TELEVISION IN INDIA :
A SOCIOLOGICAL STUDY OF
POLICIES AND PERSPECTIVES

Dissertation submitted to the Jawaharlal Nehru University
in partial fulfilment of the requirements for the
award of the Degree of
MASTER OF PHILOSOPHY

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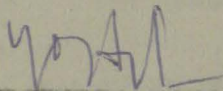SCHOOL OF SOCIAL SCIENCES
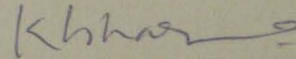
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of the requirements for the award of the degree
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We recommend this dissertation be placed before
the examiners for evaluation.

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Supervisor

PROF. K.L. SHARMA
Chairperson

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PREFACE

The present study is part of an inquiry into the mass
communications specially the emergence of television as the
most powerful mass medium in India in the recent years.

Very few countries in the world have undergone the kind
of communication revolution like India in the recent past.
There has been an unprecedented expansion of the television
network spreading into all parts of this vast country. The
approach of 'communication for development' has been the
major factor for acquiring the new technologies in communi-
cations in the developing and developed countries. This
leads to indiscriminate imports of communication technologies
from advanced countries along with the growth of free-market
economy oriented communication models. Thus, there is
uncritical adoption of foreign hardware and software with
utter negligence to local needs. This creates the problems
of (i) dependence on western technology, and (ii) cultural
identity. As yet, there is no proper policy framework inter-
linking communication, nation-building and various modes of
communications in India.

Communication planning has not got adequate theoretical
backing in India. The expansion of TV network has been
haphazard. There exists a wide gap between the hardware

and software. It is widely accepted that television has
tremendous potential for development and education. It
has the potential of becoming a sensitive mass medium by
fulfilling goal of providing a "people-oriented, problem-
oriented and development-oriented" television especially
in Indian context. This potential cannot be achieved without
a sound television policy based on an integrated communica-
tion and information perspective. The aim of this study is
to formulate such a policy framework.

This study has six chapters. The introductory chapter
specifies the objectives and methodology of the study.

The second chapter analyses the growth of TV network
in India. It also discusses the place of television in mass
communications, television: the world phenomenon and TV
and New World Information and Communication Order (NWICO).

In the third chapter, we deal with the various policy
issues concerning television. The major issues are autonomy
of Doordarshan; policy of expansion of TV network; accessi-
bility of TV, software policy for television; TV for national
development; family planning and human resource development;
inculcation of scientific temper, portrayal of women on
television; meaningful entertainment; information and news
policy; advertisement on TV; audience research etc.

The fourth chapter deals with various aspects of television programmes.

The fifth chapter deals with the role of television in social change.

In the sixth chapter, concluding observations are made.

I am extremely grateful to my supervisor Professor Yogendra Singh for his sincere guidance and kind inspiration without which this work would have not been possible. It is a privilege for me to work with a person of outstanding calibre and broad human outlook.

I wish to express my thanks to library staff of JNU; Indian Institute of Mass Communication; Nehru Memorial Museum and Library; Ministry of Information and Broadcasting (Research and Reference); Doordarshan; Press Institute of India and Eastern Media Limited, who extended all possible help in providing material.

Last, but not the least I must thank Suchitra, Rama, Ashok and Padmalochan for their help.

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(RABI NARAYAN ACHARYA)

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CHAPTER I

INTRODUCTION

Objectives of the Study

Ever since independence, the communication system
in India has achieved a massive expansion and modernization.
The approach of 'communication for development' has been
the key factor for acquiring the new technologies in
communications in the developing and underdeveloped
countries. As a result, indiscriminate imports of
communication technologies from advanced western countries
have taken place along with the development of free-
market economy oriented communication models. Thus,
there is uncritical adoption of foreign hardware and
software with utter disregard to local needs. The
consequences of this are: (a) dependence on western
technology and (b) problem of cultural identity in the
Third World.[1] So far, there is no proper policy frame-
work interlinking communication and nation-building and
various modes of communications. P.C. Joshi has made
the point rightly: "Communication has yet to emerge as

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1. Raj, Ashok, "From Radio Forums to INSAT: An Assessment
   of Indian Broadcasting System", Bulletin of Delhi
   Science Forum, vol.20(1), July-Aug. 1983, p.6.

an important policy instrument, integrating economic,
social, educational and cultural planning. The economics
and sociology of communication are still unexplored
fields in India. As a result there is not enough
theoretical support to communication planning..."[2]

The communication system is far from showing any
concern for the problems and needs of the rural folk, the
poor people, the workers, peasants, common people and
women. The elite pressure is making it "an instrument
of consumerism and counter reformation".[3] Joshi laments
that there is not enough political response to these
issues as well as the issue of tremendous pressure from
the people for a new information order.

A serious lacuna observed in Indian media scene
is the conspicuous absence of an overall information
and communication perspective. This is an important
dimension of the prevalent information order and needs
urgent attention of the communication experts, social
scientists, politicians and all concerned. The absence

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2. Joshi, P.C., "Communication and Nation-building:
   Perspective and Policy", Sardar Patel Memorial
   Lecture delivered on All India Radio on October 28-
   29, 1985; Mainstream, Nov. 16, 1985, p.42.

3. Ibid., p.42.

of such a perspective shows the utter disregard and
callousness with which the government treats one of the
most significant 'felt-needs' of the people. This also
leads to popular discontentment. One also becomes
suspicious of the commitment of the government to fulfil
aspirations of the people for a new information and
communication order. However, the explanation for the
non-existence of the overall information and communication
perspective can be found in the following:

a) not treating communication planning as an integral
   part of development planning;

b) domination of elite on the communication and
   socio-political processes; and

c) absence of social vision.

This has been the singular failure of social
scientists and communication specialists in bringing it
to the public notice and promoting awareness of the people
in this regard.

Things are changing at a fast rate in the field of
communications. In Karl Manheim's view, "Our parochial
world of small groups has expanded into a Great society
in a comparative short time".[4] This has happened not

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4. As quoted in ibid., p.42.

only in India but throughout the world. He has also
said that the old smaller groups and their self-regulating
mechanisms are changing into a conglomerate of smaller
as well as bigger groups in the modern society. This
makes the old modes of communications defunct and not
available in the present society. So, there is a vacuum
which the new communication order has so far not been
able to fill up. This situation has been characterised
by Joshi[5] as a situation of "an unguided social transition"
and full of turmoil, tension, anxiety and uncertainties.
This transition "has produced the mass society but not
yet a framework of sensitive mass communication - its
"cultural apparatus" and its conscious human agents".[6]

It is at this juncture that the objectives of this
study become clear and put in its context. The objectives
are two fold:

    i. to formulate a policy framework for Television
       in Indian context, and

    ii. to crystallize a total communication and
       information perspective applicable for television.

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5.   Ibid., p.42.

6.   Ibid., pp.42-43.

This we are doing by addressing ourselves to the
"felt-need" of people for information and communication
and their allied socio-economic and political dimensions.
How best can television be utilized for the development
of "a complete human being" both socially and psychologi-
cally? How can television help in alleviating poverty?
How can television help in nation-building? Who should
control television? What is the role of television in
the process of social change? We will analyse the role
of television in the following areas:

    i. information dissemination;

   ii. providing entertainment to the people;

 iii. education;

  iv. development;

   v. agriculture;

  vi. health and family planning;

 vii. national integration;

viii. inculcation of scientific temper among people;

  ix. secularism, etc.

We will also examine the television programmes and
their target audience.

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However, the major thrust of this study is to analyse the role of television in socio-economic development of and education for all in Indian context. How can TV achieve the goal of development and education? The present study discusses this issue also. It analyses the potential of television in revolutionising the "teaching-learning" system which is emphasised in the Challenge of Education: a policy perspective brought out by the Government of India. The establishment of Indira Gandhi National Open University in the capital is a step towards this.

Methodology

This study is mainly based on the secondary sources. The reports of various committees, books and articles are the major basis of our study.

CHAPTER II

TELEVISION IN INDIA

Place of Television in Mass Communications

It is widely believed that mass media has an important role to play in achieving national goals. The UNESCO report[1] on various aspects of communication and society provides eight following functions for mass media:

   i. dissemination of information;

   ii. socialization;

   iii. motivation;

   iv. promoting debates and discussion on public issues;

   v. education;

   vi. cultural promotion;

   vii. entertainment; and

   viii. integration.

And television, the newest electronic medium performs all these functions with brilliance and perfection.

Television is one of the nicest inventions of man. It has an edge over other forms of mass media viz. radio, newspapers etc. It has overcome the barrier put up by

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1.   UNESCO, Many voices One World, Paris, p.14.

illiteracy, which is the main hurdle with the print
media. It provides a unique communication process, in
a way helping mass communications becoming very simple
and speedy. It is a multi-media system predominated by
the visual medium. It is recognised that there is an
urgent need for mass education and communications media
for accelerating social change, creating awareness and
inculcating scientific temper among the masses. It will
also inculcate desired attributes and attitudes among
the masses necessary for national development.

Television, the powerful medium of communication,
is a product of the ongoing modern communication revolution.
It commands bigger influence on the perceptions, emotions
and the outlook of the masses than any other media. The
impact of television on the society is often compared
with the effect of "water dripping on a stone, steadily,
imperceptibly eroding old values and attitudes in favour
of new ones".[2]

It is also argued that television involves the
person as a whole. According to Skornia,[3] there is

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2.   Joshi, P.C., "Television, Culture and Communication",
      Mainstream, June 4, 1983, p.20.

3.   Skornia, H.J., Television and Society - An Inquest
      and Agenda for Improvement, McGraw Hill Paperbacks,
      1965.

substantial evidence by which it can be proved that
television viewing is hypnotic. To him, it is all-
engulfing, involving the person kinematically, sublimi-
nally, emotionally and intellectually. It reaches both
the literate and the illiterate audience and the
distribution process is simpler. Thus it is superior
to the print media. Also it has definite advantage over
radio because of its visual content which provides a
great help in the trial period during the adoption of
a new technique or idea and can reduce the adoption
time to a considerable extent. It combines both visual
presentation and sound and therefore becomes very relevant
for education. In most communication scientists view,
television is the most persuasive medium, unsurpassed
in range and speed.

McLuhan[4] holds that television is the most appropriate
medium for mass communication specially for the developing
countries because of its involving nature.

Television: the world phenomenon

Television, invented by John Baird, is associated
with the Second Industrial Revolution of advanced western
countries. Being an expensive tool, mainly of entertainment

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4. McLuhan, M., Understanding Media: The Extensions of
   Man, Signet Books, 1967.

(as it began) it became a part of the affluent life style and culture of the post-industrial society.

In 1936, the first regular public transmission of television started in England. This was closely followed by France in 1938 and the United States of America in 1941. Meanwhile the Second World War broke out and it saw an abrupt end of television services. However, the services were again revived in the late forties. In 1953, the first regular colour television transmission began in the U.S.A.

The 'Eurovision networks' were set up to link the West European countries by the year 1955. The exchange of television programmes between Europe and America became possible in 1962.

Highly influenced by tremendous potential of television, which was already seen in the advanced countries, the developing and the underdeveloped countries also showed keen interest in television. Recent years saw the introduction of television in these countries in large scale. (See Table-1.)

Television has become a world-wide phenomenon, today. The number of total television sets in the world touched 471 million in 1979. The detailed break-up of number of television receivers and receivers per one thousand

MEDIA SCENE IN NAM COUNTRIES

AFRICA	Popula-tion (000) 1980	Area (Sq. Km)	GNP per Capita (US $) Rate (1977)	Adult Lite-racy Rate (1977)	NEWSPAPERS No. of Daily News-papers (1979)	Estimated Circula-tion (000)	Diffu-sion Rate (000)	RADIO No. of Recei-vers (000) 1980	Recei-vers-per (1000)	No. of Trans-mitters	TELEVISION No. of Recei-vers (000) 1980	Recei-vers per (1000)	No. of Trans-mitters	Cinema Seats per (1000)
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)	(12)	(13)	(14)	(15)
Algeria	18594	2381741	1870	35	4	425	22	3230	174	53	975	52	43 (1979)	...
Angola	7078	1246700	470	...	5	120	17	125	18	55	30	4	...	4.9 (1979)
Benin	3567	112622	310	25	1	1	0.3	250	70	4	0.3	0.1	...	1.4 (1976)
Botswana	819	600372	...	...	1	17	21	67	82	4	...	...	...	1.2 (1975)
Burundi	4512	27834	200	23	1	...	...	150	33	5	...	...	...	...
Cape Verde	324	4033	...	...	...	...	...	41	127	3	...	...	...	...
Central African Republic	2221	622984	300	39	...	...	...	120	54	4	0.7	0.3	...	...
Chad	4524	1284000	120	15	4	...	...	100	22	3	...	...	2.9 (1977)	2.9 (1977)
Comoro	335	2171	...	...	3	...	...	38	112	7	...	...	...	...
Peoples' Rep. of Congo	1537	342000	900	...	3	...	...	92	60	10	3.5	2.3	1 (1976)	...
Djibouti	119	22000	...	...	...	...	...	17	143	3	5.0	42	1 (1976)	54.7 (1975)
Egypt	41995	1001449	580	44	9	2475	...	6000	143	77	1400	33	27 (1977)	5.7 (1975)
Equatorial Guinea	363	28051	...	...	2	...	...	100	275	3	1	2.8	...	14 (1977)
Ethiopia	31065	1221900	140	15	5	52	2	250	8	13	30	1	8 (1976)	...
Gabon	551	267667	...	...	1	...	...	96	174	16	9	16	8 (1976)	...
Gambia	601	11295	...	...	...	...	...	65	108	3	...	...	...	...
Ghana	11450	238537	420	...	5	345	31 (1978)	1870	163	19	57	5	6 (1979)	1.4 (1979)
Guinea	5014	245857	290	20	1	20	4	121	24	8	6	1.2	...	...
Guinea Bissau	573	36125	...	...	1	6	11	25	44	2	...	...	...	...
Ivory Coast	7973	322463	1150	47	1	53	7	1000	125	24	300	38	12 (1977)	5.3 (1979)
Kenya	16402	582646	420	50	3	156	10	540	33	22	65	4	4 (1976)	1.8 (1977)
Lesotho	1339	30355	420	52	3	...	...	30	22	4	...	...	...	...
Liberia	1873	111369	530	25	3	11	6	320	171	9	21	11	3 (1976)	5.1 (1979)
Libyan Arab Jamahiriya	2977	1759540	8640	...	3	...	...	135	45	20	165	55	13 (1977)	7.7 (1979)
Madagascar	8742	587041	350	50	12 (1978)	...	...	1700	194	21	45	5.1	8 (1977)	...
Malawi	5968	118484	230	25	2	31	5	275	46	10	...	...	...	0.9 (1975)
Mali	6906	1240000	190	9	2	...	...	90	13	9	...	...	...	...
Mauritania	1634	1030700	...	...	...	...	...	150	92	4	...	...	...	5.9 (1977)
Mauritius	959	2045	440	17	8	74	79	197	206	3	77	81	4 (1976)	48.9 (1979)
Morocco	20242	446550	900	28	9	230	...	3000	148	36	749	37	20 (1979)	8.0 (1977)
Mozambique	10473	783030	230	28	2	42	4	255	24	39	1.5	0.1	...	...
Niger	5305	1267000	330	5	1	...	...	250	47	19	5	0.9	...	...
Nigeria	77082	923768	1010	30	15	...	...	5600	73	111	450	6	28 (1978)	...
Rwanda	5046	26338	200	50	...	...	...	200	40	8	...	...	...	0.2 (1975)
Sao Tome & Principe	85	964	...	...	...	...	...	23	271	5	...	...	...	...
Senegal	5661	196192	450	10	1	25	5	300	53	17	4	0.7	1 (1976)	...
Seychelles	65	280	...	...	2	3.5	56	25	385	1	...	...	...	13.8 (1975)
Sierra Leone	3474	71740	280	...	2	10	...	335	96	3	20	6	2 (1977)	...
Somalia	3645	637657	...	60	1	...	...	87	24	4	...	...	...	...
Sudan	18691	2505813	410	20	3	18	1	1330	71	8	105	6	3 (1979)	4.8 (1979)
Swaziland	547	17363	...	...	1	8	15	81	148	7	1	1.8	...	7.5 (1975)

(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)	(12)	(13)	(14)	(15)
Togo	2699	56 000	410	18	1	7	3	550	204	11	10	3.7	4 (1979)	...
Tunisia	6369	163 610	1310	62	5	271	44	1000	157	12	300	47	10 (1977)	7 (1977)
Uganda	13225 (1979)	236 036	300	48	1	20	2	275	...	13	...	...	6 (1976)	1.1 (1977)
United Rep. of Cameroon	8503	475 442	670	...	3	28	3	760	89	19	...	...	...	3.5 (1979)
United Rep. of Tanzania	17982 (1979)	945 087	280	66	2	189	11	500	...	16	7	...	...	1 (1977)
Upper Volta	6908	274 200	210	5	1	1.5	0.2	110	16	9	10	1.4	1 (1977)	1.9 (1979)
Zaire	28291	2345 409	220	58	6	45	...	150	26	22	8	0.3	2 (1976)	...
Zambia	5834	752 614	560	44	2	109	19	135	23	16	60	10	5 (1979)	1 (1976)
Zimbabwe	7360	390 580	630	74	2	111	16	315	43	...	76	10	5 (1976)	...

CENTRAL AND
SOUTH AMERICA

(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)	(12)	(13)	(14)	(15)
Bahamas	237	13 935	...	...	3	33	146	110	464	5	31	132	...	31.8 (1979)
Barbados	253	431	...	...	1	21	85	135	534	1	50	198	2 (1977)	29.4 (1975)
Belize	162	22 965	...	...	2	7	41	71	438	6	...	...	...	...
Cuba	9883	114 524	...	96	9	891	91	2914	295	143	1273	129	35 (1979)	...
Grenada	109	344	...	...	1	...	...	35	...	3	...	...	...	47.9 (1975)
Jamaica	2192	10 991	...	...	3	128	59	719	328	19	167	76	9 (1976)	...
Nicaragua	2703	133 000	740	90	8	170	69	700	259	233	175	65	5 (1976)	...
Panama	1837	75 650	1730	...	6	148	79	285	155	258	220	120	10 (1977)	...
St. Lucia	120	616	...	...	1	4	35	85	708	4	1.8	15	...	...
Trinidad and Tobago	1139	5 130	4370	95	4	193	171	300	263	5	210	184	3 (1977)	52.4 (1979)
Argentina	27064	2766 889	2390	93	133	2556 [1978]	...	...	...	202	5140	190	75 (1977)	22.7 (1979)
Bolivia	5600	1098 581	570	63	14	214	39	500	89	124	300	54	2 (1976)	29.8 (1979)
Colombia	27093	1138 914	1180	...	38	1273	48	3010	110	...	2250	83	71 (1977)	14.7 (1979)
Ecuador	8354	283 561	1270	81	38	400	49	2650	317	...	500	60	16 (1976)	...
Guyana	884	214 969	...	...	3	67	77	303	343	8	...	...	...	48 (1979)
Peru	17780	1285 216	930	80	59	...	...	2750	155	189	850	48	13 (1976)	15.5 (1977)
Suriname	389	163 265	...	...	5	32	...	189	486	16	40	103	4 (1976)	...

ASIA

(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)	(12)	(13)	(14)	(15)
Afghanistan	15488 (1979)	647 497	...	12	14	69	...	1200	...	14	45	...	1 (1979)	1.3 (1979)
Bahrain	364	622	...	...	...	...	...	125	343	3	90	247	1 (1979)	...
Bangladesh	88656	143 998	130	26	30	404	5	710	8	12	10	0.9	6 (1978)	1.3 (1976)
Bhutan	1298	47 000	80	...	...	...	...	7	5	1	...	...	...	3.9 (1979)
Cyprus	629	9 251	...	...	12	67	...	313	498	6	150	238	5 (1979)	...
Democratic Kampuchea	8872	181 035	...	...	...	...	...	...	...	6	...	...	2 (1976)	...
Democratic People's Rep. of Korea	17914	120 538	...	...	11	...	...	...	...	...	...	...	...	...
India	685184 (1981)	3287 782	240	36	1173	14531	21	17868	26	160	1548	2.26	22 (1980)	7.37 (1980)
Indonesia	151894	1904 345	430	62	106	...	...	6200	41	...	1405	9	97 (1978)	4.5 (1977)
Iran	37447	1648 000	...	50	24	...	...	...	...	93	2085	56	17 (1976)	9 (1975)
Iraq	13084	434 924	320	...	5	325	...	2000	153	26	650	50	21 (1979)	5.5 (1977)

10-B

(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)	(12)	(13)	(14)	(15)
Jordan	3190	97 740	1420	70	5	...	...	536	168	13	171	54	5 (1977)	6.5 (1979)
Kuwait	1356	17 818	19830	60	7	...	...	525	387	19	542	400	7 (1979)	13 (1975)
Lao Peoples' Democratic Rep.	3721	236 800	...	41	3	...	...	350	94	4	...	...	...	...
Lebanon	3161	10 400	...	...	25	...	...	2000	633	10	750	237	5 (1977)	...
Malaysia	13436	329 749	1620	...	44	1796	...	2000	149	89	1004	75	38 (1979)	...
Maldives	148	298	...	...	...	...	...	4	28	3	1.1	7	2 (1979)	...
Nepal	14010	140 797	140	19	29	...	...	300	21	7	...	...	...	...
Oman	891	212 457	...	...	...	...	...	...	...	6	...	...	2 (1976)	1 (1976)
Pakistan	82441	803 943	300	24	119	1094	14	5500	67	28	800	10	13 (1977)	3.9 (1979)
People's Democratic Republic of Yemen	1969	332 968	420	40	3	12	...	100	51	6	35	18	3 (1976)	11.6 (1977)
Qatar	220	11 000	...	...	1	7	33	120	545	16	...	...	2 (1977)	17.6 (1975)
Saudi Arabia	8367	2149 690	11260	16	12	...	...	2500	299	...	2100	251	6 (1977)	...
Singapore	2391	581	4430	...	11	587	249	459	192	20	397	166	6 (1979)	30.3 (1979)
Sri Lanka	14738	65 610	270	85	22	...	...	1454	99	40	35	2.4	1 (1979)	12.4 (1979)
Syrian Arab Rep.	8979	185 180	1340	58	6	104	12	...	...	9	385	43	7 (1976)	6.2 (1979)
United Arab Emirates	796	83 600	26850	56	3	28	...	240	302	17	93	117	10 (1979)	43.5 (1977)
Vietnam	52299	329 556	...	87	3	500	...	...	...	39	...	...	...	3.5 (1979)
Yemen Arab Rep.	5926	195 000	430	21	..	...	...	110	19	6	1.1	0.2	...	4.2 (1978)
EUROPE														
Malta	364	316	...	...	5	...	...	137	376	3	76	207	4 (1979)	74.3 (1979)
Yugoslavia	22344	255 804	2620	85	27	2282	103	4635	207	656	4300	192	643 (1977)	19.8 (1979)
OCEANIA														
Vanuatu	109	14763	...	...	...	...	...	18	165	4	...	...	...	13.4 (1976)

Source: Vidura, vol.20(6), Dec. 1983, pp.336-38.

inhabitents are illustrated continent-wise in Table-2.

Table-2: Number of Television Receivers and
Receivers per 1000 inhabitents

Continents Major Areas and Group of countries	Receivers (millions) 1979	Receivers per 1000 1979
World Total	471	139
Africa	6.7	15
America	188	311
Asia	50	32
Europe (including USSR)	219	294
Oceania	6.5	295
Developed Countries	407	353
Developing Countries	64	29
Africa (excluding Arab States)	3.3	94
Asia (excluding Arab States)	47	31
Arab States	6.4	42
Northern America	151	619
Latin America	37	103

Source: "Number of Television Receivers and
Receivers per 1000 inhabitents",
Vidura. Dec. 1983, p.339.

The distribution of television receivers by continents
and major areas (estimated per cent for 1979) is shown
in Table-3.

Table-3: Distribution of television receivers
by Continents and major areas
(estimated per cent for 1979)

Europe	46.5
Northern America	32.1
Latin America	8.0
Asia	10.0
Africa	0.7
Arab States	1.3
Oceania	1.4

Source: "Distribution of television receivers
by Continents and major areas
(estimated per cent for 1979)",
Vidura, Dec. 1983, p.339.

Television and New World Information and Communication Order (NWICO)

Specifically, for the Third World, television, can play a positive role if it is utilized properly. It also has a definite role to play which can help the establishment of new World Information and Communication Order by:

    i. accelerating the process of decolonization of information;

    ii. helping democratization of information;

    iii. becoming a tool of development communication;

iv. fighting 'cultural imperialism' unleashed by
the advanced western countries on the third
world countries by awakening 'cultural identity'
and mutual appreciation of each other's culture;

v. initiating educational programmes; and

vi. promoting a better image of women.

Initiatives taken by UNESCO, UN, NAM and other such
agencies in establishing a New World. Information and
Communication Order are commendable. The Mac Bride
Commission report is a major step in this regard. However,
we must note here that, in the context of building a New
World Information and Communication Order the role of
television cannot be overemphasized.

Development of Television in India (1959-84)

(a) Introduction of TV in India

An experimental television service was introduced
in India with the inauguration of Delhi Kendra with the
UNESCO grant on September 15, 1959. The service started
in a small improvised studio. The programmes were telecast
for twice a week for one hour a day. Twenty-one community
TV sets were installed in different parts of Delhi.

To evaluate the effectiveness of telecasts as social
education a project was initiated with the help of UNESCO.
In the report of this study, it was observed that the

results were satisfactory. Impressed by this, the
organised teleclubs were increased to 182 by the year
1964. In 1961, with the assistance of the Ford Foundation
an educational TV programme was telecast for the children
of Delhi schools. The programmes were on Physics,
Chemistry, General Science and English. Teacher training
programmes were also telecast on Science and English.

Upto 1965, the main purpose of Delhi television was
for community viewing through teleclubs in villages
surrounding Delhi and for educational programmes for
school children. In August 1965, the first regular
general service began from Delhi,[5] by setting up a modern
studio with the assistance of the Federal Republic of
Germany. The general programmes telecast in Hindi and
English were folk music and folk dances, news and news
reviews, light entertainment, quiz programmes, discussions
on topical subjects, interviews with noted personalities
and experts.

In January 1967, a pilot project for popularising
new agricultural practices started in Delhi. 6,200
television sets were in operation within a range of 30

5. Govt. of India, India 1982, p.142.

kilometres from the New Delhi Television Station.[6] Thus,
it becomes clear that the development of television from
1959 to 1971 has covered Delhi area only and limited
merely to rural programmes and school TV programmes.

At the request of the Government of India a UNESCO
Mission, headed by John Willings visited India to analyze
All India Radio's Development and Training needs in
television broadcasting. In November 1969, the Willings
Mission gave a detailed report on the various aspects of
development of television in India.

In October 1972, after the lapse of thirteen years,
television services went beyond Delhi, with the inauguration
of the second television centre in Bombay. In 1973,
television kendras started functioning in Srinagar and
Amritsar. Television kendra came into operation in Calcutta,
Madras and Lucknow in 1975.

Satellite Instructional Television Experiment (SITE)

The potentials and possibilities of satellite
television an effective medium of mass communication
and education were first visualized and suggested by

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6. Govt. of India, India 1968, Publications Division,
   Ministry of Information & Broadcasting, p.135.

Dr. Vikram Sarabhai, the founder of Indian Space Programmes in the mid-60s. India was the first country in the world to use a satellite for direct telecasting to the remote villages. The SITE as a pilot project was first conceived in 1967-69 and a decision to implement it was taken in 1969. The SITE project was in operation for one year during 1975-76. If, the sole aim of the Satellite Instructional Television Experiment was to get "an opportunity to gain and share expertise in handling daily operational problems related to satellite TV hardware, programming, costs, and management on a small scale prior to launching their own national satellite for television, telephony and meteorology in 1981",[7] then it certainly proved to be an useful exercise. But, actually the aims of SITE, as enumerated in the Indo-US agreement of 1969 were quite high pitched. These were as follows:

"Primary Instructional Objectives: To contribute to family planning, improve agricultural practice, contribute to national integration.

Secondary Instructional Objectives: To contribute to general school and adult education, contribute to teacher training, improve occupational skills,

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7.   Mody, Bella, "Programming for SITE", *Journal of Communication*, vol.29(4), Autumn 1979, p.91.

improve health and hygiene".[8]

This was also echoed at seminar on software objectives
of Television organised by All India Radio in Delhi during
February 16-18, 1973:

> "Television must be utilized in the developmental
> process as an instrument of social change and
> national cohesion unhesitatingly upholding progressive
> values, and evolving the community in a free dialogue.
> Indian television has to shun the elitist approach
> and consumer value systems and evolve a truely
> national model. Television as a support to a
> better education should cater to both in school
> and out of school education".

How far SITE has been successful in evolving 'truly
national model' for Indian Television, i.e. Doordarshan
is open to doubt. We will examine this aspect along
with other relevant issues in the subsequent chapters.

The various agencies involved in the implementation
of the SITE were the U.S. National Aeronautics and Space
Administration (NASA), Indian Space Research Organization

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8. Memorandum of Understanding signed between NASA
   and the ISRO in 1969, as quoted in ibid., pp.92-93.

of the Department of Space, Satellite-Television Wing
of All India Radio (AIR), the bureau responsible for
television in the Ministry of Information and Broadcasting.
ISRO and NASA handled the hardware ground systems for
transmission and reception. The All India Radio handled
the production of TV programmes.

It was decided to carry out the SITE project in
six backward states, viz. Bihar, Orissa, Madhya Pradesh,
Rajasthan, Andhra Pradesh and Karnataka. (See Map-1.)
The criteria used for selecting these states were:

"...To gain the widest possible experience which
could be used in future nation-wide system, the
clusters will be located in regions having different
culture, linguistic and agricultural background. The
criteria for cluster selection are: (1) backwardness
of the region; (2) availability of sufficient
inputs and infrastructure facilities so that
adoption of techniques suggested in the programme
is possible; and (3) the possibility of continuity
of service after the satellite experiment".[9]

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9. This was stated in the Annual Report of the Department of Space for 1972-73, as quoted in Lok Sabha Secretariat, Estimates Committee (1973-74), Sixty-Fourth Report on Ministry of Information and Broadcasting: Television, Fifth Lok Sabha, 1974, p.64.

SITE COVERAGE
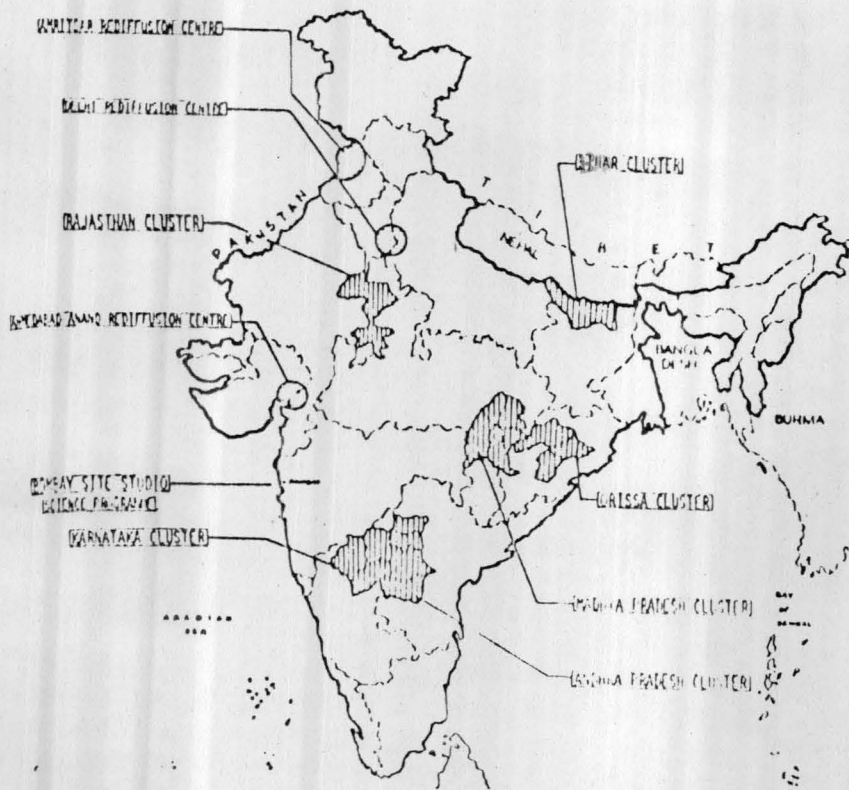
What are the characteristics of a backward area? For the selection of clusters, the Planning Commission's definition of 'backwardness' was accepted. Even then two states - U.P. and West Bengal - which fell under this definition were left out.

The reasons provided by the Director (Satellite) TV for leaving out these two states were, that, the Government felt that by 1975 (when SITE was launched) ordinary television would be covering these states by normal transmitters.[10]

However, the fact remains that the Government's feeling remained like that. Barring a few capital cities like Calcutta and Lucknow, most other rural areas as well as small towns were out of bounds for television services till the launching of INSAT satellite.

Community TV sets were installed in 2,338 villages by ISRO. The transmission was by NASA satellite, the ATS-6 for four hours daily, in 1975.

The beliefs and mores of Indian villagers and the climatic and physical conditions and the constraints, within which SITE had to function is nicely explained

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10. Ibid., p.65.

in the following words by Prof. K.E. Eapen: "SITE was
tried out in a nation of 567,169 villages, 455,000 of
them still dependent on ancient means of water supply.
Six out of ten villages do not have electricity. About
a seventh of Indian population are Harijans, there are
some 40 million tribal people in this vast sub-continent.
Here, nuclear reactors co-exist with buffalo-drawn under-
wear plows; electric locomotives empty passengers into
bullock carts; travellers with bed rolls tucked under
their arms and carrying hurricane camps rush into jet
aircrafts; folk media and cricket games get transmitted
via communication satellites. SITE came into this curious
bundle of conventions and contradictions. Of 400
'electrified' paper villages originally selected in
Karnataka cluster for SITE, only 84 had a power supply
that could be tapped for the experiment. Karnataka has
some 205 castes - 196 of them 'backward'. On the top
of the heap are Brahmins (priests), Lingayats (business-
men, single largest community, 14.6 per cent) and
Vokkaligas (farmers). The national culture is such that
the monopoly of media controllers comes mainly from these
groups".[11]

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11. Eapen, K.E., "The Cultural Content of SITE", Journal
    of Communication, vol.29(4), Autumn 1979, p.112.

We will discuss the impact of SITE and other issues related with it in the subsequent chapters.

Kheda Television

The experience of Pij (Ahmedabad) is a landmark in the annals of Indian television. It has gone a long way in evolving a new system which can truely be called 'rural television for India'. This is largely due to the deep involvement, unconventional and 'demystifying approach' of the Space Application Centre, Ahmedabad that Kheda TV experience has opened a new chapter in the history of Indian television.

About 560 community TV sets are there in the ten talukas of Kheda district started in 1976; Pij is engaged in making experimental TV programmes for rural people of Kheda district. The main target is the poverty-stricken majority - the landless labourers, the Harijans, the marginal farmers and other weaker sections of the society. The primary objective is to use TV and to supplement it by other means for education and development.

This has a message to the Indian scene. With the "seriousness of approach, the humility, the capacity of access both success and failure, the attempt to use TV in a vigilance role, guarding the rights of the

totally helpless, giving strength where strength is needed",[12] it has proved that TV can fulfil its role in our conditions. Unfortunately the people of India could not see the Pij programmes except of course the rural people of Kheda for whom they are made and beamed. If Doordarshan would have thought it fit to telecast these programmes through its TV channels, it could have acted as a catalyst for all future TV programming. Or, may be, Doordarshan is afraid of showing its inability to the public by making them compare the usual Doordarshan programmes with the Pij programmes, in which case actual difference will come out?

INSAT and the TV Expansion Plan 1984-85

The Atomic Energy and Space Research profile for the decade 1970-81 published in 1970, by the Department of Atomic Energy mentioned the general objectives of Indian space programme. One of the main objectives listed in this profile was "to use satellites in earth-synchronous orbit for telecommunidations - direct TV broadcasting, national TV hook-up, and point-to-point communications".[13]

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13. Singh, J.P., "Satellite Communications", Communicator, vol. 18(2), April 1983, p. 20.

1975 was an important year for the major policy decisions and initiation of planning actions in the field of satellite communications. A policy decision was taken by the Government of India to use satellites for domestic communication in November 1975. A Committee of Secretaries was set up to study the organisational, technical, timing, and financial aspects of INSAT-1. In 1976-77, the first generation Indian National Satellite (INSAT-1) system was defined. Its implementation was approved in July 1977 except the Radio and TV ground-segment which given approval in 1981.

The INSAT (Indian National Satellite) multi-purpose satellite (three-in-one concept) is very complicated and the first of its kind in the world. This is also cost-effective, compared to the single purpose satellite. Normally, for the three functions expected from the INSAT system, two satellite would have been necessary. But for the design of our space scientists, despite the failure of INSAT-1A, the three-in-one concept still holds good. The successful launching of INSAT-1B and the gradual utilization of the satellite by the various agencies proved this beyond doubt.

The Indian Space Research Organization and the Ford Aerospace of U.S.A. jointly designed and built the INSAT.

The INSAT system is a joint venture of the Departments of Space, Meteorology, Posts & Telegraph, All India Radio and Doordarshan. It is a major organizational innovation which goes above the conventional limits of the Government agencies and departments. Moreover, it is a technical innovation meant for practical applications specifically in Indian context to make mass communications, telecommunications and meteorological facilities more cost-effective. The Government entrusted the overall management of the INSAT system with the INSAT Coordination Committee (ICC) of Secretaries.

In April 1982, the INSAT-1A was launched. On 15 August in the same year, initial TV coverage through INSAT-1A began in the states of Orissa and Andhra Pradesh. New educational TV (ETV) programmes for primary schools were telecast. In September 1982, the INSAT-1A had to be abandoned because it developed technical snags.

Not disheartened by this failure, the space scientists went ahead with the launching of INSAT-1B, the second satellite in the INSAT series.

So much of importance and hope was never attached by so many departments on the success of one event - INSAT-1B's launching and positioning in the orbit. This was due to the fact that the fate of so many programmes were

dependent on this one event. For us, who are involved in mass communications research and keenly watching the developments, this was of added significance because it represents the massive television expansion scheme with aims to cover 70 per cent of India's population.

On August 30, 1983, INSAT-1B carried by American Space shuttle 'Challenger' was rocketed into orbit. It is 'geo-synchronous equitorial orbit satellite' at a distance of about 36,800 kilometres from the earth. It is positioned at 74° east longitude to provide optimum coverage of Indian territory. Weighing 1193.66 kilograms, INSAT-1B has a life span of seven years.

INSAT-1B commenced its operation on October 15, 1983. It is intended to perform the following functions:

"a) to establish long distance telecommunications (telephone, fascimile etc.);

b) to provide round-the-clock meteorological earth observation and data relay;

c) to transmit television programmes directly to the augmented TV receivers (DRS) in rural areas and to facilitate networking of TV transmitters;

d) to further improve regional and national networking of the radio transmitters".[14]

14. Chawla, N.L., "T.V. Networking Through INSAT-1B", Times of India, Delhi, Oct. 20, 1983.

The ground segment of INSAT-1B constitute the following:

    i. Master Control Facility (MCF) at Hassan;

   ii. Large earth stations situated in major cities;

 iii. Medium earth stations located in other cities and towns;

  iv. Small earth stations located in remote areas;

   v. Community TV receivers for direct reception from the satellite which will not be covered by terrestrial systems; and

  vi. Earth observation, data collection and transmission sub-system for meteorological facilities.

Through the large earth stations, INSAT-1B will supplement existing terrestrial communication facilities.

The IX Asian Games in November 1982, New Delhi provided the much needed fillip and made the 'image' conscious Government to introduce colour television. The other major contribution of the IX Asiad was the installation twenty low-power transmitters in different parts of the country. A transponder of Soviet satellite taken on lease was utilized to facilitate wide coverage of the Asian Games. In fact, IX Asian Games was a very important step towards expansion of television in India.

In the initial scheme for INSAT-1B, the proposed
TV utilization was limited to direct satellite TV broad-
casting to selected three districts each in Orissa, Bihar,
Andhra Pradesh, Uttar Pradesh, Gujarat and Maharashtra.
Merely, 8,000 Direct Receiving Sets (DRS) were provided
for the purpose. This scheme also envisaged setting up
of four high power broadcast transmitters for Gorakhpur,
Rajkot, Nagpur and Ranchi and a provision for 6,600 VHF
community TV sets.[15] These transmitters were to be
linked up from Delhi and Shillong and the installation
of TV receive only (TVRO) terminals at all transmitting
centres towards national networking.

But in July 1983, all of a sudden, an unexpected
announcement of sixty-eight crore 'Special Crash Plan'
for a massive expansion of television system came from
the government. This aimed at bringing seventy per cent
of Indian population under the television umbrella within
the time frame of the 1984.

This special plan of TV expansion has altered the
priorities. In the earlier plan for INSAT-1B (as pointed
our earlier in this chapter) television networking was
not given high priority.

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15. Ibid.

27-A

INDIA
TV CENTRES EXISTING
AS ON 1-3-1985
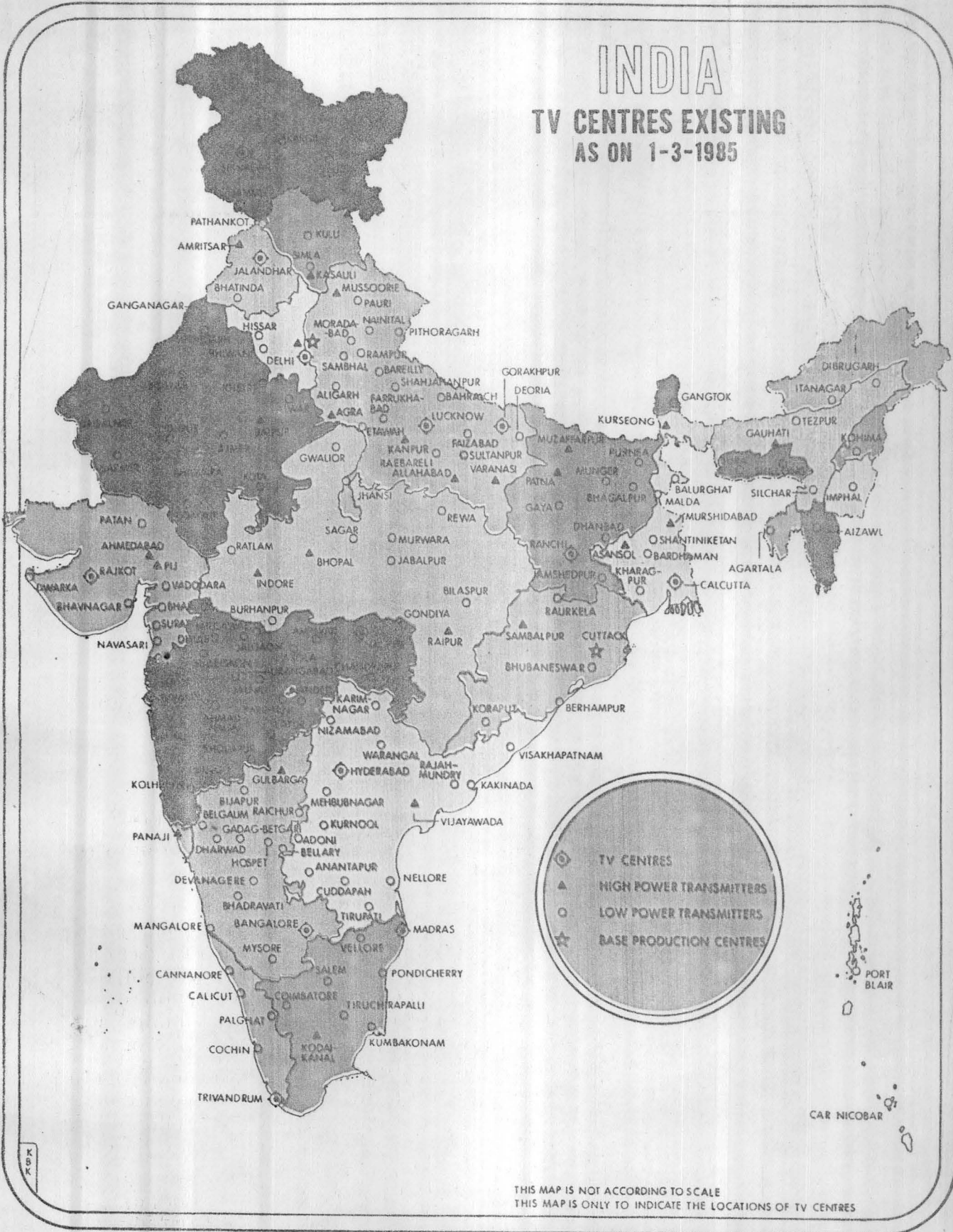
THIS MAP IS NOT ACCORDING TO SCALE
THIS MAP IS ONLY TO INDICATE THE LOCATIONS OF TV CENTRES

The new special plan makes provision for the instal-
lation of thirteen high power transmitters (HPTs - 10 KW
each) and 112 low power transmitters (LPTs - 100 W each)
apart from the 20 LPTs already installed during the end
of 1982.[16]

All towns with a population of one lakh or more
will be covered by new installations. On the whole, 132
LPTs and 47 HPTs, on the completition of the special
crash plan, will be linked through INSAT-1B for relay
of TV programmes. For a more comprehensive view of the
TV scene in India by the year 1984-85, (see Map-3 and
Table-4.)

Let us now see the present television scene in the
country. Out of the existing twelve studio-cum-trans-
mitting centres four are relay centres. All commercial
stations are covered by these centres. Apart from these,
there are 6 SITE centres, 3 interim set-up centres
located at Bangalore, Nagpur and Panaji. In addition
to all these there are 24 Low Power Transmitters making
to total at 45. (See Table-5.) Out of the 12 commercial
centres, eight have studios transmitting facilities.

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16. Ibid.

TV CENTRES IN INDIA
As on March 1, 1985

S.No. States/Union Territories	Place where located
1. ANDHRA PRADESH	Hyderabad
	Vijayawada
	Visakhapatnam
	Cuddapah
2. ASSAM	Guwahati
	Silchar
	Dibrugarh
3. BIHAR	Patna
	Ranchi
	Bhagalpur
	Darbhanga
4. GUJARAT	Ahmedabad
	Vadodara
	Bhuj
	Rajkot
5. HARYANA	Rohtak
6. HIMACHAL PRADESH	Shimla
7. JAMMU & KASHMIR	Srinagar
	Jammu
	Leh
8. KARNATAKA	Bangalore
	Bhadrawati
	Dharwad
	Gulbarga
	Mangalore/Udipi
	Mysore
9. KERALA	Alleppey
	Calicut
	Trichur
	Trivandrum
10. MADHYA PRADESH	Ambikapur
	Bhopal
	Chhatarpur
	Gwalior
	Indore
	Jabalpur
	Jagdalpur
	Raipur
	Rewa
11. MAHARASHTRA	Aurangabad
	Bombay
	Jalgaon
	Nagpur
	Parbhani
	Pune
	Ratnagiri
	Sangli
12. MANIPUR	Imphal

Sl. No.	States/Union Territories	Existing TV Centres		TV Centres under implementation
9.	MADHYA PRADESH	Bhopal Indore Raipur	Jabalpur Gwalior Ratlam Sagar Burhanpur Rewa Murwara Bilaspur	Singrauli Korba
10.	MAHARASHTRA	Bombay Nagpur Pune	Sholapur Nasik Kolhapur Aurangabad Sangli Amravati Malagaon Akola Dhula Nanded Ahmednagar Jalgaon Jalna Bhusawal Chandrapur Lutur Parbhani Gondiya	
11.	MANIPUR	—	Imphal*	Ukhrul
12.	ORISSA	Sambalpur	Rourkela Bhubaneswar Berhampur Koraput	Cuttack
13.	RAJASTHAN	Jaipur	Jodhpur Ajmer Kota Bikaner Udaipur Alwar Ganganagar Bhilwara Khetri Jaiselmer Barmer Suratgarh	
14.	PUNJAB	Amritsar Jalandhar	Pathankot Bhatinda*	
15.	TAMIL NADU	Kodaikanal Madras	Tiruchirapalli Salem Vellore Kumbakonam Coimbatore	Neyveli
16.	UTTAR PRADESH	Allahabad Agra Gorakhpur Lucknow Mussoorie Kanpur Varanasi	Bareilly Deoria Moradabad Aligarh Jhansi Sultanpur Rai-Bareli Faizabad	

Sl. No.	States/Union Territories	Existing TV Centres		TV Centres under implementation
			Etawah	
			Behraich	
			Shahjahanpur	
			Rampur	
			Pauri	
			Farukhabad.	
			Nainital	
			Pithoragarh	
17.	WEST BENGAL	Asansol	Kharagpur	Siliguri
		Calcutta	Malda	
		Murshidabad	Bardhaman	
		Kurseong	Balurghat	
			Shantiniketan	
18.	HIMACHAL PRADESH	Kasauli	Kulu	
			Shimla	
			Leh	
19.	JAMMU & KASHMIR	Srinagar	Kargil	Poonch
			Jammu*	
20.	MEGHALAYA	—	Tura*	
			Shillong*	
21.	PONDICHERRY	—	Pondicherry	
22.	NAGALAND	—	Kohima*	Dimapur
23.	MIZORAM	—	Aizawl*	
24.	SIKKIM	—	Gangtok	
25.	TRIPURA	—	Agartala*	
26.	ANDAMAN & NICOBAR ISLANDS	—	Port Blair	
			Car Nicobar	
27.	ARUNACHAL PRADESH	—	Itanagar*	Tezu
				Pasighat
28.	GOA, DAMAN & DIU	Panaji	—	

*LPTs being upgraded to HPTs.

Table-5: Commercial Centres

Studio-cum-Transmitting Centres	Relay Centres
Delhi	Mussoorie
Bombay	Pune
Jullundur	Amritsar
Calcutta	
Madras	
Lucknow	Kanpur
Hyderabad	
Srinagar	

Source: Mehta, Roda, "To the ranks of media-rich nations", The Economic Times, Saturday Supplement, Delhi, Feb. 25, 1984, p.IV.

Six SITE on-going centres are also there. It is expected that the three interim set-up centres will soon have studio facilities. Out of the 24 low power transmitter (L P Ts), 5 are in the north zone, 13 in the east zone, 2 in the south zone, and 4 in the west zone.[17] (See Table-6.)

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17. Mehta, Roda, "To the ranks of media reach nations", The Economic Times, Saturday Supplement, Delhi, Feb. 25, 1984, p.I.

Table-6: Low Power Transmitters

North-Zone	South-Zone	West-Zone	East-Zone
Jammu	Kakinada	Indore	Gauhati
Simla	Trivendrum	Bhopal	Gangtok
Deoria		Ahmedabad	Shillong
Suratgarh		Gwalior	Kohima
Allahabad			Imphal
			Aizawl
			Agartala
			Itanagar
			Malda
			Asansol
			Bhubaneswar
			Patna
			Port Blair

Source: Mehta, Roda, "To the ranks of media-
rich nations", The Economic Times,
Saturday Supplement, Delhi, Feb. 25,
1984, p.IV.

The coverage made by 41 transmitters as estimated
by the Directorate General, Doordarshan, New Delhi is
6.8 per cent of the total land area, or 221,790 square
kilometres. The total population covered by Doordarshan
is 1,258.42 lakhs which is 19.1 per cent of the total

population. (See Table-6.) This population constitutes
58 millions of urban areas and 68 millions of about
54,000 villages. However, these figures exclude coverage
of Allahabad, Ahmedabad, Gwalior and Asansol stations.

Along with this massive expansion of the TV network
the growth of TV receivers is also marching ahead. (See
Table-7 for number of TV Licences) (centre-wise).)

Table-7: Number of TV Licences in Force as
on 31.12.82

	Transmitter	Number of TV Licences in Force as on 31.12.82	Remarks
	Main Kendras/Relay Centre/ Rural Transmitters		
1.	Delhi	4,30,867	
2.	Mussoorie	94,565	
3.	Bombay	4,86,598	
4.	Pune	70,915	
5.	Calcutta	2,37,445	
6.	Lucknow }	87,350	
7.	Kanpur }		
8.	Madras	2,20,500	
9.	Jallandhar }	2,31,936	
10.	Amritsar }		
11.	Srinagar	18,381	
12.	PIJ-Ahmedabad	24,486	
13.	Jaipur	28,767	
14.	Raipur	4,084	
15.	Muzaffarpur	1,214	
16.	Hyderabad	43,785	
17.	Gulbarga	455	
18.	Sambalpur	3,141	As on 30.4.83
19.	Bangalore	61,832	
20.	Nagpur	10,378	
21.	Pannaji	2,008	
	Total	20,60,727	

Source: Doordarshan: Annual Report, 1982-83.

By the end of the year 1982 there were about 21 lakh television receivers which is a 25 per cent growth over the previous year.[18] (See Table-8.)

Table-6: Growth in TV Licences

Year	Sets (in lakhs)	% growth
1977	6.8	41
1978	9.0	33
1979	11.5	28
1980	15.5	34
1981	16.7	8
1982	20.9	25

Source: The Economic Times, Saturday Supplement, Feb. 25, 1984, p.IV.

The distribution pattern of television sets is highly tilted towards the urban areas. Out of the 25 lakh TV sets in the country today, 90 per cent are in 12 commercial centres. In addition to it, there are 5 lakh video sets, the majority of which are seen the metropolitan areas.[19] (See Table-9.)

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18. Ibid., p.I.

19. Ibid.

Table-9: Set Count

	Lakhs
12 Studio-cum-transmitting Centres	23.30
6 SITE continuity centres	0.62
3 Interim set-up centres	0.74
24 LPTs	0.35
	25.01

Note: Excludes 5 lakh video sets.

Source: The Economic Times, Saturday Supplement, Feb. 25, 1984, p.IV.

In the 'special TV expansion plan', because of time frame, only the centrally prepared programmes from Delhi will be relayed by all the new transmitters. (See Table-10.)

Table-10: Future TV Network

	Transmitters		Primary Coverage %
	TPT (1-10 KW)	LPT (100 W)	
Present Position	21	24	19
At end of VI Plan	34	20	34
Special Plan (additional)	13	113	19
By end of VI Plan*	47	132	53

* With 22 TV programmes production centres as against 8 today.

Source: The Economic Times, Saturday Supplement, Feb. 25, 1984, p.IV.

The important features of the special plan are:[20]

(a) The new special plan envisages primary TV coverage for fifty per cent of the population and usable TV coverage (i.e. weaker TV signals) for additional twenty per cent of the population bringing the total TV coverage to seventy per cent of the population.

(b) Priority is also given to TV coverage of border and strategic areas.

(c) It also provides for the TV coverage of important national project areas.

(d) The important inclusion in the plan is the TV coverage of all towers having more than one lakh population numbering 112 (and the neighbouring rural population).

Hence, by the end of the sixth five year plan and the implementation of the special plan there will be 22 TV programme productions centres in place of the satellite the TV map of India can be visualized in the manner in which it is shown in Table-11.

In order to achieve the targets of expansion of TV coverage by the end of 1985 the expenditure will be ß.68.10 crores including ß.9 crores in foreign exchange.

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20. Ibid., p.I.

Table-11: Programmes Telecast

Centres	Receive from	Timings	
		Week days	Sundays
12 S&T	8 individual + 4 relay stations	6 - 11 p.m.	9-11.30 a.m. (B/D/M)
6 SITE Nagpur	Delhi (national network)	9-10.30 p.m.	4.30-10.30 p.m.
2 Interim	Bombay/ Delhi	6 - 11 p.m.	9-11.30 a.m. 4.30-11 p.m.
24 LPTs	Delhi	All programmes upto 10.30 p.m.	

Source: The Economic Times, Feb. 25, 1984, p.IV.

Out of this Rs.40 crores will come from the ongoing sixth plan allocation. The rest Rs.28.10 crores will be funded from the Akashwani-Doordarshan non-lapsible commercial revenue fund.[21]

The other main requirements for the achievement of the targets are:

(i) The quality and content of the TV programmes have to be improved. For this purpose, an expert working group has been set under the chairmanship of Prof. P.C. Joshi. (See Chapter- 2.)

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21. Ibid., p.IV.

(ii) Augmentation of production of TV sets to meet the demand of 20 lakh sets by end of 1984 of which half will be for colour.[22]

(iii) Cost of TV sets both black and white as well as colour has to be within reasonable means and affordable.

(iv) Provision for proper maintenance of TV sets, i.e. adequate service centres spread throughout the country equipped with trained engineers and technicians.

(v) Provision for additional trained TV staff specially the TV producers to cater the diverse needs of the large TV audience.

(vi) Generation of adequate funds for Doordarshan (for which an Advisory Committee has been formed).

(vii) Manufacture and installation of HPTs and LPTs.

The Ministry of Information and Broadcasting has moved a proposal to the Planning Commission for introduction of a second channel for TV.

Doordarshan: Organization and Administration

Television functioned as a mass media under the clutches of All India Radio and got a step-motherly treatment until March 1976. On April 1, 1976, it was

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22. Ibid., p.IV.

liberated with the establishment of independent directorate
of Doordarshan. The directorate was entrusted with the
function of management of programme activities, and
planning for its development. The seventies saw the
rapid and major expansion of television in India till-to-
date.

The Directorate General, Doordarshan, comes under
the Ministry of Information and Broadcasting. Doordarshan,
organizationally is headed by the Director General. "He
is responsible for the administration, programme, engineer-
ing and all other matters connected with the activities
the entire organization".[23]

Doordarshan has 5,365 staff as on December, 15, 1982
(sanctioned strength). Following is the break-up:

(Doordarshan Staff) Table-12

	Sanctioned Post
Group A	303
Group B (Gazetted)	265
Group B (Non-Gazetted)	348
Group C	1,772
Group D	783
Total	3,421
Staff Artists	1,944
Total	5,365

Source: Doordarshan: Annual Report 1982-83,
Directorate General Doordarshan, Mandi,
New Delhi, Jan. 1983, p.28.

23. Doordarshan: Directorate General Report, 1982-83.

CHAPTER III

TELEVISION POLICY IN INDIA

This chapter deals with the various policy issues concerning the broadcast media, specially the television. The question of autonomy of Doordarshan, the policy of expansion of TV network, the issue of accessibility of television, the software policy for TV, television for national development etc. are discussed in this chapter. Issues like family planning and human resource development, inculcation of scientific temper, portrayal of women on TV, meaningful entertainment, information and news policy, advertisement on television, audience research etc. are also discussed.

Television: Government Control

The issue of state control over broadcasting media has been a burning topic for debates and discussions. There are a good number of votaries of autonomy of the broadcast media. In the view of the German philosopher Immanuel Kant, autonomy "is a doctrine of the human will carrying its guiding principle within itself."[1] What is

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1. "Akash Bharati: National Broadcast Trust", Report of the Working Group on Autonomy for Akashvani and Doordarshan, Ministry of Information and Broadcasting, Government of India, New Delhi, 1978, vol.1, p.22.

the idea of autonomy? The Report of the Working Group
on Autonomy for Akashvani and Doordarshan,[2] better known
as Vergese Committee Report identifies seven facets of
autonomy. They are:

(i) Substance, not form: The question of autonomy
is not a matter of its nomenclature, but the real substance
that matters. The character of an institution projects
the 'real life situations' irrespective of the structure.
It also depends on factors beyond law.

(ii) Monopoly evokes restraint: Autonomy for broadcast
media is inconceivable in monopolistics systems. This
is, however, possible in a competitive situation. In
case of public autonomous institution, goals are set and
performance is monitored. In this context, "freedom of
press" has an important bearing. What is its meaning?
Neither every newspaper is fully nor uniformly objective.
In fact, individual papers have their considered view-
points in the fields of economy, politics and culture.
The thrust of freedom of press is the existence of
competitiveness. The reader is exposed to a large range
of choices as there are many newspapers, of which each
one expresses itself freely and has its own policy.

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2.   Ibid., pp. 22-27.

The reader is free to draw his conclusion having been
well-aware of the subjectivity and bias of the papers.
However, such a situation does not exist in case of broad-
cast media in India. Some restraints are bound to be
there, as we have a monopolistic system in All India
Radio and Doordarshan.

(iii) <u>Not a Gift</u>: Autonomy on its own does not come
nor is given so easily. It has to be earned by consistent
and systematic efforts by political leadership, media
experts, social scientists and the people in general
through sustained public pressure. The quantum of autonomy
or the degree of interference will be dependent on "the
internal affairs" and "credibility" of the institution.
If Doordarshan is made autonomous, "to what extent it
can protect its autonomy will largely depend on how well
it is run, to what extent it satisfies its consumers,
the excellence of its programmes and how objective and
fair it is in news and current affairs programming. Its
ability to remain autonomous and to prevent constant
intervention by outside authorities will largely depend
upon itself".[3]

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3. Ibid., p. 25.

(iv) <u>Culture of Independence</u>: The concept of autonomy concerns the management of the organization. It is generally presumed that autonomy of Doordarshan is mainly autonomy in relation with the Government. However, there are other kinds of demands for more autonomy, such as, Station Directors from Doordarshan directorate, and the producers and technicians claim creative autonomy and a greater say in the policy formulation. Therefore, the autonomy has to be more comprehensive. This has to promote "decentralization of management" and "culture of independence".

(v) <u>Objective Measure, Accountability</u>: The concept of autonomy is not absolute. This has close links with accountability. The pertinent questions in this regard are, "autonomy for whom", and "autonomy for what". Autonomy for Doordarshan is not only desirable from the Government, in fact it is necessary. But autonomy must be granted along with the "agreed set of goals" and Doordarshan should be made accountable for its acts of ommissions and commissions. Thenly, the actual meaning of autonomy can be realised because it cannot become arbitrary and manipulation of it by individuals for their vested interests will not be possible.

(vi) The Vergese Committee admits that absolute autonomy is not attainable because of the prevalent mode

of national planning. The planning process sets itself
to attain certain goals in the professed direction of
progress and development of the nation. Any organization
in India, including Doordarshan, however, autonomous
it becomes it should "necessarily be part and parcel
of the larger process of national planning and develop-
ment".[4] However, a distinction must be made between
"national development and national goals" and "party
political goals".

(vii) The National Environment: The national environ-
ment moulds the taste and working of autonomy. It is
generally accepted that all human beings are products
of their surrounding environment and circumstances.
Likewise, Doordarshan will definitely be conditioned by
"the general ethos, culture and temperament of the
people". Vergese Committee commends the "sturdy indepen-
dence" of Indian people and hopes that "if they manifest
these attitudes, there would automatically be a congenial
environment for an autonomous broadcasting system".[5]
But it also warns that "it is difficult to conceive of
autonomy if it is to be an isolated oasis in dreary desert

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4.   Ibid., p.26.

5.   Ibid., p.27.

of servitude and sycophantic responses".[6]

When the autonomy for television is discussed, the example of British Broadcasting Corporation comes up spontaneously. In 1926, the BBC became an autonomous institution and was allowed to raise its financial resources from the sale of licences. Thus BBC got the resources for turning it to be producer and not merely the broadcaster. The evolution of BBC along the lines it has taken has the bearings, in Raymond Williams's view, on the following:

(i) "the early development of Britain as an industrial society, with an extended communications network over a relatively small geographical area, had already to an important extent 'nationalised' its culture; it had, for example, led to a predominantly national press.

(ii) a dominant version of the national culture had already been established, in an unusually compact ruling class, so that public service could be effectively understood and administered as service according to the values of an existing public definition, with an effective

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6.   Ibid., p.27.

paternalist definition of both service and
responsibility.

(iii) the character of the British State, which,
because of the compactness of its ruling-
class, proceeded in many matters by appoint-
ment and delegation rather than by centralised
state administration. This permitted the
emergence of a state-regulated and state-
sponsored public corporation which was yet
not subject to complete state control. The
flexibility which was latent in this kind of
solution, though continually a matter of dispute,
permitted the emergence of an independent
corporate broadcasting policy, in which the
independence was at once real, especially in
relation to political parties and temporary
administrations, and qualified, by its definition
in terms of a pre-existing cultural hegemony".[7]

However, the Indian situation is different from that
of the British. While in U.K. industrial revolution had
taken place long back, India still strives for industria-
lization. The U.K. is an advanced affluent country,

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7.   Williams, Raymond, _Television: Technology and
     Cultural Form_, Fontana/Collins, Glasgow, 1979,
     pp. 33-34.

whereas India is a developing nation. In India, millions
of people live below the poverty line, always fighting
for food and shelter. Our national goals, plans for
development and progress priorities are different from
those of the British. That apart, India attained indepen-
dence barely about four decades ago and there was lack
of political will in this regard. Therefore, a broad-
casting system like the BBC has not evolved in India
yet.

What should be the broadcasting system best suited
to Indian conditions? The first Prime Minister of India,
Jawaharlal Nehru had a semi-autonomous institution in
BBC pattern in mind when he was deliberating in the
Constituent Assembly on March 15, 1948. He said: "My
own views of the set up for broadcasting is that we
should approximate as far as possible to the British
model, the BBC; that is to say, it would be better if
we had a semi-autonomous corporation under the Government,
of course with the policy controlled by the Government,
otherwise being not conducted as a Government department
but as a semi-autonomous corporation. Now, I do not
think that is immediately feasible. I have merely
mentioned this to the house. I think we should aim at
that, even though we may have many difficulties. In
fact, in most matters we should aim at the semi-autonomous

corporation, the policy and other things being distantly controlled by the Government, but the Government or Government departments not interfering in their day-to-day activities".[8]

But the successive Prime Ministers have different views about this. While Indira Gandhi was totally opposed to the concept of autonomy for either Doordarshan or A.I.R. Rajiv Gandhi feels that India is not yet ready for it. Rajiv Gandhi voiced such an opinion first at the National Press Club in Washington and secondly at the Vigyan Bhavan Press Conference on July 7, 1985. A.S. Abraham thinks that perhaps Rajiv Gandhi's view about autonomy for Doordarshan and A.I.R. springs "from the mistaken belief that between autonomy and official control there is no is via media". As a corrolary once the control is removed, the fear is that all the country's problems - regional and communal conflict, separatist movements, corruption, criminality will be magnified".[9] However, none of this assumption is valid. Autonomy of media provides for regulation by the government

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8. As quoted in Akash Bharti, op. cit., p.4.

9. Abraham, A.S., "Autonomy for Radio and TV: Giving Professionalism Its Need", _Times of India_, July 12, 1985.

in public interest, but the objectives and nature of
such regulation are defined and the professionals manage
the institution "as they think the best".

The Bhagvantam Committee[10] in 1965 and the Chanda
Committee in 1966 had recommended autonomous corporation
for television and radio. "In April 1974, I.K. Gujral,
the then Information and Broadcasting Minister talked
of 'internal autonomy' envisaging 'financial matters,
recruitment, acquisition of equipment and everyday
management".[11] However, no government did anything for
autonomy of radio and TV, not even the Nehru government,
although they did not rule it out theoretically.

It was during the Emergency days that the govern-
ment's attitude towards radio and television became
                                  was
more stiff. The press/not even spared from daggers of
censorship. During the years from 1975 to 1977, the
radio and television lost their "credibility and
professionalism". The large-scale misuse of the official
media was reported in the "White Paper on Misuse of Mass
Media"[12] which was enquiring the emergency excesses.

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10. Ibid.

11. Ibid.

12. Govt. of India, White Paper on Misuse of Mass Media,
    New Delhi, 1977.

In this connection Mehra Masani's letter to India Today,
a Delhi based fortnightly is significant: "I believe
the time has come to challenge the law courts, the
Government of India's misuse of the media".[13] In this
context she cites a judgement of U.S. Supreme Court:
"It is the right of viewers and listeners, not the right
of broadcasters, which is paramount. It is the right
of the public to receive suitable access to social,
political, aesthetic, moral, and other ideas and experien-
ces which is crucial here. That right may not be
constitutionally abridged either by Congress (US) or
by the Federal Communications Commission (U.S. Govt.
agency regulating broadcasting)."[14]

The Vergese Committee was appointed in 1977 against
a specific historical background of emergency. The
Janata Party which came to power in 1977 also had
"autonomy for radio and television" in their election
manifesto. This Committee in its report recommended,
"We are of the opinion that all the national broadcasting
services should be vested exclusively in an independent,
impartial, and autonomous organization established by

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13. As quoted in Malik, Iqbal, "Highlands and Lowlands",
    Seminar, No. 292, Dec. 1983, p.18.

14. Ibid., p.18.

law by Parliament to act as a trustee in national interest".[15] On the top of it, "the autonomy of the corporation and its independence from government control should be entrenched in the Constitution itself, and the idea of a trust woven into it".[16] However, the government could be given "a restricted power... to require the Trust to refrain from broadcasting any matter which has a clear relation to national security, the preservation of public order, and other matters of grave importance. A power can also be conferred on the Government to require broadcasts in cases of emergency".[17] However, by then, the Janata Party had realised the significance of the control of radio and television, and was very reluctant make them free. In 1979, the Prasar Bharati bill was introduced in Lok Sabha to give autonomy to A.I.R. and Doordarshan. "It proposed to give itself the right to Prasar Bharati (as the new body was to be called) directives as and when necessary which would have to be carried out".[18] Thus, it took back in one hand what it seems to have given by the other.

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15. Akash Bharati, op. cit., p.37.

16. Ibid., p.225.

17. Ibid., p.225.

18. Abraham, A.S., op. cit.,

The Joshi Committee which submitted its report to the government in 1984, on the issue of software policy for Doordarshan was of the opinion that Indian television's present structure hampers creativity. It proposed, "a structure may be fully autonomous from Government control and yet still be a formidable constraint on the release of creativity. An institution may continue to be within the Government framework and yet be so restructured as to assist creativity and innovation as, for instance, in the case of the Atomic Energy and Space Research Centres".[19]

What are the reasons the government provides for not accepting autonomy of Doordarshan? The two much talked about reasons are:

    (a) TV has to act as an agent of development
        communication; and

    (b) it has to work towards 'national confidence-
        building'.

As far as the first is concerned, Doordarshan publicises the works done by the government or the plans for that, but towards development by dissemination

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19. "Indian Personality for Television-IV: Report of Working Group on Software for Doordarshan", *Mainstream*, May 5, 1984, p.15.

information highlighting poverty and exploitation it
contributes very little. Even the privately owned press
has made a significant contribution, which is accepted
by the Second Press Commission's Report (April 1982):
"Though, judged by readership or by ownership, it is not
necessary for most of our newspapers to highlight the
issues of poverty, the press has made a notable contri-
bution by reminding readers of those who live below the
poverty line and giving the ruling middle and upper classes
a feeling of guilt".[20]

Rather doing promotion of social awareness,
Doordarshan indulges in "entertainment fare" basing
upon "the lowest common denominator of popular taste"
and thereby "promote a drugged indifference to problems".[21]
It is also a fact that people buy radio sets to listen
to film songs, sports commentaries and news. They don't
buy radio to listen to the usually dull current affairs
and other such programmes. Similar is the case of TV
sets. People buy them for seeing films and film-based
programmes and the serials portraying the life-style of

20. Report of the Second Press Commission, April 1984.
    As quoted in G.N.S. Raghavan, "In Deep Freeze",
    Mainstream, Aug. 24, 1985, p.20.

21. Ibid., p.20.

the urban middle-class and not for Krishi Darshan
programmes.

Regarding the second reason, i.e. "national confidence
building" less said the better. Rightly, G.N.S. Raghavan,
the former Secretary, Press Commission and the Working
Group on Software for Doordarshan asks: "Is it promoted
by sweeping under the carpet the problems of corruption
in places high and low, and of inefficiency and callous-
ness in the working of government departments and municipal
services?"[22] Both A.I.R. and Doordarshan kept their
listners and viewers away from these unpleasant realities.
Here also, the press has scored over radio and TV which
contributed to the "confidence in the self-correcting
processes of the democratic system" by exposing and thus
mitigating social as well as political wrongs. Examples
of exposures worth naming are: the blinding of under-
trials in Bhagalpur in Bihar, existence of flesh trade
in parts of Madhya Pradesh, Uttar Pradesh and Rajasthan
proved by purchase of Kamla-tribal woman from Dholpur,
Kuo oil deal, and misuse of the Indira Gandhi Pratibha
Pratisthan by A.R. Antulay which forced him from to
resign from chief ministership of Maharashtra.

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22. Ibid., p.20.

Policy of Expansion of TV network

There was no consistent policy of expansion of television network in India. The decisions were ad hoc and based on political and other considerations. The basic motives seem to be governmental propaganda rather than a well-planned communication strategy. The priority and importance attached by government to broadcasting can be seen in the meagre allocation of funds for A.I.R. and Doordarshan in the various plan. (See Table-13.)

Table-13: Plan Figures on Broadcasting
(Rs. in lakhs)

	Allocation	Expenditure
Pre-Plan (1948-51)	364.00	-
First Plan (1951-56)	494.00	219.00
Second Plan (1956-61)	800.00	567.00
Third Plan (1961-66)	1400.00	764.00
Three Annual Plans (1-4-1966 to 31-3-1969)	1467.00	1008.00
Fourth Plan (1969-74)	6801.16 * (4510.20 for Sound, 2290.96 for TV)	2712.00 (1567.00 for Sound, 1145.00 for TV
Fifth Plan (1974-79)	8938.00 (3840.00 for Sound, 5098.00 for TV	

* Ceiling for Expenditure fixed at Rs.4000 lakhs.

Source: "Akash Bharati: National Broadcasting Trust", Report of the Working Group on Autonomy for Akashvani & Doordarshan, Ministry of Information & Broadcasting, Govt. of India, New Delhi, 1978, p.A-107 (Appendix Q).

There has been small increase in the funds allocation
but the utilization of the allocated amount was very low.
This state of affairs continued till the fifth five year
plan. But, the sixth five year plan had a big departure
in allocation of funds. For television, the sixth plan
had a provision for Rs.870 million. Because of subsequent
expansion plans as mentioned in the introductory chapter,
the outlay went up to about Rs.2400 million.[23]

In the beginning of the sixth plan (1960-85) the
coverage of All India Radio was 90 per cent of the
population and 78 per cent of area of our country. But
Doordarshan has a coverage of 16 per cent of the population
and area-wise 6 per cent. By the end of the sixth plan,
AIR would cover 95 per cent of the population and 86 per
cent of the area, while Doordarshan would cover 33 per
cent of the population and 17 per cent of area of the
country. It was the special television expansion plan
(originally not incorporated in the approved sixth plan)
which has changed the media scene of India tremendously.
This plan made a provision for Rs.68 crores aiming at
a coverage of 70 per cent of population by November 1984.

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23. Bisarya, S.K., "Special Expansion Plan For Door-
    darshan", India and Foreign Review, vol.21(16),
    15 June, 1984, p.22.

This plan included 13 HPTs (10 KW) and 113 LPTs. Further,
6 more low power transmitters were also sanctioned.
This plan was implemented in 1983-84 and 1984-85. In
1984, some new projects including expansion of TV network
in north-eastern region were sanctioned. These involved
an outlay of Rs.56 crores. The objective being, with
the completion of these projects, 186 TV transmitters
of different powers, which will cover 70 per cent of
population of India. However, in north-eastern area
there will be 80 per cent coverage of the population by
Doordarshan.[24]

The resource allocation for TV has gone up by nearly
four and half times from Rs.14.08 crores in 1982-83 to
Rs.63.00 crores in 1984-85.

During the seventh plan, with the tremendous interest
generated by the massive expansion of television network,
the Government plans to put Doordarshan on a firm footing.
It seems, with the lopsided, development of television
network in India, the lack of quality software has, of
late, having the planners and the government. During
all these years, software for TV has been grossly neglected.

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24. "Annual Report 1984-85", Ministry of Information
    and Broadcasting, Govt. of India, New Delhi.

The Seventh Plan tries to save the situation from
worsening, by aiming to meet the diverse software require-
ments in the sphere of "(a) national and emotional
integration of various regions of the country, (b) Uti-
lization of the medium as a means of development and
social uplift and (c) dissemination of information and
entertainment".[25] It also points out the necessity to
make communication with the people in their own language
and to make the people aware of the diverse culture
and tradition in the spirit of "unity in diversity".
The Seventh Plan envisages the objective of TV reaching
the remotest part of the country. It has visualised a
"three-tier service" for Doordarshan.

(i) Primary Service: The primary service will be
available in each major state having a reach throughout
the state. It will telecast programmes in the language
of the particular state catering to the needs of the
people residing in rural and backward areas and small
towns.

(ii) National Service: The national service will be
available in all parts of India having the main production
centre at Delhi. It will also telecast programmes of

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25. Sisarya, S.K., op. cit., p.22.

national relevance drawn from other production centres.
In this service, the priority will be attached to the
fields of national integration, educational programmes
for university level students and programmes catering to
higher intellectual tastes.

(iii) Local Service: The local service will be
available from primary service transmitters for a
limited duration.

In metropolitan cities, there will be a separate
service available providing multilingual programmes
keeping in view the sophisticated urban tastes.

Now, coming back to the haphazard policy of TV
expansion plan, it is very clear that the Sixth Plan
marked a watershed in the history of development of
television network of the country. But for the massive
investment during the Sixth Plan period the countrywide
working via INSAT has come into being.

Analysing the background and the forces behind
the immense growth of Indian television in the shortest
span of time (beginning from July 1, 1984 everyday one
transmitter was commissioned for four months) which
has been unparalleled in the history of the world mass
communications, the moving spirit seems to have been
the will of the government under the leadership of Indira

Gandhi. Though it is difficult to say what exactly were
the intentions of the government, it is worth probing.
Did the government want TV to be the propoganda machine
for itself and the party in power? Did the government
really intend to disseminate information and education
through TV? Did the government allow doses more than
marginal entertainment value to ensure a captive audience?
Did the government ponder TV's potential for penetration
into mind?

A sizable section of social scientists and journalists
are very critical of the government on these issues.
They are of the opinion that the government has not given
adequate thought to these questions. But the nature of
future development of TV in India can only provide answers
to these questions.

Accessibility of Television

But, even accepting the good intentions of the
Government, the target of covering 70 per cent of popula-
tion of the country may just become a technical possibility
only with the facilities there but would still remain
inaccessible to majority of people who cannot afford
to buy a TV set. The poor and backward lot, whom the
government plans to disseminate the developmental
information and education would remain outside the audience

of Doordarshan unless the provision for community TV
is made in rural, backward and slum localities. The
TV will remain an urban phenomenon for the rich and
middle class people. But apart from slashing duties
and taxes on TV sets to make it cheaper (but still they
are beyond the reach of the poor). The government has
not yet made any adequate plan for providing community
TV sets throughout the country.

This important dimension of the development of TV
network in India until recently has been accorded a
low priority. Examining this, the pioneer of communica-
tions in India, Vikram Sarabhai identified four important
factors:[26]

(i) TV was not recognised as a powerful medium for
mass communication, and so it is directly relevant to
development;

(ii) TV set is costlier than radio. Therefore, without
community TV is being provided, majority of people would
not be able to utilize it;

(iii) Lack of broadband telecommunication links in the
country. But with the commissioning of INSAT the situation

has changed;

(iv) The past experience of dependence on imports for equipments for broadcasting and TV programmes;

(v) On the top of these, the most important factor is the lack of "political will" on the part of government.

Chanda Committee Report

The Government of India appointed the "Committee on Broadcasting and Information Media" in 1964 under the Chairmanship of A.K. Chanda. The terms of reference were:

(1) to determine and define the role of the Ministry of Information and Broadcasting in terms of Government's responsibility and functioning in mass communications;

(2) to examine and evaluate the operation, policies, programmes and production of the various media units of the Ministry;

(3) to examine and access, in general terms, the current and projected activities of the other Governmental agencies engaged in mass communications;

(4) to indicate the extent to which these operations, policies, etc. in each of the units meet/the standards of an effectively functioning unit in terms of -

(a) the present objectives of the unit, and

(b) the objectives of such a unit as determined in
    terms of reference No. 1;

(5) to recommend appropriate changes, where necessary, to
    be made in the various media units;

(6) to determine the desirability and feasibility of
    instituting a system of coordinating all Government
    activities in mass communications and specify what
    form such coordination should take; and

(7) to draft a specific practicable programme of mass
    communications, with detailed reference to the
    media, facilities, personnel, funds and time required
    for implementation of the programme".[27]

This Committee was set up against the background
of China-India war of 1962, in which the inadequacies
of broadcasting was realised and there was organizational
problems in A.I.R. structure. After reviewing the
activities of different media institutions within the
Ministry of Information and Broadcasting, the Committee
submitted its Report on Radio and Television in 1966.
The major recommendations of Chanda Committee are:

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27. "Radio and Television, Report of the Committee
     on Broadcasting and Information Media", Ministry
     of Information and Broadcasting, Govt. of India,
     New Delhi, 1966, pp. 1-2.

(1) It discarded the view that TV is a luxury item for the entertainment of rich people and emphasised the potential of it in fields of information, education, entertainment and nation-building. It accepted television as a "great unifier". The Committee wanted an early introduction of TV throughout the country for a nation-wide coverage. It criticised the government for having a half-hearted plan for development of television and recommended for a more ambitious plan.

(2) It recognised that without autonomy the creative media like radio and television would wrangle in red-tapism and would not serve its desired purpose. It was for the setting up two separate corporations for All India Radio and Doordarshan having their own recruitment policy, scales of emolutions and service conditions in tune with the needs of respective organisations. These autonomous corporations would have evolved necessary financial and accounting system according to their creative functions.

(3) It recommended a major structural change, i.e. Television should be separated from All India Radio.

(4) The Committee emphasized on the need of imparting adequate training for technical as well as production staff. It wanted the Film Institute at Poona, should be geared up to take up the training function.

In December 1969, the Cabinet considered the
recommendations of Chanda Committee and conveyed the
Lok Sabha in April 1970 that "it was agreed that the
present is not an opportune time to consider the conversio
of the All India Radio into an autonomous corporation".[28]
However, recommendation of separation of Doordarshan
from All India Radio was accepted by the Government.
It was implemented from April 1, 1976 making Doordarshan
a separate organization operating within the parameters
of the Ministry of Information and Broadcasting.

Bhagavantam Committee

The Ministry of Information and Broadcasting in
June 1965, set up a technical committee of which S.
Bhagavantam was the Chairman. The terms of reference
were:

(a) to report on the technical aspects of develop-
ment of television network in India;

(b) methods and techniques for making international
quality TV service available to the people of
this country; and

(c) organizational and financial aspects involved
with those.

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28. Akash Bharati, op. cit., p.5.

This Committee examined the 25-year Master Plan drawn up by All India Radio. It has recommended a two-stage development of television service - the 4 KW pilot transmitters and high power transmitters at limited places in the country. The plan envisaged to provide TV service in Bombay, Madras, Calcutta and Kanpur by the end of Fourth Plan.

Vergese Committee

The Janata Party had committed "genuine autonomy" for All India Radio and Doordarshan in its election manifesto during the Lok Sabha elections held in March 1977. After coming to power, in April 1977, it constituted a "Working Group on Autonomy for Akashvani and Doordarshan" of which B.G. Vergese was the chairman. The terms of reference of the Committee were:

"(a) To examine the functional, financial and legal aspects of the proposal to give full autonomy to Akashvani and Doordarshan consistent with accountability to Parliament, keeping in mind the different forms of autonomous organizations existing in other democratic countries in the matter of broadcasting;

(b) To suggest the form and the structure of the autonomous organization(s) and their relationship with Government;

(c) To consider and make recommendations in respect of the absorption, fitment and replacement of the personnel of the two media in the event of grant of autonomous status;

(d) Formulate a plan of action for expeditious implementation of the proposal, if the recommendations of the Working Group are accepted by the Government;

(e) To examine any other allied matters necessary to enable the Working Group to make its recommendations on the future set-up of the media".[29]

This Committee submitted its report in 1978. It has done a superb work and presented the report of two volumes discussing the diverse areas of All India Radio and Doordarshan and a broad framework for communication policy for India. The major recommendations of this Committee were:

(1) An autonomous national trust should be established under which Akashvani and Doordarshan would function. It gave a name to the proposed authority - "Akash Bharati: the National Broadcast Trust".

(2) Radio and TV should work for the public purpose. They should function within the framework of a broad

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29. Ibid., p.7.

perspective of national communication policy.

(3) The proposed autonomous broadcasting Trust authority should be owned by the nation and be accountable to the Parliament.

(4) The priority of broadcasting has to change from "urban-elitist moorings to the rural and semi-urban areas and to the urban poor".[30] The quality of programmes would have to improve. It should also work towards filling the rural-urban and tradition-modernity gaps.

(5) The idea of one autonomous corporation each for All India Radio and Doordarshan did not find support from the Working Group. It suggested for one autonomous national trust for both of the broadcast media - radio and television. It also rejected the concept of autonomous regional corporations, but it envisaged decentralization of national broadcasting authority.

(6) The autonomy of the authority and independence from control of the government should be guaranteed by the Constitution.

(7) The Committee suggested a charter for the proposed broadcasting organization. The charter among

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30. Ibid., p. 224.

other things "provides for a national broadcasting service
predominantly Indian in content and character". Its
other important features are unity of the nation and
democratic rights guaranteed by the Constitution. It
also wanted to "safeguard the citizens' right to be
informed freely, truthfully and objectively on all
matters of public interest, national or international".
The main aims being information, education and entertain-
ment. Promoting social justice, fighting exploitation,
inequality, untouchability, parochialism, communalism,
etc.

We have discussed earlier in this chapter, about
what happened to the recommendations of this Committee.
The Congress government which came to power after the
unceremonious fall of the Janata Party government in
1980, cold-storaged the comprehensive document. Although,
most of the recommendations were very relevant to the
development of television system in the country, the
government could rise above the party lines consider them
on the basis of their merit. Thus, most of the lie
unimplemented.

SOFTWARE POLICY FOR TELEVISION

Issues involving development of TV system in India

The development of television system in India was
emphasised by the famous scientist Vikram Sarabhai. Not

only did he understand the importance and potentiality
of television in Indian context, he provided a perspective
for television. In Sarabhai's[31] opinion the major issues
rise in developing a TV system in India are:

(1) Whether facilities of TV should first go to the
city and then to the village? He emphasized the need
"to take effective steps to enrich life in the isolated
rural communities".[32] He realised the urgent necessity
of television in performing the role of "a common mass
medium of communication" which can reach all the people
irrespective of age, sex, literacy and privileges. This can
help in achieving national integration and stability of
India. In his view, telecasting by satellite would be
an advanced technology and would be economical and
suitable to Indian conditions.

(2) "In a state of economic and social backwardness,
do we need to deploy imaginatively the most powerful
techniques at our disposal or can we get away with less
effective means? In concrete terms, can radio be an
alternative to television?"[33] He pointed out that TV

31.   Sarabhai, Vikram, op. cit., pp.43-44.
32.   Ibid., p.43.
33.   Ibid., p.43.

can make a unique contribution for it is gifted with unmatchable credibility and rare persuasive quality.

(3) "Can we regard TV largely as an instrument rather than an overhead of society? The answer to this question depends clearly on how we use the medium and who uses it?"[34] Sarabhai suggested that the "objectives and assumptions" of the decision-makers are determining factors. He was against the idea of control of policies as well as programming content to be exercised by one set of people.

(4) He was aware of the responsibility of various governmental agencies like "information and broadcasting, education, agriculture, health, family planning etc." But he was worried about how these different agencies could manage the TV system effectively along with promoting their own assigned goals. The solution he thought was that each agency should buy time from TV according to their needs.

(5) He cautioned, "since the Government has a very powerful role in promoting development, how can one prevent bureaucratisation of the system of mass communications with television? What would be the organisational

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34. Ibid., p.43.

framework in which programming initiative can be developed
competitively amongst independent groups of innovative
and imaginative producers and artists instead of through
a monopolistic system where just a few official units
produce all the programmes that are required?"[35] He
suggested that India should have a TV system based on
the lines of INTELSAT in the international arena, which
only "owns, regulates and manages", and it should not
take the whole burden of software.[36] In order to cater
the needs of software for developmental communications
an "evaluation system" and a "feed-back system" should
be created.[37]

The other important point concerning television is
the question of accessibility. Sarabhai made a strong
plea for provision of community TV sets both for rural
and urban clusters of population. The urgent need for
providing community TV sets was emphasised by both the
Vergese Committee and the Joshi Committee.

Software Planning

The need for a communication perspective argued in
the earlier chapter includes relevant software policy as

35. Ibid., p.44.

36. Ibid., p.44.

37. Ibid., p.44.

its vital component. It is also discussed that in the
ongoing communication revolution in many countries
including India has the basic feature of disparity
between the expansion of hardware and software. In
India, the vast expansion of TV LPTs and HPTs are not
backed by adequate and timely software planning.

The MacBride Commission has warned about the "under-
development of software" as a crucial issue which could
hamper the process of development otherwise possible by
television. The absence of own software poses the serious
danger to the "cultural sovereignty"of a nation. In
such cases, the "outside forces" in league with local
commercial forces became very active. The Commission
was of the opinion that "genuine and effective (national)
independence" cannot exist without the support of commu-
nication resources.[38] It noted that "it is not only the
media but the message that is important and conditions
must be created to carry the cultural message".[39]

The other important remark made by the Commission
is that "it is in the field of television, more than
any other, that anxieties arise about cultural domination

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38. "Many Voices, One World", UNESCO, The International
    Commission for the Study of Communication Problems,
    1980, p. 34.

39. Ibid., p. 95.

and threats to cultural identity".[40] The reason that
TV possesses a "strongly transnational face".[41] This
leads to large-scale import of programmes which were
actually made for the people of developed countries.
These types of programmes which were actually made for
the people of developed countries, These types of
programmes consume half of the total time of transmis-
sion.[42] Often, the programmes made in the developing
countries are poor in quality in comparison with the
imported programmes. The other major challenge comes
from "cheap and titillating programmes" produced indi-
genously and telecast very often in order to fill TV
transmission time.[43]

    What is the solution to this problem? Control
import of programmes is essential but that is not enough.
What is needed is "positive software planning". The
Joshi Committee notes, "Positive software planning is
the most effective way of strengthening the foundations
of cultural independence and of national culture".[44]

40. Ibid., p.62.

41. Ibid., p.108.

42. Ibid., p.62.

43. "An Indian Personality For Television", Report of
     the Working Group on Software for Doordarshan,
     Publications Division, Ministry of Information and
     Broadcasting, New Delhi, 1985, vol.1, p.4.

44. Ibid., p.4.

It is quite obvious that negative restrictions cannot
provide the solution. The MacBride Commission notes:
"The best answers to injurious foreign influence are
not to be found in negative restrictions. Such influence
is most irresistable when it flows into a relative vacuum.
People can scarcely be blamed for welcoming even the
most worthless and shallow forms of foreign entertainment
(presented, let us remember, with utmost technical
sophistication) if the indigenous cultural forms have
been allowed to decay. To remain, alive, genuinely popular
and attractive, these forms must be constantly renewed
by fresh talent and fresh content. Writers and artists
should be given full encouragement by the community and
the appropriate organisations, and allowed to give of
their best in an atmosphere of liberty. This is the true
safeguard of cultural identity".[45]

The existing Indian situation is characterised as
"poverty of software" which is caused by absence of
"collective national will" to bring the creative talent
to plan software that will suit the complex, diverse and
vast country like India.[46]

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45. The International Commission for the Study of Commu-
    nication Problems, 1980, p.164.

46. An Indian Personality, vol.1, p.4.

The report of the National Planning Committee,
under the chairmanship of Jawaharlal Nehru (appointed
by the Indian National Congress) is a milestone in the
history of Indian communication planning. This Committee
went beyond the immediate problems of British rule and
showed its farsightedness by appointing a sub-Committee
on communication. Though the report of this Sub-Committee
discussed Radio Broadcasting only, its approach is very
relevant for software planning for TV. It recognises
that broadcasting is no more a luxury, it is a necessity.
The report observes:

> "The higher the standard of industrialisation of a
> country, the greater the demand of exchange of messages
> and greater also the need for extensive communication
> facilities. The principal functions of Broadcasting
> are: (a) Dissemination of news and useful information,
> (b) Adult education and fighting rural ignorance,
> (c) Propaganda by the State, (d) Entertainment."[47]

This Committee considers broadcasting to be the
"most effective link" between illiterate masses and the
neglected women folk with the progressive elements of the
country. It also visualised that broadcasting will provide

47. National Planning Committee, Report of the Sub-
    Committee on Communications, 1948, p.58.

tho people with the much needed information regarding agriculture, animal husbandry, politics etc.

The Committee provides a "community-oriented approach" for both hardware and software. It recommended for a 'General Programme Board' to formulate the general policy for national programmes. Likewise, tho Provincial Boards will identify the programme subjects useful for the people living in villages as well as towns of the provinces. These bodies will also decide timing and duration of different types of programmes.

This Committee also recommended for the setting up of a Central Broadcasting Advisory Council whose function will be to tender advice regarding "basic policy" to the broadcasting authorities. The members of the Advisory Council will be drawn from eminent personalities in the field of science, education and public figures. These recommendations discussed above which were made by the National Planning Committee for All India Radio are relevant today for providing a perspective for Doordarshan. This perspective has made major contribution towards the "Indian personality" of All India Radio.[48]

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48. "An Indian Personality for Television", vol. 1,
    p. 5.

The government media are alienated from the basic problems and needs of the masses. This is more pronouncing in case of Doordarshan than that of All India Radio. A "credibility gap" has emerged because of "the growing hiatus between profession and practice, between official pronouncements emphasising use of television for development and education, and the increasing drift and departure from them in actual programming".[49]

The appointment of the "Working Group on Software for Doordarshan" is landmark in the history of communication policy in India. Headed by P.C. Joshi, a renowned social scientist, the Group has sociologist, poet, film director, educationist, communication experts and advertising and senior Doordarshan officials as its member. For the first time, a systematic attempt was made by the Working Group towards "positive software planning". The Working Group has done brilliant work by submitting a very comprehensive and thought provoking report to the government.

The Working Group adopted the approach of "Learning Through Interacting". The members of this Committee met media experts both within Doordarshan and outside. They

49. "An Indian Personality for Television", vol. 2, p.3.

also met Chief Ministers of some states, "a cross-section of urban and rural viewers", experts in the fields of development, art and culture, education, children and women. The members performed the role "of synthesisers of ideas and insight from experts, and of perceptions and reactions from actual or potential viewers belonging to as many spheres of Indian life as possible".[50] The Working Group hopes that its report can influence the decision-makers and the people for formulating a suitable software policy. It recommended that "authentic and appealing programmes can be produced by "a new production style" in which producers have to closely interact with the masses. The masses rather than becoming "passive viewers" should participate in production process actively.[51]

From where did the Working Group receive the "education and illumination" which influenced the major thrusts of the proposed software planning? They got this from the common people from different parts of the country. "Our best teachers on many aesthetic and ethical aspects of software were the ordinary and unknown peasants

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50. Ibid., p.3.

51. Ibid., p.4.

in villages, workers in urban areas and ordinary men and women from middle class families... The rich and robust native common sense, wit and wisdom of the ordinary people was in refreshing contrast to the cynicism and nihilism which we often noticed among the metropolitan elite,"[52] reported the Working Group.

The report has discussed various relevant issues of software policy for Indian television. These issues[53] are:

1. Relevant software: dimensions of planning;

2. The Communication Revolution: towards our own version;

3. Doordarshan's growth: restrospect and recommended future;

4. Presenting changing India: challenges for the creative communicator;

5. Information;

6. Educating the Indian masses: resetting priorities;

7. Development redefined;

8. Family planning and human resource development;

9. Women: the neglected 'half';

10. Children: victims or beneficiaries?;

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52. "An Indian.Personality for Television", vol.1, p.9.

53. These are the various chapters of the Report of the Working Group on Software for Television: "An Indian Personality for Television", vol.1, under which the software for Doordarshan are discussed.

11. Entertainment redefined;

12. Commercials and sponsored programmes;

13. The issue of channels;

14. Reforms in structure and personnel management; and

15. Research and evaluation.

This shows that the Joshi Committee has taken its task seriously and has done more sincere and indepth study than any other Committee on mass media has done so far in Indian scene. The unique feature of this report is the attempt made to analyze the Indian society from historical, sociological, economic, political and cultural angles and to link them with software planning Doordarshan. And it because of the deep understanding and interpretation of the undercurrents of Indian society that the Working Group has fervently pleaded for an "Indian personality" for television. Behind this is the major consideration that is to provide a really "people-oriented TV" to the Indian masses.

However, the most significant contribution of the Joshi Committee is that it has made a new beginning for the debate on communication policy which may become a vibrant one in the "development history" of the country. It has opened the "pandora's box" and the ball is now in the decision-makers' court. But, the communication

experts, intellectuals, scientists, policy planners, politicians, and the people at large has a more formidable task ahead. They have to contribute to the on-going debate and force the government to implement the recommendations, because, if past experience is any guide, the government has a very callous attitude towards the recommendations of various committees on broadcasting. This has been discussed elsewhere in this chapter regarding the utter contempt showed to the reports of Sub-Committee on Communications of the National Planning Committee, Vikram Sarabhai, Chanda Committee, Vergese Committee, etc.

For a general analysis, the Joshi Committee report can be dissected into two standpoints: (a) "the broad perspective of a philosophy for Indian TV and its objectives", and (b) "the committee's specific recommendations to achieve these objectives".[54]

Regarding some of the major recommendations of Joshi Committee, a former director of Indian Institute of Mass Communications, N.L. Chawla is very critical. He says that these are neither "revolutionary in character nor very innovative".[55] In connection with this he cites the

54. N.L. Chowla, "India's Personality on TV: Joshi Report on Doordarshan", The Times of India, 28 Aug. 1985.

55. Ibid.

example of the specific recommendation of the Committee
that the Minister for Information and Broadcasting (a
sensitive ministry) should not depend on the advice of
the "generalists" who stay for small durations.

Thus, the Committee suggested as per the recommen-
dations of the Second Press Commission that the ministry
of Information and Broadcasting rebuilt in the pattern
of Railway Board. The chiefs of media units will be the
members of this Board, which will advise the ministry on
policy matters and the ministry should deal with finance
and administration only. Although, it is clear from the
analysis of the report that the Joshi Committee is for
"professional independence in Doordarshan", it shied away
from recommending "complete autonomy" for it. Why did
the Committee act so? It seems that this is not because
of absence of this from the terms of reference. Because
the Committee has given definite suggestions for structural
changes in both Doordarshan and the ministry of Information
and Broadcasting. Probably, knowing the opposition of the
present government to such proposal, or may be the Vergese
Committee has already recommended for autonomy - are the
reasons.

Creative Software

Television is such a medium in which people's partici-
pation in the software making process is possible. A

participant "down-upwards" communications is the need
of the hour. The task of a creative communicator is to
establish a dialogue among the people. However, the
contemporary television scene is characterised as a
reproduction of "tribal ethos" in which no distinction
exists between the "entertainer" and the "entertained".[56]

A German dramatist, Brecht said about radio, which
is also true in case of television (television is substi-
tuted by radio in his comment):

"Television is one-sided when it should be two.
It is purely an apparatus for distribution for mere
sharing out. So here is a positive suggestion:
change this apparatus over from distribution to
communication. Television would be the first possible
communication apparatus in public life. That is to
say, it would be, if it knows how to receive all
well as to transmit, how to let the listner speak
as well as to hear, how to bring him into a relation-
ship instead of isolating him. On this principle
television should step out of the supply business
and organise its listeners as suppliers..."[57]

56. "An Indian Personality for Television", vol.2, p.13.

57. As quoted in ibid., p.13. Also substitute listener(s)
     with viewer(s).

This can be made possible only by making the viewers both "pupils" as well as "teachers".[58] The current media scene in India confirms to Brecht's observation that we have modern technology which makes TV but our society not yet "advanced enough" to utilize it.[59] Therefore, what is essential is "a new production style" compatible with the needs of the changing society.

A central planning and execution of hardware for television may be successful, but in case of software this does not yield results as is evident from the present-day TV programmes. Therefore, "area-specific" instead of "Delhi-centric" software is necessary.

Creative software cannot be mass produced like other standardised products such as a shampoo, a pen, or a detergent bar. Because of a "cultural product" this involves complex process. Each creative art has a distinct quality of its own which distinguishes it from other such products. "To create such unique cultural products requires a productive system, a style and an ethos which respects the individuality of the creative person, and provides him the necessary support in terms of tools, creative freedom and above all an atmosphere

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58. As quoted in ibid., p.13.

59. Ibid., p.13.

of application and recognition",[60] observes the Joshi
Committee. Evidently, there is absence of such an environ-
ment in Doordarshan, even the Committee holds similar
opinion.[61]

Another myth about software planning - "political
and bureaucratic directives" will generate relevant
software - is exploded by this Committee. The term
"planning" for software is given a new meaning. It is
worth quoting Working Group's report: "Planning should
mean creating the conditions for software production by
producers, who will decide what to provide and how to
produce with the broad framework of policy evolved by an
appropriate body. This body as we recommend elsewhere
will include the political head, the administrators,
professional communicators, and distinguished persons
from creative fields as well as representatives of the
weaker sections of the people whom television ought to
serve."[62]

The role of political leader, administrator and
communicator in software planning are complimentary in
a democratic set up like India. They should promote

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cooperation and harmony and avoid conflict among them-
selves. "Institutional guarantees" should be ensured
for providing "creative freedom" to the programme producers.
"Moral commitment" and "value-consensus" must differentiate
the respective areas of politics, administration and
communication.[63]

In a democratic set up like ours, elected political
leadership is the custodian of the Indian Constitution.
It has the choice to act as an "enlightened politician"
or succumb to narrow "sectional or party pressures" as
communication offers a tremendous potential "in terms of
access to publicity limelight, patronage and instruments
of manipulating vote banks".[64]

The reigning political scenario in modern democratic
countries is aptly pointed out by the Sub-Committee on
Communications of the National Planning Committee (which
is even relevant in the present situation); "One of the
outstanding defects of modern democracies is the appalling
ignorance, if not illiteracy of the average citizen, on
matters affecting their own lives. Leaders, therefore,
got an importance, which is not only out of all proportion

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63. Ibid., p.14.

64. Ibid., p.15.

to their real substance, they become hypnotised by their own slogans and cliches to become gradually the breeding ground of their own self-deception. Education, true enlightenment, comes to be at a discount, objective information or scientific data becomes simply so much brief for special pleaders. The less one knows the more one talks, the more one talks, the less is one understood, the more is one honoured and admired for the verbiage one spins out on any and every occasion, with a pretence to omniscience which is the trade mark of democratic leadership. The result is an easy elevation to the pinncle of eminence and distinction; the only condition for maintaining it, is the perpetual figuring in the headlines of the daily and periodical press".[65]

Therefore, the solution lies in raising the "level of politics" which will elevate the quality of software and make them socially relevant and interesting.

A pertinent point, questioning the very philosophy of "software planning" is raised in the media circle. "Why software planning? Why not leave software to the logic of the free play of creativity of the software

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65. National Planning Committee, Report of the Sub-Committee on Communications, 1948. (Introduction).

producers?"[66] Answer to this question is provided by
the Working Group on Software for Television in the
following words: "that in an unequal society people live
differently, think differently and feel differently.
The process of communication or software production left
to the freeplay of market forces does not act as a
countervailing mechanism against the natural working of
an unequal society. It reinforces the unequal society
rather than correcting it."[67]

From this it is quite obvious that we need a creative
software planning substituting the present borrowed and
alien approach.

As discussed earlier, a creative communicator must
raise the question: "freedom to create for whom and for
what?"[68] The communication has to realise that freedom
for creation of software must be utilised to highlight
the plight of weaker sections - the problems of scheduled
tribes, scheduled castes, the poverty stricken people
and the neglected lot. The elite domination and under-
representation of weaker sections in software planning
is also an important issue. With this is involved the

65. "An Indian Personality for Television", vol.1, p.17.

67. Ibid., p.17.

68. Ibid., p.17.

"value problem" of the communicator: whom to side with -
the powerful elite or the deprived sections. A socially
aware communicator cannot be "value-neutral". He has to
chose "between the unjust and exploitative social insti-
tutions and values inherited from the past or newly
acquired and the traditional concept of "vahujana hitaya,
vahujana sukhaya" (welfare of all, prosperity for all)
or the liberal democratic concept of the "just society"
or the socialist concept of a classless society, there
can be no compromise or conciliation".[69] The Indian
Constitution shows the guiding principle - "secular,
scientific, democratic and socialist" society to the
creative communicator.

Another relevant point regarding software planning
is: "Whither India?" - the question posed by Mahatma
Gandhi, Jawaharlal Nehru and Rabindranath Tagore during
the freedom struggle. "Is India condemned to be merely
immitative, ultimately reproducing here an inferior
version of the western culture and civilization? Or
can India be creative, building a new pattern combining
the best elements of the modern and traditional culture?"[70]
This question still looms large before the software

69. Ibid., p.18. Words underlined are in Sanskrit.
     Words in bracket are mine.

70. Ibid., p.18.

planners, the communication specialists, politicians, administrators and the people at large. The first course that is blind imitation of crude modernity from the West is rejected by Nehru in following words:

"It would seem that the kind of modern civilization that developed first in the West and spread elsewhere, and specially the metropolitan life, which has been its chief feature, produces an unstable society which gradually loses its vitality. Life advances in many fields and yet it loses its grip, it becomes more artificial and slowly ebbs away. More and more stimulants are needed-drugs-to enable us to sleep or perform our other natural functions, foods and drinks that tickle the palate and produce a momentary exhilaration at the cost of weakening the system, and special devices to give us a temporary sensation of pleasure and excitement - and after the stimulation comes the sense of emptiness. With all its splendid manifestations and real achievements, we have created a civilisation which has something counterfeit about it. We eat ersatz food produced with the help of ersatz fertilizers, we indulge in ersatz emotions and our human relations seldom go below the superficial plane. The advertiser is one of the symbols of our age with his continuous and raucous attempt to delude us and

dull our powers of perception and induce us to buy un-
necessary and even harmful products".[71]

This above passage written by Nehru and some of his
other speeches are in fact pregnant with an "implicit
critique" of the present kind of software shown by
Doordarshan. This has become the guiding spirit behind
the Working Group to recommend the Government to refrain
from a "total sell-out" of Doordarshan to the forces of
consumerism and commercialism.

Whether a creative promoter should become a critic
or a promoter of the consumerist culture? What should
be the credo of software planning in the present-day
Indian context? As software has a vast influencing potential
concerning the thinking and feeling of the people, these
questions prove to be more important. Regarding this
Joshi Committee suggests the perspective provided by
Tagore and Nehru and these are worth quoting:

"Let our life be simple in its outer aspects and
rich in its inner aspects. Let our civilisation
take a firm stand upon its basis of social cooperation
and not upon that of economic exploitation and conflict![72]

71. Jawaharlal Nehru, Discovery of India, 1946, p.569.

72. Rabindra Nath Tagore (1920), As quoted in "an Indian
Personality for Television" (1985), vol.1, p.19.

And Nehru's view on tomorrow's India relevant in
this connection is:

"Tomorrow's India will be what we make it by today's
labours. What I am concerned with is not merely our
material progress, but the quality and depth of our
people. Gaining power through industrial processes,
will they loose themselves in the quest for individual
wealth and soft living? That would be a tragedy, for
that would be negation of what India has stood for
in the past and I hope in the present also, as
exemplified by Gandhi.

Can we combine the progress of science and technology
with this progress of the mind and the spirit also?
We cannot be untrue to science because that represents
the basic fact of life today. Still less can we be
untrue to those principles for which India has stood
in the past throughout the ages."[73]

Television for National Development

An analysis of contemporary Indian scene shows that
there is a paradox: a gap between "promise and performance",
between "planning and execution". The paradox is well

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73. Jawaharlal Nehru (1959), as quoted in "An Indian
    Personality for Television" (1985), vol.1, p.19.

treated by the eminent economist and social scientist,
P.C. Joshi in the Sardar Patel Memorial lectures (1985)
over All India Radio in the following manner:

"Why the gap between vision and reality? Why the
phenomenon of dual society to which sharp attention
has been drawn by Prof. V.K.R.V. Rao in his work
National Income in India 1930-1980. Why the growth
of luxury consumption for the few when the basic
needs of a vast section are yet to be satisfied?
Why the phenomenon of 40 per cent of India's
population still below the poverty line and more
than 60 per cent being still steeped in illiteracy?
Why the emergence of an elite set on the path of
creating islands of affluence for itself in a
society of poor people? Why the erosion of moral
values and ethical norms which, again, according
to Prof. V.K.R.V. Rao, is an important cause for
vast under-utilisation and waste of India's growth
potential."[74]

There is also a "bitter and violent" struggle going
on between the land-owners and the landless labourers,
between the dominant upper castes and the deprived schedule

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74.   P.C. Joshi, "Communication and Nation-building:
       Perspective and Policy", Mainstream, Nov.16, 1985,
       p.48.

castes and scheduled tribes. In M.N. Srinivas's view
there is becoming an important stage for the fight against
inequality.[75] There is also exploitation of child labour,
oppression against women and alienation of tribals from
land - which is the emerging scenerio. Along with these
we see the rapid vulgarisation of culture leading to
"poverty of culture". So we find the "spirit of violence"
in the place of Gandhian non-violence and the rich Indian
culture advocated by Tagore and other eminent cultural
leaders is fast giving way to what can be called a "vulgar
culture".

These are pointers to some of the glaring black-spots
on the face of contemporary Indian society. But, India
has the potential - both in terms of man power and material
resources to solve these problems. But, one can raise the
question what has television to do with this? In P.C.
Joshi Committee's view, "default on the communication
front", among other causes, is one of most significant
ones which led to the "phenomenon of unrealised potential".[76]

The communication default is explained in terms of
sharing utter disregard to the vital areas like "information
and awareness, national will and social response, organisation

75. Ibid., p.48.
76. Ibid., p.48.

and mobilisation".[77] The various patterns in which communication default is observed are:

"in weak work ethic and work discipline; lack of enough appreciation for public property and for norms in its utilisation and maintenance; lack of distinction between private and public interests resulting in encroch- ment of private interest in the public domain; trade unionism which does not always link rights with duties and obligations, and salary/wage increases and other material incentives with increase in productivity; wide- spread violation of social norms and state laws relating to protection of children, women and weaker sections; and the subversion of land reform laws relating to tenancy and land ceiling through various ingenious devices and methods."[78]

And here, television has very important role to perform in all these areas as an information agent, an educator, an expositor of creating a social conscience, an enlightened critic and a fighter against forces of obscurantism and dogmas. TV also has the potential to promote modern technology in agriculture, national integration, family planning and health education,

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77. Ibid., p.48.

78. Ibid., p.49.

secularism, scientific temper simultaneously being a
meaningful entertainer. Realising this tremendous
potential of television, Vikram Sarabhai gave more emphasis
on adopting it in India, as early as 1969:

"A national programme which would provide television
to about eighty per cent of India's population during
the next ten years would be of great significance
to national integration, for implementing schemes
of economic and social development and for the
stimulation and promotion of electronics industry.
It is of particular relevance to the large population
living in isolated communities."[79]

But, unfortunately, the high priority Sarabhai added
to TV was not implemented even till today. Now, the target
of covering 80 per cent of Indian population by television
has been put in the Seventh Plan.

Battle Against Poverty

The Joshi Committee has supported the Sarabhai
approach in which "Communication Revolution in general
and television in particular" will act as an instrument
of struggle against the plight of the poor, down-trodden
and illiterate masses and for a people-oriented development
and growth. Although, India started quite early among

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79. Vikram Sarabhai, Science Policy and National Develop-
    ment, Macmillan, 1974, p.3.

the developing countries, because of the gap between
the vision - "development-oriented communication" and
the reality- a medium of cheap quality entertainment,
India is left behind, and latecomers like China have
taken big leaps in exploiting the potential of TV in
development which is evident from the following table.

Table-14: Increase in TV sets in China,
1978-82

| End of year | TV Sets (in million nos.) | | |
	Urban	Rural	Total
1978	2.26	0.78	3.04
1982	19.50	8.11	27.61
	TV Sets (per 100 persons)		
1978	1.3	0.1	
1982	10.2	1.0	

Source: Chinese Statistical Yearbook, 1983,
p.508.

Communication Revolution, in general, and television
in particular has an important role to perform in the
war against poverty. But, unfortunately the Indian
politicians, administrators, social scientists, planners
and communication experts have not given proper attention
to this issue. The various projects and schemes launched
by the government are devoid of any communication strategy.
Thus, we have a growing television network which is doing

nothing worthwhile towards implementation of poverty alleviation schemes, inspite of its tremendous potential.

TV software must perform the significant role "in focussing social attention on the poor as they live in urban slums and rural settlements and in making society conscious of its obligation to these victims of an unjust society."[80] Thus, television has to bridge the gap between the intelligentsia and the people, or what Gandhi called "the classes and the masses" by moulding the social conscience.[81] It seems, Doordarshan is least concerned about this.

The First Green Revolution has benefitted mainly "the richer regions and the richer classes". In connection with the Joshi Committee raised the important question: "Will the Second Green Revolution also bypass the poor? Or will it be directed and planned that it assumes the form of a major attack on the worst forms of mass poverty".[82] The answer is obviously the second course, but Doordarshan has to face the challenge. This challenge has to be met by all concerned including TV playing its part.

But how can TV help the poor in combating the poverty? The answer is, "new technology, land reforms and human

80. "An Indian Personality for Television", vol.2, p.29.
81. Ibid., p.29.
82. Ibid., p.29.

capital reforms" which can supplement the poor in over-
coming poverty should be strongly supported by "state
intervention" backed by adequate "community action from
below".[83] And communication has a very vital role to
play in this process. Audio-visual projection of success
stories of anti-poverty programmes will motivate the
people.

In India, the media are characterised as "over-
sensitive to the glamourous and the spectacular" while
these are mostly "indifferent and insensitive to the
most important but far less glamourous and spectacular
tasks of rural development and transformation. Equipment,
cadres and resources easily get diverted to the former,
while neglecting the latter".[84] But, the late comers
like USSR and Japan have a different development experience to
tell.

It is also observed from the experience of a number
of countries that the exposition of "new ideas and infor-
mation flows" to the peasants can help in neutralising
their opposition to change. We have our own experiences
to vouch for this argument. The Green Revolution in
Punjab, the White Revolution in Gujarat, and the Rural

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83. Ibid., p.29.

84. Ibid., p.29.

Industrial Revolution in Punjab and other places are
the glaring examples where peasants and artisans have
become the agents of change.[85] It is necessary that
Doordarshan should utilize these examples for its soft-
ware purpose.

In order to achieve the massive job of battle
against poverty the Joshi Committee has rightly recom-
mended "that more than half of the time of Doordarshan
must be related to development and educational programmes...
that outside producers should have a due share in this
time and should also be provided attractive terms and
incentives to make their due contribution to generate
relevant software as effective communication support for
planned development."[86]

Mass Education

During more than the last three and half decades
after independence, India has undergono an Educational
Explosion. The explosion can be observed from the
following data:

85. Ibid., p. 20.
86. Ibid., p. 31.

Table-15: Expansion of Education System,
1947-82

	1947	1982
Primary Schools	1,41,000	4,95,000
Middle Schools	9,000	1,20,000
Secondary Schools	4,000	53,000
Colleges	263	3,457
Junior Colleges	214	1,087
Universities	17	134
All institutions	1,65,000	7,40,000
Enrolment	1.47 (crores)	12 (crores)
Total Govt. expenditure on education	Rs.55 (crores)	Rs.5,186 (crores)
Per Capita expenditure	Rs.2.20	Rs.74.00
Rate of literacy	16.7%	36.2%

Source: An Indian Personality for Television,
vol.1, 1985, p.89.

Unfortunately, inspite of an unprecedented quantitative as well as qualitative expansion of education around two-thirds of the Indian population is being deprived of proper education which is a necessity. The current educational scenerio is best analysed by the noted educationist, J.P. Naik:

"The formal education system in India is now a gigantic enterprise. And yet it hardly benefits the common people who are poor or very poor. Most of them are still illiterate; a large proportion of their children do not go to school and most of those that do, drop out sooner rather than later. A very small minority does climb up... But the main beneficiaries of the system are really the rich and well-to-do classes who form the top 30 per cent of the income groups and who occupy about 70 per cent of the places at the secondary stage and about 80 per cent of the seats at the University stage. Besides, the system is not adequately related to national needs and aspirations".[87]

In such kind of a situation, nothing less than a radical change in whole education system is called for. Mass media in general and television in particular, has a very challenging role to play in the process of "radical change". Realising tremendous potential of television for mass education, the status report of the Ministry of Education observes that by the support of a satellite, a TV network covering most people of the country can offer a lot "to the promise of new educational initiatives. This technology can, undoubtedly, revolutionise the

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87. J.P. Naik, "Education for All: A Policy Frame for the Development of Education (1978-87)", Allied Publishers, 1978. As quoted in "An Indian Personality of Television", vol. 1, p. 89.

teaching-learning system by enriching formal education
and also by supporting non-formal education as well as
the distance learning systems."[88] The recently set up
Indira Gandhi National Open University in New Delhi, is
a step in this direction.

There exists a "vicious circle" between education
and poverty. "An illiterate person has hundreds of enemy:
epidemics, hunger, disorder and humiliation".[89] Therefore,
it is essential that illiteracy has to be eradicated.
Identifying how media can help in eradication of illiteracy,
the Joshi Committee points out:

"(i) by neutralizing the resistance of the traditional
intelligentsia to mass literacy and education;

(ii) by winning over and mobilising the patriotic
and idealistic elements among them as leaders
of the literacy and educational campaigns;

(iii) by neutralising apathy and passivity of the
masses to the question of their literacy and
education and making them aware of its importance
in fighting the forces which keep them oppressed
and poor; and

(iv) by consolidating the active and sensitive elements
among the masses as leading forces for rousing
the others from their apathy".[90]

88. "Challenge of Education: A policy perspective", Ministry
of Education, Government of India, New Delhi, August
1985, p.71.
89. H.M. Phillips, Literacy and Development, UNESCO, 1970,
p.14.
90. "An Indian Personality for Television", vol.2, p.23.

It is also quite evident that television is the major factor in a promotion drive for universal education and adult education. In fact, TV is the "synthesis of all the available aids to learning."[91] But, the fact remains that television is not a replacement of the teacher. What it does, is, it takes the best teacher and multiplies him into thousands. Through television both teacher-education and student-education are possible. Towards attaining the goal of "education for all" the Joshi Committee has recommended the execution of a New National Plan for Mass Education, which should be done by a National Committee headed by the Prime Minister.[92]

The software for Doordarshan should be so designed that the people will realise the dangers posed by Fascism, Communalism, Conservatism, Anarchism, Fundamentalism, regionalism, parochialism etc. Television should promote a people-oriented education keeping in view the basic spirit and concepts of the Constitution of India such as "growth with social justice, unity with diversity, scientific temper with spiritual values, freedom with social accountability, national autonomy with an open society."[93] This has to be done by broadcasting meaningful programmes.

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91. UNESCO, No.62, "Radio and Television in Literacy", p.35.
92. "An Indian Personality for Television", vol.2, pp.23-24.
93. "An Indian Personality for Television", vol.1, p.103.

Family Planning and Human Resource Development

The ongoing population explosion in India has become one of most complex problems eating up the fruits of the socio-economic development. To tackle this, a family planning policy has been adopted by the government from 1951. But, even after the passage of three decades no significant dent into the problem is seen. The population of the country has since been doubled. That the present situation is alarming can be realised from the following data:

"there are at present 120 million married couples in the reproductive ages (MCRA); of these only 32 million or about 1 in 4 couples is practising family planning. The numbers of MCRA will increase to over 160 million by the century-end; by then three out of five couples will have to practising family planning of the national goals have to be realised."[94]

It is also crystal clear that success of socio-economic development is dependent on the success of controlling population explosion and vice-versa. This makes the issue of family planning all the more important.

Television has enormous potential to promote family planning. However, TV programmes on their own cannot

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94. Ibid., pp.125-126.

bring about family planning. TV can, at best, play the
role of a supporter. What is needed is an integrated
approach aiming at alround development in which other
components like poverty alleviation, health education,
raising of status of women etc. should be there simul-
taneously along with the communication strategy.

The government of India has plans to achieve the
Net Reproduction Rate of Unity by the end of this century.
"This means bringing about the universal adoption of a
two-child family and the creation of conditions in which
a woman will be replaced by a single daughter to continue
the reproductive process."[95]

However, one important premise has to be borne in
mind that if Doordarshan is to promote family planning,
TV should be accessible to all the target audience.
Therefore, adequate resources should be made available
for installation and maintenance of community TV sets
along with proper provision for place and meaningful
viewing has to be ensured.[96] For vigorous promotion of
family planning keeping in view "social development and
social conscientisation", the Joshi Committee[97] has

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95. Ibid., p.125.

96. "An Indian Personality for Television", vol.2, p.33.

97. Ibid., p.34.

recommended the following inputs into Doordarshen:

(1) Provision of sufficient resources for programmes
on family planning;

(2) Setting up of exclusive production teams for
family planning programmes supported by all necessary
facilities and training;

(3) Training courses of short duration on "social
development/conscientisation" should be offered
to all producers and decision-makers.

(4) The exclusive production teams should be provided
with "audience and field research" support;

(5) Setting up of reference library in every centre;

(6) Making a top official or a cell in-charge of the
over-all responsibility of the "specialised
production teams", along with ensuring inputs
into all other relevant programmes and keeping
touch with concerned agencies and ministries;

(7) Constitution of a "Population and Human Resource
Development Advisory Committee" in every centre
which will have population experts as well as
persons other connected social sectors as members.

Inculcation of Scientific Temper

What is scientific temper? Why should it be incul-
cated in the minds of the people? What can TV do about
it? These are some questions very relevant from the

view point of Indian society and its people vis-a-vis a
sound software policy for Doordarshan.

The eminent scientist Y. Nayudamma provides the
answer to the first question in following words:

"Scientific temper implies a scientific mind - a
mind tempered by scientific or rational thinking and
attitude. It is rather simple. Essentially it is nothing
but a state of mind... a questioning, inquiring, inquisi-
tive, analytical, keen, critical, curious-creative,
inventive and innovative mind. It is an 'open mind'.
With a friendly welcoming attitude towards change, looking
out for a change without waiting for it to come. It is
a problem solving mind as contrasted to 'let-well-enough-
alone' kind. It is the composer mind instead of the
'fiddler's' mind. It is the tomorrow's mind instead of
yesterday's mind."[98]

A major portion of Indian population are bondaged
by traditions and superstitions. They believe in godman,
astrology and supernatural. They also have faith in
religious dogmas. "For most people, learning is mainly
the absorption of tradition, and education the accumula-
tion of conclusions. Continuity at all costs is the

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98.   Y. Nayudamma, "A strategy to effect change needed",
      Yojana, vol.27 (14&15), Aug. 15, 1983, p.26.

watchwood, and innovation and dissent are deeply distributed".[99]

A detailed sampling of traditions categories under three categories - "opinions, beliefs and customs" is given in the appendix. Superstitions and dogmas exist as a consequence of lack of scientific temper. Absence of scientific temper contributes towards growth of revivalism, parochialism, obscurantism, casteism, regionalism, communalism etc., and thus become obstacles to modernisation and nation-building. These are the reasons for which media in general and television in particular, should promote scientific temper through their programmes.

Portrayal of Women on TV

As it stands today, the women are a "neglected half" in India. Despite the Constitutional guarantee of "equality of status and opportunity" for women and the passage of more than three and half decades of socio-economic development since independence, they are far behind men in most areas. The status of women vis-a-vis mass media in India is analysed very well by the Committee on status of Women (1975). Its report says:

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99. Vasantha, Surya, "The 'Juggernaut' of establishment science", Yojana, vol.27 (14&15), August 15, 1983, p.31.

"The content of communication at any given time
reflects the pattern of values of the society. The way
subjects dealing with women are treated indicate to great
extent the prevailing attitude of that society towards
its women. In any country women who are half the population
are often half the audience. The success or failure of
development plans in education, family planning, community
development, health and nutrition depends upon the
involvement and participation of women. The investigation
shows that compared to men women are underprivileged
in many ways and suffer from serious disabilities. Since
formal education is a costly and long term process it is
essential to harness the mass media. However, incidental
studies on the impact of the mass media indicate that
women's exposure to the media is often marginal and un-
satisfactory. It appears that the mass media has not
been an effective instrument to inform and prepare women
to play their new role in society. The committee's
investigations indicate a general lack of awareness of
about the rights, problems, opportunities and responsibi-
lities among both men and women. Since government
controls a significant section of the mass media it
should set the pace."[100]

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100. Towards Equality, A Report of the Committee on
the Status of Women - 1975. As quoted in "An
Indian Personality for Television", vol.1, p.138.

So what is needed is building of a "new positive
man-woman relationship" based on the spirit of equality,
dignity and mutual respect. The often neglected "women's
dimension" should taken note of and make it an inherent
part of all TV software. But unfortunately Doordarshan's
most programmes as aired now, are projecting a stereotype
and negative image of women. They also portray women in
a sexist imagery. The Committee on Portrayal of Women in
the Media has given brilliant analysis in this regard
which is worth quoting:

"- a woman's place is in the home.

- the most important and valuable asset of a woman
  is physical beauty.

- a woman's energies and intellect must be directed
  to finding the right man and in 'keeping' him.

- women are dependent, coy and submissive; they
  are masochistic in their response to indignities,
  to humiliations and even to the physical violence
  inflicted on them.

- the good woman is the traditional housewife, long
  suffering, pious and submissive; the modern woman
  who asserts herself and her independence is un-
  desirable and can never bring happiness to anybody
  nor find happiness herself.

- women are women's worst enemies.

- the working woman is the undesirable exception
who must be brought into the marriage fold and
to submit (to the prevalent norms of the society).[101]

Therefore urgent attention should be paid to the
alarming degradation of the image of womanhood. The
commercial film-based programmes and feature films which
exploits the female form in order to titillate should
scrapped by Doordarshan. Doordarshan devise programmes
which will make TV an instrument for improvement of status
of women and equality between men and women. Women
should be involved in the process of making women's
programmes, but the programmes should be reality-based
and highlight the problems of the majority of women as
well as socially relevant.

Meaningful Entertainment

It is quite clear from the programmes of Doordarshan
that by entertainment it means formula feature films
and film-based software. Most of these films generally
constitute the elements sentimentality, sex, violence
and melodrama. The 'Chitrahar' - song-and-dance sequences

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101. Committee on the Portrayal of Women in the Media.
"Seminar on Role of Doordarshan in Women's Equality
and Development", Centre for Women's Development
Studies, New Delhi, 14th Aug. 1983, pp.3-4.

show "a man and a woman rolling over each other down with
grassy slope, or allegedly 'folk' dancers swinging hip
and bosom."[102]

But the problem in case of TV is seen by the entire
family which makes such kinds of programmes as source
of embarassment. The viewer retains his anonymity in
case of films in cinema hall. In the family, children,
adults and old persons see the same programmes in the
same room making the viewing highly awkward and disgusting.

Doordarshan's concept of entertainment seems to be
matching the observation made by Jawaharlal Nehru in
the Autobiography, "I am told most of the Indian films,
both silent and talkies, do not err on the side of
artistry... One discovers with a shock of pleasant
surprise how fundamentally and yet unconsciously artistic
the mass of the village people are. Not so the middle
classes; they seem to have lost their roots and have no
aesthetic tradition."[103]

It seems Doordarshan has no interest and time for,
Jatra, Neutanki, Bauls, Bhajan, Qawali, Tamasha, Yakshagana,
Harikatha, Tatwalu, Burrakatha, Ottam Thullal, Villupatu

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102. "An Indian Personality for Television", vol.1, p.159.
103. Jawaharlal Nehru, As quoted in ibid., p.159.

etc. In order to provide meaningful entertainment Doordarshan should combine entertainment with information and education. The programmes should be oriented towards ethics and aesthetics.

Entertainment is a double-edged weapon, unless used properly, it can cause immense damage. Doordarshan has to make a judicious mix "of sound and sense of beauty and truth, of form and content".[104]

Doordarshan should make less number of films but quality films. It should promote production of television films keeping in view life-enrichment of the audience and social relevance. Regarding foreign serials the Joshi Committee observes:[105]

(1) Foreign social comedy serials are irrelevant for Indian purpose and cause cultural invasion, so these should not be shown by Doordarshan;

(2) Only educationally and culturally relevant foreign serials be telecast with para-dubbing;

(3) Community TV sets should be provided by state governments and foreign comedy serials serve no useful purpose of the rural viewers;

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104. Ibid., p.160.

105. Ibid., p.166.

(4) "Content and relevance" of the software should
be given the high priority.

Doordarshan should act as a "patron, protector and
promoter" of tribal art and folk art of India. This
can be done by preserving and promoting these art forms
as precious components of Indian art (authenticity) and
by promoting and poortraying these in compatible forms
with the needs of the present-day society.[106] TV should
also promote classical music and dance along with theatre
arts.

Information and News Policy

Information has a very vital role in the process
of development communication. Jawaharlal Nehru was
ardent supporter of "freedom of information" which is
also seen in the Indian Constitution. Nehru rightly
says: "If information - including conflicting views and
sometimes even contradictory views - comes from every
quarter, we are more likely to arrive at the truth out
of that welter than if only one aspect of it was presented.
The whole concept of freedom of information rests on
this idea."[107]

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106. Ibid., p.167.

107. As quoted in ibid., p.67.

But, unfortunately, Doordarshan does not subscribe to this view of Nehru, at least anyone who is a regular viewer of TV news and current affairs programmes can arrive at such conclusion. Doordarshan news essentially "V.I.P. oriented news". The malady pinpointed in Indira Gandhi's speech in the NAMEDIA Conference in New Delhi is worth quoting: "The stupendous task of development, the changes coming about in our villages and towns, among our women, our workers and others might as well be non-existent. Editors and media managers seem attached to the Northcliffe formula that power, position, money and sex make news - and that virtue, morality, hard work and humility don't. The weak may one day inherit the earth, but not the headlines."[108]

The Parthasarathi Committee has made recommendations regarding what should be the "news policy for broadcast media"[109] and the Government of India has accepted it. The news policy provides that distinction should be made between news and views.

Factual and objective reporting along with news making views should only be included in news bulletins.

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108. As quoted in ibid., p.68.

109. For a comprehensive view, "New Policy for Broadcast Media" is given in the Appendix-II.

Background of events and happenings should be provided to the viewer, for this will place the news in its proper perspective.

Doordarshan should show attractive news and current affairs programmes. This will be possible by

"(i) Team work between members of a professionally competent news crew;

(ii) Adequate resources, personnel, equipment and transport and operational flexibility in developing them; and

(iii) a higher quality of management which understands the above two requirements and adheres to a news and current affairs policy appropriate to a large country, democratic and developing and with a wide diversity of languages and life patterns."[110]

Doordarshan should also develop a cadre of television journalists. The quality of news presentation has to be improved by providing more visuals and elements of professionalism as inputs.

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110. "An Indian Personality for Television", vol. 1, p.69.

Advertisement on TV

In western countries, television largely depends
on the money that comes from advertisement because it
operates in private sector while Indian TV operates under
full control of the government. Advertisements on
television propagates a consumerist culture. The Joshi
Committee observes: "the advertising on Doordarshan is
overwhelmingly of consumer goods and services, which
should in the Indian context, be classified as luxuries",[111]
unlike the case of newspapers where other types of
advertisements including employment, matrimonials, housing
etc. are there. An important question involved here is,
whether a government controlled-medium like TV should
promote advertisement of luxury items in Indian context
or not. The promotion of consumerist culture by media
is one of the major factors of spreading corruption. This
is what the former Prime Minister Indira Gandhi believed.
She said, "The constant emphasis of the media on material
goods, the visions of the comforts enjoyed in advanced
societies, proliferation of regulations, the pressure of
inflation, the breakdown of religious and ethical constraints,
a general rise in permissiveness - all these contribute

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111. "An Indian Personality for Television", vol.2,
     p.47.

to increase in corruption."[112]

Therefore, it is clear that since Doordarshan is
not for "business television" but for "education,
information and entertainment" medium for the people of
India, it cannot and should not be commercialised. But,
because of the financial constraints, as the Doordarshan
and the government officials argue, they are forced to
have advertisements on TV. Then, the Doordarshan should
be extra-cautious, that its main objective of a people-
oriented TV is not forgotten. The better way is to have
quality sponsored programmes. There must be a "proper
criteria" for deciding upon what kinds of programmes
should be allowed sponsorship. The code of advertising[113]
formulated in the mid-seventies is a very general type
and impractical. So, a new code enumerating points which
will take care of all the problems involved and promote
a "good taste" be formulated.

Some of the sponsored serials, for example, Rajani,
Ek Kahani, Quiz Time, Hum Log, etc. have opened up new
vistas for socially relevant commercial programmes. In
fact, the success story of 'Rajani' has made others to
bee-line.

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112. As quoted in "An Indian Personality for Television,
vol.1, p.177. Indira Gandhi's address to officers of
C.B.I. and State anticorruption agencies in New Delhi
on 23 March, 1981.

113. The code for advertising is given in the appendix-III.

Audience Research

Research and evaluation is one of the significant factors which contribute a lot towards production of quality software for Doordarshan. Audience research unit of Doordarshan should be converted into a full-fledged Communication Research Unit which will study the "felt-needs and interests" of the masses,[114] and thus help in making the programmes community and mass-oriented. The Joshi Committee recommended for training at three levels namely: "(a) training for freshly recruited investigators and research assistants, (b) refresher courses for senior research staff, and (c) higher level specialised training for selected personnel from time to time."[115]

In order to ensure that the research findings are utilised properly by the production of programmes, a Joint Director (Utilisation) should be made responsible for this.[116] The research reports should not be marked as "for official use only", these should be allowed to be consulted outside researchers. The important reports should be made public by publishing them. Apart from this, the other important point is, all the centres and Kendras should have audience research staff to the feed-back

114. "An Indian Personality for Television", vol.2, p.61.

115. Ibid., p.62.

116. Ibid., p.62.

from every nook and corner of the country.

To sum up, in this chapter, we have tried to discuss
the major factors which guides the software policy of
Doordarshan towards a clear-cut perspective - to evolve
a "people-oriented, problem-oriented and development-
oriented" television in Indian context. Colour TV has
been introduced from 1982 in phases and now second channels
are coming up, Delhi and Bombay already had one each
and other metropolitan cities are following the suit.
The Joshi Committee was not in favour of multiple channels
for Doordarshan, as this will only cater to the needs of
the urban people, neglecting majority of people who live
in rural areas.

We have discussed that the need in Indian context is
TV should act as a catalyst of social change. It should
help in the process of nation-building, socio-economic
development, education, human resource development, family
planning, inculcation of scientific temper, etc. Doordarshan
should also play an important role in nation integration,
promoting secularism, socialism, humanism, etc. There
exists a huge gap between the objectives[117] and promises
of Doordarshan, and the reality. A structural overhaul
of Doordarshan is necessary.

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117. A detailed version of objectives of Doordarshan is
     included in the Appendix-IV.

CHAPTER IV

TELEVISION PROGRAMMES

As we have discussed in the preceding chapter, the challenge before Doordarshan is to become "information-development-entertainment" oriented. It should present the genuine 'Indian Personality'. And to do this, the policies and perspectives needed are comprehensively discussed in the second chapter. How to mirror the real 'Indian Personality' on television? The answer is reality-based and relevant programmes. This chapter deals with various aspects of TV programmes.

An interesting observation is that, the producer, the government and the sponsor are three wives of TV. The programme is the child of the technology - the father, and the above three mothers, while the audience is the suitor. The nature of the society determines which among the three mothers should have more control than the other over the offspring. Here also, it is accepted that while producer is the real mother and others are foster mothers. A 'healthy television culture' will grow if this basic premise is realised by the society.[1]

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1. S. Krishnaswamy, "Three wives of a giant", Frontline, Oct.19-Nov.1, 1985, p.74.

In the communist countries, the natural mother, that
is the creative elements of the programme such as producer,
writer, director etc. are given second place while the
government influence takes the first place in deciding the
format of the programme. This results in a kind of
situation, where programmes are forced upon them irrespective
of their views and interest.

A misconception exists among people that in USA, TV
is independent. The fact is, business community and
multinational exercise the control and influence. The
creative elements do succeed only of their programmes
conform to the interests of the trading community and the
multinational corporations. This is the reality for both
commercial as well as entertainment programmes. Generally,
the trading community and the multinationals "exclusively
support glossy escapist entertainment with an atmosphere
of unreal affluence, subliminely to influence the spectator
to buy what he does not need, and at prices he cannot
afford."[2]

In this kind of a society, in Aldous Huxley's opinion,
television "is concerned in the main with neither truth
nor falsehood; neither beauty nor falsehood; neither
beauty nor ugliness; neither phenomenon nor reality

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2.   Ibid., p.75.

behind them, but with emphemeral the more or less totally irrelevant."[3]

But in India, the situation is different from either of the models represented by USSR or USA. Our objective is to have a people-oriented TV in a society which is constitutionally committed to equality, freedom, democracy and socialism. Our is a multilingual society in which there are 14 major languages each one having more than one million people speaking it. These languages are (see Table-16) in descending order:

Table-16

Major Languages of India.

Sl.No.	Language	No. of persons speaking (in millions)
1	Hindi	162.57
2	Bengali	44.79
3	Telugu	44.75
4	Marathi	42.25
5	Tamil	37.69
6	Urdu	28.60
7	Gujerati	25.87
8	Malayalam	21.94
9	Kannada	21.70
10	Oriya	19.85
11	Punjabi	16.44
12	Assamese	8.95
13	Kashmiri	2.43
14	Sindhi	1.67

Source: 1971 Census as quoted in "An Indian Personality for Television", vol.1, p.39. (1981 Census figures are not available.)

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3. Ibid., (as quoted), p.75.

Although English is not included in Schedule VIII of Indian Constitution as a language of India, according to an estimate around 2 per cent of Indian population, i.e. 14 million people (1981 population level) know English, thus it stands 12th rank if we list it among Indian language in descending order.

Apart from these languages there are a host of dialects in each of these fourteen languages. For instance, Hindi has dialects like Maithili, Brajbhasa, Kumaoni, Garhwali, Haryanvi, Rajasthani, Chattisgarhi etc. There exists a sizeable number of tribal dialects in India. Because of the language problem, Hindi and English programmes telecast from Delhi and relayed throughout the country have very little effect on rural people. Therefore, the programmes should be in the language of the people. In other words, the programmes should be in the language of a particular region. The programmes should be "area-specific" i.e., dealing with specific problems of the area in contrast with the Delhi-centric programmes. Research in Pij TV shows, good entertaining programmes do not face the language barrier.

The question of language barrier comes in case of National Programme. The Joshi Committee recommends that, any programme which is not in the language of the viewers

should be para-dubbed.[4]

An interesting point very often made is the enormous time spent on TV programmes. In this connection a question one can ask: "how much TV time is there?"[5] A statistical analysis will give the answer. "There are 8,760 hours in a year. Eighteen nations fill every hour- and more - with television programming. Canada and the United States provide in excess of 15,000 hours per day, greater than the annual output for most nations. News and information accounts on average for 15 per cent to 20 per cent of the broadcast output, but usually it is in prime time."[6] A comparative analysis of TV time and the time devoted to news among forteen important countries are presented in Table-17.

Table-17: TV Time

	Country	Annual Hours	of which news
1	Canada	6,092,728	1,082,296
2	United States	5,559,590	883,899
3	Japan	393,251	51,341
7	Hong Kong	26,980	3,266
11	India	14,350	2,605
15	Malaysia	9,569	1,334
26	Singapore	5,738	1,166
32	U.A.E.	4,588	460
36	Jordan	3,982	598
42	Qatar	2,920	1,095
43	Saudi Arabia	2,920	426
57	Pakistan	2,230	705
59	Brunei	2,200	440
70	Syria	663	110

Source: Frontline, Oct. 19-Nov. 1, 1985, p.79.

5.   Frontline, Oct. 19-Nov. 1, 1985, p.79.

6.   Ibid., p.79.

The television programmes can be of three broad types:

"(a) entertainment-drama, music, (films), varieties, etc.

(b) information-arts, science, crafts, cooking, shopping, travel, etc.

(c) orientation - public events, public issues, personal relations etc."[7]

What is the kind of programmes which the people like to see on TV? The answer is entertainment programmes. A study conducted by the French National Commission for UNESCO showed that "fiction-based entertainment" constitute half of actual viewing time of people.[8] The study was conducted for three weeks in 1979. In Canada and Hungary, the number of viewers for fiction-based entertainment programmes was more than fifty per cent, in Belgium and France it was around a forty eight per cent, in Bulgaria and Japan it was forty four per cent. In Italy, audiences for fiction-based entertainment were only 36.3, but this was the highest for any type of programme. "Honest

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7. This is the finding of six studies in various cities during 1951 to 1954. B. Kuppuswamy, "Communication and Social Development in India", Sterling, New Delhi, 1976, p.47. Word in bracket is mine.

8. Antony, Brock, "Television: The Square-eyed Leveller", Social Welfare, Jan. 1984, p.37. The name of the study is "Three Weeks of Television".

televiewers who know that what, hand-on-heart, they must
acknowledge as mediocre, they tend, hand-on-switch, to
turn on and watch, have nothing to learn from the audience
figures for all forms of entertainment together. These
range between more than 75 per cent in Japan and just
under 64 per cent in France, with Italy just below the
average range at 59 per cent."[9]

According to the UNESCO study, audiences for news
bulletins and other information-based programmes in Italy
were just near 36 per cent, in Bulagaria around 30 per
cent and in Japan 18.8 per cent. The important finding
of the study was "that demand from country to country
differs less than supply. Despite the diversity of
programmes structures and schedules, the response is
virtually identical,"[10] with little variation in case
of Italy.

Regarding programme outputs, in the seven countries
covered by the study, cultural programmes accounted for
a big share that is 19.7 per cent in France, in Belgium
it was 14.6 per cent while in Japan and Italy it was
little lower i.e. 9 per cent and 8.6 per cent respectively.

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9.   Ibid., p.37.

10.   Ibid., p.37.

Inspite of the variety of the countries, the study
showed that there was similarity in audience behaviour.
The data concerning foreign TV programmes was a varied
one. "In Canada, the American CBS and NBC networks account
for 29 per cent of programme output and in Belgium, the
three French channels and the Luxemburg transmitter RTC
account for a massive 71.5 per cent".[11] In case of
Japan and France, the programme import rate is less than
10 per cent while Italy's programme imports stood at 17.7
per cent, Bulgaria 24.4 per cent and Hungary 31.8 per cent.

Those imported television programmes come from various
countries. Belgium's imported TV programmes constituted
52 per cent from France, 12 per cent from United States
and around 2 per cent from Britain. In case of Bulgaria,
the USSR's share was 15 per cent and imports from other
socialist as well as capitalist countries. Canada's
imported television programmes constituted of USA 44.3
per cent, United Kingdom 3.9 per cent and France 2.6 per
cent. In case of France, United States supplied 6.7 per
cent of programmes, while Italy and United Kingdom supplied
0.8 per cent each. In case of Hungary, the imported TV
programmes come from USSR (7 per cent), USA (3.4 per cent)
and Poland and Italy (4.4 per cent each.[12]

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11. Ibid., p.38.

12. Ibid., p.39.

The programmes telecast during the "prime time" has
a "snowball effect: the programme scheduled in a goodtime
slot tends to win audiences since the public knows from
its own experiences that such slots exist (supper over,
younger children in bed) and is inclined to watch what
it realizes the programme-planners regard as popular. The
success of the programmes confirms the planners in their
scheduling practices and so it goes on."[13] Thus, a
programmes telecast at odd hours lose viewers.

The study maintained, "rather than condemning cultural
television, one should ask whether it might not be improved.
All too often, authors and producers resign themselves
to addressing a tiny cultural elite who can understand
their allusions and references. All too often, too little
time is given to most accessible realms of culture such
as travel stories, human geography or history... And all
too frequently, producers forget to prepare the viewer
for what he is to see, to motivate him by demonstrating
that the subject matter concerns his own life and can
help him to understand society, express himself or act
effectively".[14]

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13. Ibid., p.39.

14. Ibid., p.40.

As discussed in the earlier chapters India is a late-comer to the world of television. There is not much research done on Indian television, and still a virgin field. The eighties saw the unprecedented expansion of television in India. In terms of hardware, TV covers 70 per cent of population of India, and the plan is afoot to increase the coverage to 80 per cent in the seventh plan. But, TV programmes both in terms of quality and quantity are far behind the world standards. Ours is still in infant stage, thus needs special care and nurturing. Despite this, there is an increase in telecast of programmes - some good and most of them of low quality. There is also a rise in broadcast time. These can be seen from the table for an entire month. (See Table-13)

Very often the researcher and other individuals concerned about TV programmes face the problem of 'secret mania' of the Doordarshan in consulting the audience research reports. These reports are treated as classified government documents, which makes it more difficult for analysing the audience reaction to different TV programmes. Therefore, the audience research reports should be made open public reports.

How many people watch TV? How frequently do they watch TV? A survey conducted by Indian Institute of Public Opinion in 1983 provided some trends in this regard.

	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
NEW DELHI	10.30 a.m. : Star Trek 11.15 a.m. : Bawaji Ka Baiscope 11.40 a.m. : Rajani 12.05 p.m. : Dekho Magar... 12.30 p.m. : Darpan 12.55 p.m. : Wah Janaab 1.20 p.m. : Titliyan 4.00 p.m. : World Of Sport 5.45 p.m. : Hindi feature film 8.40 p.m. : Samachar 9.00 p.m. : Quiz Time 9.30 p.m. : The News 10.00 p.m. : Focus	8.30 a.m. : School Transmission 6.15 p.m. : Hamare Adhikar Aur Kartavya 6.35 p.m. : Jaan Hai Jahan Hai (health programme) 7.00 p.m. : Krishi Darshan 8.40 p.m. : Samachar 9.00 p.m. : Natkhat Narad 9.30 p.m. : The News 9.50 p.m. : Chitramala 10.20 p.m. : Karamchand 10.45 p.m. : National Programme of Dance	6.35 p.m. : Khel Khilari 6.55 p.m. : Programme Highlights 7.00 p.m. : Krishi Darshan 7.30 p.m. : Sansad Samachar 7.40 p.m. : Patrika 8.40 p.m. : Samachar 9.00 p.m. : Hum Log 9.30 p.m. : The News 9.50 p.m. : Janvani 10.30 p.m. : Terry And June 10.55 p.m. : Towards Progress	8.35 a.m. : School Transmission 6.35 p.m. : Mahilaon Ke Liye 7.00 p.m. : Krishi Darshan 7.30 p.m. : Sansad Samachar 7.40 p.m. : Aap Aur Hum 8.00 p.m. : Chitrahaar 8.40 p.m. : Samachar 9.00 p.m. : Khandaan 9.30 p.m. : The News 9.50 p.m. : Bibi Natiyon Wali 10.20 p.m. : Panel Discussion 10.45 p.m. : Premier Institutions Of India	6.00 p.m. : Gharelu Nuskhe 6.35 p.m. : Azadi Ke Diwane 7.00 p.m. : GharBahar (family) 7.30 p.m. : Sansad Samachar 7.40 p.m. : Ghazals 8.40 p.m. : Samachar 9.00 p.m. : Ek Kahani 9.30 p.m. : The News 9.50 p.m. : Bante Bigadte 10.20 p.m. : Prashan Manch 10.50 p.m. : National Programme of Music	6.00 p.m. : Aap Ka Parivar 6.15 p.m. : Children's Programme 7.00 p.m. : Krishi Darshan 8.00 p.m. : Chitrahaar 8.40 p.m. : Samachar 9.00 p.m. : Yeh Jo Zindagi 9.30 p.m. : The News 9.50 p.m. : Basanti 10.20 p.m. : Year Of The Youth 10.45 p.m. : Hot Tracks (1st & 3rd Fridays); Sports (2nd & 4th Fridays).	6.00 p.m. : Jaan Hai Jahan Hai 6.20 p.m. : Hindi drama 8.10 p.m. : Saptahiki 8.40 p.m. : Samachar 9.00 p.m. : Hum Log 9.30 p.m. : The News 9.50 p.m. : Films Division's feature 10.20 p.m. : Kavi Sammelan
BOMBAY	9.00 a.m. : Pratibha Ani Pratima 10.00 a.m. : Saptahiki 10.30 p.m. to 2.30 p.m. : Network sponsored programmes 4.00 p.m. : World Of Sports 5.40 p.m. : Hindi feature film 8.40 p.m. : National onwards : Programmes	10.40 a.m. : Shaleya Chitravani 5.45 p.m. : Documentary in Marathi 6.00 p.m. : Kilbil 7.00 p.m. : Kamgar Vishwa 7.40 p.m. : Kreedangan 8.10 p.m. : Yuvadarshan 8.40 p.m. : National onwards : Programmes	12.45 p.m. : Countrywide Classroom 5.45 p.m. : Documentary in Marathi 6.00 p.m. : Id-E-Qurban 7.00 p.m. : Chitrageet (Marathi) 7.40 p.m. : Gajra 8.40 p.m. : National onwards : Programmes	10.40 a.m. : Shaleya Chitravani 5.45 p.m. : Sugam Sangeet 6.00 p.m. : Nrutya Aur Sangeet 6.55 p.m. : Sharadache Chandane 7.40 p.m. : Mulkha Vegali Manse 8.00 p.m. : National onwards : Programmes	12.45 p.m. : Countrywide classroom 5.45 p.m. : Sugam Sangeet 6.00 p.m. : Kamgar Vishwa 6.20 p.m. : Sundar Maze Ghar 6.50 p.m. : Dnyandeep 7.20 p.m. : Agricultural Hints (Marathi) 7.40 p.m. : Regional drama 8.40 p.m. : National onwards : Programmes	10.40 a.m. : Shaleya Chitravani 6.00 p.m. : Santakukdi 7.00 p.m. : Arogya Sampada 7.40 p.m. : Classical Music 8.05 p.m. : Chhaya Geet 8.40 p.m. : National onwards : Programmes	10.40 a.m. : Shaleya Chitravani 4.30 p.m. : Marathi film/drama 7.40 p.m. : Vigyan Alok 8.00 p.m. : Panel Discussion 8.40 p.m. : National onwards : Programmes
CALCUTTA	10.30 a.m. : Network onwards Programmes 4 p.m. : World of Sport 5.45 p.m. : Hindi feature film 8.40 p.m. : National onwards Programmes	6.04 p.m. : Hare Karamba 6.30 p.m. : Dwijendrageeti 6.45 p.m. : Panchali Gaan 7.00 p.m. : Bijnan Prasange 7.30 p.m. : Bengali News 7.40 p.m. : Sports Roundup 8.15 p.m. : Sahitya Sanskriti 9.00 p.m. : National onwards : Programmes	12.45 p.m. : Countrywide Classroom 6.05 p.m. : Chiching Phank 6.30 p.m. : Youth Time 7.15 p.m. : Sambad Prabaha 7.30 p.m. : Bengali News 7.40 p.m. : Bengali Drama 8.40 p.m. : National onwards : Programmes	12.45 p.m. : Countrywide Classroom 6.00 p.m. : Ghare Baire 6.30 p.m. : Palikatha 7.00 p.m. : Rabindra Sangeet O Nritya 7.20 p.m. : Civic Sense 7.30 p.m. : Bengali News 7.40 p.m. : Darshaker Darbare 8.00 p.m. : National onwards : Programmes	12.45 p.m. : Countrywide Classroom 5.35 p.m. : Star Trek 6.30 p.m. : Tarunder Janya 7.00 p.m. : Dristikone 7.30 p.m. : Bengali News 7.40 p.m. : Kathay O Sure 8.22 p.m. : Orchestra 8.40 p.m. : National onwards : Programmes	6.04 p.m. : Pop In Germany 7.35 p.m. : Aikatana 8.05 p.m. : Kirtan 8.40 p.m. : National onwards : Programmes	12.45 p.m. : Countrywide Classroom 5.30 p.m. : Bengali feature film 7.30 p.m. : Bengali News 7.40 p.m. : Saptahiki 8.40 p.m. : National onwards : Programmes
MADRAS	8.45 a.m. : Wonder Balloon 9.10 a.m. : Star Trek 10.00 a.m. : Natana Arangam 10.30 a.m. : Network onwards : Programmes 4.00 p.m. : World Of Sport 5.30 p.m. : Tamil feature film 9.00 p.m. : National onwards : Programmes	5.32 p.m. : Folk Arts 6.00 p.m. : Health Programme 6.30 p.m. : Rural Programme 7.03 p.m. : Tamizh Cholai 7.35 p.m. : Isai Arangam 9.00 p.m. : National onwards : Programmes	5.32 p.m. : For Industrial Workers 6.00 p.m. : Manai Matchi 6.30 p.m. : Adult Education 7.03 p.m. : Ativiyal Aayiram 7.30 p.m. : Tamil drama 8.40 p.m. : Tamil News 9.00 p.m. : National onwards : Programmes	5.30 p.m. : Paamalai Glory Kriubainatham 6.00 p.m. : Mazhalai Inbam 6.15 p.m. : Cartoons 6.30 p.m. : Rural Programme 7.03 p.m. : For Youth 7.30 p.m. : Quiz 9.00 p.m. : National onwards : Programmes	5.02 p.m. : Health Programme 5.15 p.m. : On Freedom Struggle 5.30 p.m. : Films Division Documentary 5.40 p.m. : Viewers' Forum 6.00 p.m. : Sports 6.30 p.m. : Adult Education 7.03 p.m. : Songs from Malayalam Films 9.00 p.m. : National onwards : Programmes	11.15 a.m. : Kanbom Karpon 5.32 p.m. : 20 Point Programme 5.30 p.m. : Freedom Struggle 6.00 p.m. : Youth Panorama 6.30 p.m. : Rural Programme 7.03 p.m. : For Youth 7.30 p.m. : Kalayum Kaivannamum 7.45 p.m. : Oliyum Oliyum 9.00 p.m. : National onwards : Programmes	3.30 p.m. : Children's Programme 5.00 p.m. : Hindi feature film 8.10 p.m. : Munottam 9.00 p.m. : National onwards : Programmes

NOTE:
National Network programme telecasts are listed in bold. All programmes are subject to change.

BOMBAY'S SECOND CHANNEL

SUNDAY

6.30 p.m.	: Music (Marathi).
6.45 p.m.	: Saptahiki.
7.00 p.m.	: Sindhi programme: 1, 5. Malayalam programme: 2; Tamil programme: 3; Kannada programme: 4.
7.30 p.m.	: Western Music.
8.00 p.m.	: Weekly Round-Up (English).

MONDAY

6.30 p.m.	: Musical programme (Marathi).
7.00 p.m.	: Urdu Magazine: 1, 3, 5. Hindi Rachana: 2, 4.
7.30 p.m.	: Health programme — Hindi: 1, 3, 5; English: 2, 4.
8.00 p.m.	: Hindi serial.

TUESDAY

6.30 p.m.	: Sham-E-Ghazal/Aarohi.
7.00 p.m.	: Marathi serial.
7.30 p.m.	: Current Affairs (Marathi: 2, 4.

	Sojjun (Parsi Comedy); Manoranjan: 1; Parijat (Gujarati): 3; Dance Recital: 5.
8.00 p.m.	: At The Turning Point.

WEDNESDAY

6.30 p.m.	: Documentary film; Marathi: 2, 4; English: 1, 3, 5.
6.40 p.m.	: Ajache Pahune.
7.00 p.m.	: Youth Programme: Hindi: 1, 3, 5; Gujarati: 2, 4.
7.30 p.m.	: English serial.
8.00 p.m.	: Classical Music: 1, 3, 5; Cultural Round-Up: 2, 4.

THURSDAY

6.30 p.m.	: Vocational Guidance (Marathi).
6.50 p.m.	: F.D. Film (Hindi).
7.00 p.m.	: Guest of the Week (Hindi/English): 1, 3. Our Law (Hindi/English): 2, 4.

	English documentary: 5.
7.20 p.m.	: Vrindagaan.
7.30 p.m.	: Couple Of Questions: 3, Monitor: 1; Face to Face: 2, 4; Dance Ballet: 5.
8.00 p.m.	: Life Scape (Monthly): 1, 5.

FRIDAY

6.30 p.m.	: Apli Mumbai (Marathi): 1, 3, 5.
7.00 p.m.	: Programme done by outside producers: 2, 4; From our Archives: 1, 3, 5.
7.30 p.m.	: Sponsored programme.
8.00 p.m.	: English serial.

SATURDAY

6.30 p.m.	: Sugam Sangeet (Marathi).
6.40 p.m.	: Consumers' Forum: Hindi: 1, 3, 5; English: 2, 4.
7.00 p.m.	: English Serial/Film.
8.00 p.m.	: Our Bombay: 1, 3; Classical Dance: 2, 5; Classical Instrumental: 4.

DELHI'S SECOND CHANNEL

SUNDAY

6.30 p.m.	: Sugam Sangeet.
6.45 p.m.	: Chahal Pahal.
7.00 p.m.	: English Programme.
8.00 p.m.	: Classical Music.

MONDAY

6.30 p.m.	: Bhakti Sangeet.
6.45 p.m.	: Yeh Dilli Hai.
7.30 p.m.	: Samachar.
7.45 p.m.	: English Programme.

TUESDAY

6.30 p.m.	: Punjabi Geet.
6.45 p.m.	: Yeh Dilli Hai.
7.00 p.m.	: Yuvaon Ke Liye.
7.30 p.m.	: Samachar.
7.40 p.m.	: Bazm: Urdu Magazine.

WEDNESDAY

6.30 p.m.	: Ghazal.
6.45 p.m.	: Samachar Diary.
7.00 p.m.	: Western Music.
7.30 p.m.	: Samachar.
8.00 p.m.	: Sports Round-Up.

THURSDAY

6.30 p.m.	: Qawalis.
6.45 p.m.	: Yeh Dilli Hai.

7.00 p.m.	: Friday Quiz.
7.30 p.m.	: Samachar.
7.40 p.m.	: English Programme.

FRIDAY

6.30 p.m.	: Agle Hafte Mein.
6.45 p.m.	: Yeh Dilli Hai.
7.00 p.m.	: Classical music/dance.
7.30 p.m.	: Samachar.
7.40 p.m.	: Serial play in Hindi.

SATURDAY

6.45 p.m.	: Interview with a prominent personality.
7.30 p.m.	: Samachar.
7.40 p.m.	: Western Music.

The survey was conducted in four metropolitan cities viz. Delhi, Bombay, Calcutta and Madras.[15] It shows that TV viewing has gone up to 74 per cent. In case of viewers who regularly watch TV "for more than 4 days in a week", Madras was the highest with 71 per cent, followed by Delhi with 62 per cent and Bombay with 49 per cent. According to the survey, 74 per cent of the viewers are "fairly good viewers" with some of them watch television more than 4 days a week while some others less than 4 days a week - making the average viewing at 4 days a week.

Feature films emerged as the mostly watched TV programme with a viewship at 67 per cent, the news had 43 per cent and all other programmes including sports had 22 per cent viewership. The "current affairs" programme had only 3 per cent of viewers. The National Programme also had a very low audience. In Calcutta, feature films are more popular with 74 per cent audience, while had viewership at 32 per cent. Bombay, Delhi and Madras had a high percentage of audience for news while Calcutta had a lower percentage. Calcutta had a high percentage of TV viewers for sports programmes. (See Table-19)

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Television Audience Survey, Blue Supplement to the "Monthly Public Opinion Surveys" of Indian Institute of Public Opinion, vol.28(9), June 1983, p.III.

Table 19: **Radio and Television Audience Surveys**

| | Total Number of Residents | | City | | | | | | | |
| | | | Bombay | | Calcutta | | Delhi | | Madras | |
	Act.	%	Act.	%	Act.	%	Act.	%	Act.	%
How often do you watch TV:										
More than 4 days a week	806	54	182	49	125	33	232	62	267	71
Less than 4 days a week	303	20	94	25	126	34	53	14	30	8
Less often	216	14	42	11	103	27	45	12	26	7
Never	175	12	57	15	21	6	45	12	52	14
Total	1500	100	375	100	375	100	375	100	375	100
If Watch TV, which programmes do you watch on TV?										
TELEVISION PROGRAMMES										
Feature Film	885	67	195	61	263	74	219	66	208	64
News	564	43	137	43	115	32	149	45	163	50
Chitrahar (film songs)	460	35	184	58	87	25	173	52	16	5
Plays/Drama	294	22	83	26	32	9	91	28	88	27
Sports Events	286	22	48	15	158	45	39	12	41	13
Variety Music Programmes	110	8	15	5	10	3	9	3	76	24
Quiz Programme	83	6	15	5	5	1	11	3	52	16
Children Programmes	55	4	2	1	6	2	21	6	26	8
Interviews	48	4	13	4	13	4	10	3	12	4
Discussions on Current issue	45	3	14	4	14	4	7	2	10	3
National Programmes	38	3	20	6	7	2	1	..	10	3
Phool Khiley Hein Gulshan Gulshan	33	3	22	7	-	-	11	3	-	-
Aap Key Liye (Sunday Morning)	32	2	2	1	-	-	30	9	-	-
Youth Programmes	28	2	9	3	6	2	8	2	5	2
Classical Music	24	2	7	2	-	-	2	..	15	5
Serial Film	23	2	12	4	1	..	10	3	-	-
Krishi Darshan	18	1	-	-	-	-	18	5	-	-
Yogabhyas	8	1	-	-	-	-	8	2	-	-
Mirror of the World	8	1	-	-	-	-	8	2	-	-
Parliament News	3	..	-	-	-	-	3	1	-	-
Others	224	17	76	24	33	9	15	5	100	31
Not specified	40	3	6	2	8	2	19	6	7	2
TOTAL	1325	*	318	*	354	*	330	*	323	*

*No check: Provision for multiple answers.

Source: "Radio and Television Audience Surveys", Blue supplement to the Monthly Public Opinion Surveys of the Indian Instt. of Public Opinion, vol.28(9), June 1983, p.III.

A more recent study[16] conducted by Indian Market
Research Bureau which covered around 1.12 crore TV audience.
The study was undertaken in the four metropolitan cities,
viz., Delhi, Bombay, Calcutta and Madras.

The morning educational programmes broadcast in Delhi
and Bombay accounted for the lowest TV audience with Delhi
having less than 2 per cent while Bombay has less than
one per cent.

The much talked sponsored TV programmes such as Hum
Log, Yeh Jo Hai Jindagi and Rajani have a smaller audience
in Madras and Calcutta. The regional programmes in Tamil
and Bengali have a bigger audience in these places. In
Madras and Calcutta, Hum Log and similar programmes have
the viewership percentage between 20 and 25 while Tamil
feature film has 74 per cent and Bengali feature film has
57 per cent of viewers.

In comparison with Hindi programmes, English television
programmes such as Star Trek, the News and Quiz Time have
got a lower rating. According to the IBRB study, "the
top rated English programmes have only 30 to 35 per cent
of the number of viewers for programmes like Chitrahar.
Even amongst the most affluent – those with incomes of

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16. "Facts behind popular telecasts", The Times of India,
New Delhi, 27 Nov. 1985.

Rs. 2,500 and above, the English programmes have only 55 to
60 per cent of viewership of the Hindi programmes."[17]

The study shows that there were around 20 lakh TV sets
in the four metropolitan centres of Delhi, Bombay, Calcutta
and Madras. The owners of the TV sets are the "primary
viewers" along with them are a good number of "secondary
viewers" who watch TV programmes in their friends' or
relatives' places. The IMRB study covered both the "primary
viewers" and secondary viewers.

The study points out the audience has gone down by
35 per cent in case of sponsored programmes shown at 10.20p.m.
in comparison with programmes telecast at 9 p.m. The
biggest fall was in Calcutta as only 15 per cent of the
total audience watch programmes at that time. The other
important finding of the study was that only 60 to 65 per
cent of the viewers of programmes shown on week-days watch
Sunday morning sponsored programmes. Although there was
a sizable amount of TV time, due to the large number of
programmes, the average viewership was at a lower level.

Another interesting revelation of the study was that
top programmes telecast on Channel-II in Delhi and Bombay,
accounted for a mere 10 to 15 per cent of the total number
of TV viewers of the four metropolitan cities.

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17. Ibid.

It also showed that there has been a significant
rise in the advertising revenue of television which at
present stands at m.70 crore per annum. However, the
study could not explain whether this was due to a shift
of advertising from the traditional print media to the
electronic medium, or some other reasons.[18] At the present
juncture, it is difficult to predict whether TV would make
inroads into newspaper advertising. The study also implied
that TV is cheaper as a medium of advertising in terms of
making "an impact on the consumer" in comparison with other
forms of advertisement.[19]

The viewers reaction to the Doordarshan's programmes
are varied. The Joshi Committee has provided some of them
and we quote a few which are useful:

A young mother in Assam remarked, "we watch these
programmes with our growing children along with our elders.
And we feel ashamed. The children ask us what is going on.
We have to tell lies. Adult films being shown to children,
how do people in Delhi allow this? Have they no children
about whose welfare they are concerned? Almost all outdoor
activity and home work by children has been adversely
affected by TV. What is the future of a country whose

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18. Ibid.

19. Ibid.

children are being turned into film addicts?"[20]

A worker from a Kamgar club in Bombay told, "See what they are offering us? This is done with our money but it is not for our welfare. Why do they not ask us? We can tell them what kind of programmes we want. We do not have the leisure to keep watching songs and dances. These are rich men's luxuries. Teach us skills, give us education, make us literature. Give us programmes on health, food, childcare. Tell us about any schemes the government has for our benefit."[21]

An urban group from Hyderabad said, "We want programmes in a language which we understand. But we also know that todays world is different from what it was in the past. One has to learn more than one language so that one can go to another place and can even work there. Why can't you teach our children more than our language?"[22]

A group in Assam asked, "Do people in Delhi know what we feel, what our opinions and reactions are? Will Radio and TV reflect us by allowing us to speak and carry our authentic voices and images to Delhi? Or will they only give the point of view of a small section".[23]

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20. "An Indian Personality for Television", vol.1, p.9.

21. Ibid., p.10.

22. Ibid., p.10.

23. Ibid., p.11.

Another group   in Imphal asked, "Why should we
only see people of Delhi? We also want to see ourselves -
our life, our art and our culture."[24]

One group has also questioned, "Why so much time to
politics, to political leaders and State functions? Such
over-publicity becomes irritating. Life has many sides,
why not touch other aspects of life?"[25]

24. Ibid., p.11.

25. Ibid., p.11.

CHAPTER V

TELEVISION AND SOCIAL CHANGE

It is well accepted by now that mass media has a definite role in the process of social change. Television among all the mass media has a unique place and has enormous potential for inducing change. But the effects of television are not without any loopholes. The use of television in the form of a technology has given rise to some controversial issues. However, the potential of television in economic and social change is well established. We have discussed in the previous chapters how a sound television policy can help in the process of socio-economic development, especially in Indian context. In this chapter we will discuss to what extent TV can act as a "catalyst of social change". We will also examine the impact of television on the society.

Television has the potential to become a catalyst of social change. TV can do so by:

(a) becoming a medium of communications for national development;

(b) conscientising all sections of the society about the "exploitation of the poor"; and

(c) educating the masses and developing the human resources.

The process of national development is very complica-
ted. It involves long range planning, industrialisation,
improvement in the agricultural practices, health and
nutrition for all the people, control of population growth
etc. This process also includes exploitation of natural
resources, transport planning, raising per capita income,
increasing production and productivity, harmonious labour
relations and on the whole involvement of all the people in
the activities of the nation. For this, highly essential
is the "growth perspective" which has to be communicated to
the masses. Schramm and Winfield remarked aptly regarding
this:

"Indeed a whole set of attitudes, understanding and
skills appropriate to economic development and social change
must be communicated over a developing country, and in many
cases to a people who are ignorant of them, uninterested
or resistant... The necessary knowledge of the public
affairs, the concept of national loyalty, and empathy for
the fellow citizens must also be communicated so that people
will be able to participate in national affairs. Furthermore,
if a nation is trying to play a significant part inter-
nationally, communication must weave the new states, and
the necessary understanding and international events and
relationships must be communicated to people."[1]

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1. Schramm, W. and Winfield, "New Uses of Mass Communication
   for the Promotion of Economic and Social Development",
   UNESCO (E).

There is an apprehension that the very concept of change might get resistance from the people in the tradition and superstition ridden underdeveloped and developing societies. The people in these societies are far away from modernisation. Schramm thinks that a communication system that works skillfully and intelligently can fight these obstacles. Here the role of television is very significant. In fact, it can act as a "modern information multiplier" which can help in smothening the process of national development, economic growth and social development. In this connection Schramm's observation is appropriate: "It is hardly possible to imagine national, economic and social development going on at its present pace without some modern information multiplier, and indeed without mass communication, probably the great freedom movements and national stirrings of the last few decades never would have come about at all."[2]

Communication has the potential of providing the required help in the process of creation of "a participatory model of development" in which the information will not only flow downwards "from the government to the people" but also will have provision for upward communication from

2.   Schramm, Wilbur, Mass Media and National Development. Stanford University Press, California, 1964, p.271.

the masses to the government.[3] The "two-way communication"
will give a new thrust to decentralisation of planning.
It will also make the decision-makers and policy planners
aware of the real conditions, needs, problems, aspirations
and perceptions of the masses of the country. Thus, it can
do away with the distortions in the process of development
caused by one-way communication.

The television can help in bridging the communication
that exists in societies like India. The Joshi Committee
is very clear in this regard. It says, "the communication
gap has produced vast wastage of resources, leakages to
middle men and intermediaries and also development disasters.
Communication can act as a powerful corrective of distorted
perceptions and priorities; it can also help to convert
development programme into a partnership between the experts
and the people, each educating and helping the other.
Communication of an audio-visual type has a vast untapped
potential in a society where a very large proportion of
people are illiterate and where 'seeing is believing' and
'seeing is knowing'. In a vast country like India where
reaching millions and millions of small producers with
valuable information is a stupendous task, television
workers, it can often be a substitute for the proliferating

3.   "An Indian Personality for Television", vol.1, p.121.

extension agency and the specialists."[4]

The television can highlight the problems of the
rural people. Realising the potential of TV for develop-
ment communications, Vikram Sarabhai wanted the government
to expand the television network throughout the country.
The several committees on Radio and TV, for example, Chanda
Committee and Vergese Committee were of the view that
Indian television should increase its reach immediately.
The Joshi Committee went a step further by recommending
one community TV for each village during the Seventh Plan.

Television has a definite role in providing the
farmers with latest scientific and technological innovations
in modern agriculture. An eminent agricultural scientist
M.S. Swaminathan, in this connection, rightly points out,
"when science and technology become the prime mover in
shaping and directing agriculture, its transition from
traditional to modern agriculture sets in. The advances
made in the field of agriculture throw up new information
and knowledge which must be transferred and used on the
farms for raising agriculture to a higher plane of producti-
vity and efficiency. At the receiving end are millions
of farm families who are largely illiterate".[5] He feels

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4.   Ibid., p.121.

5.   Ibid., p.5. (As quoted)

that TV has the potential of bridging such type of information gap.

Television can also conscientise the poor. It has the capacity to highlight the plight as well as exploitation of the poor people. The Kheda communication Project had devised a set of goals for TV programme production on "exploitation of the poor". The details are given in the Appendix-V. D. Bandopadhyaya[6] believes that TV can telecast "poor-oriented programmes" which can lead to "community action" from below. This will supplement the efforts of the government towards poverty alleviation. Unless there is a large-scale conscientisation of the poverty-stricken people, the anti-poverty schemes of the government cannot yield full results. The television has the potential to generate awareness within the poor masses at the grass-root level about the beneficial anti-poverty programmes of the government, such as, the new 20-Point Programme, Integrated Rural Development Programme, National Rural Employment Programme, Rural Landless Programme etc.[7]

Television has a tremendous potential for mass education and human resource development. In a gigantic country like

6. ─, Bandopadhyaya, D., "TV and Anti-poverty Programmes", "An Indian Personality for Television", (Appendix).

7. "An Indian Personality for Television", vol. 1, p. 123.

India the problem of providing education to all is a huge
one. The role of mass communication in general and TV in
particular is therefore very significant. We have discussed
in the previous chapters how educational programmes can be
disseminated from a medium like television. For this a
socially relevant and responsible TV is essential. In Indian
context, Doordarshan has to be conscious of its role in this
connection.

TV can also help in the process human resource develop-
ment. The different aspects of human being as emphasised
by the "Challenge of Education: A policy perspective" for
educational process can be relevant in case/television also.
These include:

"(i) physical, intellectual and aesthetic development
of personality;

(ii) inculcation of a scientific temper and democratic,
moral and spiritual values;

(iii) development of self-confidence to innovate, and
face familiar situations;

(iv) creation of an awareness of the physical, social,
technological, economic and cultural environment;

(v) fostering a healthy attitude to dignity of labour
and hard work;

(vi) a commitment to principles of secularism and social
justice;

(vii) dedication to uphold the integrity, honour and

foster the development of the country; and

(viii) promotion of international understanding."[8]

Television is not an unmixed blessing. The picture painted above is a positive one. But there are a number of controversies regarding these potentials of TV. J.K. Doshi[9] raises some issues in connection with this. Since TV is primarily a medium of information and entertainment, can it play a significant role in development after its novelty is gone. It is also passive, so can it surpass the extension worker or even rise upto that level? "Television viewing does not lead to action. Human intervention is essential",[10] says Doshi.

It is also questioned whether development is basically a communication problem. Farmers know the use of fertilizers, pesticides, high yielding varieties, but the problem is they do not get these items when they need and malpractices are seen. The farmers also do not find enough dividends out of their investment. Thus, though communication is an essential condition, it is not sufficient

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8. "Challenge of Education: A policy perspective", Ministry of Education, Govt. of India, New Delhi, 1985, p.67.

9. J.K. Doshi, "Television for Development", *Social Change*, Dec. 1983, vol.13(4), pp.23-25.

10. Ibid., p.23.

for development."[11]

Television has still not become a medium of the
masses, in the real sense of the term, since most of the
people cannot afford this at the prevalent high price,
and it is mainly reaching the urban audience, neglecting
the majority of rural populace of India.

Effects of television is another important area of
concern. Bagdikian compares the social effects of media
a hundred years ago and today in the following words:
"Inventions that increase speed and immediacy of information
have always changed the nature of their world... Telegraph,
railroads, and highspeed presses in the nineteenth century
led to the overthrow of the oligarchies and launched mass
politics. Television of the 1950s crystallised the civil-
rights revolution, rebellion on the campuses and a dis-
location between those who were shaped by the new machine
and those who were not."[12]

One of the significant effects of the emerging new
modes of communication is that, through this new information
is reaching new audiences, which "ultimately alters the
status quo and broadens the participation of individuals

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11. Ibid., p.23.

12. Ben H. Bagdikian, The Information Machines: Their
    Impact on Men and the Media, Harper Colophon Books,
    New York, 1971, p.xiii.

in the social process."[13]

The unprecedented growth of television has made it a "popular social form", and more and more social scientists, communication experts, intellectuals, academicians and even the common people are discussing about the impact of television on the people. Raymond Williams remarks in this connection, "the most significant feature of this discussion has been the isolation of the medium. Especially in advanced industrial societies the near-universality and general social visibility of television have attracted simple cause-and-effect identifications of its agency in social and cultural change. What is significant is not the reliability of any of these particular identifications, as will be seen, there are very few such effects which come near to satisfying the criteria of scientific proof or even general probability."[14] In fact, the two most important dimensions of this discussion centres on 'sex' and 'violence' and 'political manipulation' and 'cultural degradation'. A third dimension is the study of impacts of TV considered as an ideology.[15]

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13. Ibid., p.26.

14. Williams, Raymond, *Television: Technology and Cultural Form*, Fontana/Collins, Glasgow, 1979, p.119.

15. Ibid., p.119.

Herold Caswell's methodology to study communication
is: the question "who says what, how, to whom with what
effect?" This question excludes the "intention", and thus
neglects "all real social and cultural process".[16]

Halloran's[17] view on effects of television is that
"the observation of mass media violence" can contribute
towards aggressive behaviour afterwards, but this is not
a determining factor. The NBC (National Broadcasting
Company, U.S.A.) has conducted a study on whether TV
contributes towards violent behaviour. The study concluded
that, "television was not causally implicated in the develop-
ment of aggressive behaviour among children and adolescents."[18]

However, these are studies conducted in western
countries. In India, we do not have enough research in
this regard yet. But the trend could be seen from the
observation of K.S. Karnik and E.V. Chitnis "that at present
communication practice succumbs to the demands of nouveau
riche and also "communication has played an important role
in promoting a value system corresponding to the style of
life of the more aggressive sections of this new class.

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16. Ibid., p.120.

17. J. Halloran (ed.), Effects of Television, London, 1970,
    pp.55-64.

18. Combroad, Commonwealth Broadcasting Association,
    September, 1983, p.45.

Sexist and sadistic violence, glorification of the ruth-
less go better, lure of the latest material gadgets are
almost idealised by the emerging software linked with
commercial agencies."[19]

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19. P.C. Joshi, "Communication and Nation-building -
     11", Mainstream, Nov. 30, 1985, p.57.

CHAPTER VI

CONCLUSION

Television occupies a very prominent place in the ongoing communication revolution in India. It has the potential to play the role of a catalyst of social change by doing the following:

1. disseminating information;

2. educating the masses;

3. human resource development;

4. helping in the process of development communication;

5. inculcation of scientific temper among people;

6. providing meaningful entertainment;

7. national integration;

8. promotion of culture;

9. promotion of debates and discussion on public issues; and

10. motivation.

These potential can be utilised only if there is a sound television policy based on a genuinely Indian perspective is formulated and implemented.

There has been an unprecedented expansion of television in India. "Communication for development" and promotion of social priorities and national goals have been the professed factors under the garb of which the massive

expansion of TV network in India has been undertaken. The growth of television network is haphazard in India. There had been no consistent policy of development of television in the country. The government had appointed several committees to advise in the area of public broadcasting. The important committees are Chanda Committee, Vergese Committee and Joshi Committee. All these committees had submitted their reports with very relevant recommendations, but unfortunately in most cases the government either did not care about them or cold-storaged them. Chanda Committee recommended for early expansion of TV, but these were not accepted by the government. Only recommendation of this committee that was implemented was the separation of Doordarshan from All India Radio.

The Vergese Committee was for the formation of an autonomous trust for public broadcasting covering A.I.R. and Doordarshan. The Janata Government had a half-hearted interest in the autonomy of Radio and TV. Despite the report favouring autonomy for broadcasting organizations is essential and accepted by communication experts and people in general, the government thought otherwise and both A.I.R. as well as Doordarshan could not come out of the clutches of the Information and Broadcasting Ministry. The Congress government is not at all interested in giving

autonomy to All India Radio and Doordarshan. Thus, the
much needed autonomy for Doordarshan for providing
'credibility' to the official medium and production of
socially relevant as well as high quality software does
not seem to be in the sight.

The Joshi Committee was of the opinion that Doordarshan
should mirror an "Indian Personality". Indian television
should project a genuinely Indian culture. TV should help
in the process of change. And these can be done by tele-
casting socially relevant programmes. This Committee has
made very significant recommendations regarding software
for Doordarshan. It talks of "functional autonomy for
Doordarshan". It also wanted a structural change in
Doordarshan as well as Information and Broadcasting Ministry.

The development of television network had been very
haphazard and irrational. Although TV started in India
from 1959, no significant growth of had occurred till the
early eighties. TV had not got due importance till the
9th Asian Games held in 1982 in Delhi. This marked a
watershed in the history of mass communication in India.
This saw the first major expansion of TV network along
with introduction of colour in a big way. The expansion
had been a conscious political decision with an eye towards
propaganda and other political use including image-making.

However, before the expansion, the SITE programme
had already revolutionalised the audio-visual communication
process. The SITE programmes had generated tremendous
interest among the people of the areas where the provisions
were made. But, more interest had been shown by communi-
cation experts, social scientists, academicians, policy
planners and decision makers. The most significant
contribution of SITE was the Kheda experiment. It opened
a new chapter in development communications.

At present Doordarshan has a countrywide network
with provision for 70 per cent coverage of the population
of India. The Seventh Plan envisages to increase the
reach of TV to 80 per cent. Without the proper provision
of community TV sets to the poor people in rural areas as
well as urban slums, the mere technical coverage of 70 or
80 per cent of population by TV will be of little use.
But this growth in hardware is not matched by adequate
planning for software. In fact, there is no software
policy for Doordarshan as yet. As a result, the danger
of "cultural imperialism" is hanging as a Democles's sword.
There has been good number of imported programmes of
dubious quality and of no relevance to Indian society.
Feature films and film-based programmes constitute a very
high component of the total TV time. This leads to
promotion of social escapism and false consciousness.

The TV fails in generating a critical consciousness among people.

The TV has been increasingly succumbing to the pressures of nouveau riche. TV in India is urban-biased. The software that Doordarshan telecasts presently gives a distorted version of Indian society. It projects women as passive, objects for sex and weaker and their place is at home. The film and film-based programmes provide "cheap-entertainment". The TV programmes also do not go along the line of the professed goals of Doordarshan to provide an information, education and entertainment oriented TV. There exists a huge gap between the vision and the reality.

Therefore, the need of the hour is formulation of sound television policy which should be part of an integrated communication policy. Software policy for Indian Television should be the most vital part of this policy. The new communication policy should be such that it will make TV project the "real India". It should go in the lines of the vision provided by Jawaherlal Nehru and Vikram Sarabhai. TV should become a catalyst of social change in India. It should act as an instrument for socio-economic development. Television should help in highlighting the plight of poor. It should also contribute towards conscientisation of the poor so as to avail the gains

of different anti-poverty programmes like the new 20-Point programme, Integrated Rural Development Programme, National Rural Employment Programme, Rural Landless Programme etc.

Television has to take new initiatives in the field of education and development. TV can revolutionise the system of "teaching-learning" and the government's document "Challenge of Education - A policy perspective" takes note of this aspect. The establishment of Indira Gandhi National Open University is a step towards this.

Television has to present the changing India - that is vibrant and growing, and not the old static traditional India. It has to blend the modernity of Indian society with the rich cultural heritage. TV has to create a new culture keeping the moral and ethical element in view. It has to stop from turning the medium from becoming an agent of commercialism and consumerism.

Doordarshan has to telecast creative software. It has kept the goal as is enumerated in Indian Constitution that is, towards building a democratic, socialistic society with equality to all. It has to provide a two-way communication. Above all, a sound communication perspective should be evolved considering the characteristics of contemporary Indian society and its problems in the process of planned development and change. And in evolving a sound

television policy and communication perspective it should follow the guidelines of Mahatma Gandhi:

> "I do not want my house to be walled in on all sides and my windows to be stuffed. I want the cultures of all lands to be blown about my house as freely as possible but I refuse to be blown off my feet by any."

> "I want to write new things. But they should all be on the Indian slate."[1]

Television is not an unmixed blessing. In fact, it is a double-edged weapon. If not properly handled, it can cause enormous damage. It has become a "popular social form". The effects of television on society is a burning topic of concern.

In the Indian context, the challenge is to provide a "people-oriented, problem-oriented and development-oriented" television that takes care of the needs of the Indian society.

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1. As quoted in P.C. Joshi, "Television, Culture and Communication", Mainstream, June 4, 1983, p.21.

Appendix-1

TRADITIONAL OPINIONS AND ATTITUDES:

1. The opinion that intellectual work is of greater value than manual work.

2. The opinion that true learning is possible only within a guru-shishya context, where the teacher's authority and the pupil's obedience are of paramount importance.

3. The attitude of "live and let live" roughly equivalent to (Vasudaiva Kutumbaka) which is visible in the phenomenon of co-existing creeds and communities, and in the efforts being made to resolve them when they arise.

4. The opinion that the birth of a girl is less a matter of celebration than that of a boy.

5. The opinion that scientific research, to be meaningful, can only take place in a complex institutional framework under governmental supervision.

TRADITIONAL BELIEFS:

1. The belief in the evil eye, and the connected belief that it can be warded off by hanging a white pumpkin, or a white pumpkin mask with bulging eyes and a protruding tongue in front of one's house, or by typing a black thread around one's wrist, or by putting a black dot of kohl (Kaajal) on a child's cheeck.

2. The belief that by donning a <u>burkha</u> a woman acquires respectability, security, and even an aura of mystery.

3. The belief that meditation and prayer help a person to solve psychological problems.

4. The belief that a child who has diarrhoea should not be given water to drink.

5. The belief that India cannot produce industrial goods of a quality comparable with those produced by developed nations.

TRADITIONAL CUSTOMS

1. The custom of inviting not only close relatives and friends, but large number of neighbours and acquaintances, to attend one's daughter's or son's wedding and the attendant feasts and festivities.

2. Shopkeepers or vendors offer a small concession as a gesture of thanks to their first customers of the day (<u>boni</u>).

3. Hyderabadi Muslims send dishes of <u>sevian</u> (sweetened vermicelli) to relatives and friends (both Muslim and Hindu) on the occasion of Id-ul-Fitr.

4. Urban English-educated families celebrate birthday with cakes, presents, and greeting cards.

5. Public figures are garlanded at meetings, inaugurations of public works, cultural events, and on their own birthdays.

Surya Vasantha,
(Source:/"This 'Juggernaut' of establishment science",
<u>Yojana</u>, Aug. 15, 1983, pp.31-32.

Appendix-2

THE CODE

II-GENERAL RULES OF CONDUCT IN ADVERTISING

1. Advertising should be so designed as to conform to the laws of the country and should not offend against morality, decency and religious susceptibilities of the people.

2. No advertisement should be permitted:

   (i) which derides any race, caste, colour, creed, nationality except wherein such usage would be for the specific purpose of effective dramatisation, such as combating prejudice;

   (ii) which is against any of the objectives, principles, or provisions of the Constitution of India;

   (iii) which will tend to incite people to crime or to promote disorder, violence or breach of law;

   (iv) which presents criminality as desirable or furnish details of crime or imitation thereof;

   (v) which would adversely affect friendly relations with foreign States;

   (vi) which exploits the national emblems, or any part of the Constitution, or the person or personality or national leader or state dignitary;

   *(vii) on cigarettes and tobacco products.

*(viii) No advertisement shall be permitted the objects
whereof are wholly or mainly of a religious or
political nature; advertisements must not be
directed towards any religious or political end
or have any relation to any industrial dispute.

*(ix) Advertisement for services concerned with the
following are not acceptable: (a) Money lenders;
(b) Chit Funds and saving schemes other than
those conducted by nationalised or recognised
banks; (c) Matrimonial agencies; (d) Unlicenced
employment services; (e) Fortune-tellers or
sooth-sayers etc., and those with the claims of
hypnotism would be excluded from advertising on
T.V.

*(x) Betting tips and guide books etc., relating to
horse racing or other games of chance shall not
be accepted.

*(xi) No advertisement shall contain references which
are likely to lead the public to infer that the
product advertised or any of its ingredients has
some special property or quality which is in-
capable of being established, e.g. cure for
baldness.

*(xii) Scientific or statistical excerpts from technical
literature etc., must be used only with a proper

sense of responsibility to the ordinary viewer.
Irrelevant data and scientific jargon must not
be used to make claims appear to have a scientific
basis they do not possess. Statistics of limited
validity should not be presented in such a way
as to make it appear that they are universally
true.

*(xiii) Advertisers or their agents must be prepared to
produce evidence to substantiate any claims or
illustrations.

*(xiv) Advertisements should not contain disparaging
reference to another product or service.

*(xv) Imitation likely to mislead viewers even though
it may not be of such a kind as to give room for
legal action or be deemed as breach of copyright
must be avoided.

*(xvi) Visual and verbal representation of actual and
comparative prices and costs must be accurate
and should not mislead on account of undue emphasis
or distortion.

*(xvii) Testimonials must be genuine and must not be used
in a manner likely to mislead the viewers. Adver-
tisers or the agencies must be prepared to produce
evidence in support of any testimonial and any
claims it may contain.

NOTE: (*) Indicate (Doordarshan only)

3. In all other respects, the DG AIR/DD be guided for purposes of commercial broadcasting and telecasting in AIR/DD by the Code of Ethics for Advertising in India issued by the Advertising Council of India, as modified from time to time.

4. Notwithstanding anything contained herein, this Code is subject to such modifications/directions as may be made/issued by the Government of India from time to time.

Source: "The Code - II-General Rules of Conduct in Advertising", Akash Bharati, National Broadcast Trust, Report of the Working Group on Autonomy for Akashvani & Doordarshan, vol.II, Ministry of Information and Broadcasting Govt. of India, New Delhi, Feb. 1978, pp.A-73-A-75.

News Policy for Broadcast Media

Following is the circular on principles guiding news policy for broadcast media issued by the Government to All India Radio and Doordarshan on May 4, 1982, and placed before Lok Sabha on July 13, 1982:

1. There has to be a clear understanding of the difference between news and views. The reporting of news has to be factual, accurate and objective and only such views as make news should find a place in news broadcasts. There can be no editorialising in broadcast news.

2. Each news story should be judged strictly on the basis of its news value.

3. In the selection of news received from wide-ranging sources and in news editing, AIR and Doordarshan should be guided by the highest possible professional standards. While newsworthiness will determine the selection of news, its treatment and presentation should be directly related to the special characteristics and potential of each medium as well as the target audiences.

4. Apart from treating news factually and objectively, AIR and Doordarshan should provide, where necessary, a background to the events and happenings in order that listners in any part of the country are able to place such events and happenings in proper perspective.

5. The broadcast news should satisfy the highest criteria of accuracy and responsibility. AIR and Doordarshan cannot indulge in speculative stories of the type which appear in certain journals. They should develop their own sources for the verification of events.

6. In a developing country like ours, a special function of broadcasting should be the coverage of development, its significance, achievements and problems. Development news covers a wide range of activities — economic, technological, social and cultural. It should not be confined to mere statements and plans but explain their significance. For this purpose news gathering operations of AIR and Doordarshan should be expanded and properly dispersed. In other words, the news gathering apparatus should make a deliberate effort to explore new areas of development and nation-building news. People's participation in such activities should be duly highlighted as also significant work being done by voluntary agencies. Thereby the broadcast media should not only supplement the work normally undertaken by the news agencies but put out well-backgrounded stories on their own.

7. With the limitation of time, the vast audiences reached and the presentational demands, AIR and Doordarshan cannot be expected to follow the pattern of news coverage followed by the newspapers. The range and scope of news gathering and selection will have to be suited to the media.

8. The style and method of news reporting should reinforce the fundamental principles on which national policies are based. These fundamental principles include territorial integrity, national integration, secularism, maintenance of public order and upholding the dignity and prestige of Parliament, State legislatures and the judiciary.

9. Ministerial statements on policy matters, particularly those of the Prime Minister, are important inasmuch as they enable the people to understand national policies. Similarly implementation of Government programmes should be given proper place in the news. The focus should be on information rather than on individuals. It is also necessary that views critical of official policies and the manner of their implementation should find adequate time.

10. In reporting on political controversies the broadcast media should be guided by objectivity and fair-play. Due representation of differing viewpoints should be the aim. If a variety of viewpoints cannot be projected in the same bulletin, the balances should be achieved within a reasonable period of time.

11. In the choice of international events the objective should be to keep the people informed of world developments. A special effort should be made to give proper background of events. In the selection of news, greater attention should be given to events in developing countries, particularly our neighbours. Apart from strictly pruning and editing the copy from the world agencies which have an overload of news from advanced countries and also a subtle bias, it would be desirable for AIR to use copy from the Nonaligned News Pool and other Third World agencies on news merits. What is most essential is for AIR to increase the number of its foreign correspondents and carefully select their location and area of news coverage so that we can project a view of world developments as seen by India and other Nonaligned and developing countries.

12. AIR and Doordarshan should aim at creating an informed public opinion on international events and developments. In preparing programmes in news and current affairs, the national interest must be kept in mind. The national policy of peace and peaceful co-existence, nonalignment, friendship with all countries, support for people fighting for independence and freedom and the struggle against racism and racial discrimination and for an international order based on justice and equality should be highlighted. This does not exclude the reporting of any significant criticism of Government's foreign policy, either in its content or in its implementation.

13. The primary purpose of the current affairs programmes should be to enlighten the people on various aspects of political, economic, social and cultural developments. The treatment of the subject should be comprehensive, projecting different viewpoints. It should aim at providing adequate background for a proper understanding and interpretation of events and issues.

14. The current affairs programmes should be broadbased in the selection of topics and participants. The interests of various sections of the people should be taken into account. The formats should be innovative and suited to the medium. There is scope for experimentation in this respect.

15. Internal evaluation of news and current affairs programmes after their broadcast should be a regular exercise on a daily basis. A panel of outside experts for news and current affairs in a particular language should be considered.

16. The characteristics and potential reach of the broadcast media necessitate the drafting of news items in spoken style. The language should be addressed to the ear unlike the printed word in a newspaper or journal which is meant to be read.

The constraint of time also calls for precision and brevity. The differences in the level of comprehension of listeners are yet another factor to be taken into account. Simplicity and clarity are essential. Reporters and those who give talks should aim at easy communication with the people, and not parade their literary skills. AIR and Doordarshan should develop their own idiom and style.

17. There should be provision for evaluation from time to time of the language of the bulletins. There has to be a much greater emphasis on specialisation and training of the news personnel within AIR and Doordarshan. A style book in each language should be prepared without delay.

18. The implementation of these policies and norms will depend upon the professional capacity of the people who run the news and current affairs programmes. The choice of personnel is most important. A professional must have had training in news work. He should be able to choose the items well and to rewrite the stories to suit the medium. Professional training and appreciation of the role of the media in a democratic society will give him the confidence to take the right decisions.

Appendix-IV

OBJECTIVES OF DOORDARSHAN:

a. To act as a catalyst for social change.

b. To promote national and emotional integration.

c. To stimulate scientific temper in the minds of the people.

d. To disseminate the message of family planning as a measure of population control and family welfare.

e. To provide essential information and knowledge in order to stimulate greater agricultural production.

f. To promote & help preserve environmental and ecological balance.

g. To highlight the need for social welfare measures including welfare of women, children and the less privileged.

h. To promote interest in games and sports.

i. To create values of appraisal of artistic and cultural heritage.

Appendix-V

EXPLOITATION OF THE POOR:

Main goals

a. Recovery of self respect

b. Unity and co-operation leading to.

c. Community action to disrobe and discard the evils.

Sub goals

I. Awareness of Social Structures

a. Who has how much wealth?

b. Who has how much power and influence?

c. Who has how much social prestige?

d. Who has the strength of numbers?

II. Awareness of Social Values

a. Social values determine our behaviour.

b. Social values are created by the rich and powerful.

c. Social values are accepted by the poor without
   questioning.

III. Awareness of psychological alienation

a. The high caste despite the low caste.

b. The low caste accepts this as right because:

   i. the high castes are successful: have money,
      power, social prestige.

   ii. they are totally dependent on the high caste
      for practically everything.

c. Therefore the low castes despise themselves: no
   self respect and no respect for others.

d. The loss of self respect destroys individual creativity

e. The loss of respect for their peers makes unity and co-operation impossible.

f. The high castes take advantage of that to further exploit them.

IV. <u>Rejection of unjust social values leads to liberation</u>

a. Need to break the spell cast by money and power. Money and power do not make people morally superior.

b. Others cannot feel themselves superior if you do not feel yourself inferior.

c. Pride of birth leads to: self confidence; self respect; unity and co-operation.

d. If others despise you, at least you must respect each other.

e. Lack of unity spells ruin.

Source: K. Vishwanath, "Case Studies, <u>Seminar</u>, 232 Dec. 1978, pp.29-30.

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