PREFACE

As a Social Worker in private and government undertakings for more than a decade, I have often thought of the impact of modern TV programmes on the rural masses; the result is this humble study.

Viewing of TV is rapidly increasing day by day in India. In rural areas most people spend their evenings when they have leisure in front of TV sets. Television plays a significant role in making their leisure a useful vacation. No wonder that this medium has brought out major Socio-Economic changes in rural areas.

In this study problems are analysed and tried to find out whether the regular viewing of TV adds any economic development, on the part of the rural masses. Television can be an effective educational medium, it is proved. It is found out that the health programmes are certainly helping to change the environment.

The main purpose of this research work is to analyse how people view TV programmes telecast for rural development. The present writer has also tried to examine the impact of educative programmes on the rural people. During the study
many people have accepted the view that TV programmes are making them involved in income-generating activities.

The findings give a clear picture that this medium serves the public in a better way in all aspects of life. I have tried to establish that the medium is not only an entertaining one, but also a medium creating impact on almost all aspects of human endeavours, specially in rural areas.

Such a study is not something new. No new things under the moon. A host of scholars in India and abroad, specially in advanced countries, have extensively studied it. The research is based upon by visiting places, meeting people, administering Interview schedule, case study, discussion with TV officials and careful reading of literatures on rural development.

A modest attempt has been made to give a broad indication how TV programmes are helpful to the rural masses especially in the fields of Agricultural advancement, Improvement of health, Aspects of non-formal education and Women's development.

If anybody could be benefited by this study, the present writer would feel amply rewarded.