CHAPTER - I

INTRODUCTION

The present thesis deals with the Broadcasting system of All India Radio (AIR), Cuddapah, catering to the needs of the people of districts of Cuddapah, Kurnool, Chittoor, Anantapur, Prakasam and Nellore. But the Audio system is scattered more usefully only in Cuddapah district, while in the other districts the relay is not quite powerful for the use of the people. In fact, it is in view of this that recently new FM Stations were started at Anantapur, Tirupati, and Kurnool as far as Rayalaseema is concerned.

Before studying this broadcasting system in Cuddapah it is essential that, as a background, we have to examine the environment for broadcasting in the nation as a whole and review very briefly the history of broadcasting system in India.
From the 1991 Census we know that India's population was 84,39,30,861 and that of the State of Andhra Pradesh 6,63,04,854. Cuddapah district itself has a population 5,13,818. The birth rate of the country has grown phenomenally from a 5148 million in 1971 to 8439 million in 1991. The population of Cuddapah district itself has jumped from 2,41,207 in 1971 to 5,13,818 in 1991. On the other hand, the death rate has diminished quite considerably from 14.8% per thousand in 1981 to 12% in 1991. This is an index to the fact that the health services in the country have successfully brought down the death rate. The family planning programme has not been quite successful and this is one reason why it was thought that the people should be educated in the system of family planning through broadcasting family planning programmes. The television programmes also have been constantly focusing their attention in educating people on the need for family planning.

India is vast country with several religions. According to 1981 Census, there were "Hindus-549,779,481 (82.64%), Muslims-75,512,439
(11.35%), Christians - 16,165,447 (2.43%), Sikhs - 13,078,146 (1.96%), Buddhists - 4,719,796 (0.71%), Jains - 3,206,038 (0.48%), Other Religions - 2,766,285 (0.42%), Religion not stated - 60,217 (0.01%).

There are also different tribes which now constitute 23.51% of the population. It is essential that broadcasting must cater to needs of all these religions, more so with the intention of national integration. Likewise, there are several cultural aspects, fine arts, music, drama etc., which would be a very favourable media that would touch the ordinary citizens directly and make them politically conscious and culturally receptive. Hence, a number of cultural programmes like musical performances, dances, dramas etc., were broadcast through the AIR. However, dance and drama would be more effective if it is visualised through video and, hence, the television now-a-days gives greater importance to such telecasts.

Agriculture is the backbone of India's economy. The age-old system of agriculture is

not relevant to the modern period in which there is emphasis on growing more food. The cultivators were formerly using customary methods formerly in cultivation. Now-a-days, the cultivator, being educated at least in agricultural techniques, is making use of modern methods of agriculture by using the latest scientifically tested fertilisers, modern sophisticated implements like the tractor, digging borewells in places where there is a great lack of water sources etc. Naturally, the agricultural departments involved in this aspect are making agriculture field workers learn these new scientific methods. Researchers go into the villages and speak to the people about the latest systems of agriculture, make them realise how these new methods would be economically more useful and more lucrative than the age-old systems of agriculture. So, there have been broadcasts on agricultural scientific farming etc., for the people to adopt the new methods in their own interest. So far as education and literacy is concerned, India has been quite backward. By the introduction of adult literacy programmes in the night schools men and women alike are made to attend the school and
learn at least the three 'R's which are essential. Through these they are made to understand the implications of the new methods. Harikathas, folk arts, stories and episodes, dances etc., are being made use of in driving home these points effectively to our traditional farmers.

There is, of course, the great problem of family planning. Without bringing down the population, any effort made by the Government and/or other agencies would be futile if the population is not controlled and brought down. Malthusian theory of each mouth bringing with it two hands to improve economy is of no more value. It ceases to have any meaning, unless both the hands are also properly utilised to fill not one mouth, but several mouths dependent upon them. The population growth has been devilish and even the AIR has through speeches, plays, variety programmes and so on, tried to educate the people the need for birth control. The modern system of medicine has brought into force several methods to control the population. Unless people are educated in using these methods, there is no meaning in medical research.
Thus the AIR through its 'Kabandhabahu' has shouldered itself all these aspects of socio-economic life of the people at large, with a desire to bring about vast improvement in the economic conditions of agriculture based society. Industrialisation is essential, but not at the cost of agricultural improvements. All these aspects are concerned in the different types of broadcast of the AIR. Thus the AIR performs the duties of a Physician and a researcher in healing the ails of the society. But, while the physician and surgeon do not expect any cooperation from the patient, great deal of cooperation from the public becomes essential in making all these aspects of life a success. It is in this view that the AIR is considered the life-style of the people.

BROADCASTING IN INDIA

Broadcasting in India has almost seven decades of history. As early as 1921, the 'Times of India' broadcast a special programme on music at Bombay. This was done in collaboration with the Department of Posts and Telegraphs. The programme was listened to at Poona (almost 175 kms
away) by Sir George Lloyd, the Governor. In fact, it is said that the programme was arranged at the request of the Governor. Although the Government by itself did not take any initiative in developing broadcasting, the Radio Clubs and the manufacturers of radio sets took it up as an issue. Actually it was the traders, rather than the manufacturers that were more interested since it would be a vast virgin field for trade. There was also public opinion which, interested as it was in broadcasting, brought pressure on the Government.

As early as November, 1923, amateurs started Radio Clubs and commenced broadcasting in Calcutta in 1923, and in Bombay in June 1924. There was the Indian Broadcasting Company which, thanks to Lord Irwin, the Viceroy, received a licence from the Government. Irwin inaugurated the Bombay station and in his address he emphasised the importance of broadcasting and its developments. He said:

"India offers special opportunities for the development of Broadcasting in India...... There are many who, after the day's work is done, find time hang heavily enough upon their hands and there must be many officials and others whose duties carry them into out-of-the-way places, where they crave for the company of their friends and the solace of human companionship. There are of course, too, in many households those whom social custom debars from taking part in recreation outside their own homes. To all these and many more, broadcasting will be a blessing and a boon of real value. Both for entertainment and for education, its possibilities are great and as yet we perhaps scarcely realise how great they are."¹

Broadcasting was a boon in the entertainment of the general public and in education the use of broadcasting was too great to be measured.

The Indian broadcasting company had commenced its operations with an authorised capital of Rs.15 lakhs. Technically it was the same as the London 2 LO station. The Rajasaheb Dhanrajghirji Narasinghirji had held shares worth Rs.2.64 lakhs and the Indian Radio Telegraph Company, came forward with one lakh rupees less. Since the subscribed capital was Rs.6 lakhs, seventy three thousand rupees came to be contributed by several other share-holders. The Revenue of the Company mostly depended upon the radio licence fees collected by the Government, 80% of which was made over to the company. It was but natural that the revenue increased or decreased as the case may be depending upon the number of radio sets. To start with there were thousand radio sets, and by the end of 1929 it had risen up 7775 sets. In the next year, however, the number decreased.

There was another source of revenue in the form of 10% tribute on the invoice value of imported receivers, wireless valves, electronic

1. H.R. LUTHRA: Indian Broadcasting, p.31,
2. P.C. CHATTERJI: Broadcasting in India, p.40,
wireless gramophones etc. This was to be collected by the Company itself directly by the customers. Fielden, who later on became the first Controller of Broadcasting in India, in his Report to the Government in 1939, suggested acquiring Bombay and Calcutta stations of the Company along with its staff and to run the concern through the Department of Labour and Industry, for a period of 2 years, on an experimental basis, with an annual expenditure of Rs.2,67,000 per year as against the anticipated revenue of Rs.1,26,000 per year, the deficit of Rs.1,41,000 being met with by the revenues of the Government of India. After several consultations, discussions, etc., the Broadcasting came under the direct control of the Department of Labour and Industry on 1st April 1930, under the nomenclature of Indian Broadcasting Service. The licence fees came to be collected by the Posts and Telegraph Department and credited to the Consolidated Fund of India.

For five years, till 1935, Broadcasting was facing great difficulties and differences. Its services were naturally kept at a low level. To strengthen its finances several steps were taken
by the Government. One was the Indian Tariff (Wireless Broadcasting) - Amendment Act of 1932 through which the wireless receiving operators had to pay twice the original amount as duty and it was fixed at 50%. In 1933, the Indian Wireless Telegraphy Act was passed according to which the possession of a Radio set without the licence was an offence. In the earlier Act of 1885, the Government had been empowered to control the establishment, maintenance and work of the wireless apparatus. But mere position of wireless apparatus, or radio receivers, had not come under its perview.

But these revised measures strengthened the finances of Indian State Broadcasting service to such an extent that it was even thought that the Department could be expanded. The 1935 Act of the Government of India gave more stimulus to Broadcasting by preventing the Federal Government not to refuse unreasonably construction and use of transmitters in the Provinces or States. It also empowered the Provinces or States to set up radio stations and operate them according to their rights. In the Mysore State a broadcasting
station was set up under the name Akashavani, first in the house of Prof. Gopalaswamy and it was taken over by the Municipality and later on by the Government of Mysore. This was in accordance with the Act of 1935 which laid down that it shall not be lawful for the Federal Government to impose any conditions regulating the matter broadcast by the authority of the Government or the Ruler.

The Government of India now sought the services of Lionel Fielden of the BBC, London as the Controller of Broadcasting. Earlier to him there were others who went from the BBC to manage the Indian Broadcasting Company. The first was Eric C Dunston who was appointed the first General Manager. Luthra says that Fielden in his Autobiography the Natural Bent wrote about Eric C Dunston saying that he "envied him, inspite of the low value he attached to broadcasting in those days. I envied him India, envied him what I conceived to be the business of transmitting barbaric music on jewelled instruments to the population of Indian Princess in the intervals of holding profound coverage with sages of charmic and infinite wisdom."¹ It is an irony that this same

¹. P.C.CHATTERJI : Broadcasting in India, p.43,
Fielden was later on appointed as the Commissioner of Broadcasting and he too went back a disappointed and frustrated man.

In June, 1935 Indian State Broadcasting was redesignated as All India Radio. This redesignation was opposed to in the Secretariat and they felt that the Indian Broadcasting Service was a better nomenclature. However, Fielden cleverly managed with Lord Linlithgow and made him suggest himself that name with which it could be redesignated as All India Radio. A further development was the transfer of the department from the Ministry of Labour and Industry to the Department of Communications in 1937. Four years later, in 1941, a Department of Information and Broadcasting was created afresh and after Independence it became one of the Ministries in 1947. It has developed since then rapidly and by the end of the 7th Plan there were 205 broadcasting stations, 147 medium wave transmitters, 54 short wave transmitters and 104 FM transmitters covering 91.5% population and 91.1% area.
Inspite of this phenomenol development radio listening is still very restricted for want of zeal and enthusiasm and mostly because of the lack of a general policy on the basis of which extension of network could be properly organised. The first plan of development in 1945 was based on a Ministry of Welfare Service for the entire country involving putting up one more fairly powerful transmitter in each linguistic and cultural area not covered till then. But this remained only on paper, for lack of finances and political considerations. It was there upon decided to install pilot stations with transmission through FM and make-shift studios and minimum staff and equipment.

In addition to 124 broadcasting centres, there are 139 MW transmitters, 43 SW transmitters and 36 FM transmitters. The present radio coverage is 85 per cent by area and 95.7 per cent by population.

NATURE AND SCOPE

The present thesis is analytical in nature. It gives an account of the founding and the growth of AIR station in Cuddapah. It also examines how
its sphere of activities developed spreading over different aspects of the common man, both rural and urban. From the initial sole purpose of broadcasting news and musical concerts it slowly brought under its fold other facets like adult literacy, education, agriculture and its developments, market issues, besides, of course, talks, both general and technical in nature as also classical/folk music, dramas/skits and so on. Since it is Audio there could not be more programmes in dance which could be appreciated only through videos. Usually the news items could not be highlighted with visuals connected with them. Commercial broadcasting later on became part of the AIR. They were in the form of advertisements followed by film music, as in the case of Vividh Bharati. All these aspects have been studied in this present thesis. Attempt has been made to make a critical study of the achievements and drawbacks of the AIR, mostly based on political developments. Emphasis on the media of folk arts, adult education etc., changed as the party in power also changed. Emphasis was changed, consequently, sometimes swiftly. The
people's reactions were, of course, left in the lurch as not much importance is being given to the criticism and comments made upon the several items of broadcast. The voice of the party in power prevailed as a great drawback in the development of AIR. In the last few decades there has been an agitation for removing the Government monopoly and make it an independent organisation, although financed to a great extent by the Government. Several decisions for and against, by the successive ministries, were taken; but, since the final word has not been said much to the chagrin of the intelligentsia, the agitation, sometimes mild and sometimes ferocious, have been going on often instigated by political leaders of different parties.

The chief concern of the thesis is to highlight the impact of broadcasting on the society and social life and for this purpose I have interviewed a number of persons of different age groups and elicited their opinions, which have all been analysed and discussed.
It is here the researcher has found himself led into a mirage. The AIR station, Cuddapah, itself does not have ample records which depict its developments. Even if they have, our attempts to lay our hands on them were futile. We could not have access to its record rooms. There was no official who could help us in giving at least details about their duties. Not that they were busy, or non-cooperative. We could see that they were often helpless and expressed ignorance about the past of the station in which they were working. Something inexplicable prevented them to help us in this regard. We were not in a position to know what had happened to those records which should be kept safe.

This is about the official records, but fortunately for us, some individuals in Cuddapah provided us with some records which could be treated, as private records. There was a Memorandum submitted to the Prime Minister, Mrs. Indira Gandhi, appealing for the institution of a broadcasting station at Cuddapah. There was a social organisation called the 'Cuddapah Seva Samithi' which always came forward to fight for
just causes; this Samithi also presented Memorandum to the authorities concerned. The local News papers like 'Maseema', 'Vidyodaya', published from Cuddapah itself as also Eenadu, Andhra Jyothi, Andhra Prabha and The Hindu, agitated for the establishment of a broadcasting station for making it a originating station and for the construction of a building for AIR, Cuddapah and so on. They gave a call to the people at large to go on strike and hold 'hartals' on these issues. In this connection the efforts made by Sri Rajaram Reddy, Sri Rajagopal Reddy, Sri Bhujanga Rao are laudable. We have copies of letters addressed by Sri P. Bhujanga Rao to the Assistant Secretary, Ministry of Information and Broadcasting, Government of India, New Delhi and a reply received by him about the construction of the building for AIR. These may be treated as official or (semi-official) records. We have attached copies of such material in Chapter III.

But we have had recourse to several publications on mass communication and broadcasting services, both Governmental and private publications. But they too were not of much use to us with regard to the station with
which we were concerned. Yet, we have used them as a background literature. We have to naturally go to the people directly. We interviewed a number of people with a prepared questionnaire containing some questions, also on the past. We have also found appreciation, criticism and comments upon the different items of broadcast, some of which were really useful.

We have made use of reference books in sketching the history of broadcasting in Cuddapah and its social impact on the region. Some of the works, made use of, have been discussed below. The earliest of the major publications made use of U.L. Barauh: "This is All India Radio". This is a publication of the Ministry of Information and Broadcasting of the Government of India. It commences with a history, in outline, and it discusses about the organisation and controls, radio engineering, programme output and pattern, public access and participation, News services, rural and farm broadcasts, external services, educational broadcasts, commercial broadcasts, AIR's cultural role, national programmes, minorities programmes, youth and sports, party political broadcast, personnel matters, AIR's
6th plan non-lapsable fund and AIR archives. These are followed by a number of tables with facts and figures statistical tables etc. All these things are not discussed under chapters but under different headings. There are informative details about the AIR and its functioning. There are 20 tables in all, giving details about, for example, the Patel Memorial Lectures, Rajendra Prasad Memorial Lectures, minority and major languages of Broadcast, the staff pattern and scales of pay. For our purpose many of the details are irrelevant since they do not directly concern with our subject. Useful for us, of course, are the topics on history, organisation and control. Programmes output and pattern and public access and participation. However, whenever necessary we have made use of some statistical figures etc. This work is rather bulky, running to more than 350 pages. This is useful for general information about AIR. Being a Governmental publication it is rather difficult to know in detail the reverse of the coin, only the bright obverse face being factual without comments.
The next that comes under our perview is 'Indian Broadcasting' by H.R.Luthra, published in 1986, also by the Ministry of Information and Broadcasting. This too is not chapterised; but as in the above book headings are given to each of the part, there being 39 parts in all followed by an Epilogue and landmarks in Broadcasting History, besides Bibliography and Index. This is also bulky running to 506 pages excluding Bibliography and Index, which follow later on. The history of broadcasting in this work is more informative with greater details. It starts with - The Pioneer, The Centre Proposes, the Indian Broadcasting Company etc, right upto 'This is - All India Radio', which is the 11th chapter. An interesting part is 'Fielden has problems' Fielden was the first Controller of Broadcasting. It was he that cleverly made the Viceroy, as noted above, decide the nomenclature 'All India Radio and which in fact, had been Fielden's, but put into the Viceroy's mouth, to overcome the hierarchical administrative objection. It was with great determination that Fielden fought with the officialdom. Luthra, who had been an Assistant of Fielden, writes with authority and first-hand
knowledge, how determined and lengthy battles Fielden fought against the slow moving staff and members of the Government narrating some incidents. He complained in 1936, to Gandhiji and also to Jawaharlal Nehru asking why they would not lift extend then hand to help him. Gandhiji advised him to take his troubles philosophically. Nehru, on the other hand, wrote back to say that the fault was in the environment, bigger than individuals and in the unhealthy relations between India and England. Luthra, having closely studied Fielden, observes that he was not a good administrator and 'this aspect of his personality has taken away much from his contribution to broadcasting in India in the field of programmes. It was during the ministership of Vallabhbai Patel and Director-Generalship of Bokhari who had succeeded Fielden that the first AIR Code was brought into force in 1967. For a study of the development of AIR and introduction of several types of broadcasts like music, talks, dances, village programmes, family planning programmes this book is of great value. For a background study this work has been made much use of.
'Broadcasting in India' by P.C. Chatterji was published in 1987 by the Sage Publications, New Delhi, for the International Institute of Communications. It is another prominent secondary source material made use of. Evolution of broadcasting, the broadcasting system today, Regulation and organisation, objectives, policies and programmes, enquiries into broadcasting, future of broadcasting system and a national communication policy, are some of the 'chapters' included herein. While dealing with evolution of broadcasting in India, the author refers to the speech of Lord Irwin who inaugurated the Bombay station. This has already been referred to above.

The author gives an outline of how broadcasting developed in the later years. Some of the details he refers to have all been noted by the two authors mentioned above. But, in some other respects this author treads new grounds. He takes topics item by item like the news services, external services, Vividha Bharati, the commercial service, Yuvavani, the voice of Youth and Rural broadcasting, all coming under the evolution of broadcasting. Some of them are also
discussed in detail. The rural services first commenced in Peshawar and Allahabad and it became a part of the general pattern, that each station should broadcast an half-an-hour special programme for rural audience. In the early stages, community listening sets were also provided in the villages. This scheme had only a limited success since replacement of batteries from time to time and their maintenance became a serious problem. As the transistors had come into vogue in 1970 the scheme was withdrawn since then.

Between 1930-36 Bombay and Calcutta stations were broadcasting two daily news bulletins, one of them being in English and the other in Bengali from Calcutta and Hindustani from Bombay and later Delhi. Till the Central News Organisation was created in 1937 these stations had their own news bulletins. From 1937 onwards the Central News Organisation started a Centralised scheme for the preparation of news scripts and their broadcast through all stations. This wing developed greatly and even foreign correspondents for gathering news were appointed in several parts of Asia and foreign countries. This paved way for external services also for the benefit of Indians overseas
and these broadcasts were in several Indian languages.

In so far as film music was concerned, Radio Ceylon was beaming programmes consisting of many Indian film songs, and this had become quite popular all over the country. B.V. Keskar, the Minister of Broadcasting (1952) was of the opinion that this film music was vulgar and cheap. This comment led to conflicts between AIR and film producers. The popularity of Radio Ceylon and the conflict were to be combated. Therefore, the Vividha Bharati programmes were started in 1960. This progressively also became commercialised by accepting advertisements, the advertising time not exceeding a maximum of 10 per cent of the total transmission time. While in some centres of AIR this Vividha Bharati was commercialised as it was a great success in some channels. At other stations they were not so successful, one of the reasons being political instability in centres of Bengal and Madras.

Yuvavani was started in the year 1969 on an experimental basis, on 23rd July, the day on which man first walked on the moon, this has been
a successful programme planned, presented and as far as possible managed by young people, mostly University students. P.C.Chatterji's work gives details about broadcasting system with regard to regulation and organisation also. He has also discussed about the objectives, policies and programmes of the AIR. He also gives details about the time schedule for news, talks, music, drama, educational programmes, Yuvavani, commercial services etc. In the section of the future of broadcasting system he discusses the Government vs autonomy both with regard to AIR and Doordarshan. In the final analysis according to him his study has no preconceived hypothesis, and he concludes saying "Whether it has been in the domain of finance, management of structures of political responsibilities, the overall system does not recognise exceptions and insists on conformity, however much the job to be accomplished demands its own special treatment.

We now consider Keval J.Kumar's "Mass Communication in India" published in 1981 by the Jaico Publishing House, at Bombay. The first two sections are of interest to us. More so the second sub-section under 'Radio'. He commences
his work with general introduction to the theory of communication, its need, its processes, barriers, influence of technology on it and the influence of mass communication on culture. In the second section he discusses several aspects of mass media and there, in the sub-section (ii) he discusses about the development of Radio broadcasting in India, under the national service the regional service, Vividha Bharati service and the external service. He discusses further the ownership and control of AIR and the case for autonomy. This section is of great relevance to our subject of study. He also refers to Fielden and to the episode of Indian State Broadcasting Service becoming All India Radio. Broadcasting being considered as a "part of the normal apparatus of diplomacy". It was found that India was bombarded almost throughout the day from Radio Moscow, Radio Peking, the BBC, the Voice of America, Kuwait, Ceylon, the Vatican, South Africa, Australia etc., and on the powerful sets from many other countries. Hence, in India also an external services was started in 1939 with a broadcasting in Pushtu. Now there are AIR broadcasting programmes in 25 languages, 17 of
them foreign and the remaining India. The primary objective of such a broadcast is 'to project the Indian point of view on world affairs and acquaint overseas business with developments in India along with information on various facets of Indian life, thought and culture. Kumar gives details about educational, rural and popular Radio broadcasts and discusses briefly the case for autonomy. Broadcasting in India, according to him, has always been considered social service dedicated to the development of the country. The audience of the AIR is described by him as the Home audience.

We have already referred to 'Broadcasting in India' by P.C.Chatterji. The same author has also published 'Two Voices' in 1982 (Hun Publishers, New Delhi). This is a book dealing with broadcasting and the society mostly. Broadcasting, according to I.K.Gujral, is a communication policy not a language policy. This relates to purism in language of the regional languages. Secondly, there have been demands to broadcast programmes in several languages and dialects. The author has shown how the Ministry of Information and Broadcasting has introduced
135 dialects in its home services, mostly in the States of Nagaland, Manipur, Arunachal Pradesh, Mijoram, and the northern parts of West Bengal, besides Himachal Pradesh. He discusses whether the introduction of these many language dialects serve the needs of a greater number even within the State itself. It is in this context that the author speaks of communication policy. He also discusses the changes to be brought over in the radio features. The extent opportunities for advancements in broadcasts is another question discussed by the author. The physical and social mobilities is another issue discussed which is highly relevant to our thesis.

Mehra Masani's 'Broadcasting and the People' published in 1976 by the National Book Trust of India and revised in 1985, is another book of pertinence to our study. He says that even after 44 years after the start of organised broadcast, Radio listening is still very restricted, inspite of the extension of radio network. He also attributes this to the lack of a clear-cut communication policy. In the 1st chapter entitled 'Education through Broadcasting' - he underscores the importance of communication in modernisation
and economic development of a country, more so when most people in a country are illiterate. The AIR has no doubt devised its programmes even for specific groups like farmers, women, students etc. In this respect School Broadcasting assumes greater importance, but the AIR underestimated the capabilities of schools in providing radio sets to schools and therefore this was a policy that did not have much weight, and the author views such a system sympathetically, but with negligible effort. There was poor response with very few listeners. He also discusses whether such broadcast would be useful in the radio or the Television with regard to the audience that which do not have much rapport between the AIR and the listener. Hence he suggests that some organisation like the National Councils of Listners and Viewers is long overdue. The letters from listeners should not be taken as a guide. The author has also a chapter on the 'Future of Broadcasting'.

So far as the spread of education through AIR is concerned, J.Mohanty in his 'Educational Broadcasting' discusses the national perpectives and priorities and evaluates the educational radio
programmes. Sri P.V.Krishnamurthy, former Director General of AIR in a Forward to his book says:

"In this country there has been very little attempt on the part of many of us to get involved in this business of educational broadcasting, to bring together, in a comprehensive manner, the salient features of our experiences in the use of media for education and institution."^\textsuperscript{1}

Arbind K.Sinha is a Scientist in ISRO and was connected with SITE (Satellite Instructional Television Experiment). He was first at Ahmedabad. Thus he had an opportunity to associate himself with the rural people of Bihar and the study the social aspects of communication. His book 'Mass Media and Rural Development' published by Concept Publishing Company, New Delhi,

\textsuperscript{1} J.MOHANTY : \textit{Educational Broadcasting, Forward,}
in 1985, has raised certain interesting questions again about the limitations of the communication, which can alone provide information input in the development of the masses. He has studied Ismailpur in Bihar as a sample village relating to health, education and general infrastructure with special focus on its agro-based economy. He has observed that the efforts of the development of rural areas are of limited success since there is no single source of information which reaches the total rural area, one of the reasons being, the built-in structural inequality. Here also the language problem as raised its head.

These are the important works consulted by me in the present thesis and in the above paragraphs I have given an evaluation of these works.

I have also consulted a good number of studies on certain projects undertaken by several institutions, like the Osmania University, Hyderabad, University of Hyderabad, Sri Padmavathi Mahila Viswavidyalayam, Tirupati, all in Andhra Pradesh, besides the work done in the Madras University. But even these Universities have
undertaken their studies as a part of a research project and they are heavily localised in content. In that regard, my thesis is a first ever such study in the Rayalaseema. These published reports are made use of in course of our study. These are all unfortunately only secondary sources and, as stated earlier, no original sources in the form of documents, records, correspondence etc. were available for us. In this connection, I approached the common man himself both in the rural and urban areas to gather more information either first hand, or related or transmitted through hearsay. A questionnaire was prepared for this purpose and I am happy to say that the oral responses were quite good and helpful for the present study. We have occasionally referred to them and in fact the last chapter is an analysis dependent more upon this questionnaire.