gaining greater control over their environment.

The American Social Scientist Daniel Lerner's (Lerner, 1998) development model proposed to India during 1960's suggested that literacy to Indians could lead to urbanization, in turn lead to socio-economic participation and in effect, the feedback of it leads to increased literacy and thus the cycle goes on. Here, Lerner discounted the agrarian economy and concentrated on literate urbanites for development.

Everett M.Rogers, conducted his successful experiment hot drinking water experiment in nations of S.Africa, only to propound a practical theory of innovations. His four types of cognitive behaviour of human beings in response to communication strategies namely the Early Adopters, Early Rejecters, Late Adopters and Late Rejectors opened doors for new paradigms of development altogether. This theory goes well to some extent with the agrarian economies of the world.

M. N. Srinivas (Srinivas, 1998) an eminent social scientist from Karnataka has contributed well to the field of study of rural societal structure and has narrated descriptively regarding different agricultural practices by various strata in the community and also has explained how the technology has played a significant role in bringing about changes in the rural community. He believed that Indian agriculture occupies a prominent position in Indian policy-making and is convinced of the sector's huge strides in developing its potential. He observes that Indian agriculture is large and diverse and its sheer size means that even slight changes in its trade have significant effects on world agricultural markets. He declares that as the service economy grows, the share of agriculture will diminish, which may also have implications for India's stance on trade and agriculture policy in the future.

Mass Media & Agriculture

Before media relevance in agriculture, credit should be attributed to agricultural universities. The universities are striving and working very hard to bring integration of mass media and farming community. Agricultural programmes on Doordarshan, extension wing, agricultural officers and scientists guide farming community. DD in regional telecast have lot of live

programmes on agriculture wherein a farmer is able to talk to any expert inside the studio. Advantage with the visual medium is that a farmer can see whenever a scientist exhibits a diseased plant, notice unequal growth of a particular crop, a crop attacked by insects, a crop destroyed by concentrated pesticides, the wrong usage of fertilizers, erroneous water management and so on. In fact, '*seeing is believing*'. Media very well alerted the government agencies on prevention of diseases eg:- *Nusipeede* (affecting coconut plant) with the solution of extracting *Neera*.

Media, a chief form of human communication process plays a significant role in the modern world, moreover as a catalyst in the process of development. Development indices point to development in major segment of a nation's economy that contributes to GDP. The Indian agri-economy contribution to its GDP is nearly 33%. Television is a major electronic media for information dissemination, education, economic development, entertainment and empowerment in the knowledge society. For that matter, the role of any media anywhere in the world assumes greater importance combined with entertainment [E&M], a chief mode to address human emotions.

As the editorial freedom of newspapers was considerably low during the Indian internal emergency of 1975-77, and television was a baby just then, perhaps Radio had an upper hand during the time. The propagation of 20-point programme of Mrs. Indira Gandhi, the then Prime Minister was a considerable success. In particular it opened new vistas for agricultural practices like irrigation facilities, back up ideas for green revolution.

Indian situation soon after independence, during the first FYP was of the need to address starvation. So, emphasis was on agriculture production. The then Government thought of exploiting the only electronic media– Radio, i.e., the All India Radio, a hardcore government media, to achieve the goals of agricultural growth. The contribution of AIR to free India was already renowned and so was ready to take up the challenge of agricultural economy. The programme content was just enough to boost the morale and vigour of the agri-practitioners and to pile up food stock. AIR's role in navigating public distribution system to its end goals is also laudable.

The UNESCO selecting India in 1956 for a unique experiment (at Pune) known as 'Radio Rural Forums Project', earlier successfully implemented in Canada, is also worth noting. UNESCO considered the Pune experiment a successful model of development communication and it was repeated in several developing countries of Asia, Africa and Latin America. In fact, credit for the success of the Green Revolution and the attaining of self-sufficiency in food production is also partly given to radio. The farmers of the Thanjavur paddy growing belt in Tamil Nadu, named the hybrid variety of paddy they grew after listening about it over transistor radio as "*Transistor paddy*". Then the Radio played its key role in the Green Revolution. Important instances of benefiting from green revolution are of the states of Punjab and Haryana, where optimal use of the concepts and practices of the revolution, especially like in the Bhakra project for wheat fields were visible. It could be *Krishiranga* in Karnataka, *Krishijagat* in Delhi or any name of programme, it saw thumping success.

Another rare experiment was the starting of local stations. The concept had its origin in Chanda Committee report, which had suggested decentralization of radio to give local content and flavour to its programmes. On an experimental basis, local stations were started with low power transmitters at selected rural areas on FM band from 1989-90. In Karnataka Madikeri, Hospet and Chitradurga got local stations.

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Another important phase of food revolution in India was the Operation Flood. Dr.Kurien's leadership enhanced the milk production where the role of media, particularly the Radio was very successful in sensitizing for participating in cattle diary**.** Through radio, farmers were convinced and encouraged to start cooperative movement with societies purchasing the milk. Farmers were under the influence of superstitions and blind beliefs regarding feed, reproduction, etc. The only prevalent electronic media then, the AIR helped forego every conventional approach of the farmers and radio became the friend of farmers. Hence the role of electronic media in achieving development in a nation was a considerable success. It helped practices from unidirectional approach to multi-directional and integrated approach in areas of animal husbandry and others.

All of these above, point to one single fact that the efforts, strategies, planning and implementation is heavily concentrated on Urban India where capital movement, skilled labour and intellectual capital is huge and untapped.

Even as the Government of India through its Rural Development Ministry caters to a host of successful programmes, the end result has been nourishing the urbanites more than their rural counterparts. Hence the programmes are predominantly urban-oriented when media related implementations are concerned [with exceptions like the Jhabua Development Project by ISRO]. However, there is a disclaimer to the statement that there is immense effort, support and concern from the state governments in many states all over India, especially in Karnataka state, hence this study.

LITERATURE REVIEW

Community Development Approach to Extension

Here, the focus of extension was earlier on human and community development, but now is on technology transfer, with a series of farmers' training and education programmes over the decades.

Transfer of Technology Approach through Training and Visit [T & V]: It is an extension management system [since mid-1970s]. This system profoundly influenced extension practices and registered impressive gains in irrigated areas. The T&V system played an important role in ushering in the Green Revolution. Yet the system had its limitations. It could not take along the other line departments due to their lack of infrastructure, trained personnel and resources. The T&V system operated largely in the inter-personnel mode without planned and optimum utilisation of information support and with low level of involvement of farmers. The "top-down" approach generated uniformity rather than specificity and lacked focus on location specific needs of regions, disadvantaged areas and target groups enterprises. The linkages between research-extension and farmer remained weak or non-existent. Media and information management largely remained in the public sector and characterized by centralized operations. Farmer driven and farmer-accountable feedback systems were not adequately developed. Post Green Revolution period, the T&V system could not adapt to the more holistic Farming Systems Approach towards which the new thrust of both research & extension had begun to focus.

Towards a Farming Systems Approach

'Farmers' ignorance' confined the "extension education" to "teaching". The basic philosophy of these extension approaches centered on "technology transfer". By the early 1990's and the completion of the third National Agricultural Extension Project (NAEP), there was growing recognition that the T&V extension approach needed to be overhauled in meeting the technology needs of farmers during the 21st century. First, it was recognised that

extension should begin to broad base its programmes, by utilising a Farming Systems approach. For example, attention should be given to the needs of farmers in rain-fed areas, and to diversifying extension programmes into livestock, horticulture, and other high value commodities that would increase farm incomes. Secondly, to support and strengthen the Farming Systems approach, issues of financial sustainability, farmer participation in programme planning, and research-extension linkages, marketing and value addition would have to be concurrently addressed.

Present day agriculture is defined by key concepts of stability, sustainability, diversification and commercialization. There is need for reorientation of the philosophy of extension from 'technology transfer mode' to 'technology application'.

One of the earliest authentic studies - 'Television And Satellite Television In Rural India' is a good basis even for today's studies. It was based on field work conducted in January-April: 1997 covered 535 villages in 16 states. Over 30,000 TV households were enumerated and 7,500 respondents interviewed.

a. Estimated 22 million television sets in rural India
b. Only a tiny 2-3 % of the overall rural population watch satellite TV at home.
c. A new study cites ***TV*** as liberating for women housewives in ***rural*** India.

Table 4: Table showing penetration of TV

Sl.No.	*TV penetration*	*Quantity/ Average*
1.	No. of Television Sets in Rural India [1997]	22 Million
2.	No. of people watching satellite TV at home	2 – 3 %

It concluded that the major reason for change in lifestyle of developed rural Karnataka was that television had done wonders there.

Today, especially in the south India, the penetration of satellite TV is very high, ~50 per cent unlike 25-30 % in the rest of the states. People may not be literate but they know what is happening around the world because of TV & how the rest of the state and even country live. By 2010, *Rural Karnataka* has 72% DTH users. DTH companies shift to *rural Karnataka* for subscribers!

It is interesting to note a habit of the rural people here. Rural people are habituated for micro-units of consumption lifestyle. The reason is they are inclined to use them for a day or for at most a week. Their consumption budget is just about a week or less. That is because their earnings fall under in similar periods. Typically in rural locations, the work contract period is about a week or less. In fact, it is day-contracts which rules here.

Case study in Chitradurga

Role of FM Radio [early 1990s] by its inherent potential of reaching local needs, in farming and educating the farmers was notable in Karnataka, first at Chitradurga, then at Madikeri and soon at Hospet. Earlier, in AM radio type approach, only farmers from urban or near-urban region were participating in programme production. It was because the stations were nearer to them and producers also could reach out to them easily. On the other hand, the farmers in villages even with access to FM programmes due to poverty and shying away from participation. This created a gap in content management and research of the problems of agriculturists in remote rural villages far away from the radio stations. But after FM, it was a different story.

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A survey was conducted about the Chitradurga FM Station (1992), where a team of about 500 medium and large farmers with access to FM programmes were selected and questionnaire was administered. The results were astounding. 72% of farmers said they followed the FM's agricultural programmes and the agricultural scientists on air, instead of relying on the experts from training institutes or scholars of agri-economy. However, 81% of them opined that the information given through the Chitradurga FM station was not sufficient and wanted more. Still a lot of info was sought from that radio. 62% said they are encouraged by advices given on that FM from the agri-scientists regarding crops.

Table 5: Response of Farmers at Chitradurga District to FM programmes (1992)

Sl.No.	*Response*	*Percent*
1	Followed the FM's agricultural programmes and the agricultural scientists on air	72
2	Wanted much more agricultural information through the station	81
3	Encouraged by advices given on the FM from the agri-scientists regarding crops	62

The farmers listening to such programmes even could shift to horticulture from agriculture. Interesting finding of this study was influenced by the advice of that radio, farmers in and around Chitradurga started growing coffee very successfully. The growing of coffee was confined to Malnad and Western Ghats. Farmers believed that coffee could be grown only in wet weather. But farmers even in dry areas like Chitradurga were now convinced of the growth. They shifted themselves to horticulture- grew pomegranate and dry fruits. Floriculture in and around Chitradurga was very good. Yet horticulture grew well- Areca nut, coconut, etc. They claim that radio medium is the most easy to listen even while working, they less preferred TV and paper as they can't involve or dedicate time to it.

ETV–Annadata

Through the most popular agricultural, educational platforms namely the multilingual, multi state daily programme *Annadata* on ETV network of regional channels and the regional monthly farm magazine *Annadata* in Telugu, Kannada, Marathi and Bangla the group has been in the forefront of farmer empowerment.

Thus under quality services for quality production, media thus can continue to quicken the process of propagating messages, moulding public opinion and encourage community participation thus attaching better importance to extension communication. Bringing about awareness on the changing economic practices and convincing the policy makers about the importance of agriculture sector as a major contributor of economy lie well within the responsibility of the media.

The role of media can be emphasized on many facets of farming sector such as educating the farmers on quality measuring scales or mitigating tendencies like farmers' suicides by changing the attitude of farmers. In disseminating messages about quality production, the best bet is media wherein even the convergence by way of new media has come as a boon. Even the urban stakeholders linked with agriculture sector could be sensitized on the priorities and seriousness. Media could also watch on the quality standards for any revamp required and build awareness of the standards among the agricultural communities.

METHODOLOGY

It is a comparatively new and niche area of study to look into Quality Extension Service promotion that needs significant attempt in Karnataka State [nearly six million Population]

and empirically make it evident and feasible for the use of the mighty media- Television for the portrayal of activities concerning Quality Extension Services and encouraging positive and success stories in the line. It is to note that expenditure on rural development by Government of Karnataka is 60% of its revenue.

The scope of the study extends to examining the existing media's role, particularly the electronic media in extension services. The significance of the study lies in closer scrutiny of contemporary media practices for recheck on cohesive communication among Domestic and Transnational Media. The methodology here is Theoretical Study with Explorative type. This study was limited to analyse the promotional possibilities by Television only.

The study analyzed the factors of programmes and practices of electronic media which promises and influenced the Rural Masses to adhere to innovative agricultural practices through suitable adaptation of quality extension activities for best yields through the exposure of the Television channels and the programmes telecast, *i.e., focus is more on participation of TV channels in the process of agricultural economy in the state.*

This study aimed to critically analyse the patterns of programmes about support structure like Quality Extension Services and media's role for its promotion. People at large have profound experience in viewership of almost all TV channels. Their response and the expectations for future development will certainly create awareness for making way for innovative programmes in the years to come for the future. Hence, this study.

With general objectives to explore the possibilities of its role and contribution in the effective dissemination process, the specific objectives of this study were:-

1. To analyse the pattern and distribution of TV programmes on quality extension services among the popular channels in Karnataka.
2. To evaluate the role of such programmes in Rural Development and reconstruction.
3. To study the impact of the TV Channels among various sections of the society and their opinion of such future programmes.

This study intended to ensure continued growth of TV as an effective media of mass communication for supporting the Quality Extension Service activities. The aim also included to intimate villagers about the services for the process of development by instilling value based consumption of Television as a forerunning media of mass communication.

The study is explorative in nature through observations and interview with the rural folk revealing the necessary and suitable interpretations about the television as a media and propagating success stories, however without affecting the rural sentiments and ensuring the non-disturbance of control parameters of the study. The scene of the bordering states is altogether different as compared to the inlands of the state. Hence, the limitation of this study is that it confines to the state of affairs in Karnataka. Since the subject of study is very vast, the urban-rural combine may have cross-influences in acceptance and effects of the activities and hence specific measurements have not been considered under this study.

THE THEORETICAL FRAMEWORK

The current study revolves around a primary factor that if the effects of electronic media have been accepted as powerful, then the variety of programmes constituting the activities of media as extension activity could be made qualitative towards production and practices for sustenance of agriculture as a heritage and also remains contributively to the nation's

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economy. This study revolves about the amalgamated outcome of the Marketing Theory, the Economic theories and the Media theories.

The Sample

Karnataka is an integrated state out of four major erstwhile divisions- Hyderabad Karnataka, Mumbai Karnataka, some areas under the then Madras Presidency and the provinces ruled by the Maharaja of Mysore state. Currently, the geography of Karnataka can be categorized into– Northern and Southern parts bifurcated by the river Tunga near Harihar of Davanagere District, further the South divided into Coastal region, the Malnad and the plains. The lingual and cultural parameters are distinguishable between these regions. Study of mass media in these regions, particularly of Television revealed challenging and interesting facts.

On the social front, 'Communication Gap' is an all prevailing phenomena as a barrier of the process of communication, also particular to Television. This study looked for identifying these gaps, particular to the rural setting and the mindsets of the rural folks. Some examples of the gaps are ulterior messages, misinterpretation of programme content, sensational aspects, factors affecting the socio-cultural ethos, content hindering the process of development, instigation of sensitive rural minds against development and so on.

Karnataka currently has 30 districts after three districts were incorporated over a decade namely- Chamarajanagar, Ramanagar and Chikkaballapur and Yadgir in that order. As obtained from the 2011 census,

Area & Population: Karnataka Rural Population: 66.01%;
Villages: Total: 28,786;
Inhabited: 28,157; Uninhabited: 1,639;

Sex Ratio: Overall rural average – 968 females to 1000 males

Literacy: Rural - 43.54 % in 2001 to 58.31 % in 2011

Karnataka's total land area is 1, 91,791 sq.km. It accounts for 5.83 percent of the total area of the country (32.88 lakh sq.km) and ranks eighth among major States of the country in terms of size. As per 2011 Census, the State's population was 611.3 lakhs. Among different states, Karnataka occupies seventh place with regard to population.

In a unique development, for the first time in India, an agricultural budget was placed in 2010 before the Karnataka legislature wherein Rs.17,857 crores was earmarked for agriculture, allied and irrigation sector development.

Majority of the villages lie to the north of Karnataka, not to ignore the south, only that the villages of the south are more developed and have better exposure to the media, their uses and their effects. While the south Karnataka, both urban and rural, has gained soaring heights in both quantitative and qualitative growth in TV media activities, the parts in north Karnataka is slowly catching up. Coastal Karnataka, particularly District of Dakshina Kannada constantly on the forefront in terms of indulging in enhanced TV media activity.

The study gave balanced representation to the districts of Karnataka and to the opinion of all gender; various age groups, as many occupations and different mindsets. Respondents were drawn from both rural dwellers and those plying between the village and towns/cities. Response to specific, wide spectrum of programmes was elucidated. Opinion leaders among the youth, people of high status, the village leaders, the government representatives of the village were considered for the study. On the other hand, cable operators, gadget suppliers if any, to the village were also probed for responses.

In-depth district wise selection of Sampling and analysis of the expectations of specific types of programmes by the people in rural parts of Karnataka gave an accurate picture of the approaches to programme productions.

FINDINGS AND ANALYSIS

To clarify about seriousness by the Governments to promote media role in enhancing quality and production of extension services, the following facts reveal a very encouraging signal for media practitioners, users, media academicians and educationists alike.

Under the Ministry of Agriculture and Cooperation, Government of India, a scheme [#VII] with dedicated budgets–2011 was allocated for media involvement apart from the Extension support Central Institutes or DOE with Rs.16 crores to manage 350 plus training programmes all over the country.

The most important to this study, for the mainstream electronic media support to Agriculture extension, Rs.150 crores was exclusively allocated (in 2011) with an objective of promotion under electronic media of TV and radio. The intention is clear with the Government to undertake such promotion under PSB like Doordarshan and the AIR. The programme types included Live-in Crop Seminars (about 108 in the year), Saturday Films (about 25) to be broadcast by National Channel of Doordarshan- soil testing, SRI Technology, Fertilizer Application, Micro-nutrient, Crop Insurance, etc. Then the budget also stipulated the media to broadcast 30 minutes of agricultural programmes through 180 narrowcasting stations (for 5 days in a week), through 18 regional kendras (5 days/week), programme on national channel for six days a week and also on ninety six FM radio stations of All India Radio for six days a week.

It is equally interesting to note that under the proposed policy framework for agricultural extension by the extension division of Department of Agriculture & Cooperation in the Ministry of Agriculture, Government of India, the specific areas of concentration in Mass Media & Information Technology include Print Media, Radio, Television, Private Cable Channels, rural connectivity through Computers, NICNET, Internet, V-SAT, etc., Farm Information and Advisory Centres (FIACs), Private Portals and Public & Private Information Shops.

TV penetration into agricultural practices in Karnataka

Karnataka with its 6,11,30,704 population is very fast developing state in the country. In Karnataka, there are fifteen channels in local language Kannada, and enormous cable channels are being operated apart from Doordarshan Kendras.

The development agenda of the successive Governments in the state, rapid exposure to urban situations by the villagers, increase in materialistic lifestyle, strategic marketing by TV set selling companies and advertising agencies, increased affordability among rural folks resulting out of shift in lifestyle from agriculture [sell off the lands] to industry basis [jobs in factories in nearby towns] and a lot more are contributing factors for spread of TV in Karnataka. Moreover, people of Karnataka are much more fun loving, and so majority of the viewers eye on the entertainment aspect of TV media, thus there is a Philip in agricultural promotion scene by the media of the state.

The popularity of individual channels was, on the whole, found to be similar among the villages of the state. The satellite TV is a threat to Doordarshan in urban India, it was also so in rural India; Doordarshan's strategy of launching DD2 and the regional language satellite channels is weaning in its viewership with little audience share for Doordarshan even within satellite homes.

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Table 6: Percentage of TV receiver Sets in Karnataka

Sl.No.	*TV Receiver Sets*	*Percent*
1.	Colour	78
2.	Black & White	22

In this context, it was interesting to see that as much as 78 % of television homes in rural areas use colour TV sets. In Kerala nearly 90 % of the sets in rural areas were colour, elsewhere black and white sets were limited to 22% of the share. Most of these sets were less than five years old.

Rural Penetration

Today, especially in south India, the penetration of satellite television is very high, which is around 50 per cent unlike 25-30 per cent in the rest of the country. This is true for Karnataka state also. Karnataka comes under Moderate Penetration category. Grants-in-aid (Plan) released to the States/Union Territories under Centrally Sponsored Schemes by the Ministry of Rural Development, Govt. of India has also contributed to media activities. Small investors from the cities reach out to technical practitioners among cable operators, ancillary unit workers and collection agents in towns who spread their tentacles to the hub of villages in their surrounds.

Entrepreneurship ventures are increasingly encouraged in Karnataka both by the corporate world and by the consumer society. These practices have considerably helped rural penetration of TV into rural society. Definitely, the rural youth today is an important trigger in changing the profile of rural Karnataka. About 45% of the graduates coming out of universities in Karnataka today are from mofussil areas. And, they are all doing very well. Their aspirations are similar to the urban youth, and it gets reflected in their eagerness to earn more and live better. So, if there is a problem in agriculture, they do something else. They ensure that they have steady flow of income.

Socially speaking, increased difficulties of living in the villages resulting in hardships on work front makes the rural folks inclined to entertainment after the day's hard work- a major factor for the effective rural penetration of TV media.

The local language channels are very popular in rural Karnataka whereas the non-Kannada channels reach urban areas more. Governments spend serious sums of its revenue on rural development through the years. The governments utilize the television channels to propagate the programmes for the rural mass.

Villages are in urgent need of Public Service Messages [PSM's]. Audio visual media has been the most effective media to this end. The techniques used by the advertising agencies based on the psychological research on attention, perception, learning and retention are now being adequately used in the public service messages to improve their effectiveness in every respect. This endeavour has paid rich dividends. Social messages on topics such as agricultural farming, seeds, fertilizers and pesticides, health, hygiene, environment, evils of alcoholism and on other significant issues were produced on the lines of advertising commercial to enhance its effectiveness.

Doordarshan, the epitome of Public Service Broadcasting in India for a long time, has been the harbinger of the PSMs on the Indian scene. The exercise by it throughout is not only of a quantitative one, but phenomenally qualitative too. Little can it be forgotten of the PSMs like

the Pulse Polio, Care for the Girl Child, National Integration, Say no to Drugs, Water is precious, etc.

The agenda setting for programmes on TV have been predominantly dictated by the sponsors and advertising industry, in turn dependent on the dynamics of economics. It is interesting to note that these money holders are very much interested in the rural economy and thus always hanker to take the rural audience into the fold. Involvement and interest shown by the north Karnataka rural talents like artistes, directors, producers and technical personnel has shown tremendous potential not just in terms of serials and the like, but also in serious TV programmes like development issues of Agriculture, industry, socio-economic participation and such others. While Doordarshan, the main Public Service Broadcaster has gained much flesh out of these activities, the private channels are fast catching up on the lines of development and issues related to them.

Other Findings

Though there are ample opportunities in media to obtain feedback, this formal study threw light upon the need for heterogeneous nature of programmes. The impact on the society in relation to the culture of agriculture was high. The relationship between the practitioners and marketers was intense. The middle-men menace was equally rampant and need urgent curbing. There is need for utility of different or multiple media to overcome hurdles of middle-men and use proper facilitating agencies of Government like the APMC, etc. Also competent NGOs can be used. All these will finally lead to emancipative ideas of rural reconstruction.

During the course of the study, even the opinion, observations and statements of the heads of different TV Channels viewed in these rural areas were elucidated as to 'Why there seems to be not much of agricultural economic support in Rural Development even after the penetration of so much of television and the programmes!' It revealed that the producers of such programmes missed out on packaging the content in simple parlance, interpretation of technical details in common phrases and agri-based programmes slowly moved towards entertainment ridden programming.

The study was conducted with a firm approach that a decade long exposure to new kind of TV programmes is envisaged to bring about the desired change, progress and development in rural parts of Karnataka.

Inferences and Suggestions

It is very important to discuss the integration of Traditional folk media under the Communication process and extension communication. It is the language, dress code and presentation of the communicators that seriously matters in the process of communication.

Extension activities should concentrate more on outdoor activities rather than indoor discussions. More than inviting successful farmers to invite them for discussions inside the studios, it is better for the media to go to the fields and farms and talk to the farmers and agricultural scientists well amidst the yield in the fields.

It was not just about motivating the farmers to grow food grains, but to educate and ensure in them more knowledge and practices on usage of seeds, fertilizers, pesticides, water management, weather forecasts, etc. Here a notable point is excessive and wrong usages of chemicals in turn make adulterated products harming the entire eco-system.

The media can come in handy under quality extension service programmes to train them save and preserve whatever is grown, no more to depend on governance or old traditional system

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like granaries, rather to utilize and exploit new technologies. In fact, even the earlier kind of Save Grain programmes and the training programmes of I&B ministry are no more in vogue.

Media Promotion

Television, by default, has turned out to be just the medium to access the rural middle or upper class, if the findings of a study conducted by the Audience Research Bureau of Doordarshan are an indication.

As the multinationals came marching in, cities and town were deluged by a sea of consumer products. Big brand names went up in neon hoardings and flashed across millions of TV screens in back-to-back ad spots as homemakers and office-goers reached for the remote, the popcorn and the easy-chair.

Telly-watchers are quite often telly-owners and more telly-owners are to be found in the better-off regions. The survey discovered that in rural Karnataka television ownership was related to the affluence of the State. The correlation also surfaced in the occupation profile of TV owners, a majority of whom held salaried jobs, owned land or were in business and trade. Agricultural workers who account for 70% of the rural population owned only 35% of rural TV sets. A look at the market variations in rural TV ownership reveals some interesting features. For instance, the striking differences across the states surveyed. The countrywide penetration saw TV penetration at a little over one-fifth of the rural population.

Also, not surprisingly, a high TV penetration seemed usually to partner greater rural affluence that is, more access was to be had in states which had a lower proportion of its people below the poverty line (BPL). Satellite TV in Karnataka is distributed to households almost entirely through cable TV networks. Inherent hindrances in the viability of cable operation in rural areas took the form of the small incidence of television homes in any single village, the geographical dispersion of these homes, a preponderance of black and white sets and the hassles of collecting monthly subscription.

Channels with Tamil, Telugu and Kannada programming showed better viewership of agricultural programmes. It was found that the availability of long hours of film-based programmes had motivated a sizeable number of rural homes in these language regions to acquire a cable connection. Cable operators had been able to overcome inherent snags since operating with only one dish facing the Intelsat satellite had made it possible to keep the operation cost low and charge nominal subscriptions.

Government support, financial or otherwise for the receptivity of television as a media was probed in the study. Agriculturists learnt to fight for their rights after TV viewing about government supports. They were empowered to question monopolistic practices and tariffs.

Power, infrastructure and other lacunae in the villages also could act as extraneous conditions of limited effects of TV programmes. Patronage of any kind available in the villages for TV utility as a tool for agricultural development showed that there was very little direct participation by the farmer in programmes on TV. It was more of academic scholars and departmental experts like extension dept., APMC and other agencies who appeared on TV screens to present such programmes. At the same time, the viewers among farmers simply switched over to entertainment channels leaving the agriculture based programmes in lurch as they felt that their practices were better than watching such programmes. The role of NGOs is on the rise of late. *Sujala Jalanayana Yojana,* a scheme jointly with World Bank initiative proved useful, especially in Karnataka. However, there was no media support to this scheme, and it was more or less a door to door campaign leading to the success of the programme.

As a whole, it was confirmed under exploration that media in India particular to Karnataka can support and promote activities for quality production in the areas of- capacity building of extension functionaries, empowerment of farmers, mainstreaming women in agriculture, use of Information Technology, changing the role of Government and providing with WTO stories and other regular updates on global happenings.

The study also revealed that there is urgent need to cater to relevance based agricultural programmes by electronic media to enhance the degree of receptivity by the farmers' community. The exploration reveals that the slots, programme formats, name, type, target audience, participants and channel involvement should be urgently based on customized surveys by the particular channels which indulge in producing, then marketing and broadcasting specific programmes. The observations were subjected to both quantitative and qualitative analysis.

The Radio of 21st century, with all constraints of licensing, in the form of Community Radio is already showing trends of successful involvement in agricultural based programmes that too with local resources and direct farmer authenticated communication. Instances of *Namma Dhwani*, the community radio under VOICES, NGO of Budhikote, Kolar is a case in point here. Other such successful stations are of the Dharwad Agricultural University and such others.

Rural dwellers are capable of accepting speedy messages by media, especially of the audio-visual nature which calls for adequate amount of 'VISUAL LITERACY'. The programmes goes well with the mapping in the context of rural situation, contemporariness, contributory nature, intensity of contribution, relevance to development, content scrutiny for development, in spite of some misleading factors. It has been revealed that visual literacy was necessary for registry in the memory of the audience and several other direct or indirect incorporation of governmental policy and actions in the programme and its content, etc.

The leads and gaps in producing TV programmes for need-based information and dissemination reveal that on the rural social front, 'Communication Gap' is a prevailing phenomenon as a barrier of the process of communication, also particular to the electronic media of Television. The gaps are due to the socio-economic differences, particular to the rural setting and the mindsets of the rural folks. Some examples of the gaps are ulterior messages, misinterpretation of programme content, sensational aspects, factors affecting the socio-cultural ethos, content hindering the process of development, instigation of sensitive rural minds against development and so on.

Even simple Active Movements by organizations like BAIF– Bharatiya Agro Industries Foundation (Now it is BAIF Development Research Foundation), MYRADA, etc. are already having knowledge base and constantly innovate for bringing in agricultural revolution. TV media will have to involve these bodies for increased role in the sector.

The current programmes related to agriculture on electronic media are entangled with technical style of delivery and language. The practical demonstrations should use common parlance equivalent to the technical words of chemicals, pesticides or any material.

The interactive anchors and presenters are also drying up after Aralikatte Eeranna character by Sri.A.S. Murthy on AIR, which will lose on the audience very fast and will be difficult to increase the credibility of such programmes in short time.

Agriculture departments at districts and taluks levels are also very important areas untapped as resources for productions of electronic media. The Agriculture Universities and the Horticulture University in Karnataka need to actively participate in the media agenda. The instance of Dharwad University should be a model in this line. On successful implementation

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of the innovative, people-friendly and community involved programmes, the mass media in Karnataka, TV in particular would stand out as a major contributor to the growth and development of the state.

As of now, significant research has not been carried on in this field, to measure the impact of television channels in agricultural economy under rural development. There is even need for finding out the contribution of television channels in moulding the public opinion, encouraging them to participate in the process of such development, with more informative manner about people and programmes on agrarian economy.

The outcome of this study is expected to be very fructifying and contributive to rural development and utility of Television as a progressive tool for nation building. Hence, the overall scene is so very encouraging, conducive and timely to gear up to the needs and aspirations of the rural masses by clearly assessing the role and impact of the Mighty Media of Television and its multifarious channels in the process of Agricultural Development in KARNATAKA state. A huge potential awaits, a mega opportunity in store, a serious need and wanting is longing.

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