INTERVIEW SCHEDULE

Dear Respondent,

I am conducting doctoral research work on Media Habits and Information Acquisition among SC/ST Personnel in Research, Training and Developmental Institutions of Ranga Reddy District, Andhra Pradesh as an external research scholar at the Department of Studies in Communication and Journalism, University of Mysore, Karnataka under the guidance of Prof. B.P. Mahesh Chandra Guru. I have been associated with the prestigious National Institute of Rural Development, Hyderabad as a Documentation Officer. Hence, I have chosen Ranga Reddy District of Andhra Pradesh as the study area. I have planned to collect primary data from the SC/ST personnel. I, therefore, solicit your kind response and co-operation in this regard. I assure you that the information collected from you will be used for academic purpose only.

Thanking you,

Yours sincerely,

Damodar Jalandhar Dange

I. GENERAL DATA

1. Name of the Respondent : ..................................................

2. Sex

   : Male  1
   Female  2

3. Age

   : 18 – 28  -   1
   29 – 39  -   2
   40 – 51  -   3
   52 and above  -   4

4. Educational Qualifications

   : Graduate  -   1
   Post-Graduate  -   2
   M.Phil.  -   3
   Ph.D.  -   4
   Other  -   5
5. Designation (Specify) : Scientist / Technocrat / Administrator

6. Monthly Income : Rs.10,000/10,001–25,000/25,001–50,000.

7. Languages Known : Read Write Speak
   i. English
   ii. Telugu
   iii. Hindi
   iv. Other

8. Marital Status : Married - 1
                      Un-married - 2
                      Divorce - 3
                      Widow - 4

9. Caste : Scheduled Castes 1
           Scheduled Castes 2

10. Library Facilities : Personal Library 1
                          Private Library 2
                             Institutional Library 3

II. MÉDIA AWARENESS AND ASSOCIATION

11. Are you aware of the following communication media?

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Media</th>
<th>Response</th>
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<tbody>
<tr>
<td></td>
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<td>Yes</td>
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<tr>
<td>1</td>
<td>News Papers</td>
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<td>6</td>
<td>Television</td>
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<td>7</td>
<td>Cable T.V.</td>
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<td>8</td>
<td>Film</td>
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<td>9</td>
<td>Internet</td>
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<td>10</td>
<td>E-mail</td>
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<td>11</td>
<td>CDs/VCDs</td>
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<td>12</td>
<td>E-Newspapers/E-books/E-magazines</td>
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<td>13</td>
<td>Inter-Personal Media</td>
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                          (Workshops/Seminars/Conference/Demonstration/Exhibitions/Group Meetings/Public Meetings)
12. What do you say about your extent of association with Print Media (newspapers, magazines, journals and books)?
   i. Less  ii. Moderate  iii. Substantial

13. What do you say about your extent of association with Electronic Media (radio, television, cable TV and film)?
   i. Less  ii. Moderate  iii. Substantial

14. What do you say about your extent of association with New Communication Technologies (Internet, E-mail, CDs/VCDs and E-newspapers/E-magazines and E-Books)?
   i. Less  ii. Moderate  iii. Substantial

15. What do you say about your extent of association with Inter-Personal Media (Workshops/Seminars/Conference/Demonstration/Exhibitions/Group Meetings/Public Meetings)?
   i. Less  ii. Moderate  iii. Substantial

III. ACCESSIBILITY OF MEDIA

16. Do you subscribe newspaper?
   Yes  1
   No  2
   a. If no, where do you access it?
      i. Office  1
      ii. Private Places (Mention)  2
      iii. Library  3
      iv. Others  4

17. Do you subscribe magazines?
   Yes  1
   No  2
   A. If no, where do you access it?
      i. Office  1
      ii. Private Places (Mention)  2
      iii. Library  3
      iv. Others  4
18. Do you subscribe any journals?
   Yes 1
   No 2
   A. If no, where do you access them?
      i. Office 1
      ii. Private Places (Mention) 2
      iii. Library 3
      iv. Others 4

19. Do you buy books?
   Yes 1
   No 2
   A. If no, where do you access them?
      i. Office 1
      ii. Private Places (Mention) 2
      iii. Library 3
      iv. Borrowing from friends 4

20. Do you own radio?
   Yes 1
   No 2
   A. If no, where do you access it?
      i. Community Places 1
      ii. Friends/Colleagues/Neighbors 2
      iii. Office 3
      iv. Other 4

21. Do you own the Television?
   Yes 1
   No 2
   A. If no, where do you access it?
      i. Community Places 1
      ii. Friends/Colleagues/Neighbors 2
      iii. Office 3
      iv. Other 4

22. Do you have access to Cable TV?
   Yes 1
   No 2
   A. If no, where do you access to it?
      i. Community Places 1
      ii. Office 2
      iii. Neighbors Houses 3
      iv. Other 4
23. Do you have access to film?
   Yes 1
   No 2
A. Where do you watch film?
   i. Cinema Hall 1
   ii. Television 2
   iii. Open Theatre 3
   iv. Other 4
24. Do you have access to Internet?
   Yes 1
   No 2
A. Where do you access it?
   i. At home 1
   ii. In office 2
   iii. Internet Browser Centre 3
   iv. Other 4
25. Do you have access to E-mail?
   Yes 1
   No 2
A. Where do you access it?
   i. At home 1
   ii. In office 2
   iii. Internet Browser Centre 3
   iv. Other 4
26. Do you have access to CDs/VCDs?
   Yes 1
   No 2
A. Where do you access them?
   i. At home 1
   ii. In office 2
   iii. Private Places 3
   iv. Other 4
27. Do you have access to E-newspaper/E-books/E-magazines?
   Yes 1
   No 2
A. Where do you access the above media resources?
   i. At home 1
   ii. In office 2
   iii. Private Centres 3
   iv. Other 4

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28. Do you have access to Inter-Personal Media? 
(Workshops/Seminars/Conference/Demonstrations/Exhibitions/Group Discussions/Public Meetings etc.)
   Yes 1
   No 2

A. Through which source you avail these facilities?
   i. Through office 1
   ii. Out of personal interest 2
   iii. Through friends 3
   iv. Other 4

29. How many times do you access the newspaper(s) in a week? 
(Please check Sl.No.2 in Part II)
   i. 7 days in a week 1
   ii. 5 times in a week 2
   iii. 4-3 times in a week 3
   iv. 1-2 times in week 4

30. How many times do you access the magazine(s) in a week? 
(Please check Sl.No.3 in Part II)
   i. 7 days in a week 1
   ii. 5 times in a week 2
   iii. 4-3 times in a week 3
   iv. 1-2 times in week 4

31. How many times do you access the journal(s) in a week? 
(Please check Sl.No.4 in Part II)
   i. 7 days in a week 1
   ii. 5 times in a week 2
   iii. 4-3 times in a week 3
   iv. 1-2 times in week 4

32. How many times do you access the book(s) in a week? 
(Please check Sl.No.5 in Part II)
   i. 7 days in a week 1
   ii. 5 times in a week 2
   iii. 4-3 times in a week 3
   iv. 1-2 times in week 4

33. How many times do you access the radio in a week? 
(Please check Sl.No.6 in Part II)
   i. 7 days in a week 1
   ii. 5 times in a week 2
   iii. 4-3 times in a week 3
   iv. 1-2 times in week 4
34. How many times do you access the television in a week?  
(Please check Sl.No.7 in Part II)  
   i. 7 days in a week 1  
   ii. 5 times in a week 2  
   iii. 4-3 times in a week 3  
   iv. 1-2 times in week 4  

35. How many times do you access the cable television in a week?  
(Please check Sl.No.8 in Part II)  
   i. 7 days in a week 1  
   ii. 5 times in a week 2  
   iii. 4-3 times in a week 3  
   iv. 1-2 times in week 4  

36. How many times do you watch films in a week?  
(Please check Sl.No.9 in Part II)  
   i. 7 days in a week 1  
   ii. 5 times in a week 2  
   iii. 4-3 times in a week 3  
   iv. 1-2 times in week 4  

37. How many times do you browse Internet in a week?  
(Please check Sl.No.10 in Part II)  
   i. 7 days in a week 1  
   ii. 5 times in a week 2  
   iii. 4-3 times in a week 3  
   iv. 1-2 times in week 4  

38. How many times do you make use of E-mail in a week?  
(Please check Sl.No.11 in Part II)  
   i. 7 days in a week 1  
   ii. 5 times in a week 2  
   iii. 4-3 times in a week 3  
   iv. 1-2 times in week 4  

39. How many times do you access CDs/VCDs in a week?  
(Please check Sl.No.12 in Part II)  
   i. 7 days in a week 1  
   ii. 5 times in a week 2  
   iii. 4-3 times in a week 3  
   iv. 1-2 times in week 4
40. How many times do you access E-newspaper(s)/E-magazine(s)/E-book(s) in a week?
(Please check Sl.No.13 in Part II)
i. 7 days in a week 1
ii. 5 times in a week 2
iii. 4-3 times in a week 3
iv. 1-2 times in week 4

41. How many times do you make use of Inter-personal communication ((Workshops/Seminars/Conference/Demonstrations/Exhibitions/Group Discussions/Public Meetings etc.) in a week?
(Please check Sl.No.14 in Part II)
i. 7 days in a week 1
ii. 5 times in a week 2
iii. 4-3 times in a week 3
iv. 1-2 times in week 4

42. How many hours do you spend in reading the newspapers in a week?
(Please check Sl.No.15 in Part II)
i. 3-6 hours in a week 1
ii. 7-10 hours in a week 2
iii. 11-14 hours in a week 3
iv. More than 15 hours in a week 4

43. How many hours do you spend in reading the magazines in a week?
(Please check Sl.No.16 in Part II)
i. 3-6 hours in a week 1
ii. 7-10 hours in a week 2
iii. 11-14 hours in a week 3
iv. More than 15 hours in a week 4

44. How many hours do you spend in reading the journals in a week?
(Please check Sl.No.17 in Part II)
i. 3-6 hours in a week 1
ii. 7-10 hours in a week 2
iii. 11-14 hours in a week 3
iv. More than 15 hours in a week 4

45. How many hours do you spend in reading the books in a week?
(Please check Sl.No.18 in Part II)
i. 3-6 hours in a week 1
ii. 7-10 hours in a week 2
iii. 11-14 hours in a week 3
iv. More than 15 hours in a week 4
46. How many hours do you spend in listening to the radio in a week?
(Please check Sl.No.19 in Part II)
i. 3-6 hours in a week 1
ii. 7-10 hours in a week 2
iii. 11-14 hours in a week 3
iv. More than 15 hours in a week 4

47. How many hours do you spend in watching the television in a week?
(Please check Sl.No.20 in Part II)
i. 3-6 hours in a week 1
ii. 7-10 hours in a week 2
iii. 11-14 hours in a week 3
iv. More than 15 hours in a week 4

48. How many hours do you spend in watching the cable television in a week?
(Please check Sl.No.21 in Part II)
i. 3-6 hours in a week 1
ii. 7-10 hours in a week 2
iii. 11-14 hours in a week 3
iv. More than 15 hours in a week 4

49. How many hours do you spend in watching the films in a week?
(Please check Sl.No.22 in Part II)
i. 3-6 hours in a week 1
ii. 7-10 hours in a week 2
iii. 11-14 hours in a week 3
iv. More than 15 hours in a week 4

50. How many hours do you spend in browsing Internet in a week?
(Please check Sl.No.23 in Part II)
i. 3-6 hours in a week 1
ii. 7-10 hours in a week 2
iii. 11-14 hours in a week 3
iv. More than 15 hours in a week 4

51. How many hours do you spend in browsing E-mail in a week?
(Please check Sl.No.24 in Part II)
i. 3-6 hours in a week 1
ii. 7-10 hours in a week 2
iii. 11-14 hours in a week 3
iv. More than 15 hours in a week 4
52. How many hours do you spend in accessing CDs/VCDs in a week? 
(Please check Sl.No.25 in Part II) 
i. 3-6 hours in a week 1 
ii. 7-10 hours in a week 2 
iii. 11-14 hours in a week 3 
iv. More than 15 hours in a week 4

53. How many hours do you spend in browsing E-newspapers/E-magazines / 
E-books in a week? 
(Please check Sl.No.26 in Part II) 
i. 3-6 hours in a week 1 
ii. 7-10 hours in a week 2 
iii. 11-14 hours in a week 3 
iv. More than 15 hours in a week 4

54. How many hours do you spend for participation in Inter-personal 
communication (Workshops/Seminars/Conference/Demonstrations/Exhibitions/Group 
Discussions/Public Meetings etc.) in a week? 
(Please check Sl.No.27 in Part II) 
i. 3-6 hours in a week 1 
ii. 7-10 hours in a week 2 
iii. 11-14 hours in a week 3 
iv. More than 15 hours in a week 4

55. What do you say about the extent of accessibility with Print Media 
(newspapers, magazines, journals and books)? 
i. Low  ii. Medium  iii. High

56. What do you say about the extent of accessibility with Electronic Media 
(radio, television, cable TV and film)? 
i. Low  ii. Medium  iii. High

57. What do you say about the extent of accessibility with New 
Communication Technologies (Internet, E-mail, CDs/VCDs and 
E-newspapers/E-magazines and E-Books)? 
i. Low  ii. Medium  iii. High

58. What do you say about the extent of accessibility with Inter-Personal 
Media(Workshops/Seminars/Conference/Demonstration/Exhibitions/ 
Group Meetings/Public Meetings)? 
i. Low  ii. Medium  iii. High
IV. PROFESSIONAL, ORGANIZATIONAL AND SOCIAL UTILITY OF MEDIA

59. How do you utilize the information/knowledge gained from newspapers in day to day life?
   i. For organizational purpose
   ii. For professional purpose
   iii. For social purpose
   iv. For social and professional purpose
   v. For professional and organisational purpose
   vi. For social/professional/organisational purpose
   vii. Any other purpose (specify)

60. How do you utilize the information/knowledge gained from magazines in day to day life?
   i. For organizational purpose
   ii. For professional purpose
   iii. For social purpose
   iv. For social and professional purpose
   v. For professional and organisational purpose
   vi. For social/professional/organisational purpose
   vii. Any other purpose (specify)

61. How do you utilize the information/knowledge gained from journals in day to day life?
   i. For organizational purpose
   ii. For professional purpose
   iii. For social purpose
   iv. For social and professional purpose
   v. For professional and organisational purpose
   vi. For social/professional/organisational purpose
   vii. Any other purpose (specify)

62. How do you utilize the information/knowledge gained from books in day to day life?
   i. For organizational purpose
   ii. For professional purpose
   iii. For social purpose
   iv. For social and professional purpose
   v. For professional and organisational purpose
   vi. For social/professional/organisational purpose
   vii. Any other purpose (specify)
63. How do you utilize the information/knowledge gained from radio in day to day life?
   i. For organizational purpose  1
   ii. For professional purpose  2
   iii. For social purpose  3
   iv. For social and professional purpose  4
   v. For professional and organisational purpose  5
   vi. For social/professional/organisational purpose  6
   vii. Any other purpose (specify)  7

64. How do you utilize the information/knowledge gained from television in day to day life?
   i. For organizational purpose  1
   ii. For professional purpose  2
   iii. For social purpose  3
   iv. For social and professional purpose  4
   v. For professional and organisational purpose  5
   vi. For social/professional/organisational purpose  6
   vii. Any other purpose (specify)  7

65. How do you utilize the information/knowledge gained from cable TV in day to day life?
   i. For organizational purpose  1
   ii. For professional purpose  2
   iii. For social purpose  3
   iv. For social and professional purpose  4
   v. For professional and organisational purpose  5
   vi. For social/professional/organisational purpose  6
   vii. Any other purpose (specify)  7

66. How do you utilize the information/knowledge gained from film in day to day life?
   i. For organizational purpose  1
   ii. For professional purpose  2
   iii. For social purpose  3
   iv. For social and professional purpose  4
   v. For professional and organisational purpose  5
   vi. For social/professional/organisational purpose  6
   vii. Any other purpose (specify)  7
67. How do you utilize the information/knowledge gained from Internet in day to day life?
   i. For organizational purpose 1
   ii. For professional purpose 2
   iii. For social purpose 3
   iv. For social and professional purpose 4
   v. For professional and organisational purpose 5
   vi. For social/professional/organisational purpose 6
   vii. Any other purpose (specify) 7

68. How do you utilize the information/knowledge gained from E-mail in day to day life?
   i. For organizational purpose 1
   ii. For professional purpose 2
   iii. For social purpose 3
   iv. For social and professional purpose 4
   v. For professional and organisational purpose 5
   vi. For social/professional/organisational purpose 6
   vii. Any other purpose (specify) 7

69. How do you utilize the information/knowledge gained from CDs / VCDs in day to day life?
   i. For organizational purpose 1
   ii. For professional purpose 2
   iii. For social purpose 3
   iv. For social and professional purpose 4
   v. For professional and organisational purpose 5
   vi. For social/professional/organisational purpose 6
   vii. Any other purpose (specify) 7

70. How do you utilize the information/knowledge gained from E-newspapers, E-magazines and E-books in day to day life?
   i. For organizational purpose 1
   ii. For professional purpose 2
   iii. For social purpose 3
   iv. For social and professional purpose 4
   v. For professional and organisational purpose 5
   vi. For social/professional/organisational purpose 6
   vii. Any other purpose (specify) 7
71. How do you utilize the information/knowledge gained from inter-personal media (workshops/seminars/conferences/demonstrations/exhibitions/group discussions/public meetings) in day to day life?
   i. For organizational purpose 1
   ii. For professional purpose 2
   iii. For social purpose 3
   iv. For social and professional purpose 4
   v. For professional and organisational purpose 5
   vi. For social/professional/organisational purpose 6
   vii. Any other purpose (specify) 7

72. What do you say about the extent of utility of Print Media (newspapers, magazines, journals and books) for organisational, professional and social purposes?
   i. Low   ii. Medium   iii. High

73. What do you say about the extent of utility of Electronic Media (radio, television, cable TV and film) for organisational, professional and social purposes?
   i. Low   ii. Medium   iii. High

74. What do you say about the extent of utility of New Communication Technologies (Internet, E-mail, CDs/VCDs and E-newspapers/E-magazines and E-Books) for organizational, professional and social purposes?
   i. Low   ii. Medium   iii. High

75. What do you say about the extent of utility of Inter-Personal Media (Workshops/Seminars/Conference/Demonstration/Exhibitions/Group Meetings/Public Meetings) for organizational, professional and social purposes?
   i. Low   ii. Medium   iii. High

V. MEDIA AND HUMAN RESOURCES DEVELOPMENT

76. In what way the newspapers help you in the improvement of HRD?
   i. Update my knowledge, experience and expertise 1
   ii. Widen my social, economic and political horizons 2
   iii. Enrich my professional competence 3
   iv. Improve my leadership qualities 4
   v. Any other (specify) 5
77. In what way the magazines help you in the improvement of HRD?
   i. Update my knowledge, experience and expertise 1
   ii. Widen my social, economic and political horizons 2
   iii. Enrich my professional competence 3
   iv. Improve my leadership qualities 4
   v. Any other (specify) 5

78. In what way the journals help you in the improvement of HRD?
   i. Update my knowledge, experience and expertise 1
   ii. Widen my social, economic and political horizons 2
   iii. Enrich my professional competence 3
   iv. Improve my leadership qualities 4
   v. Any other (specify) 5

79. In what way the books help you in the improvement of HRD?
   i. Update my knowledge, experience and expertise 1
   ii. Widen my social, economic and political horizons 2
   iii. Enrich my professional competence 3
   iv. Improve my leadership qualities 4
   v. Any other (specify) 5

80. In what way the radio channels help you in the improvement of HRD?
   i. Update my knowledge, experience and expertise 1
   ii. Widen my social, economic and political horizons 2
   iii. Enrich my professional competence 3
   iv. Improve my leadership qualities 4
   v. Any other (specify) 5

81. In what way the television channels help you in the improvement of HRD?
   i. Update my knowledge, experience and expertise 1
   ii. Widen my social, economic and political horizons 2
   iii. Enrich my professional competence 3
   iv. Improve my leadership qualities 4
   v. Any other (specify) 5

82. In what way the cable TV channels help you in the improvement of HRD?
   i. Update my knowledge, experience and expertise 1
   ii. Widen my social, economic and political horizons 2
   iii. Enrich my professional competence 3
   iv. Improve my leadership qualities 4
   v. Any other (specify) 5
83. In what way the films help you in the improvement of HRD?
   i. Update my knowledge, experience and expertise 1
   ii. Widen my social, economic and political horizons 2
   iii. Enrich my professional competence 3
   iv. Improve my leadership qualities 4
   v. Any other (specify) 5

84. In what way the Internet services help you in the improvement of HRD?
   i. Update my knowledge, experience and expertise 1
   ii. Widen my social, economic and political horizons 2
   iii. Enrich my professional competence 3
   iv. Improve my leadership qualities 4
   v. Any other (specify) 5

85. In what way the E-mail services help you in the improvement of HRD?
   i. Update my knowledge, experience and expertise 1
   ii. Widen my social, economic and political horizons 2
   iii. Enrich my professional competence 3
   iv. Improve my leadership qualities 4
   v. Any other (specify) 5

86. In what way the CDs/VCDs help you in the improvement of HRD?
   i. Update my knowledge, experience and expertise 1
   ii. Widen my social, economic and political horizons 2
   iii. Enrich my professional competence 3
   iv. Improve my leadership qualities 4
   v. Any other (specify) 5

87. In what way the E-newspapers, E-magazines and E-books help you in the improvement of HRD?
   i. Update my knowledge, experience and expertise 1
   ii. Widen my social, economic and political horizons 2
   iii. Enrich my professional competence 3
   iv. Improve my leadership qualities 4
   v. Any other (specify) 5

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88. In what way the inter-personal media (Workshops/Seminars/Conference/ Demonstration/Exhibitions/Group Meetings/Public Meetings) help you in the improvement of HRD?

i. Update my knowledge, experience and expertise 1
ii. Widen my social, economic and political horizons 2
iii. Enrich my professional competence 3
iv. Improve my leadership qualities 4
v. Any other (specify) 5

89. What do you say about the role of Print Media (newspapers, magazines, journals and books) in human resources development among SC/ST personnel?

i. Low  ii. Medium  iii. High

90. What do you say about the role of Electronic Media (radio, television, cable TV and film) in human resources development among SC/ST personnel?

i. Low  ii. Medium  iii. High

91. What do you say about the role of New Communication Technologies (Internet, E-mail, CDs/VCDs and E-newspapers/ E-magazines and E-Books) in human resources development among SC/ST personnel?

i. Low  ii. Medium  iii. High

92. What do you say about the role of Inter-Personal Media (Workshops/Seminars/Conference/Demonstration/Exhibitions/ Group Meetings/Public Meetings) in human resources development among SC/ST personnel?

i. Low  ii. Medium  iii. High

VI MEDIA AND HUMAN RIGHTS PROTECTION

93. What do you say about the role of Print Media (newspapers, magazines, journals and books) in the protection of human rights of SC/ST personnel?

i. Low  ii. Medium  iii. High

94. What do you say about the role of Electronic Media (radio, television, cable TV and film) in the protection of human rights of SC/ST personnel?

i. Low  ii. Medium  iii. High
95. What do you say about the role of New Communication Technologies (Internet, E-mail, CDs/VCDs and E-newspapers/E-magazines and E-Books) in the protection of human rights of SC/ST personnel?
   i. Low  ii. Medium  iii. High

96. What do you say about the role of Inter-Personal Media (Workshops/Seminars/Conference/Demonstration/Exhibitions/Group Meetings/Public Meetings) in the protection of human rights of SC/ST personnel?
   i. Low  ii. Medium  iii. High

VII DRAWBACKS OF MEDIA

97 What are the drawbacks of newspapers towards the fulfillment of personal, professional and organizational needs?
   i. Lack of need-based information/education/guidance 1
   ii. Lack of HRD related information/education/guidance 2
   iii. Lack of profession related information/education/guidance 3
   iv. Lack of human rights related information/education/guidance 4

98 What are the drawbacks of magazines towards the fulfillment of personal, professional and organizational needs?
   i. Lack of need-based information/education/guidance 1
   ii. Lack of HRD related information/education/guidance 2
   iii. Lack of profession related information/education/guidance 3
   iv. Lack of human rights related information/education/guidance 4

99 What are the drawbacks of journals towards the fulfillment of personal, professional and organizational needs?
   i. Lack of need-based information/education/guidance 1
   ii. Lack of HRD related information/education/guidance 2
   iii. Lack of profession related information/education/guidance 3
   iv. Lack of human rights related information/education/guidance 4
100 What are the drawbacks of books towards the fulfillment of personal, professional and organizational needs?
   i. Lack of need-based information/education/guidance 1
   ii. Lack of HRD related information/education/guidance 2
   iii. Lack of profession related information/education/guidance 3
   iv. Lack of human rights related information/education/guidance 4

101 What are the drawbacks of radio channels towards the fulfillment of personal, professional and organizational needs?
   i. Lack of need-based information/education/guidance 1
   ii. Lack of HRD related information/education/guidance 2
   iii. Lack of profession related information/education/guidance 3
   iv. Lack of human rights related information/education/guidance 4

102 What are the drawbacks of TV channels towards the fulfillment of personal, professional and organizational needs?
   i. Lack of need-based information/education/guidance 1
   ii. Lack of HRD related information/education/guidance 2
   iii. Lack of profession related information/education/guidance 3
   iv. Lack of human rights related information/education/guidance 4

103 What are the drawbacks of cable TV channels towards the fulfillment of personal, professional and organizational needs?
   i. Lack of need-based information/education/guidance 1
   ii. Lack of HRD related information/education/guidance 2
   iii. Lack of profession related information/education/guidance 3
   iv. Lack of human rights related information/education/guidance 4

104 What are the drawbacks of films towards the fulfillment of personal, professional and organizational needs?
   i. Lack of need-based information/education/guidance 1
   ii. Lack of HRD related information/education/guidance 2
   iii. Lack of profession related information/education/guidance 3
   iv. Lack of human rights related information/education/guidance 4
105 What are the drawbacks of Internet services towards the fulfillment of personal, professional and organizational needs?
   i. Lack of need-based information/education/guidance 1
   ii. Lack of HRD related information/education/guidance 2
   iii. Lack of profession related information/education/guidance 3
   iv. Lack of human rights related information/education/guidance 4

106 What are the drawbacks of E-mail services towards the fulfillment of personal, professional and organizational needs?
   i. Lack of need-based information/education/guidance 1
   ii. Lack of HRD related information/education/guidance 2
   iii. Lack of profession related information/education/guidance 3
   iv. Lack of human rights related information/education/guidance 4

107 What are the drawbacks of CDs/VCDs towards the fulfillment of personal, professional and organizational needs?
   i. Lack of need-based information/education/guidance 1
   ii. Lack of HRD related information/education/guidance 2
   iii. Lack of profession related information/education/guidance 3
   iv. Lack of human rights related information/education/guidance 4

108 What are the drawbacks of E-newspapers, E-magazines and E-books towards the fulfillment of personal, professional and organizational needs?
   i. Lack of need-based information/education/guidance 1
   ii. Lack of HRD related information/education/guidance 2
   iii. Lack of profession related information/education/guidance 3
   iv. Lack of human rights related information/education/guidance 4

109 What are the drawbacks of Inter-Personal Media (Workshops/Seminars/Conference/Demonstration/Exhibitions/Group Meetings/Public Meetings) towards the fulfillment of personal, professional and organizational needs?
   i. Lack of need-based information/education/guidance 1
   ii. Lack of HRD related information/education/guidance 2
   iii. Lack of profession related information/education/guidance 3
   iv. Lack of human rights related information/education/guidance 4
VIII. SUGGESTIONS FOR IMPROVEMENT OF MEDIA

110 What are your suggestions to improve the effectiveness of print media (newspapers/magazines/journals/books) towards the fulfillment of personal, professional and organizational needs?

i. Dalit orientation should increase 1
   ii. Professional competence building should be focused 2
   iii. Organizational development should be focused 3
   iv. Social justice centred writings should increase 4

111 What are your suggestions to improve the effectiveness of electronic media (radio/TV/Cable TV/films) towards the fulfillment of personal, professional and organizational needs?

i. Dalit orientation should increase 1
   ii. Professional competence building should be focused 2
   iii. Organizational development should be focused 3
   iv. Social justice centred communications should increase 4

112 What are your suggestions to improve the effectiveness of NCTs (Internet/E-mail/CDs/VCDs/E-journalism) towards the fulfillment of personal, professional and organizational needs?

i. Dalit orientation should increase 1
   ii. Professional competence building should be focused 2
   iii. Organizational development should be focused 3
   iv. Social justice centred communications should increase 4

113 What are your suggestions to improve the effectiveness of Inter-personal communications (Workshops/Seminars/Conference/Demonstration/Exhibitions/Group Meetings/Public Meetings) towards the fulfillment of personal, professional and organizational needs?

i. Dalit orientation should increase 1
   ii. Professional competence building should be focused 2
   iii. Organizational development should be focused 3
   iv. Social justice centred communications should increase 4
114. What are your suggestions to improve the status of SC/ST personnel in the research, training and developmental organizations?

i. Constitutional safeguards should be implemented thoroughly 1

ii. Reservation Policy should be implemented thoroughly 2

iii. Special recruitment drive should be conducted 3

iv. SC/ST nominees should be involved in Board of Appointment and Promotion 4

v. Special Grievances Cells should be established in all organizations 5

vi. Constitutional amendments are required to safeguard the interests of SC/ST personnel. 6

vii. Reservation benefit should be extended in private sector for SC/ST candidates. 7

viii. Special orientation programmes should be made available to improve the HRD of SC/ST candidates 8

ix. Special media orientation programmes should be conducted to the SC/ST candidates 9

x. Financial assistance should be given to SC/ST candidates to undergo special training programmes in abroad 10