CHAPTER- 8

SUMMARY AND CONCLUSION

The Summary and findings of the study are as follows:-

- The survey done in three localities of Urban settings. The total number consisting of 150 of the Urban respondents representing the universe of the study in urban localities. From each locality 50 respondents were taken by the researcher. Out of these total 150 respondents 60 percent respondents belong to 18 – 26 age group and 40 percent falls under the age group of 27 – 35 years. Among them 4 percent of the respondents of Lower class belongs to 18 – 26 age group; whereas 62 percent respondents of Upper middle class and 34 percent of Middle class respondents belong to both age group category.

  The Rural study area Silcoorie Tea Estate is constitute three division gardens: Dharamkhal, Durgakona and Borakhai T.E. The respondents were distributed among the main garden i.e. Silcoorie village and the division garden Dharamkhal village. The researcher took 50 percent of the respondents from Silcoorie village and 50 percent from Dharamkhal village. In Rural setting ;On the basis of the age group ; out of total 100 respondents ; 63 percent respondents falls in the age group of 18 – 26 years ( Upper middle class – 4 percent and Lower class – 59 percent Youth ) and rest 37 percent falls under the age group of 27 – 35 years ( Lower class – 27 percent and Middle class – 10 percent ).

- In Urban sector the universe of the study is equally divided between both the sexes. Male 50 percent and female 50 percent of the study area. Here , all total 4 percent of Lower class belongs to male category and the rest Upper middle class( 62 percent) and Middle class ( 34 percent ) representing both the sexes.

  Regarding Sex ratio in the Rural sector; the researcher has taken both the sexes equally i.e. out of 100 respondents (Upper middle class-4 percent; Middle class- 10 percent and Lower class-86 percent) male respondents are 50 percent and female are 50 percent .

- The Urban study area is dominated by the Hindus respondents with 74 percent Hindus; followed by Islam with 20 percent; Jain with 4 percent and Christianity with lowest 2 percent. Here, (4 percent) Lower class profess Hinduism; whereas Upper middle class (62 percent) representing Hindu, Islam and Jainism and Middle class (34 percent) belongs to Hindu and Christian religion category.

  In Rural study area in terms of religion 95 percent respondents profess Hinduism (Lower class-86 percent; Upper middle class-4 percent and Middle class - 5 percent) and only 5 percent respondents profess Islam (Middle class-5 percent) religion.
Among the Urban Youth regarding Mother Tongue, the findings reveal that the Bengali community people responding highest in number with 60 percent respondents having Bengali as their mother tongue; followed by Hindi speaking respondents with 34 percent; Manipuri with 4 percent and Assamese respondents with lowest 2 percent. In this category, Bengali representing the Lower class (4 percent); and Upper middle class (62 percent) representing Hindi and Bengali community. Whereas Middle class (34 percent) representing all the categories of Hindi; Assamese; Manipuri and Bengali.

Among the Rural Youth in case of Mother Tongue the data reveal that the area is dominated by Hindi speaking people with 87 percent (Upper middle class-4 percent; Middle class-10 percent and Lower class-73 percent) and rest 13 percent (Lower class) constitute Bengali linguistic group.

In Urban area; the General category covers almost 64 percent of the total population. There is no representation of Schedule Tribe category in this study. However, around 26 percent of the respondents represents Other Backward Class category and only 10 percent represents Schedule Caste category of the total population. In these categories, Lower class (4 percent) representing Schedule Caste; Upper middle class (62 percent) and Middle class (34 percent) representing General and OBC category.

In Rural area among caste wise distribution; the Youth mainly belongs to other backward class and Schedule Caste category. The data show that 65 percent of the respondents belong to OBC (Upper middle class-4 percent; Middle class-6 percent and Lower class-55 percent) followed by Schedule Caste 31 percent (Lower class) and very less with 4 percent (Middle class) belongs to General category.

In Urban sector; according to the caste category the total respondents (150) were again sub – divided into caste title of the social strata. Out of total 150 respondents, 52 percent of the total population covers Kshatriya strata; followed by Vaishya 20 percent; Brahmin with 18 percent and Sudra with lowest 10 percent. Thus we can say that the social strata of the Urban locality dominated by Kshatriya’s. In this, Lower class (4 percent) belongs to Sudras category and Upper middle class (62 percent) belongs to Brahmin and Kshatriya categories and Middle class (34 percent) belongs to all the above mentioned categories (Brahmin, Kshatriya, Vaishya and Sudra).

In Rural area; in order to understand the social background of the respondents the caste title wise distribution of the respondents show that majority of the respondents are Vaishyas (55 percent) (Upper middle class-2 percent and Lower class-53 percent); followed by Kayastha’s 10 percent (Middle class-6 percent; Lower class-2 percent and Upper middle class-2 percent); Sudra’s 31 percent (Lower class) and Brahmin with 4 percent (Middle class).
In Urban area; majority of the respondents of this study comes from unmarried background. 80 percent respondents are unmarried and only 20 percent of the population is married. Thus we can say that this study is influenced by the unmarried Youth. Here, the Lower strata (4 percent) belongs to unmarried category and Upper middle class (62 percent) and Middle class (34 percent) belongs to both the marital status (married and unmarried).

In Rural area; concerning the marital status; 70 percent (Middle class 10 percent and Lower class 60 percent) Youth are unmarried and 30 percent (Lower class -26 percent and Upper middle class -4 percent) are married. Among the married category 21 percent are female respondents and 9 percent are male.

Among the Urban Youth; regarding languages known by them the findings reveal that majority of the subjects i.e. 50.66 percent knows Bengali, Hindi and English. Apart from that sufficient number of respondents (25.33 percent) knows Bengali + Hindi + English and Assamese languages, followed by Bengali and Hindi languages knows by 9.33 percent respondents, Bengali + English + Hindi +Manipuri knows by 2 percent; Bengali + English + Assamese languages knows by 4 percent and on the other hand there are also respondents who knows Bengali+ English+ Manipuri carrying 4 percent; only 4.66 percent respondents knows only Bengali language rather than other. But here it is clear that all subjects know Bengali language because the area is dominated by Bengali people. Here , Lower class (4 percent) belongs to only Bengali language knows category; whereas Upper middle class (62 percent) belongs to two categories i.e. those who knows Bengali + Hindi and English and those who knows Bengali + Hindi + English + Assamese languages. On the other hand, among the Middle class group (34 percent) belongs to Bengali + Hindi + English + Assamese category; Bengali+ Hindi category; Bengali + English + Hindi + Manipuri category; Bengali + English + Assamese and a little only knows Bengali language category.

Among the Rural Youth; as per the languages known by them is concerned 57 percent (Middle class -4 percent and Lower class- 53 percent) respondent knows Hindi and Bengali; 2 percent Bengali and Assamese (Middle class); 29 percent (Upper middle class-4 percent; Middle class-4 percent and Lower class-21 percent) Hindi, Bengali and English; 11 percent (Lower class) Hindi and English and 1 percent (Lower class) knows Nepali.

The Urban data show that all the total population is literate including their parents. Ratio of Graduates are very high among the respondents (47.33 percent); followed by post graduate with 25.33 percent; Higher secondary (10.66 percent); High school (7.33 percent); professional (6 percent); B.Ed. (2 percent); and only 1.33 percent respondents are from technical field. Among these categories; Lower class (4 percent) falls in High School category; Upper middle class (62 percent) falls in the categories of technicians, professionals, Post graduates and little in the
graduates category. Whereas, Middle class incorporated B.ED., Graduates, Higher Secondary and a little in High school category.

The Rural respondents level of Education is determined on the basis of their Educational Qualification. The data show that 55 percent (Middle class – 4 percent and Lower class- 51 percent) of the respondents attained Education Upto High School; followed by those who attained Education Upto Primary 34 percent (Middle class -4 percent and Lower class-30 percent) and Higher Secondary level 9 percent (Middle class- 2 percent; Upper middle class – 2 percent and Lower class-5 percent); while only 2 percent (Upper middle class) respondents attained Education Upto Graduate level. This indicates that higher level of Education is very poor in this locality.

On the other hand, among the Urban respondents father most of the respondents father are graduates (50 percent) ; followed by Higher secondary (22.66 percent); High school (10 percent) ; Post graduates (12 percent) ; Primary level of education received only 4.66 percent and only one respondents father have professional background . Whereas mother of the respondents mostly have Higher secondary level of education (38 percent) ; followed by graduates (28 percent) ; up to High school level reached by 23.33 percent ; less mother’s have elementary primary level education (8.66 percent) and only 2 percent have post – graduate degree . Among them lower class (4 percent) of respondents father falls in the category of Primary level of education. On the other hand, Upper middle class (62 percent) of respondents father have Post graduates and Professional background; and Middle class of respondents father belongs to Graduates; Higher Secondary and High School category. Here, it is important to mentioned that 14 percent of the respondents father have expired. Regarding Respondents mothers level of education; among the social strata of the Youth Lower class (4 percent) of respondents mother’s education is Primary level; whereas Upper middle class (62 percent) of the respondents mother have Post graduate; Graduates and little Higher Secondary. On the other hand, Middle class (34 percent) of respondents mother have Higher Secondary and High School level of education. Here, 7.33 percent of respondents mother have expired.

As per Rural respondents Father and Mother Level of Education is concerned; 41 percent respondents father are illiterate (Lower class) and 70 percent (Lower class) mother’s have no formal Education. Whereas 39 percent (Lower class) fathers attained Primary level of Education and only 23 percent (Middle class- 7 percent and Lower class-16 percent) mothers is Primarily Educated. At the level of High School 17 percent (Middle class-10 percent; Lower class-6 percent and Upper middle class -1 percent) father’s attained this level and only 7 percent (Upper middle class-4 percent and Middle class-3 percent) mothers attained High School level
Education and only 3 percent (Upper middle class) respondents father having Secondary level of Education and here mothers performance is sadly lacking.

Regarding Urban respondents main and subsidiary occupation, majority of the respondents belong to the students category (26 percent); followed by white collar jobs (23.33 percent); Home – makers (14.66 percent); Business men (16.66 percent); semi professionals (13.33 percent); professionals (4 percent) and only 2 percent respondents are research scholars. Thus we can say that in the main occupation category the respondents falls in white collar jobs and students class. And out of these categories only 17.33 percent respondents do business and private tuition (12.66 percent) as their subsidiary occupation and it is done by the respondents mainly those who are students and among them 70 percent gave no response regarding their subsidiary occupation. Among these category, Upper middle class (62 percent) belongs to the little Students, White collars jobs, Professionals and Semi – Professionals category; whereas Middle class (34 percent) belongs to the category of Students; little Business; Research Scholars; and Home makers; apart from, Lower class (4 percent) belongs to Business category. All of them belong to main occupation. Among the subsidiary occupation mainly a little Middle class and Lowe class of Youth falls in the category of doing Business and Private tuition.

On the basis of the Rural respondents main occupation; the respondents were classified into 10 categories – among them 17 percent (Middle class-3 percent and Lower class-14 percent) respondents are House-maker; 8 percent (Lower class) Insurance agents (LIC, ICICI Prudential); 1 percent Engineer (Upper middle class); 2 percent priests (Middle class); 11 percent (Middle class-4 percent; Lower class 6 percent and Upper middle class-1 percent) Teachers (L.P., M.E., Aaganbari); 2 percent (Upper middle class) clerks; 30 percent (Middle class-3 percent and Lower class-27 percent) Businessman (saloon, pan shop, grocery shop, tea stall, sweet shop, C D shop, milk, stationery shop, cycle repairing shop); 10 percent (Lower class) agriculturists; 14 percent (Lower class) students and 5 percent (Lower class) salesmen. While regarding respondents subsidiary occupation 7 percent (Lower class) respondents having agriculture as their subsidiary occupation; 3 percent (Lower class) have fishery; 6 percent (Middle class) doing private tuition; 3 percent (Middle class) have petty business (1% has pan shop, 1% has tea stall, and another 1% sells vegetable); 2 percent are daily wage earner (Lower class) and rest 79 percent (Upper middle class-4 percent and Lower class-75 percent) respondents gave no response.

Likewise, regarding Urban respondents father main occupation, majority are involved in white collar jobs (28.66 percent); followed by Govt. officials (18 percent); involved in business (5.33 percent); whereas 6.66 percent involved in private jobs; Semi-Professionals (3.33 percent) and only 1.33 percent respondents father
involved in professionals jobs. Not only that 2 percent are actively participating in social development work and a good number of respondents father (20.66 percent) are retired from their job. Here, among the Lower class (4 percent) category of respondents father do Business; whereas Upper middle class (62 percent) of respondents father are Professional; Semi-Professional; Government Officials and among the Middle class (34 percent) of the respondents father are doing White collars job; Social service; Private jobs and a little Businessman.

On the other hand majority of the respondents mother are home–maker (87.33 percent) and 1 respondent mother is working as nurse and 4.66 percent mothers involved in white collar jobs (as main occupation). Here, lower class (4 percent) of respondents mother are home – maker; whereas among Upper middle class (62 percent) of respondents mother mainly are Nurse; doing White collar jobs and little are home – makers. On the other hand, among the Middle class (34 percent) of respondents mother are home makers. No subsidiary occupation found in father’s and mother’s occupation.

The occupational status of rural subjects Father was analyzed by classifying them into three categories – 33 percent (Upper middle class-4 percent; Middle class-10 percent and Lower class-19 percent) were engaged in Business activities; 57 percent (Lower class) Agriculturist and unskilled worker 10 percent (Lower class). Regarding subsidiary occupation of the respondents father; 71 percent (Upper middle class-4 percent; Middle class-10 percent and Lower class-57 percent) respondents father gave no response; 13 percent (Lower class) have agriculture as their subsidiary occupation; 9 percent (Lower class) do business and 7 percent (Lower class) are daily wage earners. In this regard 100 percent (Upper middle class-4 percent; Middle class-10 percent and Lower class-86 percent) respondents mother’s are Home–makers.

- The Urban respondents families with 1-5 members have more numbers in the population as these cover 72 percent and recognized as small family. Medium size families constitutes 6 – 10 members having 26 percent; and families with large in size having more than 10 members covers 2 percent. Thus we can say that the universe is dominated by small families. In class category Upper middle class (62 percent) belongs to small size family; whereas Middle class (34 percent) belongs to a little small size and medium size families and Lower class size family members category (4 percent) belongs to a little small size and large size family members category.

Among Rural respondents; on the basis of the size of the family the respondents were classified into three categories – findings reveal that 44 percent (Lower class-34 percent; Middle class-7 percent and Upper middle class-2 percent) respondents have small size family incorporating 1-5 members; while 53 percent (Upper middle class-2 percent; Middle class-3 percent and Lower class-48 percent) having
medium size family consisting 6 – 10 members and only 3 percent (Lower class- 3 percent) respondents have large families having more than 10 members.

- In case of urban respondents joint family; 20 percent of the respondents falls in this category and with majority 80 percent of the respondents have nuclear family. This indicates that no more joint families liked by the respondents rather they prefer to stay in nuclear family. Here, Lower class (4 percent) of the Youth belongs to both nuclear and joint family. On the other hand Upper middle class (62 percent) belongs to nuclear family and Middle class (34 percent) belongs to both a little joint and little nuclear family structure category.

In Rural sector; on the basis of the family structure of the respondents; 57 percent (Upper middle class-2 percent; Middle class-5 percent and Lower class-50 percent) have been living in joint family and the remaining 43 percent (Upper middle class-2 percent; Middle class- 5 percent and Lower class- 36 percent) have been living in nuclear family.

- Concerning Urban respondents monthly income of their family good number of families are engaged in economic activities. Out of which around 34 percent families are in medium 2 income group (earning Rs. 8,001- Rs. 12,000) and around 22 percent families have medium 1 income group ( earning Rs. 6,001 – Rs. 8,000); 16 percent families have upper medium 1 income group ( earning Rs. 12,001 – Rs. 15,000 ); whereas , each of the 12 percent families falls in the upper medium 2 income group (earning more than Rs. 15,000 ) and in lower income group ( earning Rs. 4001- Rs.6000 ); and 4 percent falls in the category of very low income group ( earning Rs. 3500 – Rs. 4000 ). Thus on the basis of these data we can say that majority of families have medium and upper medium income and they are economically in a comfortable position. Here , Upper middle class ( 62 percent ) of Youth belongs to upper medium 1 , upper medium 2 and a little medium 2 income group ; whereas Middle class (34 percent) falls in the category of medium 1 and lower income group ; whereas Lower class (4 percent) falls in the category of very low income group.

In Rural sector the monthly income of family of the respondents were classified into four categories – 86 percent (Lower class) have low monthly income i.e. earning Rs. 3000 – Rs.5000 /; 10 percent (Middle class) having medium 1 income group o earning Rs. 5001 – Rs. 7000 / and another group of 4 percent (Upper middle class) having medium 2 income group earning Rs. 7001 – Rs. 9000 /.

- In Urban sector; with majority 37.33 percent of the respondents have semi – RCC foundation, whereas 32.66 percent have RCC house and only 30 percent have Assam type house. Among the Upper middle class (62 percent) belongs to having RCC and little semi – RCC house pattern category; whereas Middle class (34 percent) having little semi – RCC and little Assam type house. But the Lower class (4 percent) have only Assam type house.
In Rural sector; in case of ownership of the house the data show that all the respondents (100 percent) have their own house; no one living in rented house. House pattern is mostly Kuccha type carrying 83 percent (Lower class) and only 17 percent (Upper middle class- 4 percent; Middle class- 10 percent and Lower class-3 percent) respondents have Assam type house.

- In Urban sector; in case of living in Assam generation wise , the respondents with majority (48.66 percent ) lived in Assam for last three generation; whereas , 35.66 percent of the respondents said that they have been living for last four generation and 16 percent replied that they have been living in Assam for last two generation . Here , in living for last two generations category Lower class (4 percent ) falls ; on the other hand Upper middle class (62 percent) and Middle class (34 percent) belongs to the categories of little two generations , three generations and four generations.

  Whereas in Rural sector ; on the basis of the number of generations lived in this villages; the data show that with majority 40 percent (Middle class-10 percent ; Upper middle class- 4 percent and Lower class-26 percent) of the respondents have been living for last four generations; followed by third generation with 34 percent (Lower class); 19 percent (Lower class) have been living for last five generations and only 7 percent ( Lower class) of the respondents have been living this area for last two generations.

- In Urban area; majority of the respondents have been the residence of Assam since their birth with the highest percentage (32 percentages). And 51.33 percent of the respondents reside in Silchar for more than 20 years and 10 percent have been residing for last 11 – 15 years; 4 percent have been residing for last 1 – 5 years and only 2.66 percent having residence ship for last 6 – 10 years. Thus on the basis of these data we can say that half of the population residing the study area since longer period. Out of these categories, Lower class (4 percent) belongs to the 6 – 10 years group and a little 1 -5 years group. On the other hand, Upper middle class (62 percent) belongs to since birth, 11 – 15 years group and little more than twenty years group. Whereas Middle class (34 percent) belongs to little more than twenty years group and 1-5 years group.

  Whereas in Rural area ;on the basis of the number of generations lived in this villages ; the data show that with majority 40 percent (Middle class-10 percent; Upper middle class- 4 percent and Lower class-26 percent) of the respondents have been living for last four generations ; followed by third generation with 34 percent (Lower class) ; 19 percent (Lower class) have been living for last five generations and only 7 percent (Lower class) of the respondents have been living this area for last two generations.

- In Urban area; majority of the respondents with 80 percent have their own house; only 20 percent resides in rented houses and no official resident were found in the
Thus we can say that the study area bears the same pattern of household ownership like any other permanent rural settlement in our country. Among own house category Upper middle class (62 percent) belongs to that and Middle class (34 percent) belongs to own house category and a little rented house category, whereas Lower class (4 percent) falls in the category of rented house category.

Whereas in Rural sector all the 100 percent (Upper middle class-4 percent; Middle class-10 percent and Lower class- 86 percent) respondents have their own house; no one living in the rented house.

According to Urban respondents land ownership pattern; majority of the respondents (36 percent) having 6 – 8 kathas of land ownership; whereas, 15.33 percent have 8 – 15 kathas of land and 28 percent of the respondents have ½ - 5 kathas of land ownership. In this classification, Lower class (4 percent) having ½ - 5 kathas land, whereas Upper middle class (62 percent) and Middle class (34 percent) having 6 – 8 kathas, 8 – 15 kathas and little ½ - 5 kathas of land ownership category.

Whereas in Rural area; On the basis of the household land possess by the respondents; the data show that majority (63 percent) (Upper middle class-3 percent; Middle class-10 percent and Lower class- 50 percent) of the respondents have 4 – 6 bighas household land; whereas 36 percent (Lower class) have ½ - 3 bighas land and only 1 percent (Upper middle class) has 7 – 9 bighas of land.

In Rural sector; on the basis of the distribution of the respondents having Cultivated land; 39 percent (Upper middle class- 3 percent; Middle class- 10 percent and Lower class- 25 percent) of the respondents have 7 – 9 bighas land; whereas 20 percent (Lower class) have 4 – 6 bighas land; 6 percent (Lower class) of the respondents have ½ - 3 bighas of land and only 1 percent (Upper middle class) have more than 10 bighas of land. Here, out of total respondents; 34 percent (Lower class) of the respondents said that they have no cultivated land.

Among the agriculturists [main and subsidiary occupation] (17 percent); share cropping done by 9 percent (Lower class) of the respondents and 8 percent (Lower class) declare that they don’t do this type of sharing.

For share cropping 6 percent (Lower class) of the respondents have given land to Hindus and only 1 percent (Lower class) of the respondents has given land to Muslim man.

Again for doing share cropping 2 percent (Lower class) of the respondents have been taking land from Hindus and the remaining 15 percent (Lower class) said that they don’t take land from any one.

Among the agriculturists (17 percent) (Lower class); different types of crops grown by them during different season. Here, 2 percent of the respondents (agriculturists) have grown Burodhan+Barua+China; another 2 percent have grown China+Ranjit+Rabi; followed by 1 percent who have grown...
Basful+Ranjit+Suiamara; Suiamara+Barua+China (3 percent); Barua+Basful+China (1 percent); Ranjit+Sali+Barua (1 percent); Ranjit+Rabi (1 percent); Ranjit+Ahu (1 percent); Ranjit+Barua+China (1 percent); China+Burodhan+Suiamara (2 percent); Sali+Ranjit+China (1 percent) and Ranjit+Suiamara+Barua have grown by 1 percent of the respondents.

All the total 17 percent (Lower class) of the agriculturists (respondents) admitted that they still following traditional method i.e., pair of oxen used by them for cultivation. No modern machines or equipments are used by them.

For cultivation varieties of fertilizers used by the respondents (Lower class). Here, Urea used by 10 percent of the agriculturists (respondents); super used by 1 percent and both Urea and super used by 6 percent of the respondents.

For growing crops varieties of seeds have been used by the agriculturists (Lower class). Among them, 3 percent of the respondents have used local seeds; 4 percent used hi-breed and both local and hi-breed have used by 10 percent of the respondents.

Here, regarding source of information about agriculture; 9 percent (Lower class) of the respondents said that they have self experience; whereas 2 percent (Lower class) of the respondents have been getting information from Radio programmes based on agriculture; 5 percent 9 Lower class) from agriculture programme telecasted in television and 3 percent said that they have collected information from Silchar Town Agriculture Department.

For agriculture, majority (7 percent) of the respondents (Lower class) have taken seeds and fertilizers from Silchar town market; followed by Dwarbandh market and Silchar town market with 5 percent; 3 percent from Silcoorie local market; 1 percent of the respondents have taken from Local Silcoorie market and Dwarbandh market and another 1 percent of the respondents have taken seed and fertilizers from Local Silcoorie market and Silchar town market.

Here in Rural sector; non – agriculturists also do share cropping; among them 25 percent (Upper middle class- 4 percent; Middle class- 10 percent and Lower class- 11 percent ) have given land to Hindu for doing share cropping; 20 percent (Lower class) have taken land from Hindus for doing share cropping and only 1 percent (Lower class) have taken land from Muslim. Here, 20 percent (Lower class) of the respondents have given no response in this regard.

In Urban sector; majority of the respondents have four room houses (35.33 percent). It is closely followed by three room houses (24 percent) and five room house ownership possess by (20 percent) of the respondents. 13.33 percent of the respondents have more than six room houses. And only 7.33 percent respondents have two room houses and none of the population having one room house. Here,
Lower class (4 percent) of Youth belongs to the category of two room houses; whereas Upper middle class (62 percent) falls in the category of more than six room houses, four room houses and a little three room houses; on the other hand Middle class (34 percent) belongs to little three room houses and five room houses. Thus we can say that majority of the respondents possess 4 to 3 room houses.

Whereas in Rural area; according to the number of living rooms the respondents have; among them with majority 43 percent (Middle class-5 percent and Lower class-38 percent) have three rooms; followed by two room (41 percent) (Lower class); four rooms possess by 12 percent (Middle class-5 percent and Lower class-36 percent) and only 4 percent (Upper middle class) of the respondents have five rooms.

In Urban area; in major cattle stocking; out of the total population (150), 6 percent tamed dogs (single) and 8 percent tamed cats as their domestic animals. In this categorization, lower class (4 percent) and some of Middle class (10 percent) taming cats and dogs in their houses. Here we can say that in compare to rural settings urban people less interested in cattle stocking.

Whereas in Rural sector; Domestic animal is also an important variable of socio-economic analysis. The respondents were also classified on the basis of number of domestic animals they had. On the basis of the number of cows they possessed the respondents were classified into five categories: the data show that 40 percent (Middle class-1 percent and Lower class-39 percent) have no cow; 33 percent (Middle class-5 percent and Lower class-28 percent) respondents have one cow; 19 percent (Lower class) have two cows; 3 percent (Upper middle class-1 percent and Middle class-2 percent) have three cows and 5 percent (Middle class-2 percent and Upper middle class-3 percent) having more than 3 cows.

The distribution of respondents on the basis of number of Buffalo – 69 percent (Lower class) of the respondents have nil number of buffalo; 3 percent (Middle class) possessed one; 12 percent (Middle class-7 percent and Lower class-5 percent) two; 9 percent (Lower class) possessed three buffaloes and 7 percent (Upper middle class-4 percent and Lower class-3 percent) possessed more than three buffaloes.

The distribution of respondents on the basis of Bull; here 76 percent (Lower class) respondents represents nil (no bull); 17 percent (Middle class-10 percent and Lower class-7 percent) possessed one bull and 7 percent (Upper middle class-4 percent and Lower class-3 percent) have a pair of two bulls.

In classification of Goats; 85 percent (Upper middle class-4 percent; Middle class-10 percent and Lower class-71 percent) respondents represents nil (no goat); whereas 5 percent (Lower class) possess one goat; 3 percent (Lower class) respondents have two goats; and 5 percent (Lower class) respondents possessed three goats and 2 percent (Lower class) have possess more than three goats.
In classification of Dogs; 90 percent (Lower class and Middle class-4 percent) respondents represents nil (no dog), whereas 10 percent (Upper middle class – 4 percent and Middle class-6 percent) respondents tamed one dog.

In classification of Hen and Duck as domestic animal – 27 percent (Upper middle class-4 percent; Middle class-10 percent and Lower class-13 percent) respondents don’t tamed hen ; 7 percent (Lower class) tame two hens 29 percent (Lower class) respondents tame three hens ; 16 percent (Lower class) more than three and 21 percent (Lower class) tamed five hens . In case of Duck 90 percent (Upper middleclass- 4 percent; Middle class-6 percent and Lower class- 80 percent) of the respondent don’t possess duck; only 3 percent (Middle class) have two ducks and 7 percent (Middle class-1 percent and Lower class- 6 percent) respondents have three ducks.

In Urban sector; a good number of 84 percent populations have availability of supply tape water. But some population still using tube well (10 percent) and well (4 percent) as their source of drinking water. And only (2 percent) respondents using ponds. All the Upper middle class (62 percent) having supply water; whereas Middle class (34 percent) have both supply and tube well and the Lower class (4 percent) have both well and ponds in their house and they used it as drinking water.

Whereas in Rural sector; on the basis of the source of drinking water the respondents were classified into two categories – 24 percent (Middle class-4 percent and Lower class- 20 percent) class have used ponds as their source of drinking water and 76 percent (Middle class-6 percent; Upper middle class-4 percent and Lower class- 66 percent) respondents having well as their source of drinking water.

Among the Urban Youth; majority of the household (92 percent) of the population use LPG as their cooking fuel. Another popular source is Kerosene which is used by 6 percent population with LPG source and 2 percent population use electricity with LPG source as their cooking fuel. In this categorization, Lower class (4 percent) falls in the category of using both L.P.G. and Kerosene; whereas Upper middle class (62 percent) using L.P.G. only and Middle class (34 percent) using L.P.G., kerosene and electricity. Therefore after comparing total of uses fuel we can say that people of the study area use mostly one source to cook their food .No traditional facilities found for this purpose in the study area.

On the other hand ; In Rural sector ; on the basis of the fuel used by the respondents for cooking food they were classified into five categories – 4 percent (Upper middle class) respondents used only LPG as their cooking fuel ; 65 percent (Lower class) used firewood ; LPG and firewood used by 3 percent (Middle class) ; kerosene used by 9 percent ( Middle class-7 percent and Lower class-2 percent) and 19 percent (Lower class) respondents used kerosene + firewood as their cooking fuel .
Among the Urban Youth; in asking the question of having bank accounts; majority (96 percent) replied they have bank accounts (Upper middle class and Middle class) and only 4 percent denied by saying that they didn't have such banking system and this category belongs to Lower class of Youth.

Whereas in Rural sector; to know if the respondents are aware of banking systems, they were asked if they had bank accounts. The answer revealed by them is that 44 percent (Upper middle class-4 percent; Middle class-10 percent and Lower class-30 percent) respondents have their bank accounts and out of 44 percent respondents 21 percent (Middle class-4 percent and Lower class-17 percent) have their account in UBI bank Silchar and 23 percent (Upper middle class-4 percent; Middle class-6 percent and Lower class-13 percent) of the respondents have accounts in SBI bank Silchar. Whereas 56 percent (Lower class) respondents have no such bank accounts.

In Urban sector ;majority of the respondents having bank accounts in State Bank of India ( 64 percent ); followed by UBI bank (9.33 percent); UCO bank( 9.33 percent); Central bank of India having 4 percent of the respondents account; Axis bank account with 3.33 percent and Punjab National Bank and ICICI bank having each of the 2 percent of the respondents and Bank Of Baroda and Allahabad bank having each of the 0.66 percent of the respondents .Here , all the Upper class (62 percent) having their account in S.B.I. and rest categories with a little belongs to Middle class ( 34 percent ) .

In Urban sector; out of total 150 populations; only 10 percent of the respondents have their Post office savings account in their local post office savings account and here Middle class Youth having this account.

In Rural sector; the respondents were asked whether they have Post office savings account; the answer reveal by them is that 43 percent (Upper middle class-4 percent; Middle class-10 percent and Lower class-29 percent) respondents have their post office saving account and rest 57 percent (Lower class) respondents have no such accounts. This shows that respondents were aware of their future savings.

Here; not single respondents of both Urban and rural responding positively in case of loan taken by them.

In Urban sector ;majority of the respondents for medical treatment visit private doctors chamber (54.66 percent ) ; along with Silchar Medical College And Hospital ( 34.66 percent ) ; Civil visited by 9.33 percent and equally number of percentage of respondents preferred to visit Guwahati 4.66 percent and outside Assam with 9.33 percent . Here, Lower class ( 4 percent) for treatment visit Silchar Medical College and Civil Hospital; whereas Upper middle class (62 percent) visits Guwahati; outside Assam and Private Doctors chamber and Middle class ( 34 percent) visits S.M.C. and Civil Hospital .
The Rural Youth; on the basis of the place of treatment preferred by the respondents; out of total 100 respondents; with majority 66 percent (Middle class-5 percent and Lower class-61 percent) prefer to visit only local doctors chamber; whereas Silchar Medical College and Hospital and local doctors chamber have been visited by 30 percent (Middle class-5 percent and Lower class-25 percent) of the respondents and 4 percent (Upper middle class) of the respondents have been visited Nursing Homes; Local Doctors and Silchar Medical College and Hospital for treatment.

The Urban Youth; Whereas treatment preference is concerned majority of the respondents preferred Allopathy with 54 percent; followed by Homeopathy 20 percent; Ayurvedic and Homeopathy 15.33 percent; Allopathy and Homeopathy having 8 percent and only 2.66 percent preferred Biochemic treatment. In this category, Lower class (4 percent) prefer Homeopathy treatment; Whereas Upper middle class (62 percent) and Middle class (34 percent) prefer all the treatment mentioned above.

The Rural Youth; on the basis of the treatment preferred by the respondents, only Homeopathy treatment prefer by 60 percent (Upper middle class-1 percent; Middle class-5 percent and Lower class-54 percent) of the respondents; 35 percent (Middle class-5 percent and Lower class-30 percent) goes for Homeopathy and Allopathy and only 5 percent (Upper middle class-3 percent and Lower class-2 percent) of the respondents have prefer Allopathy and Ayurvedic treatment.

The frequency of visiting town also reflects how much communication takes place between the village and town. Therefore, the frequency of visiting town by the respondents have been classified into eight categories - under daily town visiting categories 8 percent (Upper middle class-4 percent and Middle class-4 percent) of the respondents falls; 7 percent (Middle class-6 percent and Lower class-1 percent) of the respondents visit alternate days; 9 percent (Lower class) once in a week; 3 percent (Lower class) more than once in a week; 12 percent (Lower class) of the respondents visits town once in a month; 3 percent (Lower class) more than three months; another 3 percent (Lower class) more than once in a month; 55 percent (Lower class) of the respondents very rarely / occasionally visit town.

On the basis of purpose of visiting town; 8 percent (Middle class-4 percent and Lower class-4 percent) of the respondents visit town for Education purpose; 13 percent (Upper middle class-4 percent; Middle class-6 percent and Lower class-3 percent) for Shopping; 43 percent (Middle class-10 percent and Lower class-33 percent) for Business; 7 percent (Lower class-4 percent and Middle class-3 percent) for Entertainment; 22 percent (Upper middle class-4 percent; Middle class-10 percent and Lower class-8 percent) for Job; 6 percent (Middle class-4 percent and Lower class-2 percent) for Relative house; 14 percent (Middle class-6 percent and Lower class-8 percent) visits Gandhi Mela; 3 percent (Upper
middle class) Baroni Mela; 6 percent (Upper middle class-4 percent and Middle class-2 percent) visits for Durga Puja and 32 percent (Upper middle class-4 percent; Middle class-10 percent and Lower class-18 percent) respondents visit town for their Medical treatment purpose.

The means of communication/transportation is also an important factor in the sociological analysis. On the basis of how the respondents travel; they were classified into three categories – out of total 100 respondents; 92 percent (Middle class-10 percent and Lower class-82 percent) of the respondents traveled town by sumo; 3 percent (Upper middle class) respondents hired vehicle and only 45 percent (Upper middle class-4 percent; Middle class-6 percent and Lower class-35 percent)of the respondents have their own vehicle (Bicycle; Motor bike; Scooter) and they travel to town.

Among the Urban Youth; majority of the respondents having average (61 – 90 items) household consumption with 40 percent; followed by high (91 – 120 items) consumption with 32 percent; very high (121 – 150 items) having 14 percent; low (31-60 items) 10 percent; and in very low (0-30 items) consumption category 4 percent of the respondents falls. Here, Lower class (4 percent) consumed very low household consumption category; whereas Upper middle class (62 percent) and Middle class (34 percent) consumed average, high, very high and low category.

Among Rural respondents; in case of household consumption; with majority 67 percent (Lower class) of the respondents falls in the category of low consuming items (7-19 items); whereas 17 percent (Middle class-10 percent; Upper middle class-4 percent and Lower class-3 percent) falls in average category consuming 20 – 30 items; and 16 percent (Lower class) of the respondents falls in the category of very low consuming 0-6 items.

Among the Urban respondents to know the Political Elites of Rangirkhari, the respondents were asked to name some of the Political elites of their locality and accordingly how much they are politically active. with majority 32 percent respondents have named Sadhan Purkayastha as politically active; followed by Gauri Chakraborty (24.66 percent) and R.N.Battacharjee (24.66 percent); Moni Bhusan Chakraborty (17.33 percent); Bijon Gupta (14 percent) and only 6 percent have named Purnendu Bhattacharjee as Politically active.

Respondents of Malugram locality with majority have named Kabindra Purkayastha as Politically active person; followed by Arun Kanti Roy (26 percent); Partho Chanda (17.33 percent); Ashish Roy (15.33 percent); Mrs. Kalyani Sinha (14 percent); Chandan Sen Gupta (12.66 percent); and only 11.33 percent of the respondents have named Santanu Das as Politically active elites of Malugram.

To know the Politically active elites of Link-Road locality the respondents were asked to named the most active political elites of concerned locality. The respondents with majority (27.33 percent) have named Purabi Sarkar; followed by
Shyamal Banik (15.33 percent); Tublu Sen (14 percent); Sandhya Acharjee have named by 11.33 percent and 8 percent have named Ranjit Bhattacharjee as most politically active elites of Link–Road locality.

In Rural area; to know the Politically active person of the village; the respondents were asked to name them and all the three classes (Upper middle class-4 percent; Middle class-10 percent and Lower class-86 percent) of rural Youth rated the name. The respondents with majority have named Kanai Lal Lohar; closely followed by Sukumara Kalwar (75 percent); Pradeep Chandra Das (70 percent); Kunti Devi Nunia (57 percent); Bimal Das (43 percent); Kamakhya Tiwari have named by 23 percent; Shyamal Das (13 percent); Putul Das (12 percent); Birendra Dhobi (11 percent); and Munna Agarwal have named by 10 percent of the respondents as most Politically active elites.

- In Urban sector; among the Social Elites of Rangirkhari, the respondents have named Amal Das (16 percent) as most active socialist; followed by R. Datta Choudhury (14.66 percent); K. K. Das (14 percent); Sambhu Das (8.66 percent); B. B. Das (8 percent); Sadhan Purkayastha (7.33 percent); K. Sengupta (6.66 percent) and only 2 percent of the respondents have named Dr. Nikhil Das as the most socially active elites of Rangirkhari locality.

- Among the Social Elites of Malugram, the respondents have named Sanjoy Sarkar (21.33 percent) as most active socialist; followed by Ashish Roy (20.66 percent); Biswajit Roy Choudhury (14.66 percent); Biplob Paul (11.33 percent); on the other hand each of the 10 percent of the respondents have named Alok Kar, Rupes Chanda and Subinoy Gupta; whereas Panna Das have recognized by 7.33 percent of the respondents; 5.33 percent of the respondents have named Siddhartha Gupta and only 4 percent have named Tapodhir Bhattacharjee as socially active elites of Malugram.

- Among the socially elites of Link-Road, majority of the respondents (16.66 percent) have named Ratan Sarkar; followed by Shyamal Banik (14 percent); Sapan Choudhury (8 percent); 7.33 percent have named Debobroto Choudhury; and only 6 percent of the respondents have named Sipra Purkayastha as active socialist.

In Rural sector; to know the Socially active person of this village, the respondents with majority have rated the name of S. Verma with 97 percent; Gyan Nunia 67 percent; Gaya Kurmi 61 percent; each of the 58 percent of the respondents have rated the name of A. Verma and Uma Shankar Goala; 45 percent have named Barun Patro; another 45 percent have named Ranjit Mallah; and 23 percent have named Santosh Verma as Socially active elites of this Silcoorie village.

- In Urban sector; in Rangirkhari locality among the most Educated elites K.K. Das have recognized mostly (14.66 percent) by the respondents; followed by A. K. Das
with 14 percent; whereas S. Banerjee have named by 8 percent; followed by J. Choudhury (6.66 percent); Dr. Nikhil Das (6 percent); Suman Das have named by 5.33 percent of the respondents; and only 4 percent of the respondents have named Maitri Banerjee as most educated person of Rangirkhari locality.

- Regarding the most Educated elites of Malugram, Jasoda Ranjan Sikdar have received high recognition (28.66 percent) as the most educated elites of Malugram; followed by Dr. Rupanjali Gupta (28 percent); Partho Chanda (27.33 percent); Tapodhir Bhattacharjee (15.33 percent); and each of the 11.33 percent of the respondents have rated Bhaskar Bhattacharjee and Tapan Chanda; 10 percent have rated Dr. Shahnaj Majumdar; and only 8.66 percent of the respondents have rated Sitanghu Choudhury as most educated elites of Malugram.

- Among the most Educated elites of Link-Road, the respondents (28 percent) have named Prof. Sanat Biswas as most educated elites of Link-Road; whereas 23.33 percent of the respondents have rated Satyabrata Dey's name; followed by Sujit Bhattacharjee (22 percent); Dr. Nishitendu Das (20.66 percent); Debotosh Chakraborty (10 percent); Ashish Bhattacharjee (8.66 percent); 6 percent of the respondents have named Navarun Purkayastha and 4.66 percent of the respondents have named Aswin Chakraborty as most educated elites of Link-Road.

In Rural sector; to know the most Educated elites of the village; the respondents were asked to name them. According to them, S. Verma with 98 percent received high recognition by the respondents; followed by Aatma Dev Sharma (83 percent); Sanatjoy Sharma (84 percent); A. Verma (79 percent); Adyat Goala (78 percent); Nirmal Dhobi (71 percent); Barun Patro (56 percent); Ram Ratan Goala (51 percent); Suresh Goala (47 percent); A. Verma (41 percent); and Subhash Nunia have named by 23 percent of the respondents as most Educated elites of the village.

- In Urban sector all the respondents do subscribe newspaper i.e. 100 percent. Thus it is clear that newspapers are very popular among the Urban Youth of different strata in Silchar and also cent-percent subscribership found here.

   Whereas in Rural sector; out of total 100 respondents; 23 percent (Upper middle class-4 percent; Middle class- 10 percent and Lower class-9 percent) of the respondents subscribe and read newspaper and 77 percent don't subscribe newspaper but out of these 77 percent of the respondents 31 percent (Lower class) said that they read newspaper. Among them only 3 percent female respondents reading newspaper.

- Among the Urban Youth; majority of the respondents subscribe to Dainik Yugasanukha with 48 percent and other local newspapers like Samoik Prasanga (25.33 percent) and Prantojyoti (9.33 percent). Only few subscribe Times of India having 16 percent; Assam Tribune 3.33 percent and also each of the Employment and Telegraph having 3.33 percent. Here in the study, among the Youth Lower
class (4 percent) subscribe Dainik Yugasankha; whereas Upper middle class (62 percent) subscribe Times of India, Assam Tribune, Samoik Prasanga, Prantojoyoti and little Dainik Yugasankha also, whereas Middle class (34 percent) subscribe Dainik Yugasankha, Employment News and Telegraph. But no Hindi newspaper readership or subscription found among the Youth. Thus we can say that almost entire masses in majority prefer to subscribe and read local Bengali newspapers.

In Rural sector; out of 23 percent respondents; 16 percent (Upper middle class-4 percent; Middle class-10 percent and Lower class-2 percent) read Dainik Yugasankha and 7 percent (Lower class) read and subscribe Samyeek Prasanga. On the other hand; out of 31 percent (Lower class) of the respondents those who don’t subscribe newspaper but read newspaper. In that category Dainik Yugasankha read by 17 percent (Lower class) and 12 percent (Lower class) read Samyeek Prasanga and only 6 percent (Lower class) of the respondents read Employment News.

Among the Urban Youth; majority of the respondents prefer to read Political news i.e. 30.66 percent; followed by sports news section with 18.66 percent; Cinema (entertainment) 18.66 percent; Editorial page 24 percent; Current Affairs 10.66 percent and Headlines read by 10 percent; First page news have read by 6 percent of Youth; Advertisements 5.33 percent; International news read by 3.33 percent of the respondents; and only 0.66 percent of the respondents read Matrimonial column. On the basis of these trends we can say that urban youth interested to know the political affairs of the country mostly along with entertainment news. In content classification no exact readership found among the different strata of the Youth.

In Rural sector; among the subscriber and non–subscriber category out of 54 percent of the respondents; 27 percent (Middle class-2 percent and Lower class-25 percent) read cinema section; 11 percent (Upper middle class-4 percent and Middle class-7 percent) read sports page; 15 percent (Middle class-4 percent and Lower class-11 percent) only like to read headlines; Editorial 17 percent (Upper middle class-4 percent; Middle class-10 percent and Lower class-3 percent); Matrimonial 2 percent (Lower class); Advertisement section read by 5 percent (Middle class); Politics 20 percent (Upper middle class-4 percent; Middle class-8 percent and Lower class-8 percent); Zodiac Sign 2 percent (Lower class); Employment 10 percent (Lower class-6 percent and Middle class-4 percent); Current Affairs 8 percent (Upper middle class-4 percent and Middle class-4 percent); Readers Column 23 percent (Upper middle class-4 percent; Middle class—10 percent and Lower class-9 percent); First Page News 44 percent (Upper middle class-2 percent; Middle class-5 percent and Lower class-37 percent); Business 10 percent (Upper middle class-1 percent; Middle class-4 percent and Lower class-5 percent); Foreign news 4 percent (Lower class); Health Related Matters 20
Among the Urban Youth; majority of the respondents read newspaper daily (90 percent). Only 6 percent committed that they read newspaper 2 – 3 days [both Upper middle class (62 percent) and Middle class (34 percent)] and 4 – 6 days read by 4 percent of the respondents in a week and this category belongs to Lower class. Thus we can say that for majority of readers reading newspaper is a daily affair. As per the data fact revealed that newspapers are very popular mass media in the urban setting also it has majority readership.

In case of Rural Youth among the subscriber (23 percent) and non – subscriber (31 percent) of newspaper read on daily basis [Upper middle class- 4 percent; Middle class- 10 percent and middle class-40 percent].

Among the Urban Youth; majority of the respondents (66.66 percent) read newspaper for half an hour a – day (Upper middle class and Middle class); 20.66 percent of the respondents read for one hour (Middle class); rest (9.33 percent) read newspaper for 1 – 2 hours (Middle class and little Lower class) and only 3.33 percent read newspaper for three to four hours and this category belongs to Lower class. Thus we can say that majority of the respondents devoted their time between 30 to 60 minutes daily in reading newspapers.

Among Rural respondents (23 percent) subscribe and those don’t subscribe (31 percent) newspaper read newspaper daily; among them 38 percent (Upper middle class- 2 percent; Middle class-6 percent and Lower class-30 percent) of the respondents spent half an hour and an hour spent by 16 percent (Upper middle class-2 percent; Middle class-4 percent and Lower class-10 percent) of the respondents.

Among Urban respondents; majority of the respondents do like to read magazines / journals (70 percent) [Upper middle class and little Middle class prefer] and rest 30 percent don’t like to read such publications [Lower class and some Middle class belong]. Thus we can say that a good number of likeness for magazines prevail among the Youth of urban locality.

Among Rural Youth in case of magazines not a single respondent subscribe or read magazines.

Among Urban Youth; majority of the respondents prefer to read India Today (in English) and Sananda (in Bengali) (14 percent) [Upper middle class and Middle class]; followed by Outlook (English / Hindi) (13.33 percent) [Middle class]; Reader’s Digest (7.33 percent) [Upper middle class]; Manorama (Bengali) (6.66 percent) [Upper middle class and Middle class]; Competition Success Review with 5.33 percent [Upper middle class]; Competition Refresher and Desh (4.66 percent) [Upper middle class and Middle class]; and Entertainment section read by 27 percent (Middle class-7 percent and Lower class-20 percent) of the respondents.
percent) [Middle class]; Film Fare (8.66 percent) [Middle class]; Cine blitz, Business World and Chronicle (3.33 percent) [Upper middle class]; Women’s Era [Upper middle class]; Eastern Panorama voted by 2.66 percent [Middle class] and North East Sun voted by only 1.33 percent [Middle class] of the population.

Majority of the respondents has monthly readership with 37.33 percent [Upper middle class] followed by weekly readership (24.66 percent) [Middle class]; Daily 4.66 percent [Upper middle class and yearly carried only 4 percent [Upper middle class]. Thus we can say that among readers most preferred periodicity to read magazine is on monthly basis.

Out of total (106) readership of magazines 27.33 percent [Upper middle class] spend 2 – 3 hours in reading magazine; followed by 23.33 percent less than one hour [Upper middle class and Middle class]; 18 percent spend one hour [Upper middle class]; and only 2 percent spend 3 – 4 hours in reading magazines [Middle class].

The respondents read stories 36.66 percent [Upper middle class and Middle class]; features 22 percent [Upper middle class]; news 15.33 percent [Upper middle class and Middle class] and Business articles read by 3.33 percent [Upper middle class]. Thus we can say that readers either read anything placed in magazine or they like to read stories and features on different issues.

- Among Urban respondents; 80 percent of Upper middle class (62 percent) and some of Middle class of the total respondents does not have radio set nor they listen to Radio. Only 20 percent respondents [Middleclass-16 percent and Lower class-4 percent] have radio set and they do not listen to radio regularly. Thus we can say that though radio is now no more recognized among the urban Youth as the important mass medium or electronic medium some respondents still fascinated by this medium.

Whereas in Rural sector; all the total 100 percent respondents possess radio sets in this Silcoorie Tea Estate (comprising division gardens Dharamkhal and Silcoorie).

- Among Urban Youth; Out of total 30 respondents having radio sets; 14 percent [Middle class-6 percent and Lower class-8 percent] possess simple radio sets. Normally these simple sets are very effective in terms of catching AM, MW, SW, FM etc. all frequencies. Two – in – one means radio with music player together is also popular among 6 percent respondents [Middle class]. Thus we can say that majority of the urban Youth prefer simple radio sets.

Whereas in Rural sector; majority of the respondents i.e. 92 percent (Middle class-6 percent and Lower class-86 percent) possessed simple Radio set and only 8 percent (Upper middle class-4 percent and Middle class-4 percent) of the respondents have two-in-one Radio set.
Among Urban sector; all the total radio listener (20 percent) [Middle class-16 percent and Lower class-4 percent] listen to radio occasionally or rarely in a week and also they don't have any fixed schedule for listening radio. No remarkable marginal listening pattern has been observed among the listeners.

Whereas in Rural sector; findings reveal that 61 percent (Lower class) of the respondents listen to Radio regularly and 39 percent (Upper middle class-4 percent; Middle class- 10 percent and Lower classs-25 percent ) respondents are irregular listener of radio device.

The data reveal that 21 percent (Upper middle class-4 percent ; Middle class-10 percent and Lower class-7 percent) of the respondents have no fixed schedule for Radio listening ; 29 percent (Lower class) of the respondents switch on to Radio in the morning ; 19 percent (Lower class) prefer evening hours; forenoon preferred by 7 percent (Lower class); 46 percent (Lower class) of the respondents listen to Radio at night and 37 percent (Lower class) respondents listen Radio in the afternoon .

Majority of the respondents constituting 26 percent (Upper middle class-4 percent; Middle class-10 percent and Lower class- 11 percent) occasionally or rarely listening Radio in a week; followed by 62 percent (Lower class) daily listener; another 3 percent (Lower class) of the respondents listen 1 – 2 days and 9 percent (Lower class) of the respondents listen to Radio only for 3-4 days.

Regarding Urban the respondents possess radio brand ; among them 6 percent having Murphy brand ( only radio ) [ Middle class]; whereas each of the 4 percent of the respondents having Deltron ( only radio ) [Lower class] ; Weston ( only radio ) [Middle class] ; Philips brand ( two – in – one ) [ Middle class ] and only 2 percent of the respondents possess BPL ( two –in –one ) brand [ Middle class ]. This indicates that Urban Youth mostly possess single radio sets.

Among the Rural respondents possess the simple Radio set (92 percent); 7 percent of the respondents possess Murphy brand of Radio device; 1 percent possess Weston brand; 1 percent BPL brand; 26 percent have Chinese brand; 17 percent (Middle class- 6 percent and Lower class-11 percent) Deltron brand; 8 percent (Lower class) respondent have R & T brand; Kochibo 10 percent (Lower class) and 22 percent (Lower class) respondent possess Ahuja brand of Radio device. On the other hand, respondents having two-in-one Radio sets (8 percent); 2 percent ( Upper middle class) of the respondents possess Philips brand of Radio set ; 3 percent ( Upper middle class-2 percent and Middle class-1 percent) of the respondents have Weston brand ; Chinese 1 percent ( Middle class) and another 2 percent ( Middle class) have BPL brand of Radio device.

Among the Urban Radio listener (20 percent ) ; 10 percent [ Middle class ] prefer to listen news as it is a very major content of AIR broadcasting in India . Out of these 12.66 percent prefer to listen filmy songs [ Middle class and Lower class] ; 8 percent of the respondents prefer to listen Sports commentary [ Middle class and Lower
class ] and 4 percent prefer to listen classical songs (Rabindra Sangeet / Nazrul Geeti) on radio [Middle class].

Among the Rural Radio listener; regarding the content of the Radio programmes; 93 percent (Upper middle class-4 percent; Middle class-10 percent and Lower class-79 percent) of the respondents prefer to listen News; followed by Filmy songs with 68 percent (Upper middle class-4 percent; Middle class-8 percent and Lower class-56 percent); Mahila Mazlish (Women’s programme) listen by 19 percent (Middle class-3 percent and Lower class-16 percent); Health related matters listen by 8 percent (Middle class-3 percent and Lower class-5 percent); Sports commentary listen by 5 percent (Upper middle class-2 percent and Middle class-3 percent); and 6 percent (Lower class) prefer to listen Khete Khamare (agriculture programme).

- In Urban sector; regarding radio station(s) 16 percent radio listener prefer Akashbani Silchar Kendra [Middle class]; followed by Vividha Bharti 2 percent [Middle class and Lower class] and All India Radio listen by 2 percent of the respondents [Middle class]. Majority of the radio listener (16 percent) [Lower class and Middle class] prefer to listen radio in their local Bengali dialect and only 4.66 percent listener listen programmes in Hindi [Middle class]. It is clear from the fact that respondents feel comfortable in conceiving the information if it is available in their native language. Apart from, only Hindi could get a marginal preference. Among the Radio listener 18 percent [Middle class-8 percent and Lower class-10 percent] spends less than an hour in listening radio programmes and only 2 percent [Lower class] of the listener spends one hour.

The Rural Radio listening habit of the Youth; out of total 100 respondents; 54 percent (Upper middle class-4 percent; Middle class-8 percent and Lower class-42 percent) of the respondents switch on to Vividha Bharti station; followed by All India Radio with 21 percent (Upper middle class-4 percent; Middle class-10 percent and Lower class-7 percent) respondents; 40 percent (Middle class-10 percent; Upper middle class-4 percent and Lower class-26 percent) of the respondents listen to Akashbani Delhi Kendra and only 50 percent (Middle class-4 percent and Lower class-46 percent) listen to Akashbani Silchar Kendra.

Spending daily hours on Radio listening 48 percent (Upper middle class-4 percent; Middle class-10 percent and Lower class-34 percent) of the respondents spend less than an hour and 34 percent (Lower class) of the respondents listen to Radio daily 1-2 hours and 18 percent (Lower class) spent daily 3-4 hours.

- Among the total urban respondents 100 percent possess television sets. Among them majority of the respondents have cable connection with 83.33 percent respondents [Upper middle class and Middle class]; closely followed by DTH connection with 16.66 percent [Middle class and Lower class]; not a single respondent has ordinary antenna. On the basis of the data we can say that private
satellite television channels are available and respondents like to watch them through cable and direct to home services.

In the Silcoorie Tea Estate (Rural sector) among the total 100 respondents; 54 percent (Upper middle class-4 percent; Middle class-10 percent and Lower class-40 percent) have their own Television sets and the remaining 46 percent (Lower class) doesn't possess this device. Out of these 54 percent of the respondents 39 percent (Lower class) have ordinary Antenna connection and 15 percent (Upper middle class- 4 percent; Middle class-10 percent and Lower class-1 percent) have DTH service.

- In Urban sector; large majority of the respondents watch television regularly with 98 percent [Middle class; Upper middle class and Lower class] respondents. Only 2 percent [Middle class] respondents watch television 4 – 5 days. Thus we can say that large majority of the respondents have the habit to watch television on daily basis.

In Rural sector ; on the basis of frequency of watching in a week ; 62 percent (Upper middle class-4 percent ; Middle class- 10 percent and Lower- 48) of the respondents watch television daily with very high frequency level ; whereas 20 percent (Lower class) of the respondents watch 1-2 days (low frequency) ; 14 percent (Lower class) 3-4 days (medium) ; and 4 percent (Lower class) watch 5 – 6 days (high).

- In Urban sector; majority of the respondents watch television for 1 – 2 hours a day with 50 percent [Upper middle class and Middle class] of the respondents. 34.66 percent [Middle class and Upper middle class] watch television for 3 – 4 hours; 10.66 percent [Upper middle class and Lower class ] respondents watch television for more than four hours and 4.66 percent [Upper middle class] watch television less than one hour. Thus on the basis of data we can say that majority of the Youth fall in the high viewer category.

In Rural sector ; out of total 100 respondents ;27 percent ( Lower class) of the respondents daily watch TV 3-4 hours; followed by 29 percent ( Lower class) of the respondents watch 1-2 hours; 19 percent ( Upper middle class- 4 percent ; Middle class-10 percent and Lower class- 5 percent ) watch more than four hours and only 25 percent ( Lower class) of the respondents watch TV less than an hour .

- In Urban sector; majority of the Youth watch television in the evening hours with 65.33 percent [Upper middle class and Lower class]. 14.66 percent watch television in the morning [Upper middle class and Middle class] and 18 percent [Middle class] prefer to watch at night session; 14.66 percent has uncertainty [Middle class]; whereas 8.66 percent Youth watch television in the afternoon session [Middle class]. Thus we can say that evening time is most suitable for majority Youth to watch television daily.
In Rural sector; majority of the respondents i.e. 46 percent (Lower class) has uncertain schedule for watching TV; Whereas 27 percent (Upper middle class-4 percent; Middle class-10 percent and Lower class-13 percent) of the respondents have watch television in the evening; 7 percent (Lower class) in the afternoon; 2 percent (Lower class) prefer noon session, another 2 percent have prefer to watch all the sessions, and 16 percent (Lower class) of the respondents watch television in the morning session.

➢ In Urban sector; a large number of population watch television at home with 96 percent [Upper middle class; Middle class and Lower class] and rest 4 percent [Middle class and Lower class] Youth watch television at friends house. On the basis of the above data we can say that large number of Youth prefer to watch television at home rather than other places of watching.

In Rural sector; with majority 54 percent (Upper middle class- 4 percent; Middle class-10 percent and Lower class-40 percent) of the respondents watch television programmes at home instead of other places; 27 percent (Lower class) of the respondents watch at neighbour’s/relative house and 19 percent (Lower class) of the respondents prefer to watch at friend’s house.

➢ In Urban sector; in preference of types of programmes 100 percent Youth [Upper middle class-62 percent; Middle class-34 percent and Lower class-4 percent] watch Feature films and News; followed by Sports with 62 percent [Upper middle class; Middle class and Lower class]; Music 34.66 percent [Middle class and Lower class]; Daily soap opera 30.66 percent [Upper middle class and Middle class], UGC programmes and debates 6.66 percent [Middle class and Upper middle class]; Health programme with 10.66 percent [Middle class]; Business/marketing 8.66 percent [Upper middle class] and Mythological programme covers 14 percent [Middle class]; children’s programme and Drama covers 4.66 percent [Upper middle class and Middle class]; Documentary covers 3.33 percent [Middle class] and Dance programme covers only 2 percent [Middle class] television watcher. Thus we can say that cent percent Youth prefer to watch films and news followed by sports and music programmes.

In Rural sector; findings reveal that total 100 respondents (100 percent) [Upper middle class-4 percent; Middle class-10 percent and Lower class – 86 percent] watch news and feature films watch by 86 percent (Upper middle class-4 percent; Middle class-10 percent and Lower class-72 percent). Out of these news & films 48 percent (Middle class-10 percent; Upper middle class-4 percent and Lower class-34 percent) of the respondents watch music channel; 15 percent (Upper middle class-4 percent; Middle class-6 percent and Lower class-5 percent) watch sports; 31 percent Middle class-9 percent and Lower class-22 percent) of the respondents watch mythological programmes; 36 percent (Upper middle class-2 percent; Middle class-6 percent and Lower class-28 percent) of the respondents
fascinated by daily soap opera; drama 7 percent (Middle class: 3 percent, Upper middle class: 1 percent and Lower class: 3 percent); documentary 12 percent (Upper middle class: 2 percent; Middle class: 5 percent and Lower class: 5 percent); UGC programme 23 percent (Upper middle class: 3 percent; Middle class: 8 percent and Lower class: 12 percent); dance programme 20 percent (Middle class: 4 percent; Upper middle class: 1 percent and Lower class: 15 percent); debates 12 percent (Upper middle class: 3 percent and Middle class: 9 percent); business 5 percent (Lower class); children programme 4 percent (Middle class: 2 percent and Lower class: 2 percent); health related programme watch by 11 percent (Middle class: 6 percent; Upper middle class: 1 percent and Lower class: 4 percent) of the respondents and only 11 percent (Lower class) of the respondents interested in agricultural programmes.

In Urban sector; majority of the respondents have cable connection with 83.33 percent [Upper middle class and Middle class]. Among these cable viewer; a good number of respondents watch Zee cinema with 82.66 percent [Upper middle class and Middle class]; followed by Aaj tak news channel (82 percent) [Upper middle class and Middle class]; Zee news channel (73.33 percent) [Upper middle class and Middle class]; UTV movies (76 percent) [Upper middle class and Middle class]; Zee TV (30 percent) [Middle class]; Sony (40 percent) [Upper middle class and Middle class]; ATN Bangla (2.66 percent) [Middle class]; ESPN channel (29.33 percent) [Middle class]; Filmy (78.66 percent) [Upper middle class and Middle class]; Discovery (27.33 percent) [Upper middle class and Middle class]; Star Plus 32.66 percent [Middle class] and Animal Planet with 10.66 percent [Upper middle class]; National Geography 17.33 percent [Upper middle class] and Sony Max (78.66 percent) [Upper middle class and Middle class]; Star Gold 65.33 percent [Upper middle class and Middle class]; Fox History channel (20 percent) [Upper middle class and Middle class]; Cartoon Network channel (1.33 percent) [Middle class]; Star movies 17.33 percent [Upper middle class]; Zee Bangla 4.66 percent [Middle class]; Music Asia 76.66 percent [Upper middle class and Middle class] and HBO 16.66 percent [Upper middle class]; Mahua channel watch by 10 percent [Upper middle class and Middle class] of the respondents. Thus from the above fact we can say that majority of the respondents prefer to watch movie channels as it is a very popular entertaining form for the Youth.

The respondent those who don't have cable possess DTH service i.e. 16.66 percent respondents [Middle class and Lower class]. Among them Zee cinema viewed by 15.33 percent [Middle class and Lower class]; Zee TV 7.33 percent [Middle class]; Sony Max 12.66 percent [Middle class and Lower class] and UTV movies 16 percent [Middle class]; Cartoon Network channel 2 percent [Lower class]; Mahua 2.66 percent [Middle class]; Music Asia 14.66 percent [Middle class and Lower class]; documentary 12 percent [Middle class: 5 percent, Upper middle class: 8 percent and Lower class: 9 percent]; dance programme 20 percent [Middle class: 4 percent; Upper middle class: 2 percent and Lower class: 15 percent]; debates 12 percent [Upper middle class: 3 percent and Middle class: 9 percent]; business 5 percent (Lower class); children programme 4 percent [Middle class: 2 percent and Lower class: 2 percent]; health related programme watch by 11 percent (Middle class: 6 percent; Upper middle class: 1 percent and Lower class: 4 percent) of the respondents and only 11 percent (Lower class) of the respondents interested in agricultural programmes.
class and Lower class ]; ATN Bangla 3.33 percent [ Lower class ]; and Zee Bangla viewed by 4.66 percent of the respondents [ Middle class and Lower class ]; Discovery channel 6.66 percent [ Middle class ]; Star Plus 6 percent [ Middle class ]; ESPN 8 percent [ Middle class and Lower class ]; Star movies 7.33 percent [ Middle class ]; Filmy 16 percent [ Middle class and Lower class ]; HBO 6 percent [ Middle class ]; Ten sports 9.33 percent [ Middle class and Lower class ]; Aaj tak news channel 16.66 percent [ Middle class and Lower class ]; Zee news 14.66 percent [ Middle class and Lower class ]; National Geography 10 percent [ Middle class ]; Animal planet 7.33 percent [ Middle class ]; Fox History channel 4 percent [ Middle class ]; Premier cinema 13.33 percent [ Middle class ]; Action cinema 12.66 percent [ Middle class and Lower class ]; and Classic cinema viewed by 15.33 percent of the respondents [ Middle class ]. Thus we can say that here in DTH connection also respondents mostly prefer to watch movie channel.

In Rural sector; due to non-availability of cable connection the rural respondents took DTH services. Out of total 100 respondents; 15 percent (Upper middle class-4 percent; Middle class-10 percent and Lower class-1 percent) of the respondents have DTH connection. Out of total 15 percent of the respondents; 11 percent watch Zee cinema (Upper middle class-2 percent and Middle class-9 percent); Zee TV 10 percent (Upper middle class-2 percent and Middle class-8 percent); Star Plus 16 percent (Upper middle class-4 percent, Middle class-10 percent and Lower class-2 percent); Colors 10 percent (Upper middle class-4 percent and Middle class-6 percent); Sony 5 percent (Upper middle class-4 percent and Middle class-1 percent); UTV movies 11 percent (Upper middle class-2 percent and Middle class-9 percent); ESPN 6 percent (Upper middle class-2 percent and Middle class-4 percent); Star cricket 9 percent (Upper middle class-2 percent, Middle class-5 percent and Lower class-2 percent); ATN Bangla 4 percent (Upper middle class-2 percent and Middle class-2 percent); Akash Bangla 4 percent (Upper middle class-2 percent and Middle class-2 percent); Filmy 10 percent (Upper middle class-2 percent and Middle class-8 percent); Sony max 10 percent (Upper middle class-2 percent and Middle class-8 percent); HBO 3 percent (Upper middle class); Mahua 14 percent (Upper middle class-3 percent, Middle class-10 and Lower class-1 percent); DD National (ordinary antenna) 43 percent (Lower class); Aaj Tak 57 percent (Upper middle class-4 percent, Middle class-10 percent and Lower class-43 percent); Zee news 43 percent (Upper middle class-4 percent and Lower class-39 percent); Premier cinema 3 percent 9 (Upper middle class); Action cinema 6 percent (Upper middle class-2 percent and Middle class-4 percent); Star Gold 10 percent (Upper middle class-4 percent and Middle class-6 percent) and Classic cinema 7 percent (Upper middle class-1 percent and Middle class-6 percent).

In Urban sector; movies daily watching by the respondents; majority of the respondents 80.66 percent watch daily one movie [ Upper middle class and Middle
class]; followed by 8 percent [Middle class and Lower class] respondents watch daily two movies; 2.66 percent [Lower class] respondents said that they watch daily three movies and 8.66 percent replied that they don't watch daily movie [Upper middle class and Middle class]. Thus we can say that respondents are mostly a film watcher.

In Rural sector; on the basis of daily watching movies on TV; 37 percent (Lower class) said they don't watch daily movies. On the other hand 14 percent (Upper middle class-3 percent; Middle class-6 percent and Lower class-5 percent) said they watch one movie daily on TV; followed by 5 percent (Upper middle class-1 percent and Middle class-4 percent) of the respondents watching two movies daily and only 1 percent (Middle class) watch three movies daily on TV.

In Urban sector; in answering the favorite movie channel – Zee cinema mostly voted by 89.33 percent of the respondents [Upper middle class and Middle class]; UTV movies got 79.33 percent [Upper middleclass and Middle class]; Filmy 91.33 percent [Upper middle class; Middle class and Lower class]; Sony Max 64 percent [Upper middle class and Middle class]; HBO 12 percent [Upper middle class]; Star Gold voted by 54 percent [Middle class and Lower class] respondents as their favorite movie channel; whereas UTV Action watch by 41.33 percent film watcher [Middle class and Lower class]; Premier Cinema 82 percent [Middle class]; Action Cinema 68 percent [Middle class and Lower class]; and Classic Cinema channel watch by 81.33 percent [Middle class] of the respondents.

In Rural area; on the basis of findings of favorite movie channels; 11 percent (Lower class-2 percent; Middle class-6 percent and Upper middle class-3 percent) said they liked Zee cinema; followed by Sony Max 10 percent (Middle class-4 percent; Upper middle class-5 percent and Lower class-1 percent); Classic cinema 7 percent (Upper middle class-2 percent; Middle class-4 percent and Lower class-1 percent); Filmy 10 percent (Middle class-5 percent; Lower class-1 percent and Upper middle class-4 percent); Premier cinema 3 percent (Upper middle class); Action cinema 6 percent (Middle class); UTV Action 9 percent (Upper middle class-3 percent; Middle class-5 percent and Lower class-1 percent); Mahua 14 percent (Middle class-7 percent; Upper middle class-2 percent and Lower class-5 percent); Star Gold 10 percent (Upper middle class-3 percent; Middle class-7 percent); HBO 3 percent (Upper middle class); DD National 43 percent (Lower class) and UTV movies voted by 11 percent (Upper middle class 1 percent; Middle class-9 percent and Lower class-1 percent) respondents as their favorite movie channel.

In Urban sector; majority of the respondents of the study area possess DVD/VCD player 72 percent [Upper middle class and Middle class] and rest 28 percent [Some Middle class and Lower class] don't have this multi-media. Majority of the 55.33 percent [Upper middle class and Middle class] watch one movie weekly on DVD.
21.33 percent watch two movies weekly [Upper middle class and Middle class] and 6.66 percent respondents [Middle class] watch three movies weekly. And 4.66 respondents said that they don’t watch weekly movies [Upper middle class]. Thus we can say that a good number of respondents like film watching in different media.

In Rural area; for watching movies and film songs out of 100 respondents; 8 percent (Upper middle class-4 percent and Middle class-4 percent) of the respondents have DVD / VCD player and 92 percent (Middle class-6 percent and Lower class-86 percent) of the respondents have no such facilities. But 45 percent (Middle class- 6 percent and Lower class-39 percent) of the respondents hired DVD/VCD player for watching films and 55 percent (Lower class) responses negatively (don’t hired DVD/VCD player). Regarding weekly watching of movies on DVD / VCD player (who possess this multi-media); findings reveal that 3 percent (Middle class) don’t watch two movies weekly; followed by 5 percent (Upper middle class- 4 percent and Middle class- 1 percent) of the respondents who watch one movie weekly. Regarding watching movies by those respondents who hired DVD/VCD player (45 percent); among them 23 percent (Middle class-6 percent and Lower class-17 percent) watch one movie weekly and 22 percent (Lower class) watch two movies.

In Urban area; majority of the respondents (78 percent) [Upper middle class and Middle class] access to computer/Net and the remaining 22 percent [little Middle class and Lower class] does not possess this new media device. They are using computer at home with majority of 78 percent [Upper middle class and Middle class] and a small percentage of 22 percent [Middle class and Lower class] are also the user of computer/Net in Cyber café.

In Rural area; in case of New Media; out of total 100 respondents; 3 percent (Upper middle class) of the respondents access to computer / internet and rest 97 percent (Upper middle class-1 percent; Middle class- 10 percent and Lower class-86 percent) don’t access to computer. These 3 percent (Upper middle class) of the respondents used computer for official work in the office premises for at least an hour. The respondents don’t have any level of digital literacy regarding computer they learned by experience.

In Urban area; majority of the respondents use computer / NET for education (29.33 percent) [Upper middle class and Middle class]; games access by 25.33 percent [Upper middle class and Middle class]; for business purpose 7.33 percent [Upper middle class] respondents used computer; and 13.33 percent (Upper middle class, Middle class and Lower class) respondents do social networking through computer /NET; for entertainment purpose used by 21.33 percent [Middle class and Lower class] and movies watched on computer by 6 percent [Upper middle class and Middle class] respondents. Here the data revealed that computer
is also a good medium for the film watcher. Through internet they can easily download their favorite movies and watch it.

The respondents with 10.66 percent [Middle class] rarely / occasionally watch movie on computer and 6 percent [Upper middle class] watch daily one movie on computer.

Majority of the respondents i.e. 49.33 percent [Upper middle class] are using internet per- day for an hour ; 16.66 percent [Upper middle class and Middle class] used for two hours ; 26 percent used for half an hour [Middle class and Lower class] ; 8 percent [Upper middle class] of the respondents used it for more than three hours. Thus on the basis of these data we can say that for majority of urban Youth internet is a daily dose and they considered very acquainted with the new media.

Majority of the respondents i.e. 62 percent [Upper middle class; Middle class and Lower class] did not respond to the question which shows that that they are not very sure about their favorite websites. Besides, Google got the highest recognition with 16.66 percent [Upper middle class].

Majority of the respondents are sure of receiving more than fifty mails in a month with 24 percent [Upper middle class] ; followed by 14 percent [Upper middle class and little Middle class] receiving 11 – 15 mails ; 16 percent [Upper middle class] received 5 – 10 mails in a month and 18 percent [Middle class] received 16 – 20 mails ; 14 percent [Middle class] are shows nil response and 14 percent [Lower class] are neutral in this regard. Thus e can say that among Youth internet getting popularity as a means of sending and receiving mails.

Majority of the respondents i.e. 80 percent [Upper middle class; Middle class and Lower class] learned computer / Net by experience and 20 percent [Middle class] have diploma in computer. Not a single respondents have any sort of degree in computer literacy. Thus we can say that majority of the respondents computer literacy through experience.

- In Urban area; cent – percent (100 percent) [Upper middle class-62 percent, Middle class-34 percent and Lower class-4 percent] ; of the respondents having mobile hand set and it will also indicate the status of the respondents . The data show that all 100 percent of the respondents of all the three localities having mobile hand set. This symbolizes that Youth are very much attracted to new technologies and it fascinated them a lot. Regarding purpose of using mobile hand set none of them clearly specified the use of mobile.

Whereas in Rural area; out of total 100 respondents; 38 percent (Upper middle class-4 percent; Middle class- 10 percent and Lower class-24 percent) of the respondents have mobile handset and 62 percent (Lower class) said they don't possess this device.
In Urban sector; all the total 150 Youth (100 percent) are the film watcher [Upper middle class-62 percent; Middle class-34 percent and Lower class-4 percent]. This data reflect usual picture of popularity of cinema among the Youth beyond any uncertainty. It's a very popular medium for entertainment and Youth love to watch movies.

Whereas in Rural sector; regarding films; out of total 100 respondents 86 percent ( Upper middle class-4 percent ; Middle class- 10 percent and Lower class-72 percent) of the respondents watch films.

In Urban area; all total i.e. 100 percent [Upper middle class-62 percent; Middle class-34 percent and Lower class-4 percent] respondents watch films on television. 70.66 percent [Upper middle class and Middle class] watches on DVD/CD players; 9.33 percent [Upper middle class and Middle class] watch on computer/ Laptop and only 2 percent [Upper middle class] of the respondents prefer to watch films on their mobile handset. This indicates that modern gadgets are popular among the Youth and provide them different patterns for watching films.

In Rural sector; out of these 86 percent of the respondents; with majority cent – percent film watcher i.e., 86 percent ( Upper middle class- 4 percent ; Middle class-10 percent and Lower class-72 percent) prefer to watch films on television ( in their various favorite movie channels) ; and among them 53 percent (Middle class- 10 percent; Lower class-39 percent and Upper middle class-4 percent) of the respondents also prefer to watch on DVD / VCD player rather than television.

Among Urban Youth; 100 percent respondents love to watch films at home [ Upper middle class; Middle class and Lower class ]. They said it is a comfortable place for watching films. It is a consistent belief that film viewing at home is more economical and comfortable than going to see a picture in cinema theatre. It saves time and expenditure on commuting and other pocket expenditure on snacks and drinks outside .This seems to be a middle and lower middle class respondents point of view.

Among the Rural film watcher ;out of total 86 rural film watcher (Youth) ; 54 percent prefer ( Upper middle class- 4 percent; Middle class-10 percent and Lower class-40 percent) to watch their favorite movies sitting at home ; 17 percent ( Lower class) of the respondents watch movies at neighbour's / relative place and 15 percent ( Lower class) watch at friends house ; whereas 14 percent( Lower class) having nil response.

In Urban sector ; frequency of watching films during last one week , majority of the respondents ( 61.33 percent ) [ Upper middle class and Middle class] watched one movie during last one week ; followed by two movies with 14.66 percent [ Upper middle class and Middle class] ; three movies with 10.66 percent [ Middle class and Lower class ] and four movies also watched by only 10.66 percent [ Middle class ] respondents . There are a small number of respondents with 2.66 percent [ Upper
middle class] represents that not a single movie watch by them during last one week. This indicate that now Youth in turn expect a more radical presentation of changing life style from films with rich content and production value. This kind of taste has developed among the people of upper middle class and middle class strata, which has been passed on to lower strata of the society also.

In Rural sector; according to the numbers of films watched by the respondents during last one week; among them 33 percent (Middle class-4 percent and Lower class-29 percent) of the respondents watched one movie; 17 percent (Upper Middle class-2 percent and Lower class-15 percent) watched two movies; 16 percent (Upper middle class-2 percent and Lower class-14 percent) watched three movies; 2 percent six movies (Lower class); 10 percent (Upper middle class-1 percent; Middle class-4 percent and Lower class-5 percent) seven movies; 8 percent (Middle class-2 percent and Lower class-6 percent) watched more than seven movies. Here, 14 percent (Lower class) negatively responded.

Among the Urban Youth; in case of preference of films majority of the respondents with 87.33 percent [Upper middle class; Middle class and Lower class] love to watch comedy films; followed by romantic films 83.33 percent [Middle class, Upper middle class and Lower class]; commercial films watch by 62.66 percent [Upper middle class; Middle class and Lower class]; Art films 26 percent [Upper class and Middle class] respondents watch; 22 percent [Upper middle class; Middle class and Lower class] covers Adult and Horror movies; Action movies with 18 percent [Middle class and Lower class]; Animation films watch by 6 percent Upper middle class and Middle class] respondents and only 3.33 percent [Middle class and Lower class] respondents like to watch mythological films. This indicates that people used to enjoy with great pleasure the fun and entertainment provided to them by the Comedy films. Not only that Romantic; commercial; Art movies closely attracted the Youth and provide great pleasure to them.

Among Rural film watcher; Preference of kinds of films, out of total 86 percent of film watcher (respondents); 57 percent (Upper middle class-4 percent; Middle class-10 percent and Lower class-43 percent) of the respondents prefer to Commercial films; 60 percent (Upper middle class-4 percent; Middle class-10 percent and Lower class-46 percent) Romantic films; 30 percent (Upper middle class-4 percent; Middle class-6 percent and Lower class-20 percent) of the respondents prefer Adult movie; Action movies prefer by 22 percent (Upper middle class-1 percent; Middle class-3 percent and Lower class-18 percent); with majority 82 percent (Upper middle class-4 percent; Middle class-10 percent and Lower class-68 percent) prefer Comedy films; Art 31 percent (Upper middle class-4 percent; Middle class-10 percent and Lower class-17 percent); 32 percent (Upper middle class-4 percent; Middle class-10 percent and Lower class-18 percent) Mythological; 25 percent (Middle class-7 percent; Upper middle class-1 percent
and Lower class-17 percent) of the respondent also love to watch Animated films (Veer Hanuman, My friend Ganesha; Lord Krishna and Ghatotkoch, etc.) and 10 percent (Middle class-3 percent and Lower class-7 percent) prefer to watch Horror movies (only male respondents).

- In Urban sector; all total respondents prefer to watch Hindi movies (100 percent) [Upper middle class-62 percent; Middle class-34 percent and Lower class-4 percent]; Not only that 24.66 percent [Lower class and Upper middle class] love to watch Bengali movies and 16.66 percent [Upper middle class] watch English movies and 6.66 percent [Middle class] respondents watch Assamese movie. The data show that Hindi movies have great impact on the Youth.

In Rural area; for watching films; out of total 86 percent of the respondents; 86 percent (Upper middle class-4 percent; Middle class-10 percent and Lower class-72 percent) of the respondents prefer to watch Hindi movies and among them 7 percent (Lower class) said that they watch Hindi and Bengali movies both.

- In Urban sector; all the total 100 percent [Upper middle class-62 percent; Middle class-34 percent and Lower class-4 percent] respondents has color TV sets and they love to watch movies on color TV rather than any Black & White TV screen.

- In Urban sector; all the total 100 percent [Upper middle class-62 percent; Middle class-34 percent and Lower class-4 percent] of the respondents love to watch color movies and only 20.66 percent [Upper middle class and Middle class] of the respondents love to watch color and Black & White movies. This indicates that Youth not only fascinated by color movies but Black & White movies theme, acting, direction and other factors related to it also attract them to watch before 1960 decades movies.

In Rural sector; mostly the respondents with majority of 74 percent (out of total 86 percent of film watchers) (Middle class-10 percent and Lower class-64 percent) mostly watch color movies instead of Black & White and color movies both scoring only 12 percent (Upper middle class-4 percent and Middle class-8 percent) and 14 percent (Lower class) responded negatively (don't watch films).

- In Urban sector; majority of the respondents love to watch 1990 – 2010 decades movies with 62.66 percent [Upper middle class; Middle class and Lower class] and 10 percent [Upper middle class and Middle class] respondents like to watch 1970 – 80 decades movies as this period known as golden era of Indian Cinema. These films welcome by the Youth as they give glimpse of past customs, traditions and life styles that can be compared with what is going on today. Not only that there are also a category which like both decades movies with 27.33 percent [Upper middle class and Middle class]. These old pictures of social fame and popularity highly cherished and appreciated by upper middle class, middle class and lower strata of the Youth with strong cultural moorings in tradition.
In Rural sector; regarding time period preference of the respondents; majority of 34 percent (Upper middle class-4 percent; Middle class-10 percent and Lower class-20 percent) of the respondents (out of total 86 percent film watchers) watch movies of the time period of 1970-1980 & 1990-2010 decades movies both and 52 percent (Lower class) of the respondents prefer to watch only 1990s – 2010 decades movies. Here, also 14 percent responded negatively.

In Urban sector; another category of film watch by Youth which is English movies dubbed in Hindi. In this category majority of the respondents i.e. 42 percent (Middle class, Upper middle class and Lower class) love to watch this kind of films. During last one week; majority of the respondents i.e. 28 percent (Middle class and Lower class) watched one movie; whereas 6.66 percent (Upper middle class and Middle class) watched two movies; closely followed by 5.33 percent (Middle class and Lower class) of the respondents who watched three movies during last one week. 2 percent (Upper middle class) respondents said that during last one week they didn't watch any movies.

In Rural sector; here; one most important findings revealed during the data collection that out of total 86 percent of the film watchers (respondents); 38 percent (Upper middle class-3 percent; Middle class-6 percent and Lower class-29 percent) of the respondents prefer to watch English movies dubbed in Hindi in against of 48 percent (Upper middle class-1 percent; Middle class-4 percent and Lower class-43 percent) of the respondents who don't watch this genre of movies.

In Rural sector; out of these 31 percent (Middle class-4 percent and Lower class-27 percent) of the (total 86 percent of the film watchers) respondents watch one English movie dubbed in Hindi during last one week; and 7 percent (Upper middle class-3 percent and Lower class-4 percent) of the respondents said that they don't watch movies last one week.

Among the Urban film watcher; in time preference to watch films; evening session mostly preferred by 49.33 percent (Upper middle class and Middle class) respondents; closely followed by night session with 35.33 percent (Upper middle class; Middle class and Lower class); and only 15.33 percent (Middle class and Lower class) preferred to watch movie in afternoon session; this time mostly preferred by the home – makers as they get leisure time in this hour and film provide great relaxation by entertaining them.

In Rural sector; the data show that out of total 86 respondents; majority of the film watchers i.e. 49 percent (Upper middle class- 4 percent; Middle class-10 percent and Lower class-35 percent) prefer to watch movie in evening session; 25 percent (Lower class) preference is at night session and 12 percent (Lower class) of the respondents prefer to watch movie in the afternoon.

In Urban sector; there is a trend among the Youth to watch movie on DVD /CD player and not only that it is a very easy medium to watch films on them because
one can rewind, forward the scenes on your likings, can pause and do their work also. As the study revealed that out of all total 108 respondents [Upper middle class and Middle class] possess DVD/CD player. Out of total respondents; majority of respondents with 36.66 percent [Upper middle class and Middle class] watch one film during last one week; two movies seen by 24.66 percent [Upper middle class] of the respondents. And 28 percent [Upper middle class and Middle class] have nil opinion regarding watching film during last one week. It is clear that majority of respondents like to watch movie on DVD/CD player simultaneously they brought DVD/CD.

In Rural area; for watching films on DVD/CD player; out of total 86 respondents (film watcher); 28 percent (Upper middle class-4 percent; Middle class- 10 percent and Lower class-14 percent) of the respondents brought/hired one DVD/CDS during last one week; and 25 percent (Lower class) who brought/hired two DVD/CDS. Whereas 33 percent (Lower class) remained neutral and 14 percent (Lower class) replied that they don't watch movie at all.

In Urban sector; in this developing technological era; one very fascinating comfort medium also attract the Youth to watch their favorite programmes and that is the mobile handset. Though only 4 percent [Upper middle class] respondents used this medium for watching film but it is symbolizes their pattern of watching films. During last one week all 4 percent [Upper middle class] respondents watch one movie on mobile handset. These 4 percent respondents belongs to Upper middle class strata and all are students.

In Rural sector; asking question on watching movies on mobile handset; out of 38 percent (Upper middle class-4 percent, Middle class-10 percent and Lower class-24 percent) of the respondents having mobile handset; not a single respondent responded positively on watching movies on mobile handset.

In Urban sector; during watching films accompanying person(s) is very important because with them you can discuss or share your thoughts; feelings. Majority of the respondents like to watch films with their family members (97.33 percent) [Upper middle class; Middle class and a little Lower class]; only 2 percent [Lower class] like to watch with friends and 0.66 percent [Lower class] like to watch movie alone. This indicate that family is important for the urban Youth as well as the films play a great role in bonding their relationship. Estranged relationship between family members can be easily mitigated in the process of viewing films sitting together in the congenial atmosphere in the house.

In Rural sector; in answering the question of accompanying person(s) during watching films; with majority 51 percent (Upper middle class-4 percent, Middle class-10 percent and Lower class-37 percent) replied that they watch with their family members; 29 percent (Lower class) like to watch with their friends and 6
percent (Lower class) like to watch movie alone and 14 percent (Lower class) responded negatively by saying that they don’t watch movie.

- In Urban sector; now – a – days it became fashionable among the Youth to watch movies at popular multiplexes, which spell glitz and glamour for them. But in Silchar there are only two cinema theatres which are not in good condition. People don’t want to visit theatre rather they prefer to watch movie sitting at home. Out of total respondents (150) only 12 percent [Middle class and Lower class] visits cinema theater; among them 8 percent [Middle class and Lower class] respondents visit cinema theatre with their partners (girl friend & boy friend). Their special need is to see pictures in isolation and privacy from others. This is the only way their romantic urge and love lorn attitude can find the best expression in closeness; seclusion and intimacy. On the other hand 2 percent [Middle class] respondents go with friends and only 2 percent [Middle class] visit theatre alone.

   In Rural sector; in answering the question of visiting cinema theatre out of 100 respondents only 2 percent (Lower class) of the respondents responded that they visit cinema theatre with their friends in Silchar Town but visit rarely.

- In Urban sector; all 12 percent film watcher in cinema theatre visit only Silchar cinema hall. In frequently visiting to cinema theatre 5.33 percent [Middle class] respondents visited theatre weekly; followed by rarely visitor 3.33 percent [Lower class]; and in a month theatre visited by 3.33 percent [Middle class and Lower class] and 88 percent [Upper middle class and some Middle class] of the respondents remained neutral in this regard. This indicate that frequency of visiting cinema theatre is medium among the cinema theatre visitors.

- Again in Urban sector; mostly preferred media for watching film is television set voted by 100 percent [Upper middle class-62 percent; Middle class-34 percent and Lower class-4 percent] film watcher; closely followed DVD/CD player with 72 percent [Upper middle class and Middle class] respondents; 12 percent love to watch movies in theatres [Middle class and Lower class]; Computer / Laptop voted by 4.66 percent [Upper middle class and Middle class] respondents for watching film and only 4 percent [Upper middle class] prefer mobile handset medium for watching films. This indicate that due to the availability of new media still urban Youth prefer television mostly for watching films.

   In Rural sector; in answering the most preferable media for watching films out of total 100 respondents 64 percent (Upper middle class-4 percent; Middle class-10 percent and Lower class-50 percent) said they prefer to watch movies on television in their favorite movie channels; and among them 54 percent (Upper middle class-4 percent; Middle class-10 percent and Lower class-40 percent) also prefer to watch movies on DVD/VCD player; and only 2 percent (Lower class) preferably visits Cinema theatre in Silchar Town.
In Urban sector; another pattern of watching films is the respondents favorite director's [All the different strata of the Youth i.e., Upper middle class; Middle class and Lower class rated the name]. Because of good direction the respondents watch most of the movies. Among them first preference goes to Yash Chopra, Aditya Chopra and Karan Johar with cent –percent rating each (100 percent); followed by Satyajit Roy with 58 percent; Hrishikesh Mukherjee with 45.33 percent; Sooraj Barjatya 41.33 percent; Shyam Benegal 32 percent; Ritwik Ghatak, Madhur Bhandarkar and Arundhuti Roy each have received 24.66 percent responses by the respondents as their favorite director; whereas Sanjay Leela Bhansali named has taken by 19.33 percent of respondents as their favorite director; on the other hand Guru Dutt and Farha Khan rated by 9.33 percent of the respondents; each of 6.66 percent of the respondents have named Bhupen Hajarika, Phani Sharma and Jahanu Barua, Dhiraj Kumar and Meera Nair each have got 6 percent of recognition; V. Shantaram have received recognition by 5.33 percent of respondents; and only each of 3.33 percent of respondents have named Abdul Mazid and Kalpana Lazmi in their favorite director's category list.

In Rural sector; according to the another pattern of watching films i.e. the respondents favorite director; the data show that Director Yash Chopra and Aditya Chopra were equally rated (86 percent) by the respondents, whereas 68 percent of the respondents recognized Karan Johar's name as best Director category, 67 percent of the respondents took Sooraj Barjatya's name as best Director, 30 percent rated Madhur Bhandarkars name, 21 percent gave their vote to Sanjay Leela Bhansali, 12 percent named Dhiraj Kumar, 14 percent kept themselves neutral, each of the 13 percent named Satyajit Roy and Hrishikesh Mukherjee, V. Shantaram received 11 percent recognition, Guru Dutt 8 percent, Shyam Benegal 6 percent, while 4 percent rated Kalpana Lazmi as best Director and only 3 percent of the respondents rated to Meera Nair as a best Director. Here, not a single Assamese film director name was taken by the respondents because they don't watch Assamese film.

In Urban sector; Script writers are another pattern of watching films; according to the list of the respondents favorite script writers. Among them first preference have given to Gulzar with 46.66 percent; followed by Javed Akhtar with 38.66 percent; Mahesh Bhatt with 34 percent; Rahi Massom Raja 22 percent; Salim Javed 20.66 percent; Gulsan Nanda's name have taken by 8.66 percent of respondents; 8 percent of respondents have named Salim Khan as their favorite script writer; 2 percent have named Kamna Chandra and 0.66 percent of respondents have named Wajahat Mirza as their favorite script writer.

Whereas in Rural sector; according to the rating; the respondents again rated to their favorite Script writer whose writing skill attracts them to watch their films and the data indicates the ratings of the respondents to their favorite Script writer whose
writing skill also plays an important factor in enticing them to watch particular movie. Here, the highest rating (52 percent) goes to Mahesh Bhatt and Gulzar each, whereas less than half (41 percent) of the respondents recognized Javed Akhtar’s name as best Script writer, 37 percent rated to Salim Javed, 27 percent voted to Rahi Masom Raja, while 14 percent became neutral, and 12 percent of the respondents took name of Gulsan Nanda and only 9 percent of the respondents recognized Salom Khan as best Script writer. Here, Wazahat Mirza found no place in the favorite script writing category.

➢ In Urban sector, Respondents on the basis of their favorite choreographers rated their name. As we know Dances are the pillars of any movie. Many movies (old and new) whose dances are witness of many hit films. Among the list of the respondents favorite choreographers first preference have given to Saroj Khan with cent percent ratings (100 percent); followed by Ganesh Hegde with 48 percent; Farah Khan 24.66 percent; Remo D’Souza 19.33 percent; Terence Lewis 15.33 percent; 11.33 percent of respondents have named Vaibhi Merchant; Geeta Kapoor 10 percent; and only 6 percent of respondents have listed Pony Verma in their favorite choreographers category list.

In Rural sector; on the basis of the favorite choreographers of the Rural Youth; they voted them accordingly. As respondents remark that Dances also plays an important role in giving big hit to a movies. There are many feature films whose dances make them hit and give popularity. Viewers watch films for those dances which choreographed by some great Choreographer’s and the data show that cent percent (86%) film watcher believed Saroj Khan as best Choreographer in the Bollywood Film Industry, 40 percent voted Frah Khan, 31 percent took Remo D’Souza’s name, 23 percent of the respondents rated Ganesh Hegde’s name, 21 percent believed Vaibhai Merchant as best Choreographer, 12 percent took Terence Lewis name, 11 percent voted to Geeta Kapoor, while 9 percent took Pony Verma’s name and only 2 percent of the respondents believed Remo Fernandez as best Choreographer and 14 percent of the respondents kept themselves neutral.

➢ Urban Youth said that Popular Dialogues of many hit films witnessing the skills of Dialogue writers whose immense work recognized by viewers who watch films and remember the dialogue by imitating them. With majority (55.33 percent) Javed Akhtar have received the first preference by the respondents as their favorite dialogue writer; second preference goes to Salim – Javed with 54.66 percent; followed by Kader Khan (47.33 percent); Aditya Chopra (44.66 percent); O.P.Dutta (24 percent); Bunty Rathod (14 percent); whereas Farhad Sajid have named by 11.33 percent of respondents as their favorite dialogue writer.

Again the Rural respondents have given vote to those Dialogue writers whose writing make them renowned among the viewers. Among the Favorite Dialogue
Writers category, the respondents rating shows that more than half (71 percent) rated Aditya Chopra's name, followed by 62 percent of the respondents who voted Kader Khan as best Dialogue writer, whereas less than half (41 percent) of the respondents rated Salim Javed's name, 32 percent took Javed Akhtar's name, little less than that (29 percent) voted O.P. Dutta, and only 10 percent believed Farhad Sajid as best Dialogue writer. Here Amit Aryan was not recognized by the respondents. Out of these, 14 percent of the respondents kept themselves as neutral.

According to Urban Youth mesmerizing songs sung by marvelous Singer (male & female) many times break the record of other films. Before releasing the film the film maker release the Audio cassettes of the film for advertising the film and attracting the viewers. In order to analyzing them; 51.33 percent of the respondents first preference goes to Rahat Fateh Ali Khan as their male playback singer; followed by Kishore Kumar (48 percent); Mohammad Rafi (44.66 percent); A.R.Rehman (39.33 percent); on the other hand Manna Dey and Mukesh each have named by 33.33 percent of respondents; followed by Kailesh Kher with 32.66 percent; whereas S.D.Burman, Sailendra, Mohit Chauhan and Bhupen Hazarika each have named by 28.66 percent of respondents; 26.66 percent have named Shaan; 24.66 percent has rated Abhijeet's name; while Kumar Sanu recognized by 22.66 percent of respondents; followed by Hemanta Mukherjee (20 percent); Jagjit Singh (18.66 percent); Shyamal Mitra (17.33 percent); Sonu Nigam (14.66 percent); Zubeen Garg (6.66 percent). Thus we can say that in respondents favorite list category not only Hindi films (old & new films) playback singer recognized by them but also Bengali and Assamese films playback singer received their recognition by the urban respondents.

Whereas Rural Youth opined that no doubt that songs plays a vital role in attracting the viewers. To know the respondents favorite male and female singer the responses of the respondents indicates the ratings of the respondents based on their favorite male singers name. Among them little less than cent percent (80 percent) respondents named Mohammad Rafi, followed by Kishore Kumar with 71 percent, more than half (68 percent) of the respondents rated Rahat Fateh Ali Khan as best male playback singer, followed by Mukesh with 66 percent, Kailesh Kher with 46 percent, Kunal Gangawala received 41 percent, Manna Dey named by 39 percent respondents, S.D.Burman named by 34 percent, Sonu Nigam 32 percent, Mohit Chauhan 31 percent, Abhijeet received 27 percent, Hemanta Mukherjee named by 22 percent, Kumar Sanu 20 percent, Jagjit Singh 17 percent, Sailendra received 15 percent recognition by the respondents as best playback singer, Shyamal Mitra 11 percent and Amit Kumar recognized by 7 percent respondents as their favorite male playback singer. In this favorite male playback singer category
Zubeen Garg found no place by the respondents. Here, out of total 100 respondents, 14 percent were neutral respondents.

Here; Urban Youth ; on the basis of the votes given by them to their favorite playback singer ; cent – percent ( 100 percent ) of respondents have named Lata Mangeskar as their favorite playback singer ; followed by Sunidhi Chauhan (54 percent ) ; Shreya Ghosal (47.33 percent ) ; Asha Bhonsle ( 41.33 percent ) ; Antara Mitra ( 24.66 percent ) ; 21.33 percent have named Alka Yagnik ; 17.33 percent have named Sandhya Mukhopadhya ; on the other hand each of the 14 percent of respondents have named Jayshree Dasgupta and Jaspinder Narula ; 6.66 percent have named Tarali Sharma and only 4.66 percent of respondents have named Ila Arun as their favorite playback singer.

On the basis of the Rural respondents votes given to the female singer the data show that still among the today's Youth Lata Mangeskar is much popular than other playback singer . Here , among them Lata Mangeskar received cent – percent ( 86 percent) recognition by the film watcher ( 86 is the cent – percent number of film watcher in this rural sector ) as the best Female Playback singer , followed by Sunidhi Chauhan with 77 percent , Asha Bhonsle received 67 percent , Alka Yagnik got 25 percent recognition , Ila Arun 8 percent , Sandhya Mukhopadhya recognized by 7 percent of the respondents Jayshree Dasgupta 6 percent , and Antara Mitra named by only 5 percent respondents as best Female Playback singer. Here, Tarali Sharma not received recognition by the respondents of rural sector as their favorite playback singer. Whereas 14 percent of the respondents became neutral as they don't watch films.

According to the Urban Youth; music is an important element in film making. Melodious music with good lyrics is pleasant to hear. Songs are the tools of narration, and have a lasting effect than dialogue. They help to intensity emotions associated with a given situation. On the basis of these in the list of favorite music director's; 55.33 percent of the respondents have named A.R.Rehman ; followed by R.D.Burman ( 50.66 percent), Laxmikant-Pyarelal ( 46 percent ) ; 41.33 percent have named O.P.Naiyer ; 40.66 percent have named S.D.Burman ; on the other hand 31.33 percent have named Sajid –Wajid ; followed by Bhupen Hajarika ( 30 percent ) ; Vishal – Sekhar(28.66 percent ) each of the 26 percent have named Anand Milind and Nachiketa Ghosh; 24 percent have named Bappi Lahiri ; followed by Sudhir Dasgupta ( 15.33 percent) ; Pankaj Mullick ( 14.66 percent ) ; Hemanta Kumar Mukhopadhya ( 11.33 percent ) ; while Rai Chand Boral and Zubeen Garg have named by 6.66 percent of the respondents as favorite music director's.

Rural Youth also opined that music is an important element in film making and the respondents named some of their favorite music director's name whose music loved by them . The data show that Oscar winner A.R.Rehman holds first position in the favorite music director category with 66 percent , followed by R.D.Burman
with 21 percent, Laxmikant Pyarelal 19 percent, S.D Burman 17 percent, O.P.Naiker named by 13 percent respondents, Vishal – Sekhar named by 12 percent of respondents, Anand Milind and Sudhir Dasgupta got 9 percent each, Bappi Lahiri 11 percent, Bhupen Hazarika and Saizid –Wazid with 10 percent each, Nachiketa Ghosh name taken by 5 percent of respondents as their favorite music director. Here, Zubeen Garg and Pankaj Mullick got no recognition in the favorite music director’s category by the respondents.

According to Urban Youth Actresses is an important element in a film. Their performance help in boosting up the viewers to watch films. The respondents according to their favoritism listed the name which shows that near about half (74 percent) of the respondents have named Madhuri Dixit as their favorite actress; followed by Priyanka Chopra (72 percent); Kareena Kapoor (58 percent); Baijantimala (36.66 percent); Sharmila Tagore (34.66 percent); Aishwariya Roy Bacchan (31.33 percent); Madhubala (27.33 percent); Sabana Aazmi (26.66 percent); Nutan (25.33 percent); Suchitra Sen (24.66 percent); Deboosree Roy (22.66 percent); Nargees (20 percent); Mina Kumari (14 percent); Kanan Devi (9.33 percent); Supriya Devi (8 percent); whereas each of the 6.66 percent of the respondents have named Biju Bharali, Mridula Barua and Rimjhim Barua; Devika Rani have named by 3.33 percent; Suraiya 2 percent; and each of the 0.66 percent have named Geeta Bali and Nadia in their favorite actress list category.

According to the Rural respondents preference of actresses; the youth rated their name the data reveal that in the favorite actress category Madhuri Dixit got first preference with 32 percent, followed by Priyanka Chopra and Kareena Kapoor with 31 percent each, Suchitra Sen with 21 percent, Sabana Aazmi 19 percent, Sharmila Tagore 17 percent, Aishwariya Roy Bacchan 15 percent, each of the 13 percent respondents rated Madhu Bala Konkona Sen Sharma and Baijantimala as their favorite actresses, each of the 11 percent respondents named Nutan and Deboosree Roy, another each of the 8 percent respondents named Nargees and Kanan Devi’s name, Supriya Devi 7 percent, Meena Kumari and Devika Rani recognized by 5 percent of the respondents, and only 4 percent respondents listed Geeta Bali in their favorite actress list category. Biju Bharali and Mridula Barua’s name got no recognition.

The Urban Youth listed the name of their favorite actor which reveals that little more than half (78 percent) of the respondents have listed Aamir Khan as their favorite actor; followed by Akshya Kumar (72.66 percent); Ritwik Roshan (68 percent); Sharukh Khan (53.33 percent); Uttam Kumar (38.66 percent); Nana Patekar (34 percent); Rajendra Kumar (31.33 percent); Utpal Dutt (30 percent); Guru Dutt (27.33 percent); Ashok Kumar (22.66 percent); Sabyasachi Chakraborty (23.33 percent); Raj Kumar (18.66 percent); Balraj Sahni (14 percent); Manoj Kumar (11.33 percent); Nasiruddin Shah (8 percent); on the
other hand each of the 6.66 percent of the respondents have named Moloy Goswami, Jatin Bora, Brojen Bora, and Aideu Handique as their favorite actor; whereas only 4 percent have named Prithvi Raj Kapoor. Thus we can say that though the respondents have made their icon to Aamir Khan and Akshya Kumar by naming them mostly but still many respondents remembering and watch old films and the respondents also listed the actor’s name in their favorite list category.

According to Rural Youth; Actor plays a vital role in moulding viewers taste. According to the ratings of the respondents favorite actor’s name the data show that with highest majority Amitabh Bacchan named by 76 percent respondents as their favorite actor, followed by Aamir Khan with 61 percent, Akashya Kumar 33 percent, Nana Patekar 43 percent, Ajay Devgan 37 percent, Hritwik Roshan 27 percent, Sharukh Khan 21 percent, Guru Dutt 10 percent, each of the 7 percent respondents named Sabyasachi Chakraborty, Uttam Kumar and Raj Kapoor’ name, Uttpal Dutt 5 percent and only 3 percent respondents named Prithvi Raj Kapoor as their favorite actor. Aideu Handique and Brozen Bora’s name was not listed in the favorite actor category by the respondents.

According to the Urban Youth; the responses of the film watcher about the functions of films; Out of total 150 Urban respondents of three localities (Malugram; Link Road and Rangirkhari); among them 15.33 percent [Middle class and Lower class] of the respondents reported that the films perform the function of passing leisure hours / recreation; while 25.33 percent [Upper middle class] of the respondents admitted that films perform the function of educating / knowledging the Youth and 45.33 percent [Upper middle class; Middle class and Lower class] of the respondents with majority agreed that films perform the function of entertaining the Youth. It is seen from the data that there is a gap between the two functions of films, i.e., entertaining and educating / knowledging the Youth though it is known as powerful mass medium. This indicate that Youth are not choosy in kinds of films but they also judge different aspects of the films before watching.

According to the Rural film watcher; the data reveal during the study; it shows that among the rural Youth; 14 percent (Lower class) of the respondents clearly states that they are not interested in watching film as because they don't have sufficient time to spend in for watching films rather they prefer to pass time with their family members at home or do some household work. Among the remaining respondents more than half (61 percent) [Middle class-5 percent and Lower class-56 percent] of the respondents said that films perform the function of entertainment and they watch it for entertainment purpose only; whereas 19 percent (Middle class-3 percent and Lower class-16 percent) reported that they watch film to pass their leisure hours, and only 6 percent (Upper middle class-4 percent and Middle class-2 percent) of the respondents agreed that they watch film as it perform the function of educating / knowledging the Youth of today. It is seen that there is a
wide gap between the two functions of films, i.e., entertaining and educating/knowledging though films are known as a powerful mass medium.

According to the responses of the Urban film watchers regarding the using of modern technology; wearing western costumes and about the budget of films the respondents replied that with reference to trends in contemporary Hindi cinema and Regional language cinema (Assamese and Bengali films) a high majority (74 percent) [Upper middle class and Middle class] of the respondents agreed to a great extent that today’s films use modern technology; hero/heroine wear westernized costumes and the budget of today’s film is high. While 24.66 percent [Middle class and Lower class] of the respondents to some extent admitted and only 1.33 percent [Middle class] of the respondents to less extent admitted in using the modern technology in films, wearing westernized costumes by the hero–heroine and the budget of film is high. No doubt, technological advancement has benefited the film industry in terms of photography, sound recording system, dubbing, etc. and so today’s films are using modern technology but less number in regional language films. The reason for the budget of films to be high is that film making has become a highly commercial activity. Prices of every commodity required for film making have been going up year after year, including the payments made to the film Stars, other stuffs and also a huge entertainment tax rates in some States.

According to the Rural Youth; with reference to trends in contemporary Hindi Films and Regional Films (Assamese & Bengali films) a high majority (68 percent) [Upper middle class-4 percent; Middle class-10 percent and Lower class-54 percent] of the respondents opined to a great extent that today’s films are using modern technology; Actor/Actress wear Westernized costumes and the budget of today’s film is high. Technological advancement has benefited the film industry in terms of photography, sound recording system, dubbing, etc., and so today’s films are using modern technology but earlier it was not possible film-makers had to make films with limited technology. The reason for the budget of films to be high is that film making now has become a highly commercial activity. Prices of every commodity required for making film have been going up year after year, including the payments made to the Stars and other concerned people. The film industry has to pay a high entertainment tax in some of the States.

On the basis of the reply given by the Urban respondents on corruption, underworld elements and about black marketing issues projection in films mostly; a majority (65.33 percent) [Upper middle class and Middle class] of the Youth agreed to a great extent that corruption; underworld elements and black marketing issues are projected most of the times in Hindi films rather than Assamese and Bengali films. Whereas, 18.66 percent Upper middle class and Middle class] of the Youth admitted to some extent in projecting these issues and only 16 percent [Middle
class and Lower class] of the respondents admitted to a less extent that films projecting corruption, underworld elements and black marketing issues. These issues are faced by the common man and also by the people in the film industry. This must have inspired the film makers to take up such problems. Corruption is deep rooted in our system and films also take up situations from day-to-day life. So this may be the reason for corruption as an issue, ranging the highest and respondents have also agreed to the same.

In Rural sector; a little more than half (58 percent) [Upper middle class-4 percent; Middle class-10 percent and Lower class- 44 percent] of the Rural respondents with majority opined to a great extent that corruption, underworld elements and black marketing issues are projected most of the times in mainly Hindi films rather than Assamese and Bengali films and only 20 percent (Lower class) of the respondents opined that to some extent these issues prevailed in films. These issues are faced by the common man and also by the people in film industry. This must have inspired the film makers to take up such problems. Corruption is deep rooted in our system and films also take up situations from day –to-day life. So this may be the reason for corruption as an issue, ranging the highest and respondents also have the same opinion.

➢ In Urban sector ; on the basis of the findings that films has an impact on Youth of different strata of society the study revealed that 34 percent [ Middle class and Lower class ] of the respondents admitted that the impact of films on Youth is high ; while 35.33 percent [ Upper middle class and Middle class ] of the respondents admit on moderate impact level of films ; whereas 30 percent [ Upper middle class and Middle class ] of the respondents admitted that the impact of films on Youth is less . This shows that films has an impact on Urban Youth.

In Rural sector; the findings of the study further revealed that 23 percent ( Upper middle class-2 percent ; Middle class-5 percent and Lower class-16 percent) of the rural respondents admitted about the high impact of film on them ; whereas 36 percent ( Upper middle class-2 percent ; Middle class- 5 percent and Lower class-29 percent) of the Youth agreed of moderate impact of films and 27 percent ( Lower class) remained neutral to satisfy this queries . This shows that films have an impact on Youth.

➢ In Urban sector ; another analysis made on the impact of films on different strata of Urban Youth in terms of popularizing music ; creating awareness of fashion trends and popularizing various places ; culture and religion among the Youth; the findings show that a high majority ( 52 percent ) [ Upper middle class ; Middle class and Lower class ] of the respondents opined that the impact of films on Youth is high in terms of popularizing music among the Youth ; creating awareness of fashion trends and popularizing various places ; culture and religion among the Youth . Whereas 26 percent [ Upper middle class and Middle class ] of the respondents opined on
moderate impact of films and 6.66 percent [ Middle class and Lower class ] of the respondents opined to low impact of films on Youth of different strata of Urban society. With reference to popularizing music it can be said that music is an important element in film making, Melodious music with good lyrics is pleasant to hear. Songs are the tools of narration, and have a lasting effect than dialogues. They help to intensity emotions associated with a given situation. Many film based programmes are also popular on every television channels. Therefore, the respondents must have opined that films popularize music among the Urban Youth of different strata. Films show the actor – actresses in newly – designed, attractive costumes, which are designed by professionals to attract the audience and take them into the world of fantasy. Thus, the respondents have opined that films create awareness of fashion trends. Films are shot at various outdoor locations in different parts of the country and abroad. Some places are commonly found in various movies, like hill stations, which make them popular among the Youth. India is a country with varied regions and people follow different religions and cultures. This, when shown in films over a period of time, creates awareness and makes the culture and religion popular among the Urban Youth of different strata of society.

In Rural sector; whereas with a majority (59 percent) [Upper middle class-4 percent; Middle class-10 percent and Lower class-45 percent] of the rural respondents admitting the impact of films on different strata of society (Upper middle class; Middle class and Lower class). Among them 29 percent (Middle class-5 percent; Upper middle class-3 percent and Lower class-21 percent) of the respondents opined that the impact of films on different strata of society is high in terms of popularizing music among the Youth, creating awareness of fashion trends and popularizing various places, culture and religion among the Youth. Whereas 12 percent (Middle class-5 percent; Upper middle class-1 percent and Lower class-6 percent) of the respondents agreed on moderate impact of films on different classes of society and the remaining 18 percent (Lower class) of the respondents agreed on low impact.

In Urban sector; again on the basis of another analysis that films has an impact on different strata of Youth in terms of motivating them to plan for various jobs; encouraging them to oppose and disobey their parents and encouraging them to take adverse steps if their wish is not fulfilled; here, the data reveal that nearly 5.33 percent [Upper middle class and Middle class] of the respondents opined that there is a moderate impact of films on Youth of different strata in terms of motivating them to plan for various jobs; encouraging them to oppose and disobey their parents and encouraging them to take adverse step if their wish is not fulfilled. This means that it is possible to mould the thinking of the Youth in a positive manner. They should be oriented to adopt only what is good from the films and behave as mature audiences. It is the duty of the film makers before making a film to see that
Youth imbibe or take up only what is good and do away with bad things shown in films.

In Rural sector; here; 4 percent (Middle class – 2 percent and Lower class-2 percent) of the respondents opined that there is a moderate impact of films on Youth in terms of motivating them to plan for various jobs, encouraging them to oppose and disobey their parents and encouraging them to take adverse steps if their wish is not fulfilled and only 1 percent (Lower class) of the respondents opinion is on low impact of films in terms of motivating them to plan for various jobs, encouraging them to oppose and disobey their parents and encouraging them to take adverse steps if their wish is not fulfilled.

This means that it is possible to mould the thinking of the Youth in a positive manner. They should be oriented to adopt only what is good from the films and behave as mature audiences. It is the duty of the film makers before confirming a script to see that the Youth imbibe or take up only what is good and do away with bad things shown in films.

**Conclusion:**

By way of concluding remarks it may be said that the Cinema is the art of today, just as drama was in earlier ages. It is the supreme medium in which one can express today and tomorrow. Today Youth outward looking think that they are being trained and equipped for the challenges of the fast approaching information and technology era of 21st century.

It is seen that the correlation between mass media exposure and development is the highest for the Youth. This is especially true in the case of Cinema. We have seen that the Youth are exposed to this film medium. Hence, it is most suited for spreading information among the Youth who are lesser educated.

In the opinion of two respondents from urban sector; the Cinema and Video culture has definite impact on the Youth of Silchar. The impact is both positive and negative. They said like them those who possess television sets with Cable / DTH connection and VCD/DVD player have become more and more self-centred. They prefer to remain indoors during most of the leisure time available to them. It has become a habit with them to switch on T.V. and watch movie or play VCD/DVD player and watch movie of their own choice. Moreover, they said their interaction among the members of the family and outside visitors has become limited because of the interference created by this domesticated New Media.

Those who are students (respondents) and watch films regularly on television and on DVD/VCD player have not been able to pay proper attention to their studies. This addiction of films forgetting everything around them. Now the Youth have many choices of media for watching films.
Here, another respondent of rural sector opined on the impact of film. According to him in the feature films; the Actor’s; including hero; heroine; and people taking side roles in dances, dramas, playing negative roles etc., create definite Educational impact on the Youth. He further added – a variety of events within the dramas and pictures displaying ties of love; hatred and enmity also has definite impact on the value; attitude and behavior of the Youth. Not all viewers influenced by the exposure of this type of material in everyday life. And, Youth have their own judgment about what is good and bad for them and for the society they consider ideal from their own point of view.

Moreover, apart from, it is important to note that both in Urban and Rural sector the Youth has its own normative pattern of behavior, living in different levels of social strata systems; one accustomed to a special kind of pattern with special background and style of life; depending upon whether one is an office – goers; a shopkeeper; businessman; farmer; student; home-maker or teacher in the school / college. Similarly, very less in number, some Youth who are influenced by western culture have their own mannerism and they are to be found among the Educated Upper middle class of society.

Here, during the survey the researcher has asked one question to both the Urban and the Rural sector Youth to throw light on their opinion on romantic and sex prone scenes presented in Cinema. The respondents expressed their point of view that there is no impact of sex-prone scenes or lewd acting of film stars on their value system. This is probably because they are used to see such events in life. In this category; quite a large number of Youth came from Middle class and Upper middle class of both Urban and Rural sector. On the other hand, there are Youth who opined that sex prone scenes in films should be censored. It is interesting to note that in this category; quite a large number of Youth came from Rural and Urban sector representing Lower strata and a small number from Middle class of urban sector.

Some middle class and upper middle class Youth seeing usual films are reported to pass through a stage of gradual transition from out – dated thinking to accepting new patterns of ideas presented on Cinema. A feeling of rejuvenation is expressed by majority of Youth of both upper and middle class and this is a sure sign of transition from a mechanical model of belief system to an open minded world view. One of the consequences of this kind of change is that the Youth (upper and middle class) who are in the process of developing mechanical model of their own in tune with socialization at family level are shaping up into new personality types on account of latest inputs available through a variety of audio-visual media programmes. Many Youth have reported that laziness and careless behavior among them has been replaced by smartness and vigilant concern towards keeping one’s house and surroundings tidy, clean and in order.
In contrast lower class of rural Youth come across an extreme belief that audio–visual media is dangerous for their future development as their parents said it. According to their parents belief it mortgage their minds to it (audio-visual media). But this analogy does not work in the case of upper middle and middle class Youth who are exposed to these mass media for a considerable length of time and are knowledgeable about scientific and technological developments of 21st century. They believe that audio-visual media (film) provides glimpses and guideline to entering into 21st century. Here, certain films it raising the level of awareness and new knowledge of life style has been immensely heightened. It helps Youth envisage what is in store for all of us in the couple of years from now. In addition to this, Youth believe that estranged relationship between family members and others can be easily mitigated in the process of viewing films sitting together in the congenial atmosphere in the house. Youth (upper middle, middle class and lower class) feel that films not only considered as a powerful weapon to educate, influence and motivate them but it gave them also a feeling of importance and relaxation from closed environment and monotonous living conditions. Some lower class Youth also consider that the ideas presented on films do not hang over their heads. The new way of life presented there do not bother them much because they take that to be just another kind of life – style. Since they are satisfied with their own way of life, they must not interested to imitate others but stick to their own ideas and respect them.

Here, some married male Youth of middle class opined that the freedom of women shown on films becomes harmful where a wife is aggressive weak husband has to suffer more, while a strong one comes in clash with the wife.

Some film addicted Youth (both urban and rural) reported that they are so much habituated to see films that they invariably view it after the dinner and then only they get good sleep. To some Youth, film has provided inspiration to lead a systematic and decent life. They show due recognition, politeness and courtesy to strangers and visitors. It means that they are stepping out of ethnic behavior and entering into the field of open society of diverse groups of people. The urban way of life seems to be percolating among the middle class Youth through films. However, some Youth do not allow routine life disturbed by films telecast on TV. They eat their meals together specially while viewing TV films.

Earlier the routine life of Youth on holidays was full of visitations by relatives and friends. But now due to the advent of mass media specially DTH service and Cable connection their unscheduled visits (relatives and friends) and courtesy calls have decreased.

Some middle class Youth added that their Grandfather and Grand mother (older generation) they are happy at the religious films shown on TV. Moreover, after seeing
mythological films they have given up orthodox behavior towards daughters and daughters-in-law in the family. The custom of covering face and showing respect to elders is greatly relaxed. Youth believe that such mythological films generate beautiful and pious thoughts in the minds of the members of the family. It make the Sanskrit era alive.

Apart from a variety of items of entertainment presented by different audio-visual media, only film is the convenient audio-visual media that impart knowledge to the masses on various subjects like – social, political, election crime issue women empowerment, cultures of different region, new trends in technology and education system etc., provide plot to the film story writer to make a good story and here the capability of the director do justice with the story. All these varieties of subjects are no doubt the part and parcel of new culture in general, necessarily directed towards providing light entertainment to the viewers. The new knowledge that the Youth receive on various subjects of awareness and knowledge cut across the orientation that the people have in relation to their ethnicity, caste, education, occupation and such other characteristics.

There are also regional inputs among the Youth coming from other regional films whose awareness and knowledge on certain subjects differ from other place of origin. Among the cultural attribute, religion and language also plays an important role. However, these attributes can be specificity oriented and they need to be universalized by new inputs on various subjects which should be helpful in increasing their nationalistic awareness and knowledge.

Films influenced the rural Youth so much that now they are no more working as a tea garden laborer though their parents worked. The rural Youth of Silcoorie village trying to get education and better opportunity for their livelihood.

Moreover, Films imposes choices and preferences on the Youth mind through language, dialogue, songs and dance, action, favorite actor & actress, directors, story etc., are intelligently integrated into the films. This kind of aggression on the minds of the people, coming from different strata of the society, can create disturbances on traditional way of life of some category of people. In fact, the impression is that films would lead India more towards consumer society, a kind of imitation of the Western society. This consumption among the Youth will have no doubt a positive role in the sense that it would raise the aspirations of the Youth and thereby make them active in achieving higher standards of life style. It is a kind of preparation to enter into the community culture of 21st century.

Films play a great role in moulding public opinion, way of life and manners of the Youth. These are all new cultural attributes learned by Youth through Cinema. Now
Youth in turn expect a more radical presentation of changing life – style from films with rich content and production value. This kind of taste has developed among the Youth of both upper middle class and middle class Youth, which has been passed on to lower strata of the society also (youth).

In view of this, the films presenting comedy or melodrama are not always liked by the Youth with serious tests. It has led to demand for more sophisticated presentation technique wise as well as with respect to themes presented in Cinema. It is a great revolutionary change in the taste of the Youth. One can say that Youth attraction for films has increased because of diversified interests of the Youth not only in the new style of presentation of pictures and themes but also upgrade its presentation skills and sensitivity.

The term ‘cinema’ is equally complex today, with television, video, cable and satellite TV vying with each other to screen films on the small screen. The Indian cinema has grown quite big during the past century, especially during the past six decades. This latter period saw the growth of the cinema into a mass medium. Despite thematic peculiarities and drawbacks, social conditioning and cultural inhibitions, it has proved its merit in technical perfection, artistic evolution and directional innovations. Indian cinema by and large, has remained on the path of clean popular entertainment. In the coming decades, it can give more attention to the social dimension of the medium, particularly its use in mobilizing the masses through effective messages on serious issues such as social justice, environmental safety and a more rational and scientific approach to human problems.
Recommendations:

On the basis of the findings of the study the researchers likes to give some suggestions for the improvement and fruitful utilization of the films. The suggestions are as follows:

1. In India the norms of behaviour are clearly defined in our family and social life. The young generation should be guided by parents to watch such programmes and films in the media which are in conformity with these norms.

2. Youth must insist on healthy movies, portraying human as humans and not as super powerful heroes. People need to be advised to stick to truth and reality and not succumb to fantasy.

3. Parents and teachers also have a role to play by creating awareness among the youth about good and bad that is depicted in films and mould them to become good future citizens.

4. There is also a need to establish multiplexes in town like Silchar, which spell glitz & glamour for the youth.

5. There is also a need to create mass awareness so that youth refuse to see films or television programmes that violate their aesthetic sensibility.

6. More films should be produced to improve the viewers knowledge & social awareness.

7. There is need to establish closer links between cinema and print media, particularly creative marks or fiction. If good films based on creative works are produced in more numbers, they can be shown to the audience creating a positive impact on their minds.

8. Media education should be integrated in the school curricula and as an optional subject at higher levels of education. This would promote critical awareness about the different media.

9. There is an immediate need to awaken a critical attitude in film-going youth. This calls for some basic training in film appreciation which will enable the film goers to react rationally to what the screen projects and not to be carried away by wrong ideas about life and love.