

## **Accessibility and Socio-economic Impact Assessment of Television in Rural Haryana**

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### **ABSTRACT**

The study was conducted on a sample of 200 respondents comprising of 100 males and 100 females drawn from four villages of Hisar district. The data were collected on structured interview schedule on television. A majority of male respondents had access to television, had complete control on use of television, had no control on selling and purchase of television. Cent per cent of female respondents had no control on selling and purchase of television whereas a majority of female (82.00%) respondents had complete control on use of television. As far as personal life of rural respondents is concerned in case of male respondents television had increased awareness on current news and general awareness, provided entertainment, and changed fashion perception where as in case of personal life of female respondents television had high impact in the areas of entertainment, current news/general awareness and decision making ability. Regarding social life of rural male respondents, television had high impact in areas of social awareness, awareness about domestic violence and social messaging whereas in case of social life of female respondents television had high impact in areas of social awareness, social status and level of social acceptance. Television had high impact on life of male and female respondents in the field of education which included career information, job opportunities and awareness about admissions. As far as economic aspect is concerned television had positive impact on the aspects like market information, financial management and women's increased access to jobs. Regarding female respondents, television had higher impact on financial management, market information and personal and business contact. Impact of television on health and political aspect reveals that television had high impact on awareness about diet/nutrition, meditation/yoga where as it had moderate impact on awareness about diseases. Regarding female respondent's television had high impact on awareness about diet/nutrition, moderate impact on awareness about diseases and awareness about medicines. Regarding agricultural aspect it was found that television had high impact on life of the male respondents in terms of improvement of sales, information on crop production and preventing crop diseases whereas television had moderate impact on preventing crop diseases, live stock keeping and animal fertility. Association of socio-economic variables of male and female respondents with access to television revealed that there was no significant association of age, education and occupation on access to television. Association of socio-economic variables of male and female respondents for those who had control on television revealed that there was significant association of education with control of television. Significant association of complete access to impact of television, complete control on use of television & impact of television and partial control on selling and purchase of television & impact of television was observed. Main constraints in use of mobile were economic dependency, lack of decision making ability, lack of control on use of mobile and lack of power supply.

**Key words:** Access, impact, television

### **INTRODUCTION**

Television is found to be more effective means of communication to reach isolated, vulnerable and marginalized segments of society. Television has proved to be a profound means of communication and had effect on the all the sections of society. Undoubtedly, television is an influential and appealing medium, capable to draw the attention of too many viewers regardless of the literacy or illiteracy of its audience. Although there is cost and expenditure issue of television, it has proved to be strong medium for reaching among the masses and covering entire section of human society. Television can play an important role in increasing awareness among public and collect the views, information and attitude toward certain issue.

Television is the most powerful tool of communication in emerging world and increased the awareness and presents the real stage of society. Similar findings were reported by Pandey (2006) who reported that the choice of IT depended on the existing infrastructure in the area as well as host of other factors such as literacy, learning attitude, environment, importance of the felt need and the commercial sustainability of the initiative. The results are in close agreement with Chandra and Reddy (2004) which revealed that there was a positive and significant relationship between education, occupation, farming experience, farm size, extension contact, mass media exposure, social participation, urban contact, economic orientation, achievement motivation and scientific orientation and symbolic adoption for T.V. telecast of

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distance education programme in agriculture and allied fields. Keeping these facts in mind, the present study was planned with following Objectives : to study gender differences in access to and control of television and to assess the impact of television for empowerment of rural clientele.

### METHODOLOGY

The study was conducted in Hisar district of Haryana state. Two blocks *viz.* Hisar-I and Hisar-II were selected purposively from the blocks of Hisar district because of ready availability of ICTs in these blocks. A list of progressive ICT villages in two selected blocks was prepared in consultation with NICNET staff. The villages selected randomly from this were Gangwa and Kaimri from block Hisar-I and Muklan and Ludas from block Hisar-II of Hisar district. List of progressive ICT families in selected villages was prepared after discussion with *sarpanch*, village elders and *anganwadi* workers. A matching sample of 25 male and 25 female respondents was selected randomly from each of four villages, respectively. Thus, the sample size was 200, comprising of 100 males and 100 females. A well structured interview schedule was developed for data collection. Based on the findings the inferences were drawn. Tabulation and quantification of data was done as per standard procedure by using statistical tools used *viz.* frequency, percentage and mean score.

### RESULTS AND DISCUSSION

Regarding access on television, the results from Table 1 revealed that cent per cent of male respondents had access to television whereas 60.00 per cent of male and 55.00 per cent of female had complete access followed by 40.00 per cent of male and 45.00 per cent of female respondents who had partial access on television, respectively. It is clear from the table that a majority of male (78.00%) respondents had complete control on use of television followed by 12.00 per cent and 10.00 per cent of male respondents who had partial and no control on use of television. In case of female respondents it was found that a majority of female (82.00%) respondents had complete control on use of television followed by 10.00 per cent and 8.00 per cent of female respondents who had partial control and no control on use of television, respectively. The results were in close agreement with the findings of Yadav (1999) who found that majority (97.00%) of the respondents were watching television for entertainment, knowledge and information. The results were similar with the findings of Meenambigai and Seetharaman (2004) who reported that majority of cable T.V viewers viewed entertainment programmes, according to their convenience during evening hours.

There was no wide variation among farmers and farm women in time spent per day for the cable T.V viewing in week days and Sundays/ holidays. This clearly shows increase in viewing television during recent years.

**Table 1: Access to and control of television by rural clientele**

Access and control of Television	Male n=100 (%)	Female n=100 (%)
<b>Access to television</b>		
Complete access	60	55
Partial access	40	45
No access	0	0
<b>Control on use of television</b>		
Complete control	78	82
Partial control	12	10
No control	10	8
<b>Control on selling and purchase of television</b>		
Complete control	30	0
Partial control	20	0
No control	50	100

It is clear from the data that a majority of male (50.00%) had no control on selling and purchase of television followed by 30.00 per cent and 20.00 per cent of male respondents who had complete and partial control on selling and purchase of television, respectively and cent per cent of female respondents had no control on selling and purchase of television.

Impact of television with respect to personal and social life of the respondents has been presented in Table 2.

It is revealed from the table that in case of male respondents, television had increased awareness on current news and general awareness (M.S-3.49, Rank-I), provided entertainment (M.S-3.48, Rank-II), and changed fashion perception (M.S-3.04, Rank-III). Further, living standard (M.S-2.97, Rank IV), communication skill (M.S-2.88, Rank-V), sports commentary (M.S-2.77, Rank-VI) and consumer choices (M.S-2.76, Rank-VII), were important aspects of life of rural male respondents where television had significantly high impact.

Other aspects which were greatly influenced by the television were decision-making ability (M.S-2.68, VIII), shopping (M.S-2.62, Rank-IX), increase in confidence (M.S-2.61, Rank-X) and weather forecast (M.S-2.50, Rank-XI).

As far as personal life of female respondents was concerned, the data in the table clearly indicated that

television had high impact on life of rural female respondents in the areas of entertainment (M.S-3.50, Rank-I), current news/general awareness (M.S-3.38, Rank-II), decision making ability (M.S-2.89, Rank-III), fashion perception (M.S-2.85, Rank-IV), living standard (M.S-2.83, Rank-V), consumer choices (M.S-2.71, Rank-VI), communication skill (M.S-2.62, Rank-VII), and shopping (M.S-2.52, Rank-VIII). Increase in confidence (M.S-2.47, Rank-IX), sports commentary (M.S-2.33, Rank-X) and weather forecast (M.S-2.08, Rank-XI) were the areas where television had moderate impact on life of female respondents.

**Table 2: Impact of television on personal and social life of rural clientele**

Impact Aspects	No. of rural male					No. of rural female					Rank	
	Greatly improved	Improved	Somewhat improved	No change	Mean Score	Rank	Greatly improved	Improved	Somewhat improved	No change		Mean Score
<b>Personal</b>												
Increase in confidence	18	35	37	10	2.61	X	15	33	36	16	2.47	IX
Decision making ability	15	49	25	11	2.68	VIII	30	44	11	15	2.89	III
Fashion perception	46	28	10	16	3.04	III	39	24	20	17	2.85	IV
Living standard	17	31	42	10	2.97	IV	13	28	38	21	2.33	V
Entertainment	55	40	3	2	3.48	II	60	32	6	2	3.50	I
Current news/general awareness	58	35	5	2	3.49	I	52	39	4	5	3.38	II
Cooking tips	-	-	-	-	-	-	10	22	23	45	1.97	XII
Communication skill	37	29	19	15	2.88	V	2	36	30	14	2.62	VII
Consumer choices	25	42	17	16	2.76	VII	22	37	31	10	2.71	VI
Shopping	20	38	26	16	2.62	IX	18	35	28	19	2.52	VIII
Sports commentary	25	35	32	8	2.77	VI	15	23	10	52	2.01	X
Weather forecast	18	26	44	12	2.50	XI	12	20	32	36	2.08	XI
<b>Social</b>												
Social relationship	20	26	42	12	2.54	XIII	25	34	25	16	2.68	IX
Social status	27	35	34	4	2.85	V	35	40	22	3	3.07	II
Social awareness	55	37	5	3	3.44	I	47	40	6	7	3.27	I
Level of social acceptance	37	25	27	11	2.88	IV	42	30	20	8	3.06	III
Good cultural values and cultural exchange	37	20	15	28	2.66	IX	3	17	17	34	2.47	XIII
Conflict resolutions	15	25	55	5	2.50	XIV	25	45	21	9	2.86	IV
Gender sensitivity	25	10	60	5	2.55	XII	32	18	45	5	2.77	VIII
Response against social violence	26	36	29	9	2.79	VI	20	32	25	23	2.49	XII
Gender equality	22	28	42	8	2.64	X	21	25	38	16	2.51	XI
Family unity	24	37	21	18	2.67	VIII	28	32	35	5	2.83	VI
Sex selective abortion	18	28	45	9	2.55	XII	25	38	34	3	2.85	V
Life aspirations	22	35	32	11	2.68	VII	15	38	36	11	2.57	X
Legal rights and provision	20	27	43	10	2.57	XI	16	23	38	23	2.32	XIV
Social messaging	32	35	27	6	2.93	III	20	27	45	8	2.59	IX
Awareness about domestic violence	34	45	17	4	3.09	II	28	38	20	14	2.80	VII

Regarding social life of rural male respondents, it was found that social awareness (M.S-3.44, Rank-I), awareness about domestic violence (M.S-3.09, Rank-II), social messaging (M.S-2.93, Rank-III), level of social acceptance (M.S-2.88, Rank-IV), were some of the important aspects of life of male respondents which were highly influenced by the television. Social status (M.S-2.85, Rank-V), response against social violence (M.S-2.79, Rank-VI), life aspirations (M.S-2.68, Rank-VII), family unity (M.S-2.67, Rank-VIII), good cultural values and cultural exchange (M.S-2.66, Rank-IX) and gender equality (M.S-2.64, Rank-X) were the aspects where television had significant contribution in changing life of male respondents. Further, television had positive impact on other aspects like legal rights and provision (M.S-2.57, Rank-XI), sex selective abortion (M.S-2.55, Rank-XII), social relationship (M.S-2.54, Rank-XIII) and conflict resolutions (M.S-2.50, Rank-XIV).

In terms of social life of female respondents, it is evident from the table that social awareness (M.S-3.27, Rank-I), social status (M.S-3.07, Rank-II), level of social acceptance (M.S-3.06, Rank-III), conflict resolutions (M.S-2.86, Rank-IV), sex selective abortion (M.S-2.85, Rank-V) and family unity (M.S-2.83, Rank-VI) were the areas having high impact of television on life of female respondents. Further, television was also significantly associated with the life of female respondents in terms of awareness about domestic violence (M.S-2.80, Rank-VII), gender sensitivity (M.S-2.77, Rank-VIII), social messaging (M.S-2.59, Rank-IX), life aspirations (M.S-2.57, Rank-X), gender equality (M.S-2.51, Rank-XI), response against social violence (M.S-2.49, Rank-XII), where television had positive impact on female respondents. However, television had moderate impact on life of female respondents in the areas of good cultural values and cultural exchange ((M.S-2.47, Rank-XIII), legal rights and provision (M.S-2.32, Rank-XIV), respectively.

Impact of television on educational and economic aspects of the respondents has been presented in Table -3. Table revealed that television had high impact on life of male and female respondents in the field of education which included career information, job opportunities and awareness about admissions.

As far as economic aspects are concerned, it is revealed from the table that television had positive impact on the aspects like market information (M.S-2.73, Rank-I), financial management (M.S-2.64, Rank-II), women's increased access to jobs (M.S-2.60, Rank-III), whereas business techniques (M.S-2.40, Rank-IV), income generation activities (M.S-2.32, Rank-V), personal and

business contact (M.S-2.25, Rank-VI), profit making (M.S-1.91, Rank-VII) and purchase of goods/services (M.S-2.07, Rank-VIII) had moderate impact of television on the life of male respondents.

**Table 3: Impact of television on educational and economic aspects of rural clientele**

Impact Aspects	No. of rural male					No. of rural female					Rank	
	Greatly improved	Improved	Somewhat improved	No change	Mean Score	Greatly improved	Improved	Somewhat improved	No change	Mean Score		
<b>Educational</b>												
Job opportunities	45	32	11	12	3.10	II	27	30	40	3	2.81	II
Career information	47	36	7	10	3.20	I	18	34	15	13	2.97	I
Awareness about admissions	21	40	27	12	2.70	III	19	32	25	24	2.46	III
<b>Economic</b>												
Financial management	20	39	26	15	2.64	II	8	15	20	57	1.94	I
Women's increased access to jobs	19	36	31	14	2.60	III	15	22	18	45	2.07	IV
Personal and business contact	15	25	30	30	2.25	VI	11	26	28	35	2.13	III
Purchase of goods/services	11	23	28	38	2.07	VIII	8	16	20	56	1.76	VIII
Market information	16	50	25	9	2.73	I	11	30	47	12	2.40	II
Profit making	14	26	29	31	2.23	VII	10	22	18	50	1.92	VII
Income generation activities	15	28	31	26	2.32	V	11	23	21	45	2.00	VI
Business Techniques	17	29	31	23	2.40	IV	13	22	18	47	2.01	V

Regarding female respondents, results revealed that television had higher impact on financial management (M.S-2.44, Rank-I), market information (M.S-2.40, Rank-II), personal and business contact (M.S-2.13, Rank-III), women's increased access to jobs (M.S-2.07, Rank-IV) and business techniques (M.S-2.01 Rank-V). Further, income generation activities (M.S-2.00, Rank-VI), profit making (M.S-1.92, Rank-VII) and purchase of goods/services (M.S-1.76, Rank-VIII) had low impact of television on life of female respondent.

Impact of television on health and political aspects of the respondents has been presented in the Table-4. Regarding health, television had high impact on awareness about diet/nutrition (M.S-2.57, Rank-I), meditation/yoga (M.S-2.55, Rank-II) where as it had moderate impact on awareness about diseases (M.S-2.41, Rank-III), awareness about physical fitness (M.S-2.35, Rank-IV) and awareness about medicines (M.S-2.28, Rank-V).

Regarding female respondents it was found that television had high impact on awareness about diet/nutrition (M.S-2.51, Rank-I), moderate impact on awareness about diseases (M.S-2.30, Rank-II) and awareness about medicines (M.S-1.91, Rank-III) followed by low impact of television in the areas of physical fitness (M.S 1.91, Rank-IV).

**Table 4: Impact of television on health and political aspects of rural clientele**

Impact Aspects	No. of rural male					No. of rural female					Rank	
	Greatly improved	Improved	Somewhat improved	No change	Mean Score	Greatly improved	Improved	Somewhat improved	No change	Mean Score		
<b>Health</b>												
Awareness about diet/ nutrition	18	38	27	17	2.57	I	20	35	21	24	2.51	I
Awareness about diseases	16	34	25	25	2.41	III	17	33	23	27	2.30	II
Awareness about physical fitness	15	32	26	27	2.35	IV	10	20	21	49	1.91	IV
Awareness about medicines	14	31	24	31	2.28	V	12	18	25	45	1.97	III
Meditation/ Yoga	13	28	20	39	2.55	II	-	-	-	-	-	-
<b>Political</b>												
Participation in political activities	25	32	20	23	2.59	III	20	29	24	27	2.42	II
Participation in election	22	34	21	23	2.11	V	17	30	28	26	2.40	III
Response against corruption	26	36	22	16	2.72	I	16	31	26	27	2.36	V
Budget	24	32	24	20	2.60	II	20	32	27	21	2.51	I
Policies/ Schemes of govt.	21	35	24	20	2.57	IV	16	32	25	27	2.37	IV

Impact of television on agricultural aspect of the respondents has been presented in Table-5. It is clear from the table that television had high impact on life of the male respondents in terms of improvement of sales (M.S-3.16, Rank-I), information on crop production (M.S-3.03, Rank-II), preventing crop diseases (M.S-2.98, Rank-III), preventing animal disease (M.S-2.93, Rank-IV), crop management (M.S-2.89, Rank-V), animal fertility (M.S-2.80, Rank-VI), live stock keeping (M.S-2.79, Rank-VII) and milk production (M.S-2.48, Rank-VIII).

In case of females, television had moderate impact on preventing crop diseases (M.S-2.33, Rank-I), live stock keeping (M.S-2.31, Rank-II), animal fertility (M.S-2.26, Rank-III) and preventing animal diseases (M.S-2.25, Rank-IV) followed by information on crop production (M.S-2.24, Rank-V), improvement of sales (M.S-2.14, Rank-VI), crop management (M.S-2.11, Rank-VII) and milk production (M.S-2.03, Rank-VIII).

**Table 5: Impact of television on agricultural aspect of rural clientele**

Impact Aspects	No. of rural male					No. of rural female					Mean Score	Rank
	Greatly Improved	Improved	Somewhat improved	No change	Mean Score	Rank	Greatly improved	Improved	Somewhat improved	No change		
<b>Agricultural</b>												
Information on crop production	38	36	17	9	3.03	II	18	25	20	37	2.24	V
Improvement of sales	35	33	15	17	3.16	I	13	27	21	39	2.14	VI
Preventing crop disease	36	32	13	19	2.98	III	18	28	23	31	2.33	I
Preventing animal disease	37	34	14	15	2.93	IV	17	25	24	34	2.25	IV
Crop management	34	31	15	20	2.89	V	16	25	21	30	2.11	VII
Animal fertility	36	30	12	22	2.80	VI	15	29	23	33	2.26	III
Live stock keeping	35	32	10	23	2.79	VII	17	28	24	31	2.31	II
Milk production	24	33	10	33	2.48	VIII	13	23	18	46	2.03	VIII

Same results were shown in case of Meenambigai and Seetharaman (2004) who reported that majority of the cable T.V viewers viewed entertainment programmes, according to their convenience during evening hours. Similar contention was shared by Rao (2007) who reported that most dramatic impact of television and INSAT had been observed in field of education with over 500 TV stations and about 40,000 direct reception sets operating in the country providing access to 75 per cent of our country's population including those in far off islands-six hours of educational programmes were beamed every day for day for school and university students.

For an agricultural country with a large population and with limited land of less than 0.3 ha/capital, optimal utilization of television and space technology has increased its food production by providing vital inputs for management of soil, water, ocean and agricultural resources.

### Overall impact of Television

Overall impact of television on male and female respondents has been presented in Table 6. It is evident from the table that television has high impact on life of male and respondents.

**Table 6 Overall impact of Television**

Impact of television	Respondents	Mean
High impact	Male	2.75
> 2.5 M.S	Female	2.53

Association of independent and dependent variables with access to, control and impact of television

### (a) Association of socio-economic variables of male and female respondents with access to television

Association of socio-economic variables of male and female respondents with access to television is highlighted in Table 7. It was found that there was no significant association of age, education and occupation on access to television.

### (b) Association of socio-economic variables of male and female respondents for those who possessed television with control of television

Association of socio-economic variables of male and female respondents for those who had control on television is presented in Table 7. It is revealed from the table that there was significant association of education with control of television.

**Table 7: Association of socio-economic variables of male and female respondents for those who possessed television with control of television**

Attribute	Control of television	
	df	X <sup>2</sup> cal
Age	6	10.123
Education	5	<b>*15.320</b>
Occupation	6	9.175
Family Income	3	6.845

\*Significant at 5% level of significance

### (c) Association of access of television of respondents with impact on rural clientele

Association of access of television of respondents with impact on rural clientele is presented in Table 8. The table indicated that there was significant association of complete access to impact of television.

**Table 8: Association of access of television of respondents with impact on rural life.**

Access on television	Impact of television on rural life	
	df	X <sup>2</sup> cal
Complete access	3	<b>*9.869</b>
Partial access	3	1.129
No access	-	-

\*Significant at 5% level of significance

### (d) Association of control of television of respondents with impact on rural clientele

Association of control of television of respondents with impact on rural clientele is presented in Table 9. The table indicated that there was significant association of complete control on use of television and impact of television and partial control on selling and purchase of television and impact of television.

**Table 9: Association of control of television respondents with impact on rural life**

Attribute	Impact of television on rural life	
	df	X <sup>2</sup> cal
<b>Control on use of television</b>		
Complete control	3	*11.845
Partial control	2	4.123
No control	3	3.179
<b>Control on selling and purchase of television</b>		
Complete Control	3	1.123
Partial Control	3	*11.123
No Control	3	0.127

\*Significant at 5% level of significance

### Constraints of television

Constraints in the use of television have been presented in Table 10. The Table showed that in case of male respondents major constraints in use of television were economic dependency (65.00%), lack of decision making ability (57.00%), lack on control on use of mobile (54.00%), lack of power supply (53.00%), poor network (52.00%), hard ware inadequacy and maintenance (50.00%), use of television depend on one life style (49.00%), lack of improved information access with use of television (47.00%), lack of time (46.00%) followed by lack of skill (45.00%), inadequate skill (44.00%), Cost / unaffordable (40.00%), connectivity (40.00%), lack of awareness (39.00%), illiteracy (38.00%), difficult to use/ inaccessible (36.00%) and unavailability of television.

**Table 10: Constraints of television**

Constraints of television	Male (%)	Female (%)	Total	
	(n.=100)	(n.=100)	n=200	%
Unavailability of television	35.00	44.00	79	39.50
Difficult to use/inaccessible	36.00	48.00	84	42.00
Costly / unaffordable	40.00	44.00	84	42.00
Lack of power supply	53.00	67.00	122	61.00
Poor network	52.00	64.00	116	58.00
Use of television depend one life style	49.00	80.00	109	54.50
Lack of awareness	39.00	47.00	86	43.00
Lack of improved information access with use of mobile	47.00	59.00	406	53.00
Economic dependency	65.00	89.00	154	77.00
Lack of decision making ability	57.00	85.00	142	71.00
Lack of control an use of mobile	54.00	84.00	138	69.00
Lack of time	46.00	75.00	121	60.50
Illiteracy	38.00	58.00	96	48.00
Inadequate skill	44.00	67.00	111	55.50
Connectivity	40.00	70.00	110	55.00
Hardware inadequacy& maintenance	50.00	82.00	162	66.00
Lack of skill	45.00	75.00	120	60.00

### CONCLUSION

Majority of male respondents had access to television, had complete control on use of television, had no control on selling and purchase of television and had complete and partial control on selling and purchase of television respectively. Cent per cent of female respondents had no control on selling and purchase of television whereas majority of female (82.00%) respondents had complete control on use of television. As far as personal life of rural respondents is concerned in case of male respondents television had increased awareness on current news and general awareness, provided entertainment, and changed fashion perception where as in case of personal life of female respondents television had high impact in the areas of entertainment, current news/general awareness and decision making ability. Regarding social life of rural male respondents, television had high impact in areas of social awareness, awareness about domestic violence and social messaging whereas in case of social life of female respondents television had high impact in areas of social awareness, social status and level of social acceptance. Television had high impact on life of male and female respondents in the field of education, which included career information, job opportunities and awareness about admissions. As far as economic aspect is concerned television had positive impact on the aspects like market information, financial management and women's increased access to jobs. Regarding female respondents, television had higher impact on financial management, market information and personal and business contact. Impact of television on health and political aspect reveals that television had high impact on awareness about diet/nutrition, meditation/yoga where as it had moderate impact on awareness about diseases. Regarding female respondent's television had high impact on awareness about diet/nutrition, moderate impact on awareness about diseases and awareness about medicines. Regarding agricultural aspect it was found that television had high impact on life of the male respondents in terms of improvement of sales, information on crop production and preventing crop diseases whereas television had moderate impact on preventing crop diseases, live stock keeping and animal fertility. Association of socio-economic variables of male and female respondents with access to television revealed that there was no significant association of age, education and occupation on access to television. Association of socio-economic variables of male and female respondents for those who had control on television revealed that there was significant association of education with control of television.

Significant association of complete access to impact of television, complete control on use of television & impact of television and partial control on selling and purchase of television & impact of television was observed. Main constraints in use of mobile were economic dependency, lack of decision making ability, lack of control on use of mobile and lack of power supply.

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