

IMPACT ASSESSMENT STUDY OF IEC ACTIVITIES ON MGNREGS



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GOVERNMENT OF INDIA
MINISTRY OF RURAL DEVELOPMENT

Submitted By:



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CONTENTS

S.No.	Particulars	Page No.
	<i>Foreword</i>	<i>IV</i>
	<i>Acknowledgements</i>	<i>V</i>
	<i>Acronyms</i>	<i>VI</i>
	<i>Executive Summary</i>	<i>VII</i>
	CHAPTER – I: INTRODUCTION	1-10
1.1	Background TO MGNREGS	1
1.2	Awareness Generation Through IEC	2
1.3	Rationale for the Study	4
1.4	Objectives Of The Study	5
1.5	Methodology	6
1.6	Sampling Frame	8
	CHAPTER – II: OVERVIEW OF MEDIA STRATEGY	11-14
2.1	Media Strategy for MGNREGS Messages	11
2.2	Areas Covered under the Campaign	12
2.3	Media Instruments/Channels	12
2.4	Duration, Period & Time of Campaign	13
	CHAPTER – III: IMPACT OF IEC ACTIVITIES ON MGNREGS	15-32
3.1	Profile of Households	15
3.2	Access to Various Media	17
3.3	Media Habits of the Target Segment	20
3.4	Reach of the IEC Campaign on MGNREGS	23-31
3.4.1	Involvement in MGNREGS	23
3.4.2	Telecast Schedule of the Campaign	24
3.4.3	Exposure to Messages on TV	24
3.4.4.	Recall of Visuals / Messages	27
3.4.5.	Comprehension and Comprehensiveness of Messages	29

S.No.	Particulars	Page No.
3.5	Impact of Messages	31
	CHAPTER IV : REACTION TO IEC ACTIVITIES ON MGNREGS	33-85
4.1	Profile of Households	33
4.2	Exposure to Various Media	39
4.3	Media Habits of the Target Segment	49
4.4	Reach of the IEC Campaign on MGNREGS	61-83
	4.4.1 Involvement in MGNREGS	61
	4.4.2 Exposure to Messages on TV	63
	4.4.3 Recall of Visuals / Messages	71
	4.4.4 Comprehension and Comprehensiveness of Messages	78
4.5	Impact of the Messages	83
	CHAPTER V : OBSERVATIONS, CONCLUSIONS AND RECOMMENDATIONS	86-90
	Annexures	
	Brief Introduction to the Consulting Agency	
	List of Sampled District/Blocks	
	Special IEC Campaign Plan	
	Study Tools	
	Tables	
	Photo Gallery - Bihar	
	Photo Gallery - Rajasthan	



Foreword

ग्रामीण विकास मंत्रालय
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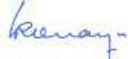
Ministry of Rural Development has been implementing various programmes, through State Governments, for the welfare of the people in the rural areas of the country. Uplifting the quality of life of people, particularly those below poverty line, is a priority for the Government. A major policy action by the Ministry, in recent times, has been through notification of The Mahatma Gandhi National Rural Employment Guarantee Act (MGNREGA) on 7th September 2005 with an objective to enhance livelihood security in rural areas by providing at least 100 days of guaranteed wage employment in a financial year to every household whose adult members volunteer to do unskilled manual work. It is imperative that the rural masses are made well aware of the scheme for ensuring the delivery of full benefits to them. This Ministry launched an IEC special campaign on MGNREGS in North India (Bihar, Rajasthan, Uttar Pradesh and National Capital Region) through Cable and Satellite (C&S) channels during 23.01.2010 to 23.03.2010, to create awareness among the rural people.

The Ministry commissioned an Impact Assessment Study, on this campaign, during November 2010 - February 2011. The task was assigned to the Society for Social Services Madhya Bharat Chapter, New Delhi through prescribed bidding process. The objective of the study was to assess the effectiveness of the special campaign in creating awareness about the scheme and the extent to which the campaign has been useful to the people.

The methodology and sampling design of the study was developed by the Ministry. A set of structured/semi structured questionnaires were used for the survey. The field staff were fully sensitized before they were deputed for collection of data from the field. In addition to covering 3600 households in 180 villages of 9 districts, Focus Group Discussions were also held for obtaining a better feedback from the people cutting across all segments. The Report has been divided into five chapters. The findings of the study and conclusions have been given in Chapters III, IV and V. An Executive Summary has also been included for a quick grasp.

The Report, in addition to making a quick assessment of the impact of the special campaign, throws light for launching future campaigns more effectively.

New Delhi
17th March, 2011


(C.R.K. Nair)
Adviser(Stats.)

ACKNOWLEDGEMENTS

It is my pleasure to record my thanks, and appreciation to the Ministry of Rural Development for commissioning Society for Social Services Madhya Bharat Chapter to undertake the Impact Assessment of IEC Activities in selected States and for their faith and confidence in the Organization.

I record special thanks to Mr. C.R.K Nair, Advisor (Stat) in the Ministry, who guided us continuously throughout the execution of this project. He spent considerable amount of time in painstakingly going through the draft report, and suggesting very useful value addition in content, presentation and layout of the final report. I also thank Mr P.Manoj Kumar, Director (Monitoring) in the Ministry for his timely advices, assistance and tracking of work progress.

We would also like to record our appreciation to Mr. Amlan Jyoti Majumdar, Deputy Director (Media), IEC Division for his stimulating discussions on various aspects of IEC activities under RD schemes.

I am also grateful to District, Block and GP level functionaries in different States, Districts and Blocks, for facilitating the field work and their assistance in logistical arrangements, and provision of inputs on MGNREGS activities in their respective areas.

I will be failing in my duty, if I do not record my deep appreciation to targeted beneficiaries of MGNREGS, (the MGNREGS card holders) for their valuable time and cooperation during this study; without their help and efforts, this work would not have come to its successful and logical conclusion.

With best wishes.

Dr. N. Satish Chandra
Chief Executive Officer



Society for Social Services
Madhya Bharat Chapter

ACRONYMS

C&S – Cable and Satellite

ETV – Educational Television

FGD – Focus Group Discussion

GP – Gram Panchayet

IEC – Information, Education and Communication

MGNREGA - Mahatma Gandhi National Rural Employment Guarantee Act

MGNREGS - Mahatma Gandhi National Rural Employment Guarantee Scheme

MoRD – Ministry of Rural Development

NCR – National Capital Region

SC – Scheduled Caste

ST – Scheduled Tribe

TV – Television

NFDC- National Film Development Corporation.

EXECUTIVE SUMMARY

Background : The Mahatma Gandhi National Rural Employment Guarantee Scheme is a holistic welfare scheme; which addresses the issues of unemployment, rural infrastructure, water harvesting and conservation, farm productivity etc. The National Rural Employment Guarantee Act (NREGA) was notified on the 7th September, 2005. The Act provides a legal Guarantee of 100 days of wage employment in a financial year to every rural household whose adult members volunteer to do unskilled manual work at the prescribed minimum wage rate.

However, despite being a flagship legislation of the Government and having a substantial monetary outlay, the Scheme is still far behind its envisaged goals. One of the perceived reasons for the low performance of the Scheme is lack of awareness among the target segment. Therefore, in order to ensure that the salient features of the Scheme effectively penetrate and percolate into the target groups, an invincible and impressive publicity and awareness campaign was deemed essential.

Therefore, the Information, Education and Communication (IEC) Division of the Ministry of Rural Development (MoRD) carried out a special campaign on Television to popularize and create awareness about MGNREGS through two visuals namely “**Hindustan Ki Guarantee**” and “**Zamana Kehta Hai**”. Having done so, it was deemed essential to assess the appropriateness of the spots, extent of the awareness generated about the key issues of MGNREGS and the effect of the programme on the target audience.

Objectives of the Study : A study was taken up with the basic objective to assess the reach, efficacy and impact of the IEC activities on MGNREGS through the two above named visuals in three identified States i.e. Bihar, Rajasthan and Uttar Pradesh and also the National Capital Region.

The specific objectives of the study are;

- ❖ To identify the popular sources of information, and their influence on the target group.*
- ❖ To assess the media habits of the target groups, especially the deprived sections of the society, with respect to print media and electronic media, popular channels, popular programs, preferred time slots, etc.*
- ❖ To assess the level of penetration and reach of Cable & Satellite channels used for the campaign.*
- ❖ To assess the level of comprehension of the beneficiaries (MGNREGS Card holders) to draw benefits from MGNREGS.*
- ❖ To assess the efficacy of messages related to MGNREGS telecast over Cable and Satellite channels in selected States.*
- ❖ To assess the impact of the special campaign on the popularity of MGNREGS.*
- ❖ To assess the recall value of the messages.*
- ❖ To assess the content value, adequacy and informative aspect of the messages.*
- ❖ To identify other popular TV channels of local preference.*
- ❖ To identify the deficiencies, if any, and recommend appropriate issues / changes to be addressed in future media campaigns so as to achieve the desired objectives.*
- ❖ To explore other options besides the strategy adopted for the special campaign.*

Methodology: *A robust methodology including collection of the required information / data from both secondary and primary data sources was adopted for the study. The primary data was collected using both quantitative and qualitative research techniques, basically from the households of beneficiaries / potential beneficiaries of MGNREGS at the village level and the officers' in-charge of MGNREGS at the Block and District levels and also the In-charge of IEC activities of MGNREGS in the Ministry of Rural Development. A set of questionnaires / guidelines was developed for the purpose of the study. Focus Group Discussions were held with randomly*

selected stakeholders like beneficiaries (male and female), functionaries and administrators at the ground levels.

Sampling Frame : *The Ministry of Rural Development, pre-determined the overall sample size of 3600 households, spread over three States, namely Bihar, Rajasthan and Uttar Pradesh and also the National Capital Region (NCR), covering both rural and urban population. A statistically robust sample of 400 households at the district level was covered. One district with the highest ratio of total job cards and employment provided and one district with the lowest employment ratio were selected in each selected State. Since Uttar Pradesh is a large State, one extra district with medium ratio was also covered. In case of NCR, one district overlapping with UP and one district overlapping with Haryana were selected as they are part of the NCR.*

Two blocks within each district using the same criteria were selected. Within each selected block, 9 villages were selected depending upon the performance of MGNREGS. The villages which served as block head quarters were covered in order to achieve the urban sample.

Households in the selected villages were listed and households with exposure to TV were selected at random and a sample of 20 households in each selected village was drawn.

Overview of Media Strategy: *The media strategy to disseminate messages on MGNREGS was designed to reach out to the rural poor and create awareness among the target audience to enlighten them about their rights and privileges. Since MGNREGS is basically catering to the underprivileged segment, which is largely illiterate, one of the effective ways to reach them is through electronic media i.e. TV or Radio. It is perceived that the reach would be better with attractive visuals on the TV. Therefore, the two spots, namely – “**Hindustan Ki Guarantee**” and “**Zamana Kehta Hai**” were developed by Ministry of Rural Development through National Film Development Corporation (NFDC) with relevant messages.*

Areas Covered under the Campaign: *Both the spots on MGNREGS were telecast in the Northern States of Bihar, Rajasthan, and Uttar Pradesh and also in the National Capital Region (NCR).*

Media Instruments / Channels: The two spots were telecast on the following 8 Cable and Satellite Channels -

- ETV Bihar
- ETV Rajasthan
- ETV Urdu
- ETV Uttar Pradesh
- SS Bihar
- SS Uttar Pradesh
- SS NCR
- Mahua

Duration of the Spots: Both the spots under study were of very short duration, i.e. **Hindustan ki Guarantee** is a 40 seconds spot and **Zamana Kehta Hai** is a 30 seconds spot.

Period: Both the spots were put out on the above channels to create awareness on MGNREGS. The present impact study focuses on the telecast of the above mentioned spots during the period 23.01.2010 to 23.03.2010.

Timing: The two spots were interspersed between the regular TV programs that are popular in the area. On each of the channels of ETV network, 34 insertions were there and 12 to 13 insertions were there on the SS network.

Profile of Households: The impact of IEC activities of MGNREGS has been studied giving due consideration to the economic and social profile of the target group. Majority of the sampled houses belong to APL families. However, exposure to TV being one of the criteria for selection of sample, there is nothing surprising if the sample is dominated by APL households. Proximity of the sample districts to urban areas also could have resulted in higher number of APL families being included in the sample selection.

The IEC activities are intended to reach the backward sections of the society. About two fifths of the sample of 3593 households belongs to SC category and rest of them belong to other castes. So also majority of the households have 5 or less members. This throws light on the profile of the selected households.

Findings of the Study:

1. Access to TV: *Less than one third of the households visited own TV sets and around half of them are connected to Satellite. Very few people have cable connections. Those who do not have TVs watch programs in their neighbour/relative's house if possible. It is a point to be noted that none of the households covered, watch village or community TV. Similar responses were observed with regard to households covered in the urban sample also.*

2. Access to Other Media:

- *Only 27 percent of men and 24 percent women have access to radio.*
- *Other media like newspapers and art forms like street plays, puppet shows etc also have a great use in reaching messages to the masses.*
- *Only 52 percent of the households in all the three States of Bihar, Rajasthan and Uttar Pradesh and NCR put together, get to read newspapers.*
- *About 75 percent of the households in the study regions watch street plays, but more than 99 percent of them watch occasionally.*
- *It is observed that while a reasonable percentage of people in the various regions do watch puppet shows, the frequency is very low as a large percentage tends to watch these shows occasionally.*
- *Folk song also is a very effective medium to communicate with the rural audience like puppet shows. While 70 percent households get to listen to folk songs, as high as 92 percent of them listen occasionally.*
- *Announcement through Mikes is one important and traditional method of communication used for campaigns. Sixty nine percent respondents in the 3593 households visited said that they listen to mikes and almost all of them listen to communications through mikes only occasionally.*
- *Campaign through posters and hoardings etc is also another effective method of communication of messages. On the whole, around 77 percent of respondents read messages on posters and hoardings.*
- *On an average 62 percent respondents in all the three States covered in the study and the NCR read messages from flyers and handbills.*
- *It is found that on the whole, 79 percent of the respondents in the three States and NCR attend village or community meetings and get their messages. In the current modern scenario the effectiveness of the system of announcement by*

beating of drums also appears to have reduced, as only 43 percent of the households get to listen to announcements / messages through drumming.

- *Another important and most effective method of communication suggested by the district officials in the visited areas is to write the messages on walls in local language. While this may be an effective way, illiterate labourers cannot read and understand these messages.*

3. Media Habits of the Target Segment : *When the media habits of the people are studied, it was found that people spend very less time watching TV, that they prefer to watch family soaps and that they watch TV after their day's work. Doordarshan ranks first as the most preferred channel and ETV Rajasthan and Mahua channels rank next. Radio did not stand anywhere near TV in respect of preference as a source of entertainment and information.*

The target group watch TV during late hours and at that time the advertisements including public service messages were few in number as advertisers prefer prime time for commercials, interested as they are in high ratings and quick pickings. Further, a majority of the target group prefer to watch Doordarshan for the simple reason that they cannot afford to have cable connections. The insertions of spots designed for this special campaign were on private channels leading to limited exposure. So, more insertions on Doordarshan would have proved more effective.

4. Exposure to Messages On MGNREGS: *Only 30 percent of the respondents in the 3593 households visited for the study said that they are aware of the messages regarding MGNREGS. The district officials, however, seem to be aware of the IEC campaign. Except the officials in Bhilwara district of Rajasthan, the officials in all the remaining study districts said that they are aware of the special IEC campaign.*

*Around 64 percent of the respondents saw the messages of '**Hindustan ki guarantee**' themselves. Only 30 percent of the 1060 households that are aware of the messages on MGNREGS showed knowledge of the message "**Zamana Kehta Hai**".*

*“Women going for work” and “women working” are the visuals recalled by majority of the respondents. It looks like women empowerment is the major issue in the visuals as per the feed back received from the respondents. It appears that the messages “100 din ki rojgaar guarantee hai” ‘khushiyon ki guarantee” and “mahilaon ka hua aarthik sashaktikaran” of **Zamana Kehta Hein** could strike the cord with the audience because of their appealing content. It appears that people are happy to know about the guaranteed work which leads to ‘life with dignity’ and economic empowerment to women.*

The district officials reacted very positively when they were asked to rate the visuals, content and schedule of the campaign. The officials of almost all the districts, except Bhilwara, were all praise for the visuals and content of the messages. The officials rated impact of the message, choice of channels and appropriateness of timing as very good or good.

5. Comprehension of the Messages: *The two campaigns ‘Hindustan ki guarantee’ and ‘Zamana Kehta hai’ were expected to educate the target segment about the scheme and enhance their knowledge about the benefits of the Scheme. From the recall of the viewers it is concluded that additional benefits of the scheme like women empowerment, prevention of migration etc caught the attention of the viewers. However, the essential features of the scheme were not effectively conveyed.*

6. Impact of the Campaign: *Just around one-fifth of the households obtained job cards after watching the campaign. However, it appears that, even those households that were aware of the campaign were motivated to demand employment only after watching the campaign. But considerable number of households that were exposed to the message ‘Zamana Kehta Hai’ felt that the message could not enhance their understanding about the Scheme.*

It can be concluded that the penetration of the messages is poor. In fact, it is almost negligible in Bihar. There are many reasons for the low penetration of the messages, like, low exposure to TV itself, limited duration of watching TV, convenient time to

watch TV being after 7 P.M, more number of insertions of the spots during day time, wrong choice of channels, telecast of messages on paid channels while DD1 enjoys higher viewership, etc.

Recommendations:

- Today, an impression has gained ground that Television is a ubiquitous medium. However, the penetration of TV is limited among the BPL households which constitute the core target group of Mahatma Gandhi National Rural Employment Guarantee Scheme. The authorities concerned would do well to remember that, contrary to general belief, community TV has not yet outlived its utility.
- The Television campaign under review comprising two spots was launched on private TV channels. Exposure to these channels is confined to Cable and Satellite (C&S) households. No wonder, there was a preponderance of non-BPL households in the sample. Discontinuing the campaign on Doordarshan was a tactical blunder.
- The two spots namely '**Hindustan Ki Guarantee**' and '**Zamana Kehta Hai**' were put out on eight selected C&S channels during the day ignoring the limited availability of the rural folk at this time and their retiring habits. The rural folk, after a day's hard work, may get some leisure time only after 7 p.m. Again they end the day also very early, say by 9 p.m. So the best time to beam the messages is between 7 and 9 p.m.
- The preference of programs for most of the viewers appears to be Family Soaps. So the campaign programs should be interspaced between family soaps during breaks.
- Doordarshan is a preferred channel for most of the viewers. Hence, campaign programmes should be aired on Doordarshan, thus avoiding the expenses incurred on other channels. Instead, the money can be used to set up more community TVs.
- Campaigns in local dialects and idiom through other forms like puppet shows and folk songs also can be explored as the rural masses identify themselves with the characters readily.
- Campaign by organizing meetings in the villages is very effective. If the village headmen address the crowd, they listen to them attentively and with due respect.

Further the headmen also use the local language in all its nuances, not to speak of their attire and also know how to capture the moods of their fellow villagers. They are conscious of their sensitivities. These factors enhance the 'homofeely' and credibility of these 'opinion leaders'.

- *The content in the visuals should be simple and intelligible for the uneducated villagers to comprehend and assimilate. One should bear in mind that the content and treatment of visuals designed for and directed to specific target groups should not aim beyond their comprehension threshold.*
- *Writings on walls and eye catching posters with visuals are also recommended for attracting the attention of the poor, who cannot afford any other medium of communication.*

The MGNREGS is a laudable scheme with the lofty objectives of poverty alleviation and wholesome development of the village and the villager. It is imperative that complete information about the Scheme should reach the beneficiaries to enable them to gain from it.

The content of the pithy messages appears to have been well chosen and the visuals are also woven to enhance their appeal. The medium chosen is the most effective one and is suitable in the present day context, but it has failed to penetrate into the target segment owing to the selection of inappropriate channels and timings.

In conclusion, it can be said that, information, education and communication undoubtedly are the three integral components of the MGNREGS. However, if these vital elements do not lead to increased awareness and increased utilisation of the Scheme, there is a need to study and understand the process of information dissemination influencing adoption. It is gratifying that, by and large the impact has been discernible as a consequence of the IEC intervention. However, in the light of certain shortcomings in the implementation of the IEC strategy, there is need to reinvent and reorient its methods in accordance with the ground realities.

CHAPTER I

INTRODUCTION

1.1 Background to MGNREGS

Development of a country is possible only when its people are able to eat twice a day and are able to earn enough to meet their daily expenses. To achieve its goal of development, the Government's endeavour in the last few decades has been to uplift the rural masses through various welfare measures. The Mahatma Gandhi National Rural Employment Guarantee Scheme is one such welfare measure initiated by the Government of India. Mahatma Gandhi National Rural Employment Guarantee Act (MGNREGA) of 2005 is as holistic as possible, addressing the issues of unemployment, rural infrastructure, water harvesting and conservation, farm productivity etc.

The National Rural Employment Guarantee Act (NREGA) was notified on the 7th September, 2005. The Act provides a legal Guarantee of 100 days of wage employment in a financial year to every rural household whose adult members volunteer to do unskilled manual work at the minimum wage rate. The person is eligible to get an unemployment allowance in case employment is not provided within 15 days of applying for work. The Act also makes certain work site facilities mandatory. The objective of the Act is to supplement wage employment opportunities in rural areas and also, in the process, build up durable assets.

The Act is designed mainly for the daily wage (seekers) and intended to safeguard their fundamental right to live with dignity. The Act empowers general public to play an active role in the implementation of the scheme through Gram Sabhas, participatory planning, Social Audit, etc.

MGNREGA can be described as an 'Act of the people, by the people and for the people'. This Act is an important step towards the realization of the right to work. The Act is instrumental in raising productivity, increasing purchasing power, reducing

distress migration, creating durable assets while ensuring livelihood opportunities for the needy and poor in rural India.

Implementation of works like water conservation, drought proofing, irrigation, land development, rejuvenation of traditional water bodies, flood control and drainage work and rural connectivity for the villages, and at the same time creating employment for the villagers in the same village and thus check distress migration are the important features of the Act. The States have been entrusted with the responsibility of introducing the Mahatma Gandhi National Rural Employment Guarantee Scheme (MGNREGS) and take necessary steps to popularize the same for mass adaptation.

However, despite being a flagship legislation of the Government and having a substantial monetary outlay, the Scheme is still far behind in attaining its envisaged goals. This observation has its basis on facts like the number of job cards obtained by eligible rural population, the number of man days of work provided to the MGNREGS job card holders, transfer and utilization of allocated money, etc. In brief, the performance of MGNREGS suffered from a combination of factors, from potential beneficiary apathy to lapses in administration of the Act. Hence, even after the implementation of the scheme on a large scale, perceptible change could not be seen in the economic and social status of the rural masses.

Therefore, in order to improve the spread and efficacy of MGNREGS and in order to make sure that the plans of the scheme effectively penetrate and percolate into the target groups, an invincible and impressive publicity and awareness campaign is essential.

1.2 Awareness Generation through IEC

Awareness of the program and understanding of its intricacies are the basic prerequisites for the success of any welfare program or scheme. Unless the potential beneficiaries understand the scheme thoroughly, they cannot take complete advantage out of the same. The success of MGNREGS, being mainly a demand-

driven programme, is thus dependent on the awareness among the people as to the existence of such a scheme and the benefits that can be derived from it.

Intensive 'Information, Education and Communication (IEC)' activities are essential to facilitate the process of articulation of demand by the rural poor. IEC strategy should be capable of disseminating appropriate and adequate information to the target groups. Therefore it is essential that all the relevant communications including the publicity material distributed should be in local language, so that people can understand the aims and objectives of the scheme and also the processes involved to avail themselves of its benefits.

To facilitate easy accessibility of the Scheme even to the lowly educated or illiterate villagers, all the relevant issues should be discussed in simple local language by holding Gram Sabhas in all the villages. Orientation programmes must be conducted for the village and block level officials for complete comprehension of the scheme. They should be motivated to work with sincerity and dedication.

Multi-media viz, print and electronic media and local cultural forms like puppetry, street plays, folk songs and dances should be used to give information to people about MGNREGS.

IEC activities are to be focused on Key stakeholders at the village level; viz, wage seekers and Gram Panchayat members. Important aspects about the scheme are to be widely publicized in local newspapers, TV and radio.

Key Messages on MGNREGS, to be included in IEC initiatives are:

- MGNREGS guarantees at least 100 days of employment to a local rural household if it demands and is willing to do unskilled manual work
- MGNREGS is **not** limited to BPL families.
- A Job Card is necessary for demanding employment under MGNREGS.
- A family must have local residence in the village to be eligible, to demand a job card.

- To get a Job Card a family must apply for it, in writing or orally to the local Gram Panchayat for registration under MGNREGS
- After due verification of the details, the Gram Panchayat issues the job cards to the family concerned within 15 days of receiving the application.
- Job Cards with photographs are given to a family as an entity.
- Registration, Job Cards and Photographs can be obtained free of cost
- A job card holding family may demand employment according to its choice for a total number of at least 100 days.
- A written application by a Job Card holding family to the Gram Panchayat or Programme Officer is necessary for demanding employment
- **Dated** receipt of the application for employment must be given by the Gram Panchayat to the applicant.
- Unskilled manual Work is provided within 15 days of demand.
- All adult members of a household, whose names are entered in the Job Card, can apply for employment. The entitlement of at least 100 days of employment in a financial year is for a household as an aggregate.
- Minimum wages notified under the Act are to be paid
- If employment is not provided within 15 days of application for work, the applicant is eligible for unemployment allowance, to be paid by the State Government

1.3 Rationale for the Study

Since MGNREGS intends to reach out to the poorest of the poor who are largely illiterate, one of the most effective ways to reach them is through electronic media i.e. radio and television. Therefore, the Information Education and Communication (IEC) Division of the Ministry of Rural Development (MoRD) carried out a special campaign on television to create awareness about MGNREGS and popularise it.

Having done so, it was deemed essential to assess the appropriateness of the messages, extent of the awareness generated about the key issues of MGNREGS and the effect of the messages on the target audience. It was also felt essential to know the appropriateness of campaign implementation, particularly the telecast

mode, timings of the slots, duration and the chosen TV Cable and Satellite (C&S) Channels.

1.4 Objectives of the Study

A study was taken up with the basic objective to assess the reach, efficacy and impact of the IEC activities on MGNREGS through the two spots namely “**Hindustan Ki Guarantee**” and “**Zamana Kehta Hai**” in the three identified States i.e. Bihar, Rajashtan and Uttar Pradesh and also the National Capital Region.

The specific objectives of the study are;

- ❖ To identify the popular sources of information, and their influence on the target group.
- ❖ To assess the media habits of the target groups, especially the deprived sections of the society, with respect to print media and electronic media, popular channels, popular programs, preferred time slots, etc.
- ❖ To assess the level of penetration and reach of Cable & Satellite channels used for the campaign.
- ❖ To assess the level of comprehension of the messages (MGNREGS Card holders) to enable the beneficiaries to derive benefits from MGNREGS.
- ❖ To assess the efficacy of messages related to MGNREGS telecast over Cable and Satellite channels in selected States.
- ❖ To assess the impact of the special campaign on the popularity of MGNREGS
- ❖ To assess the recall value of the messages.
- ❖ To assess the content value, adequacy and informative aspect of the message.
- ❖ To identify other popular TV channels of local preference.

- ❖ To identify the deficiencies, if any, in the media campaigns and recommend appropriate issues / changes to be addressed in future campaigns so as to achieve the desired objectives.
- ❖ To explore other options besides the strategy adopted for the special campaign.

1.5 Methodology

A comprehensive methodology including collection of the required information / data from both secondary and primary data sources, was adopted for the study. The primary data was collected using both quantitative and qualitative research techniques.

1.5.1 Data Sources:

Secondary Data Sources: The secondary data was collected from the following sources.

- Ministry of Rural Development, Government of India
- Registrar General of India (RGI) – Census of India

The following information was collected from the above mentioned sources

Source	Information Collected
RGI – Census of India	<ul style="list-style-type: none"> ➤ Total Population in UP, Bihar, Rajasthan and NCR (District wise) ➤ Total Households in UP, Bihar, Rajasthan and NCR (District wise) ➤ Ownership of TV
Ministry of Rural Development, Gol	<ul style="list-style-type: none"> ➤ MGNREGS data of last three years, including Number of Job card holders, employment generated etc. ➤ Documents relevant to the strategy adopted for the special campaign – detailing the concept, selection of content, target audience, duration, timing of the slot, etc. ➤ Annual Report of MoRD (2009-10)

	<ul style="list-style-type: none"> ➤ IEC Policy of Ministry Of Rural Development ➤ Criteria adopted for selecting the channels ➤ Recordings of special campaigns ➤ Physical progress of the specific spots; However, financial details on the spots were not made available specifically.
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Primary Data Sources: The primary data was collected from households of beneficiaries / potential beneficiaries of MGNREGS at the village level and the officers in-charge of MGNREGS at the block and district levels and also the In-charge of IEC activities of MGNREGS in the Ministry of Rural Development.

1.5.2 Research Techniques

The information required for the study was collected using both quantitative and qualitative research techniques as indicated below. A set of questionnaires / guidelines was developed for the purpose of the study. The set of instruments of inquiry is provided in the Annexure.

Research Technique	Instrument of Inquiry	Target Respondent
Quantitative Technique	Structured Questionnaires	Households
Qualitative Techniques	Semi-Structured – In-depth Discussions	In-charge of MGNREGS at Block, District and State Levels and In-charge of IEC activities of MGNREGS in MoRD
	Focus Group Discussions	Villagers
	Participatory observation	Observation of Ground Realities with respect to perceptions regarding MGNREGS

1.6 Sampling Frame

The Ministry of Rural Development determined the overall sample size at 3600 households, spread over 3 (three) States, namely Bihar, Rajasthan, Uttar Pradesh and the National Capital Region (NCR) also, covering both rural and urban population. The rural / urban coverage was in proportion to the total population in the specified areas.

In order to give wider coverage within the pre-determined sample of 3600 households, a statistically robust sample at the district level was selected. Therefore, the sample for the study was calculated with the assumption that minimum sample size required at the district level would be able to estimate the true value with 5 percent margin of error i.e. at 95 percent confidence level. Around 400 households were thus covered in each selected district.

A multi-stage sample design was adopted for the purpose of the study.

Selection of Districts - The districts in each of the sampled regions were arranged in descending order based on the ratio of total job cards and employment provided in the last (3) three financial years.

Source: (a) MIS database of MGNREGS for job cards enrolment & total employment generated (FY. 2008-09; 2009-10 & 2011)

One district with the highest ratio and one district with the lowest ratio were selected in each selected State/NCR. However, in case of Uttar Pradesh in addition to the districts with the highest and lowest ratios, one more district with medium ratio, giving due geographical coverage, was also selected for the purpose of the study as it is a large State with relatively higher number of districts, compared to the other sampled States.

However, in case of the NCR, a different technique was adopted for the selection of district. NCR consists of fifteen districts in which one district overlaps with the State of Haryana and five districts overlap with Uttar Pradesh. Since MGNREGS is not being implemented in the remaining nine districts of NCR, one district overlapping with UP and one district overlapping with Haryana were selected for the purpose of the study as they are part of the National Capital Region.

Selection of Blocks – Two Blocks in each selected district were selected using the same criteria that were followed in the selection of Districts. One block with the highest ratio and one block with the lowest ratio were selected in each selected district. Therefore, a total of 18 blocks were covered for the study. The list of districts and blocks covered under the study is provided in the Annexure.

Selection of Villages – Nine villages were selected from each sampled block. The sample villages were selected in consultation with the block officials. However, care was taken to cover the villages with high, medium and low ratio of job cards and employment provided under MGNREGS. Further, necessary care was taken that few of the remotely placed villages also form part of the sample villages. Therefore, a total of 162 villages were covered as rural sample.

Selection of Urban Sample – The villages which served as block head quarters were covered in order to achieve the urban sample. Thus, the urban sample consists of eighteen block head quarters villages.

Selection of Households – Households in the selected villages were listed and those with exposure to TV were selected at random and a sample of 20 in each selected village was drawn.

SAMPLING PLAN

State	Total Districts	Sampled Districts	Total Blocks	GPs per State	HHs per GP	Urban HHs	Rural HHs	Total House holds
Bihar	38	2	2x2=4	10x4=40	20	80	720	800
Rajasthan	32(-1 district falling under NCR)	2	2x2=4	10x4=40	20	80	720	800
U.P.	72(-5 districts falling under NCR)	4	4x2=8	10x8=80	20	160	1440	1600
NCR	15(1 of Haryana+5 of UP+9 districts of NCR)	1	1x2=2	10x2=20	20	40	360	400
Total	157	9	18	180		360	3240	3600

Focus Group Discussions (FGD) – Focus group discussions were conducted in the sample villages in order to get an insight into the general perceptions on

MGNREGS and to assess the impact of the two specified spots. One FGD was conducted in each of the selected villages, in all the sampled blocks. In all, around 180 FGDs were conducted. While selecting the respondents for the FGDs, care was taken to give due representation to both men and women and also to those having access / exposure to various media tools.

Further, In-depth discussions were held with district and block officials and GRS at the village level. The In-charge of MGNREGS was contacted at the district and block levels.

SAMPLE OBTAINED

States / Districts	Total No. of Households	Focus Group Discussions	In depth Discussions
Arwal	397	20	3
Muzaffarpur	398	20	3
Bihar	795	40	6
Jhajjar	400	20	3
Muzaffarnagar	400	20	3
NCR	800	40	6
Bhilwara	399	20	3
Jaisalmer	399	20	3
Rajasthan	798	40	6
Mainpuri	400	20	3
Mau	400	20	3
Sitapur	400	20	3
Uttar Pradesh	1200	60	9
Total	3593	180	27

From the above samples obtained and on the basis of detailed study conducted in the four States, the data was critically analysed and the findings are reported in the following chapters. Suitable suggestions and recommendations are also given in the report.

CHAPTER – II

OVERVIEW OF MEDIA STRATEGY

Media Strategy is concerned with the planning and processes involved in dissemination of messages. It involves the choice of messages, identifying the characteristics of the target audience, identifying an appropriate media for delivery of the messages, with the intention to reach out to the target audience to bring about knowledge gains, attitudinal changes and behavioral modifications.

2.1 Media Strategy for MGNREGS Messages

The media strategy to disseminate messages on MGNREGS was designed to reach out to the poorest of the poor and create awareness among the target audience and other segments of the society as well and convey the rights and privileges of the beneficiaries. The objective was to sensitise the potential beneficiaries, policy formulators, opinion makers and field executives about the issues related to MGNREGS.

The basic requirement for preparation of campaign material (concept and content) is determined by IEC policy, as already discussed in Chapter I. The messages are required to be disseminated in local language to reach the target audience. For any publicity campaign to be successful, apart from the content, presentation should be captivating, comprehensive and convincing. What is more, the time and duration of the messages, their insertion pattern and the choice of the carrier enhance the efficacy of the campaign and leave an indelible impression on the target group.

Since MGNREGS intends to reach out to the poorest of the poor who are largely illiterate, one of the effective ways to reach them is through electronic media i.e. National TV network, Cable and Satellite (C&S) Channels and Cable TV. Therefore, the Information Education and Communication (IEC) Division of the Ministry of Rural Development (MoRD) sponsored two different spots, namely – “***Hindustan Ki Guarantee***” and “***Zamana Kehta Hai***”; to popularize and create awareness about MGNREGS.

The following messages were disseminated in the two spots studied.

“Hindustan Ki Guarantee”

- ✓ Guaranteed employment in every village
- ✓ Registration at Gram Panchayat Office
- ✓ Collection of Job cards within 15 days
- ✓ Apply for work and go for work
- ✓ Guaranteed payment either through Bank or Post Office Account
- ✓ Raise voice in Gram Sabha in case of lesser/improper payments
- ✓ Works like planting trees, digging wells, laying roads, etc will be taken up with guaranteed development of villages
- ✓ Equal wages to men and women

“Zamana Kehta Hai”

- ✓ Employment to more than 3 crore rural households in the past 3 years
- ✓ 614 districts across India benefited from the Scheme
- ✓ Reduced migration of laborers in search of employment
- ✓ Issue of job cards to each household
- ✓ Economic empowerment to women
- ✓ Right to live in dignity and with Self respect
- ✓ Guaranteed employment for at least 100 days
- ✓ Guaranteed financial security to life leading to overall happiness

2.2 Areas Covered under the Campaign

Both the spots on MGNREGS were telecast in the Northern States of Bihar, Rajasthan, and Uttar Pradesh and also in the National Capital Region (NCR). The special campaign was restricted to these regions due to budgetary constraints.

2.3 Media Instruments / Channels

Ideally, the channels for a media campaign should be selected basing on their Television Rating Points (TRP) ratings. However, in the present scheme of things,

TRP ratings are determined only for urban areas and not for the rural areas. As such, eight Cable and Satellite Channels were selected on the basis of their coverage in the target States for the special campaign.

The two MGNREGS spots were telecast on the following channels -

- ETV BIHAR
- ETV RAJASTHAN
- ETV URDU
- ETV UTTAR PRADESH
- SS BIHAR
- SS UTTAR PRADESH
- SS NCR
- MAHUA

Selection of the above C&S channels was also influenced by the fact that they were empanelled with the Directorate of Advertisement and Visual Publicity (DAVP), Govt. of India. DAVP was responsible for contracting out the job.

However, it is noteworthy that the target audience being the poorest of the poor, their access to the paid private channels is likely to be very limited. The poor penetration of the electronic media among the target audience casts doubts about the diffusion of the message into the lower strata for which the scheme is mainly intended. This aspect is examined in the subsequent chapters.

2.4 Duration, Period & Time of Campaign

Duration: The duration of the spot is very important, as it is very difficult to capture the attention of rural illiterate audience for a long time. Both the spots under study were of very short duration. *Hindustan ki Guarantee* is a 40 seconds spot and *Zamana Kehta Hai* is a 30 seconds spot.

Period: The present impact study is focussing on the telecast of the above mentioned spots during the period 23.01.2010 to 23.03.2010.

Timing: The timing of the slot is based on the most appropriate and convenient time for rural population. Generally, rural people start their day early and go to sleep around 9 pm. Hence the insertions of the special campaign have to be slotted before 9 p.m. These spots were interspersed between the regular TV programs that are popular in the area. However, these campaigns, having limited budget are likely to be relegated to a secondary position compared to private commercial advertisements. This may effect the penetration of the campaign. This issue also is discussed in the subsequent chapters.

As already stated the target segment being the poorest of the poor, the accessibility to the electronic media is doubtful. Similarly, the budget outlay for the programmes being low, the programmes may not occupy the prime slots. Hence it is necessary to explore the ways and means of effectively reaching the target group and these matters are discussed in the subsequent chapters.

CHAPTER – III

IMPACT OF IEC ACTIVITIES ON MGNREGS

The IEC strategy for the MGNREGS is disseminating appropriate and adequate information to the target groups so that they can avail the benefits of the Scheme. Therefore, it is essential that all the relevant information should be transmitted through the most effective medium of communication. For this purpose, a detailed study into the profiles of target groups, their preferred media for communication, their access to these modes of communication and their tastes with respect to various art forms is necessary.

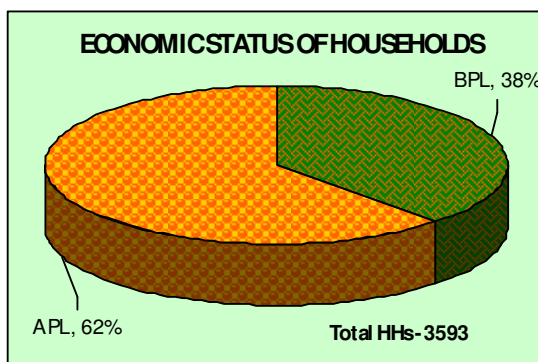
3.1 Profile of Households

The impact of IEC activities of MGNREGS cannot be assessed in isolation, but it needs to be studied while giving due consideration to the economic and social profile of the target segment to arrive at logical conclusions. The profile of the households assumes importance in analysing the 'what and why' of the response of the beneficiaries. The following sections discuss the demographic profile of the target respondents of the study.

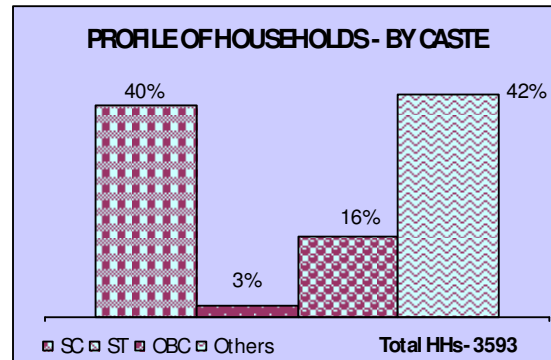
Profile of Households – By Economic

Status : Majority of the sample household, belong to APL families. The reason for the higher sample of APL families could be that one of the criteria adopted for selection of households is “exposure to TV”. TV being an expensive item, BPL families may not

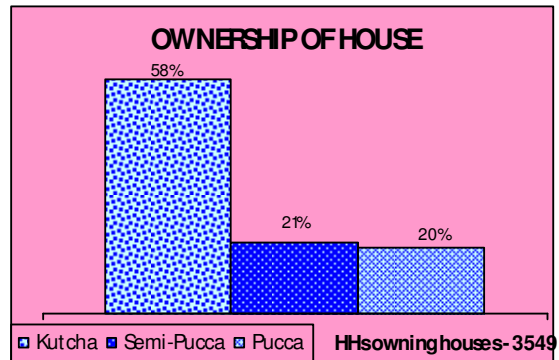
afford to own the same. Another plausible explanation could be the close proximity of the sample population to urban settlements. Around 62 percent of the households visited in the States and NCR belong to APL category, while the rest belong to BPL category. However, it is noteworthy that around three fourths of the households covered in Bihar and about half the households covered in Rajasthan belong to BPL families. (Table 1.1 in the Annexure).



Profile of Households – By Social Category : The social categories of the respondents is necessary for analysis as the objective of the Scheme is to reach the underprivileged sections of the society. It may be noted that about two-fifths of the 3593 households contacted belong to Scheduled Castes, while another two-fifths belong to “other” castes. About 15 percent of the households belong to OBC category, while the remaining 3.5 percent belong to ST category. (Table 1.1 in the Annexure). Thus a large chunk of the respondent groups belong to the underprivileged strata of the society.



Profile of Households – By Ownership of House: Ownership of a house reflects the financial standing of the respondent. A household which owns a Pucca house will certainly be enjoying a sound financial status. One who lives in a own house even if it is a Kutcha house may be poor but can not be classified as leading a hand- to- mouth existence. It is noteworthy that a majority of the households visited for the study own Kutcha houses. On the whole, in the three States and NCR put together, more than 58 percent own Kutcha houses, while 21 percent own Semi Pucca houses. Only one-fifth of the total sample owns Pucca houses. Just over one percent of the households visited do not have a dwelling of their own. (Table 1.1 in Annexure)



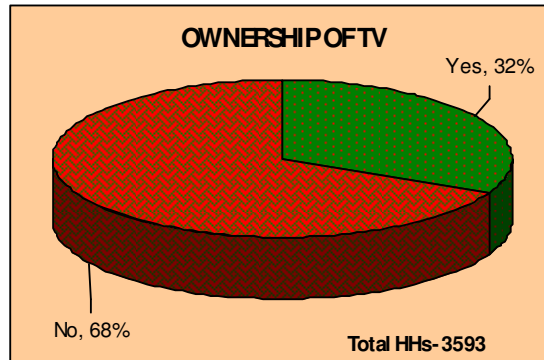
Profile of Households – By Family Size: Analysis of the size of households also gives an insight into the profile in as much as a large family size is synonymous with conservative out look and concomitant backwardness. In all the study districts put together, over 89 percent of the sample households have 5 or less members in the family.

Profile of households – Urban and Rural sample: In order to assess the impact of MGNREGS IEC campaign (Telecasts) in the urban and rural areas, block headquarter villages were taken as urban sample. It was found that there were negligible differences in the social parameters of the surveyed households. This could be explained due to their (Urban and Rural) proximity.

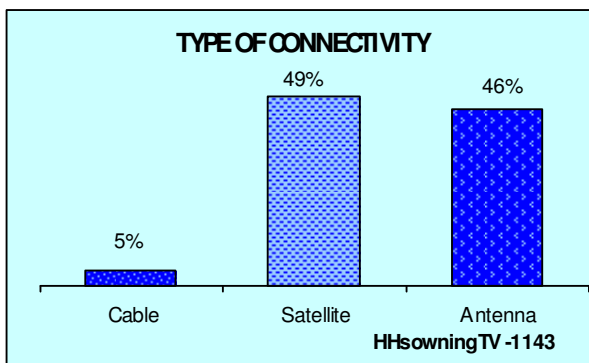
3.2 Access to Various Media

In order to study the impact of the programs on the target audience, a study into their access to various media is necessary. Therefore, the target respondents were asked about their access to both electronic and print media.

Access to Television: The findings of the study revealed that nearly 68 percent of the total 3593 households visited do not have a TV. Even though, a majority of the households contacted were APL, especially in NCR and UP, less than one-third of the sample households own TV sets. (Table 1.2 in Annexure). Even among the households owning TV sets, nearly 48 percent have Black and White TV sets.



Similar trends in terms of TV ownership was observed in urban areas, however a higher percentage of urban households owned colour TV.



Around half of the households owning TV sets are connected to Satellite dish and 45 percent have Antenna. Only 5 percent have cable connections. In the urban areas a higher proportion of households were having cable (14.29%) and satellite dish (61.90%). Almost 94 percent of

the households that do not have TV sets watch programs in the neighbourhood in both urban and rural households.

It is noteworthy, that none of the sampled households in any of the districts covered watch Panchayat or Community TVs. This observation throws out many possibilities like- the Panchayat has no TV in the office for public viewing; the TV is not accessible to the public; the timings are not suitable; the public do not like to watch the TV in the Panchayat for other reasons, etc. In the Focus Group Discussions (FGD) conducted in the villages, similar picture emerged on access to TV and type of connectivity, largely concluding preference of other media tools for conveying messages regarding rural development schemes.

Access to Radio: While television is a very strong tool of communication and a catalyst for socio economic transformation, in this modern age, radio still has its own following. Further, radio is an inexpensive medium, while, not many can afford a television set. So a study into the radio listening habits of various members of the households in the sample districts was undertaken. But, surprisingly, only 27 percent of the male members and 24 percent of the female members in the sample households listen to radio. Their counterparts in urban areas have slightly higher proportion of 33 and 27 percent of the male and female members respectively listening to radio.

Access to Other media:

Other media like newspapers and art forms like street plays, puppet shows etc. also have a great role in conveying messages to the masses. Keeping this in view, the access and preferences of people to various media were studied in the sample regions and the results are as follows.

Newspaper: Taking an average of the data presented in all the three States of Bihar, Rajasthan and Uttar Pradesh and NCR put together, the results are discouraging regarding the usage of newspaper as communication tool. Only 52 percent households get to read newspapers. Among these households, only 19 percent respondents read daily and 16 percent read on a weekly basis. About 65 percent

read occasionally; which can be interpreted as nil. Hence reach of newspaper is low. (Table 1.3 in Annexure).

Street Plays : About 75 percent of the households in the study regions watch street plays but almost all of them watch only occasionally. (Table 1.3 in Annexure)

Magic/Puppet Shows : People's choices of watching Magic or puppet shows also were explored to ascertain their ability to carry messages to the target segments. It was observed that while a reasonable percentage of people in various regions do watch puppet shows, the frequency, is very low as a large percentage tend to watch these shows occasionally. About 70 percent of the households in the study regions watch magic/puppet shows and almost all of them get to watch such shows infrequently. (Table 1.3 in Annexure)

Folk Lore / Songs : Folk song is a very effective medium to communicate with the rural audience, because the art form can easily connect with the local people, their problems and their emotions. In all the three States and NCR put together, 70 percent households listen to folk songs. However, 6 percent, 2 percent and 92 percent listen daily, weekly and sometimes respectively. (Table 1.3 in Annexure)

Miking/ Public announcing system: Announcement through loudspeakers is one important and traditional method of communication used for campaigns and advertisements. Sixty nine percent respondents in the 3593 households visited said that they get to listen announcements/messages through mikes. (Table 1.3a in Annexure)

Drumming: Announcements followed by beating of drums also is a traditional and popular mode of communication in rural areas. The drummers speak the local dialect and the message is driven home very effectively. However in the current modern scenario the effectiveness of this system appears to have reduced. Considering the data in the three States of Bihar, Rajasthan and Uttar Pradesh and in NCR, it is concluded that only 43 percent of the households get to listen to announcements /

messages through drumming but most of them do so by accident rather than by design. (Table 1.3a in Annexure)

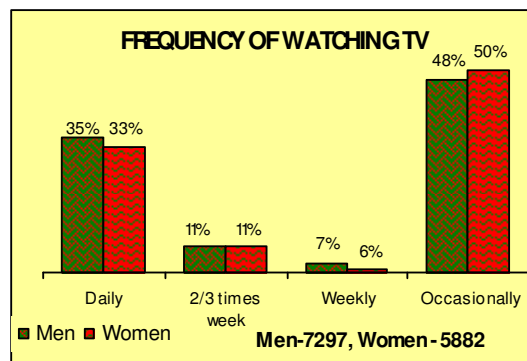
Posters/Hoardings/Handbills etc: Publicity through Posters and hoardings etc. is also another effective method of communication of messages. On the whole, around 77 percent of respondents read poster and hoardings contents in the three States of Bihar, Rajasthan and Uttar Pradesh and the NCR. (Table 1.3a in Annexure)

Flyers and Hand bills: On an average 62 percent respondents in all the three States covered in the study and the NCR read messages from flyers and handbills. (Table 1.3a in Annexure)

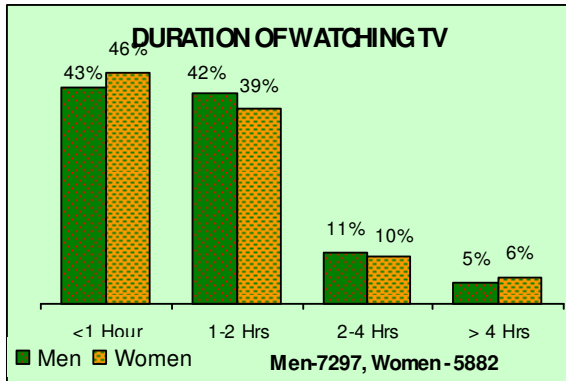
Meetings: Organising meetings in the village or community and making the village Head speak in the meeting for giving the message is a very effective method as the village Heads command considerable respect in the villages and they can explain in detail to the villagers in their own language. They know the nuances of the local language and the moods of the villagers. It is observed that on the whole 79 percent of the respondents in the three States and NCR attend village or community meetings and get their messages. (Table 1.3a in Annexure)

3.3. Media habits of the Target Segment

Television: In order to understand the media habits of the sample households, the respondents were questioned about the TV viewing habits of the household members. The individual habits of men and women regarding frequency and duration of watching TV were recorded separately.



There are 7297 men and 5882 women in the 3593 households covered. On the whole it appears that the viewership habits of men and women in the study districts appear to be more or less same. Around half of the women and 48 percent of men

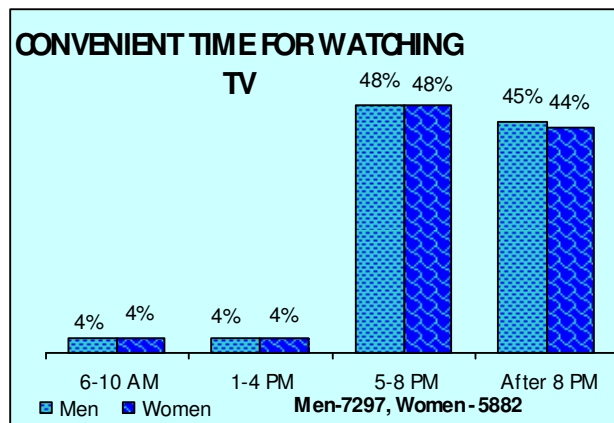


watch TV occasionally, 35 percent of men and 33 percent of women watch daily and 11 percent of both men women watch twice or thrice a week.

When it comes to duration of watching TV, it appears that the time spent in front of TV sets in rural areas is quite low. Nearly 43 percent of men and 46 percent of women watch for less than half an hour and 42 percent of men and 39 percent of women watch for 1-2 hours only per day. (Table 1.4 in Annexure).

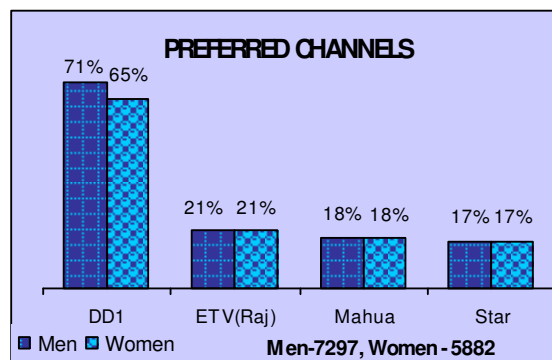
percent of women watch for less than half an hour and 42 percent of men and 39 percent of women watch for 1-2 hours only per day. (Table 1.4 in Annexure).

Interestingly, the most convenient time to watch TV programme is also the same among men and women. In all the three States of Bihar, Rajasthan and Uttar Pradesh and the NCR, 48 percent of men and an equal proportion of women, expressed that evening hours i.e. 5-8 P.M as the most convenient time to watch TV. Forty five percent of men and 44 percent of women preferred night/late night hours i.e. after 8 P.M. It is noteworthy that only 8 percent of men and women watch TV in the morning and afternoon hours.



Contrary to the general belief and expectation that men are not interested in family stories, higher proportion of men are found to be interested in watching family soaps. Around 42 percent of men are interested to watch family soaps as against only 32 percent of women showing interest in the same. Around 13 to 14 percent of men and 17 to 19 percent of women like to watch Hindi/regional movies. (Table 1.4a in Annexure)

Doordarshan seems to be the most preferred channel in majority of the sample households, among both men and women.



Seventy one percent of men and 65 percent of women in the sample households watch mainly DD1. The other two preferred channels are ETV (Rajasthan) and Mahua. Twenty one percent of men and 22 percent of women watch ETV (Rajasthan) and 18 percent of men and women watch Mahua. Star TV is also preferred by 17 percent of men and women. (Table 1.4b in Annexure).

On the whole majority of the target segment watches TV only occasionally and just around one-third watch daily. Majority of the adults prefer evening or night hours as most convenient to relax after a day's hard work and watch programmes of their interest like family sops and movies. Among all the districts covered, DD 1 is the most preferred except in Jaisalmer where it is pushed to the next position by ETV (Rajasthan). Mahua is also a preferred channel.

There is no variation in the TV viewing habits in terms of frequency and duration among men and women as they have to spend most of the day time to earn their livelihood through manual work and can not spare much time to sit and watch TV.

The impressions and observations derived from FGDs reflect that majority of the participants watch TV for 1-2 hours daily. The findings on popularity of channels amongst the participants of the FGDs also corroborate the findings amongst the household surveyed. DD1 is the most preferred channel amongst the viewers. The observations of the participants of FGDs also bring out that evening (5-8PM) and night/late night (After 8pm) are the most convenient and popular timings among them for watching TV.

Radio: The study of access to radio and listening patters of men and women in the three States of Bihar, Rajasthan and Uttar Pradesh and the National Capital Region (NCR) yielded interesting results. Even though radio is not as expensive as TV, the listenership to radio is less than TV viewership in the sample households. As mentioned earlier, only 27 percent (2003) men and 24 percent (1431) women in the sample households listen to radio. Even among these listeners, only 67 percent listen to radio on a daily basis. Three to four percent listeners listen 2 to 3 times a week while less than 3 percent men listen weekly. Twenty nine percent men and 31 percent women listen to radio occasionally.

Among the radio listeners, forty six percent men and fifty six percent women listen for less than 1 hour per day. Forty two percent men and thirty four percent women listen for 1 to 2 hrs a day. Ten percent men and nine percent women listen for 2 to 4 hrs a day. Only two percent men and one percent women listen for more than 4 hrs a day. (Table 1.5 in Annexure).

Forty four percent of men and forty six percent of women listen to songs while twenty two percent men and sixteen percent women listen to news. About ten percent men and women prefer to agricultural information. Sports commentaries are heard by nine percent men, closely followed by eight percent women. Weather bulletins are the least preferred with only one percent audience. About fifteen percent of women and eight percent of men listen to short plays. Talks and discussions attract very few people. (Table 1.5a in Annexure).

The responses of urban households interviewed also gives a similar picture on all the aspects of media habits reported above.

3.4 Reach of the IEC Campaign on MGNREGS

3.4.1 Involvement in MGNREGS

Out of the total 3593 households covered in the study districts, 99 percent applied for registration under MGNREGS and almost all the applicants received job cards. Around 95 percent of the job card holders were provided with employment under MGNREGS, with varying time spans. Of these job card holders, 27 percent were provided with employment for 21 to 50 days and 24 percent for 71 to 99 days. Another 23 percent of the applicants were provided employment for 51to70 days whereas,; only 20 percent were provided work for the stipulated 100 days. (Table 2.1 in Annexure).

In the villages falling in block headquarters (urban sample) 27 percent of the job card holders were provided employments for 100 days.

3.4.2 Telecast Schedule of the Campaign

An analysis of the Telecast schedule is as important as the access to Television. The need for this analysis is important, because a large percentage of the target group watch television for less than an hour and that too in the late hours of the day.

As mentioned in Chapter II, the two messages were telecast on 8 channels. There were 34 insertions on each of ETV Network Channels i.e. ETV (Bihar), ETV, (UP), ETV (Urdu) and ETV (Rajasthan). The timing of the telecast was divided into 5 slots viz. 7-9 AM, 9-12 P.M, 12-7 P.M, 7-8 P.M and 8-11 P.M. Twenty five to twenty seven insertions of the messages were made before 7 P.M slots while 11 to 13 telecasts were made late in the evening. (Campaign Plan in the Annexure.)

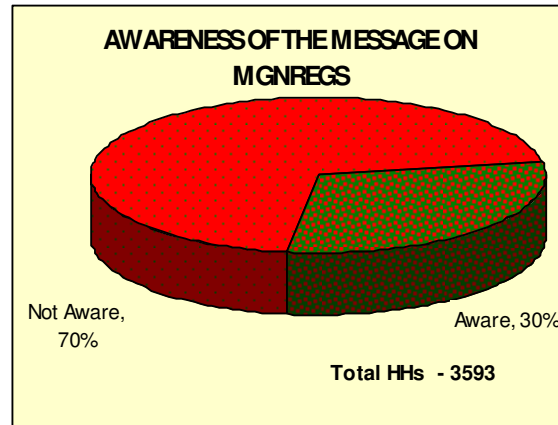
On SS network, the messages were beamed on SS (Bihar), SS (UP) and SS (NCR) and Mahua channel. There were 12 to 13 insertions of the messages on each of these channels. The majority of the telecast on SS (Bihar) and Mahua channels were made before 7 P.M. The number of insertions was more or less equal in case of SS (UP) with half of them in the afternoon and the rest in the evening telecast. In case of SS (NCR) the majority of the insertions were after 7 P.M which is the most convenient time for the target segment.

This data corroborates the misgivings expressed in Chapter II; insertions of the special campaigns were indeed relegated to secondary status, as with their limited budget the private channels do not find them lucrative enough to schedule them in prime slots compared to private commercial advertisements.

As already indicated in chapter II, the target group watch TV during the late hours and at that time the insertions are low in number. Further, the majority of the target group prefer to watch Doordarshan, whereas, the insertions mentioned above were on the private channels.

3.4.3 Exposure to Messages on TV

An analysis of the extent of awareness regarding the campaign on MGNREGS was undertaken in order to gauge the success of the media campaign. The study revealed that very few households expressed awareness of MGNREGS messages, despite the media campaign focussed to create awareness. Only 30 percent of the respondents among the 3593 households said that they are aware



of the messages regarding MGNREGS. (Table 2.2 in Annexure). Fifty five percent of the heads of the households indicated that they themselves saw the messages, while in 14 percent households, they learnt about them through their family members. Six percent of the households got the information from friends and relatives, while 11 percent obtained information from others and around 14 percent households failed to recall the source of information.

Only 15 percent of the urban households said that they are aware of the messages on MGNREGS. 59 percent of the heads of the households reported that they themselves saw the messages, in 8 percent households learnt about them through their family members and equal numbers got the information from friends and relatives, another 8 percent obtained information from others and around 17 percent households failed to recall the source of information in the urban areas.

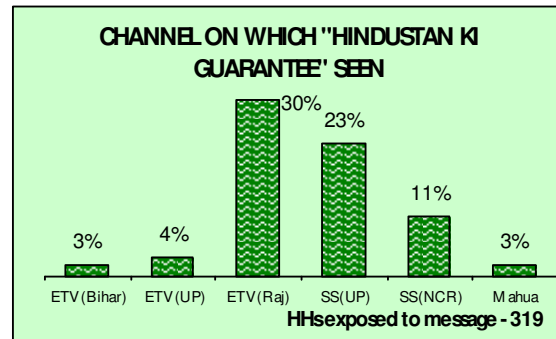
The district officials in the study areas reportedly to be aware of the IEC campaign, except the officials in Bhilwara district of Rajasthan.

Among the three States and NCR, higher proportion (41 percent) of households in Rajasthan were aware of the MGNREGS messages. Around 31 percent of the sample households in NCR and 29 percent in Uttar Pradesh are aware of the NREGS messages. The awareness levels are very poor in Bihar with only 17 percent of the households confirming their awareness of the messages.

Exposure to “Hindustan Ki Gaurantee” :

Around 56 percent of the 1060 households, who knew about MGNREGS, are aware of **“Hindustan ki Guarantee”**. (Table 2.2 in Annexure). Among the respondents who confirmed their awareness about **Hindustan ki Guarantee**, around 64 percent saw the spot themselves while 16 percent learnt through their family members. Seven percent of the respondents received the message through friends/relatives while 6 percent came to know about it from others in the village. The overall awareness of the message televised amongst the village community was comparatively low as reflected in the FGD findings; however this can be attributed to the fact that the respondent households were only MGNREGS job card holders and the participants of FGDs were selected from general public.

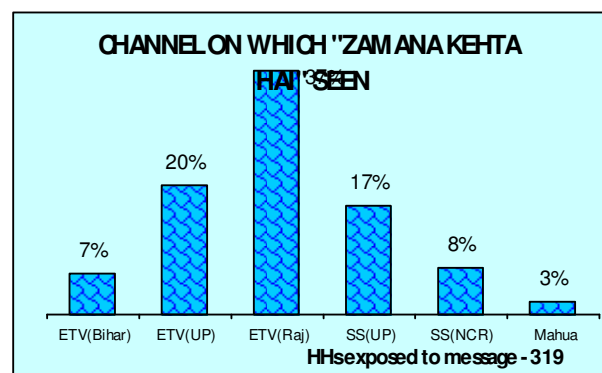
It is to be noted that 40 percent of the respondents who saw the message are from Rajasthan and 33 percent are from Uttar Pradesh. It is gratifying that ETV Rajasthan and SS(UP) are the most preferred channels in these two States respectively. Understandably, nearly 30 percent of the respondents saw the



message in ETV Rajasthan while 23 percent did so on SS (UP). This brings into bold relief the fact that choice of popular channel in the selected States would maximise the exposure to the messages. It is pertinent to add that a large chunk of the respondents (27%) could not recall the channel on which they watched the messages/spots. (Table 2.2 in Annexure).

Exposure to “Zamana Kehta Hai” : Only 30 percent of the 1060 households are aware of the message **“Zamana Kehta Hai”**. Among these , around 72 percent saw the spot themselves, while 18 percent received the message through their family members. Six percent of the respondents got the information from friends/relatives while 4 percent got it from others in the village. (Table 2.3 in Annexure). A similar trend was observed in case of responses of FGD participants.

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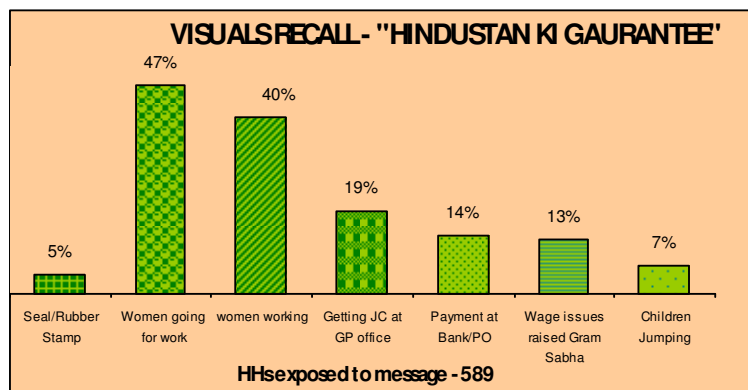


An analysis of the reach of channels shows that ETV (Rajasthan) enjoys better reach followed by ETV (UP) and SS (UP). It is to be noted that of the 319 households who have seen the message “*Zamana Kehta Hai*”, 41 percent are from Rajasthan and 33 percent are from Uttar Pradesh. About 9 percent of the households do not remember the name of the channel on which they have seen the text. (Table 2.3 in Annexure).

3.4.4 Recall of Visuals / Messages

Recall of Visuals of Hindustan Ki Guarantee: As mentioned in the earlier sections, only 589 households from the total sample appear to have seen the message ‘**Hindustan Ki Guarantee**’. The respondents from these households were asked to recall the visuals of the message. On the whole,

“women going for work” and “women working” were the visuals recalled by majority of the respondents. The visuals depicting economic



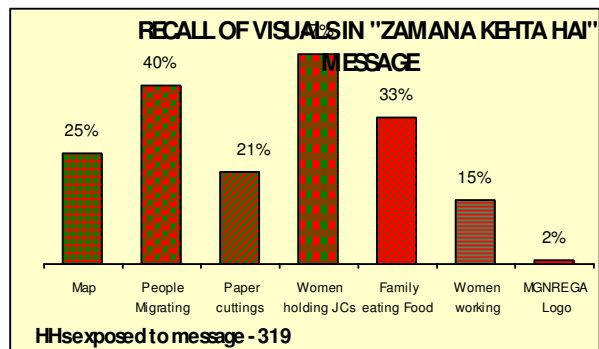
empowerment to women caught the viewers’ attention as the visual of “working women” was recalled instantly by the respondents. Apparently Women’s empowerment is the theme which has the highest recall value and is thus uppermost on the mind of the viewing public. The other visuals recalled by the respondents were “people getting job card at Panchayat office”, “payment at Bank/Post office” and “issues on wages raised in Gram Sabha”. About 13 percent of the respondents failed to recall any visual of the message. (Table 2.2 a in Annexure).

Recall of Messages of ‘Hindustan Ki Guarantee’ : The respondents of the households who have seen the message ‘**Hindustan ki Guarantee**’ were asked to recall the issues communicated in the message and were noted as per the order of recall. “Aawedan dena kaam pe jaana”, Bank ya Post Office mein kaam ka daam paana” and kaam ki guarantee” were the top three messages recalled by the respondents in all the study districts put together. Evidently, the message succeeded in communicating the most essential aspects of MGNREGS, the limited size of

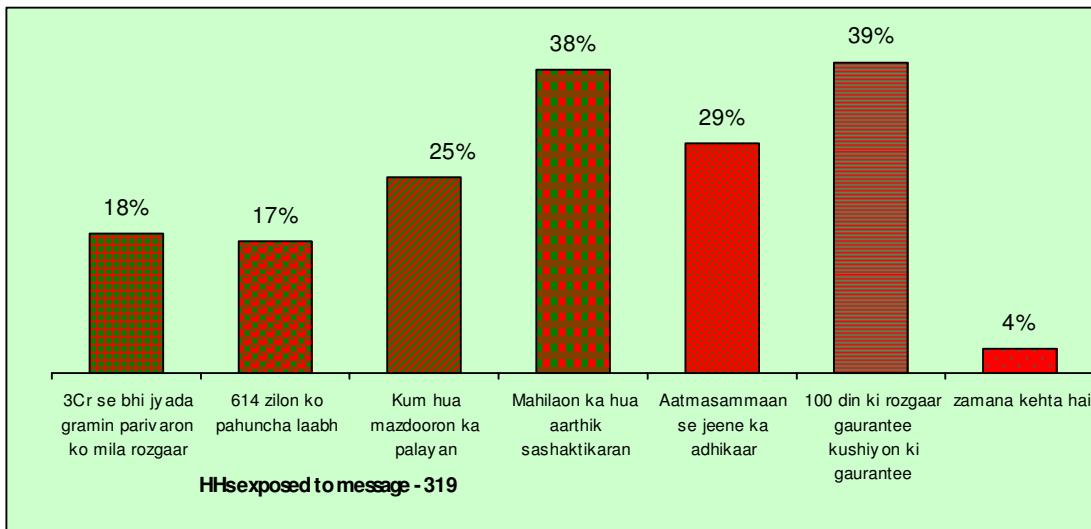
audience not withstanding. Incidentally, 11 percent of the respondents could not recall any aspects of the message. (Table 2.4a in Annexure).

Recall of Visuals of ‘Zamana Kehta Hai’: The 319 households that are aware of the message ‘Zamana Kehta Hai’, were asked to recall the visuals of the message and were noted as per the order of recall. On the whole, “women holding job cards”, “people migrating” and “family eating food” were the top three visuals recalled by the respondents. Nearly 9 percent of the respondents could not recall any visuals.

An analysis of the order of recall of visuals was undertaken. “People migrating”, “women and spontaneously. In the second prompted recall the order has slightly changed, “women holding job cards”, “people migrating” and “Map of India” were mentioned in that order. In the third recall, “women holding job cards” was again uppermost on their minds followed by “family eating food” and “newspaper cuttings”. (Table 2.3a in Annexure)



Recall of messages of ‘Zamana Kehta Hai’: The 319 families who had seen the message ‘Zamana Kehta Hai’, were asked to recall the themes communicated in the visual and the order of recall was noted. It appears that the themes “100 din ki rojgaar guarantee hai” ‘khushiyon ki guarantee” and “mahilaon ka hua aarthik sashaktikaran” could strike the chord with the audience because of their appealing content. It appears that people are happy to know about the guaranteed work which leads to ‘life with dignity’ and economic empowerment of women. On the whole, “100 din ki rojgaar guarantee, hai khushiyon ki guarantee”, “mahilaon ka hua aarthik sashaktikaran” and “aatmasammaan se jeene ka adhikaar” were the top three themes recalled by the respondents. Nearly 12 percent of the respondents could not recall any aspect of the message. (Table 2.4b in Annexure).

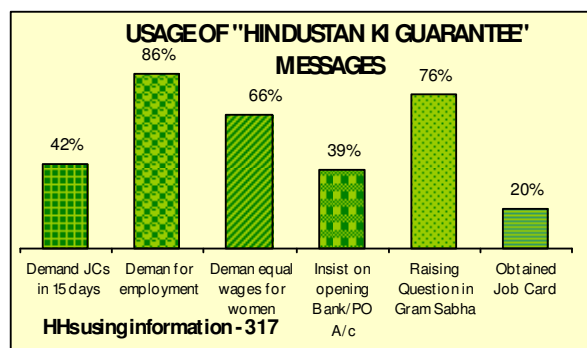


RECALL OF MESSAGES IN "ZAMANA KEHTA HAI" MESSAGE

An analysis of the order of recall of messages was also undertaken. “100 din ki rojgaar guarantee hai khushiyon ki guarantee”, “3 crore se bhi jyada gram in parivar on ko mila rozgaar” and “614 zilon ko pahuncha laabh” were the top three slogans recalled instantly, in that order. In the aided recall, “aatmasammaan se jeene ka adhikaar”, “mahilaon ka hua aarthik sashaktikaran” and “614 zilon ko pahuncha laabh” were mentioned.

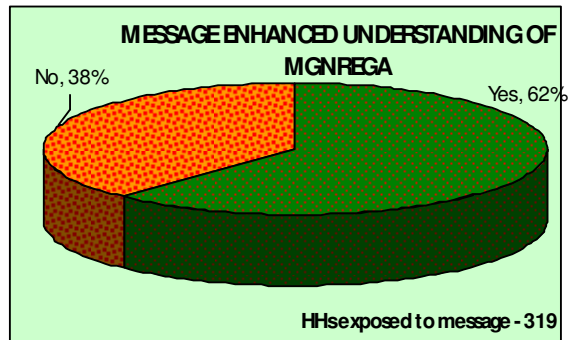
3.4.5 Comprehension of the Messages

Hindustan ki Guarantee : ‘*Hindustan ki Guarantee*’ campaign was envisaged to educate the target segment regarding the procedures to be followed in order to avail the benefits of MGNREGS. Had the campaign penetrated well, it would have done a lot of good to the rural poor people. However, as mentioned earlier, only 589 (16 percent) of the sample households are aware of the campaign. Even among these 589 respondents, only 317 (54 percent) said that they could use the information communicated to them.

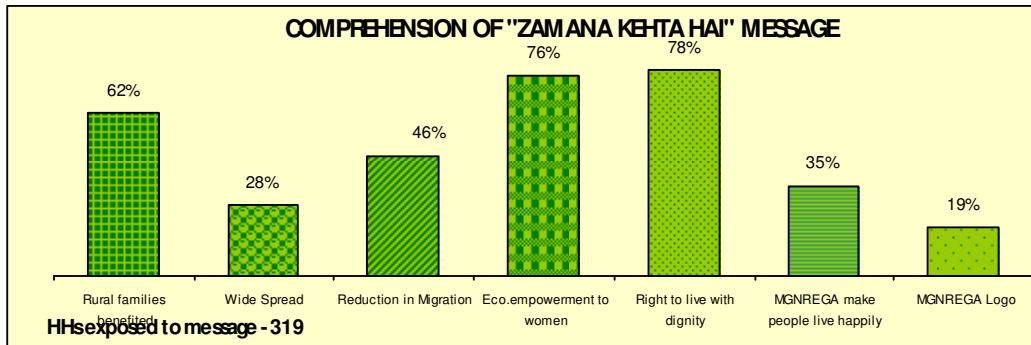


An assimilation of the information relating to procedures obtained from the 'Hindustan ki Guarantee' campaign led to about 86 percent of the 317 respondents applying for employment and 76 percent raising questions in the Grama Sabha. Sixty six percent of them demanded equal wages for women and another 42 percent demanded job cards within 15 days of sending applications for registration. Around 39 percent insisted on opening accounts in banks or post offices and about 20 percent of the respondents obtained job cards as a result of watching the telecast of the campaign. (Table 2.5a in Annexure).

Zamana Kehta Hai : 'Zamana Kehta Hai' campaign was intended to enhance the knowledge of the poor regarding the benefits of MGNREGS. Even though the penetration of the campaign was limited, it managed to create awareness about the benefits of the scheme in a majority of the households. About 62 percent of the respondents felt that the message helped them understand the provisions of the scheme better.(Table 2.5 b in Annexure). However, it is noteworthy that the media campaign failed to create the expected level of awareness in the target group.



The respondents who said that they had benefitted due to their exposure to the campaign, were asked on the aspects that helped them in enhancing their knowledge and availing themselves of the benefits of the scheme. Around 78



percent felt that the scheme promoted economic empowerment of women, 76 percent opined that the scheme addressed the problem of migration, and 46 percent

learnt that the scheme was being implemented all over the country. Around 35 percent of the respondents realised their right to live with dignity and 29 percent felt that a large number of rural families would be benefited under the scheme. About one fifth of the respondents said that the scheme was successful in helping the poor lead a better quality of life.

The district officials reacted positively, when they were asked to rate the visuals, content and schedule of the campaign. The officials of almost all the districts, except Bhilwara, were all praise for the visuals and content of the messages. The officials rated impact of the message, choice of channels and appropriateness of timing as 'very good' or 'good'. However, for the district officials in Muzaffarpur and Jaisalmer districts the messages were not up to the mark as far as their ability to relate to the local audience is concerned.

The two campaigns '*Hindustan ki guarantee*' and '**Zamana Kehta hai**' were expected to educate the target segment about the various facets of the Scheme and enhance their knowledge about its benefits. From the recall of the viewers it is understood that only the direct benefits of the scheme like 100 days guaranteed work, women empowerment and prevention of migration caught their attention. The other essential features like type of works to be undertaken, right to articulate their opinions in the Gram Sabhas, importance of opening Bank/Post Office accounts and equal wages for women, have failed to capture their imagination, reflecting a possible communication gap.

3.5 Impact of Messages

Impact of Hindustan ki Guarantee : Of the 589 households that were aware of the campaign, only 20 percent of the households obtained job cards after watching the campaign. However, it is to be noted that the impact can be seen in terms of realisation of their rights like demanding job cards, demanding employment, demanding equal wages, insisting on opening bank accounts and raising questions in Gram sabha,

Impact of Zamana Kehta Hai : Of the 319 households that were exposed to the campaign, just around 19 percent obtained job cards after watching the campaign.

Even though very few households obtained job cards after watching the campaign, the district officials maintained that the demand for employment has by and large increased. They also felt that there is enhanced transparency and accountability after the campaign.

It can be concluded that the penetration of the messages is very low. In fact, it is almost negligible in Bihar. There are many reasons for the low penetration of the messages, like, low exposure to TV itself, limited duration of watching TV, inappropriate scheduling of the spots and wrong choice of channels.

Be that as it may, it is necessary that aspects like access to various media, preferences of viewers, suitable timings, and viewers' reaction to the campaign need to be analysed in detail and discussed thread bare and put in black and white to arrive at logical conclusions. Hence, the following chapter discusses in detail the reach and impact of the Scheme in all its dimensions. Further more it also undertakes to use the region wise and district wise data for a micro level analysis.

CHAPTER – IV

REACTION TO IEC ACTIVITIES ON MGNREGS

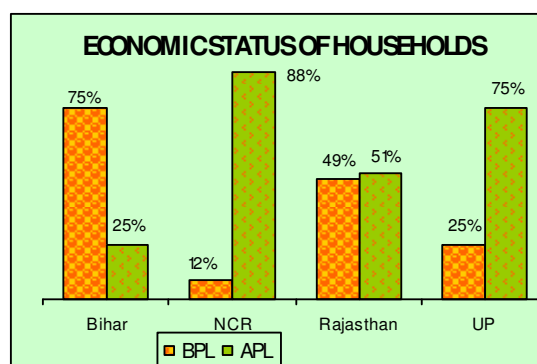
The impact of IEC activities on the MGNREGS has been discussed in the earlier chapter. However, it is necessary that the details of the entire analysis should be brought out to understand the parameters of analysis and the basis for the conclusions drawn. The following discussion of each such parameter of study reveals an interesting part of the study.

4.1 Profile of Households

The first and very basic parameter for any study is the demographic and socio-economic profile of the target group. The profile includes their economic status, social background and their steady residential status in terms of ownership of house etc. The following sections discuss the profile of the respondents that is the composition/complexion of the sample by different characteristics.

Profile of Households – By Economic

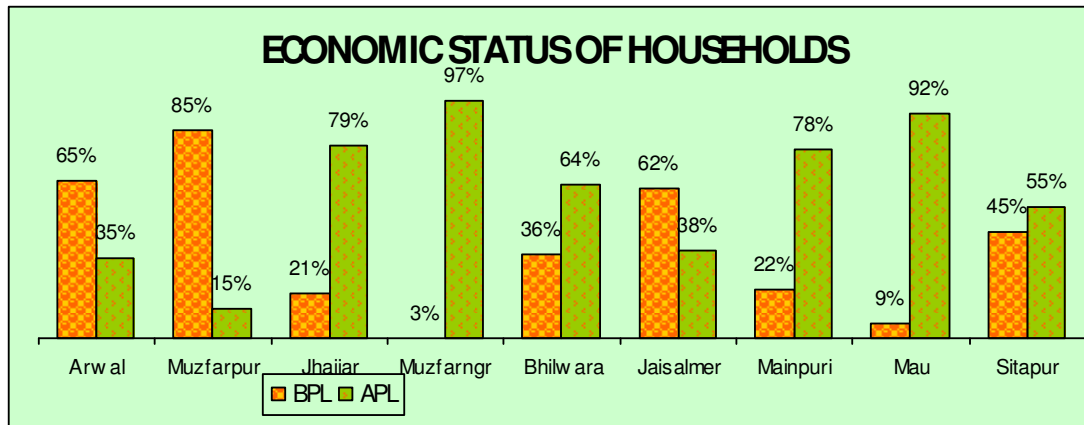
Status: As evident from the figure, around three fourths of the households covered in Bihar and about half of the households covered in Rajasthan belong to BPL families. Of the total sample covered in UP only one-fourth households are BPL and only 12 percent households in NCR belong to BPL category.



(Table 1.1 in the Annexure)

Of the 795 households covered in Bihar, 75 percent are in the BPL category. Around 85 percent of the households covered in Muzaffarpur and 65 percent of the households covered in Arwal district of Bihar State belong to BPL category. This is the only State among the sampled regions where the proportion of BPL households is the highest.

In the NCR, out of the 800 households contacted, 88 percent are of APL category. A high proportion of 97 percent of the households visited in Muzaffarnagar district belongs to APL category. In Jhajjar district, the sample consisted of 79 percent of households belonging to APL category.

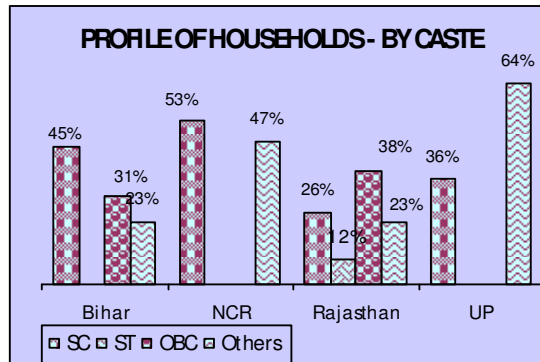


In the State of Rajasthan the households covered are divided more or less equally on the poverty scale; 51 percent of the households are of APL while 49 percent of them are of BPL category. But the data in the individual districts covered, presents a different picture. In the district of Bhilwara, the APL households covered account for 64 percent while only 36 percent are of BPL households. But in Jaisalmer district, the coverage of APL households is relatively less (38 percent) while the BPL households accounted for 62 percent of the sample in the district.

Uttar Pradesh being a bigger State, 3 districts are taken for study. There is considerable difference in the proportion of the APL and BPL households covered in the State. Three-fourths of the households covered in Uttar Pradesh belong to APL category while BPL households account for only 25 percent of the sample. In Mainpuri district of Uttar Pradesh, APL families account for 78 percent of the sample while only 22 percent are of BPL category. In the district of Mau, the sample is lopsided as 92 percent of the households are of APL category and a meagre 8 percent of the households covered are of BPL category. However, in Sitapur district, both types of households have almost equal representation with 55 percent of APL and 45 percent of BPL categories.

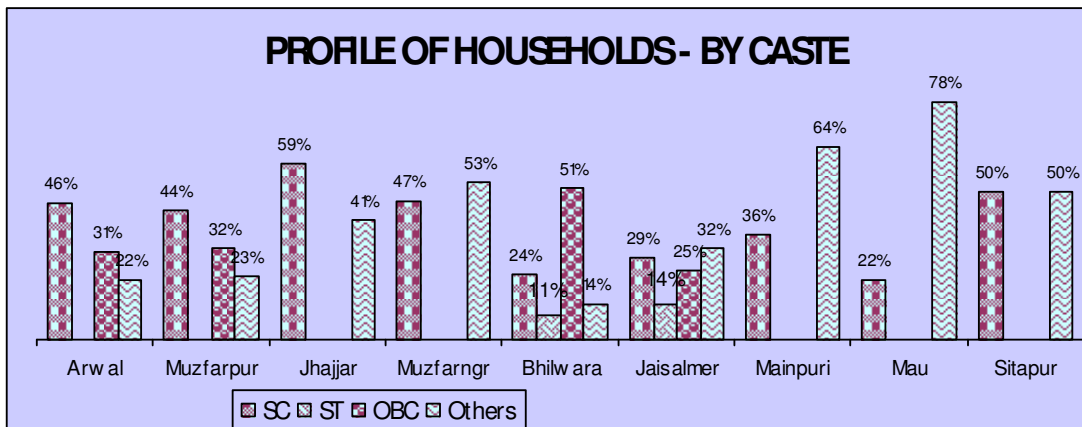
Profile of Households – By Caste:

Majority of the sample households in the NCR, Bihar and Rajasthan States belong to either Scheduled Castes or OBC category while majority households in Uttar Pradesh State belong to “other” caste categories. There is reasonable representation of all the four caste categories among the sample households in Rajasthan State (Table 1.1 in the Annexure).



The total households visited in Bihar consist of nearly 45 percent of SC households, 31 percent of OBC households, only 1 percent of ST and 23 percent of ‘Others’ households. In Arwal district, SC households constitute nearly 46 percent of the sample, followed by 31 percent OBC households and other castes account for 22 percent. More or less similar caste profile emerges in Muzaffarpur district also. Higher proportion (44 percent) of SC households are covered in Muzaffarpur district, whereas, OBC households constitute 32 percent and 23 percent households belong to other castes.

In NCR, ST and OBC categories are not seen in the sample. Fifty three percent of the households covered are of ‘other castes’ and 47 percent belong to Scheduled Castes. More or less similar caste profile is indicated in the districts also. Major proportion i.e 59 percent of the households visited in Jhajjar district belongs to



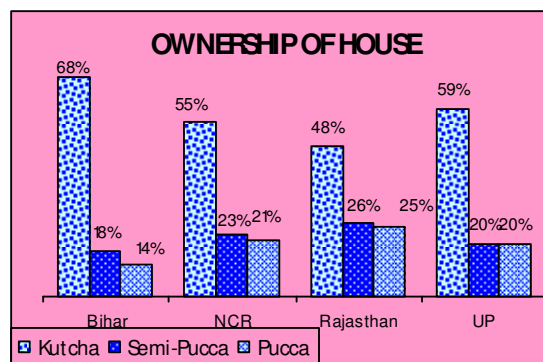
Scheduled Castes while 41 percent are of other caste category. Similarly in the district of Muzaffarnagar, 'other' caste category accounts for 53 percent while 47 percent of the households covered are of SC category.

However in the State of Rajasthan, all categories of households have representation in the sample, though major proportion of the households are of OBC category, followed by SC households (26 percent), other castes (23 percent) and ST households (12 percent). More than half of the households covered in Bhilwara district are OBC category, and around one-fourth of the households are of Scheduled Castes while 'Other castes' and ST households account for 14 percent and 11 percent respectively. All the four caste categories are well represented in Jaisalmer district. Around 32 percent of the households covered are of other castes followed by 29 percent of SC households, 25 percent of OBC households and 14 percent of SC households.

In the State of Uttar Pradesh, sixty four percent of the households covered are of 'Other' category and the remaining sample of 36 percent households belongs to SC category. Similar caste profile emerges in Mainpuri district also. 'Other castes' households account for 64 percent and SC households account for only 36 percent of the sample in Mainpuri district. In the district of Mau, Other castes' households account for as high as 78 percent while SC categories households account for only 22 percent. In the district of Sitapur, however, SC households and households of other castes share equal representation (50 percent).

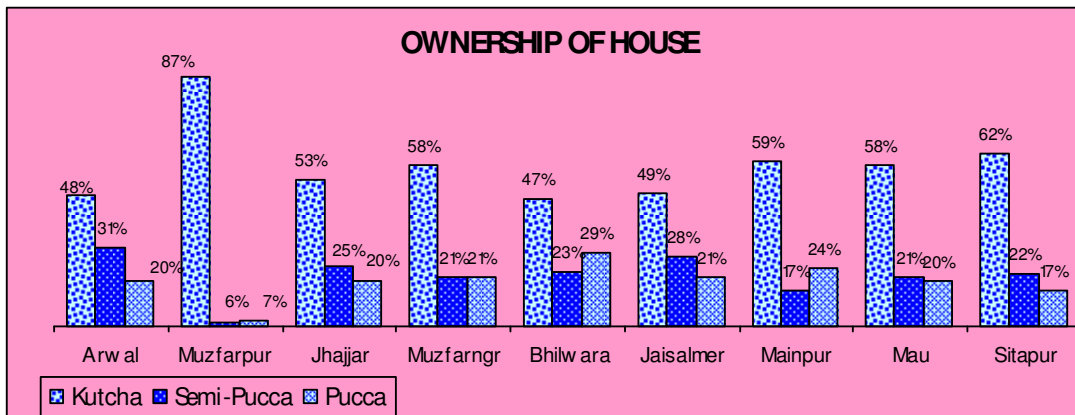
Profile of Households – By Ownership

of House: The fact of ownership of a house clinches two issues in respect of the profile of the household. The first issue is that if a person owns a house whether kutchha or pucca, he is more or less settled there. Secondly, ownership of a house reflects higher economic status.



Majority of the households visited for purpose of the study own kutcha houses. (Table 1.1 in Annexure)

In the State of Bihar, 68 percent of the households covered own Kutcha houses, 18 percent own semi pucca houses and only 7 percent own pucca houses. Less than 1 percent of the households do not own a house. In the district of Arwal, 48 percent households own kutcha houses, 31 percent own semi pucca houses and 20 percent own pucca houses. As much as 87 percent of the sample households own kutcha houses in Muzaffarpur district, while 6 percent own semi pucca and 7 percent own pucca houses.



In the NCR, 55 percent of the households own Kutcha houses, 23 percent own semi pucca and 21 percent own Pucca houses. Around 1.5 percent of the sample households in the NCR do not own a house at all. In Jhajjar district, 53 percent of the sample households own Kutcha houses while 25 percent own semi pucca and 20 percent households own Pucca houses. About 58 percent of the households visited in Muzaffarnagar district own kutcha houses and 21 percent own semi pucca houses. Another 21 percent of the households own Pucca houses in Muzaffarnagar district.

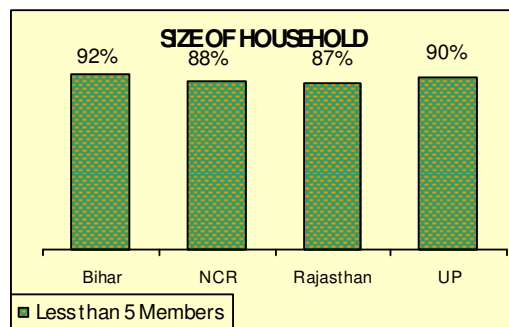
Nearly half of the sample households visited in Rajasthan own Kutcha houses while around 26 percent own semi Pucca and another 25 percent own Pucca houses. Less than 2 percent households do not own any house. In Bhiwara district of

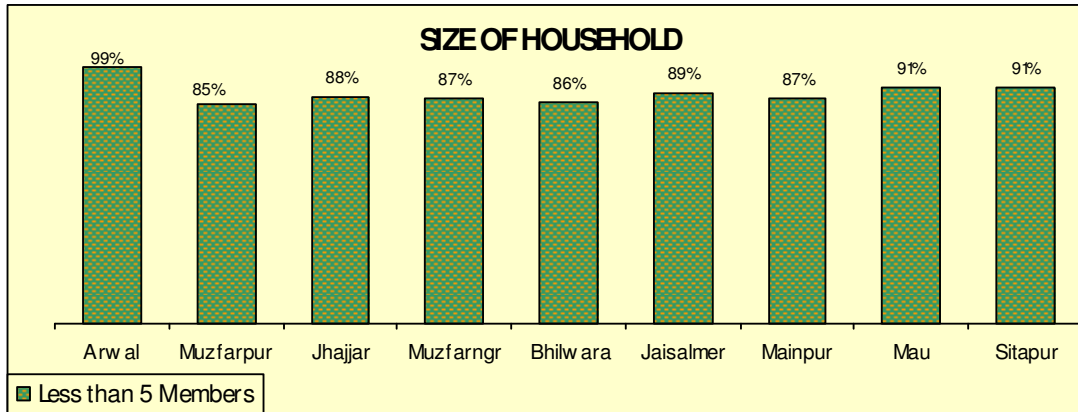
Rajasthan, 47 percent of the households covered own Kutcha houses, while 23 percent own semi pucca houses. More than 28 percent own Pucca houses and just above 1 percent households do not own a house. Around half of the households visited in Jaisalmer district own kutcha houses, while about 28 percent own semi pucca houses and 21 percent own pucca houses. Slightly more than 2 percent do not own house at all.

In Uttar Pradesh also, more than 59 percent of the covered households own kutcha houses and near about 20 percent each of the households own semi pucca and pucca houses. About 1 percent households do not own houses. Similar ownership pattern is observed in the districts within the State as well. In the district of Mainpuri, about 59 percent of the households own kutcha houses followed by 17 percent with semi pucca and 24 percent with pucca houses. In the district of Mau also 58 percent own kutcha houses, 21 percent own semi pucca houses and 20 percent own pucca houses. Two percent households do not have any own house. In the district of Sitapur also, more than 61 percent own kutcha houses, while about 22 percent own semi pucca houses, about 17 percent own pucca houses and less than 1 percent do not have own house.

Profile of Households – By Family Size:

In the study of the profile of households, the size of the family becomes relevant as it indicates the economic status of the household. On the whole, the family size of the sample households is less than 5 members. About 92 percent of the households visited in Bihar and 90 percent households in Uttar Pradesh have 5 or less members in the household. Around 87 percent of the households visited in Rajasthan and NCR are reported as having less than 5 members in the family.



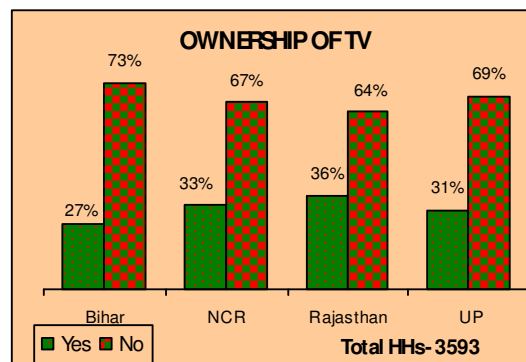


Almost all the households visited in Arwal district have 5 or less members in the households. The family size is reported to be less than 5 members in around 91 percent of the households in Mau and Sitapur districts of Uttar Pradesh. In around 87 percent of the households visited in the rest of the districts, the family size is reported to be less than 5 members.

4.2 Exposure to Various Media

In order to study the impact of the awareness programs on the target audience, a study into their exposure to various media is necessary. Therefore, the target respondents were asked about access to both electronic and print media.

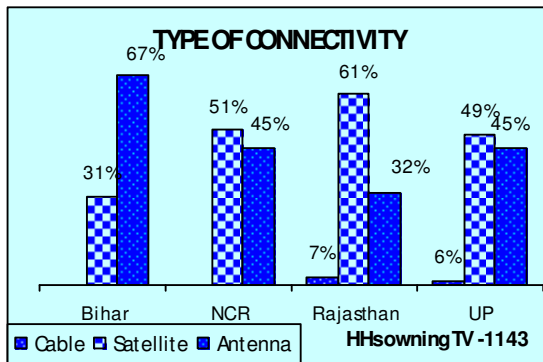
Availability of Television: Even though a majority of the households contacted are APL, especially in NCR and UP, just around one-third of the sample households own TV sets. (Table 1.2 in Annexure). Around half of the households owning TV sets have Satellite dish and 45 percent have Antenna. Only 5 percent have cable connections.



The percentage of households owning a TV in Bihar is only 27, the lowest when compared to the other three study regions. Even among these households, as high

as 63 percent households own Black and White TV sets. Further, only one-third of the households owning TV sets in Bihar have cable or satellite dish connections and the rest are connected with Antennas. Only 32 percent of the households own TV in Arwal district of Bihar and in the district of Muzaffarpur it is only 22 percent households. Even within the households owning TV sets, about 57 percent in Arwal and 71 percent in Muzaffarpur district, own Black and White TVs. Cable and Satellite connections are available in 30 percent of the TV owning households in Arwal district and 37 percent households in Muzaffarpur district. The members of the households who have no TV sets watch TV in neighbours/relatives' houses.

Access to TV appears to be somewhat better in the NCR. Only one-third of the



households visited in the NCR own TV sets and over 53 percent of these TV sets are colour TV sets. Around 55 percent of the households owning TV sets have cable or satellite dish connections. In Jhajjar district, 34 percent households own TVs and more than 53 percent of them own colour TVs.

While about 50 percent have antenna connections, 47 percent have Satellite connection and just 3 percent have cable connections. Similarly in Muzaffarnagar district, about 32 percent households own TVs and 54 percent of these households own colour TVs. Fifty five percent of the households owning TVs are connected with satellite while 40 percent have antenna connection and another 5 percent have cable connection. About 95 percent of the households that do not have TVs in both the districts covered in NCR, watch TV programmes at neighbour's/relatives' house.

The State of Rajasthan also indicates a similar situation in respect of access to TV. On the whole 36 percent of the covered households in the State have TVs out which 61 percent have colour TVs. Level of connectivity also appears to be better in Rajasthan when compared to other two States and NCR. Of the 290 TV owning households, 61 percent are connected with Satellite connections and 7 percent have cable connections. About 32 percent TV sets are connected with Antennas. In

Bhilwara district, 35 percent households own TVs and about 71 percent of them own color TVs. While about 40 percent have antenna connections, 53 percent have Satellite connection and about 6 percent have cable connections. Similarly in Jaisalmer district, about 37 percent households own TVs and 52 percent of them own colour TVs. Sixty nine percent of these households are connected with Satellite while 24 percent have antenna connections and another 7 percent have cable connections. About 97 percent of the households that do not have TVs in Rajasthan watch TV at neighbour's/relatives' house.

In the State of Uttar Pradesh also the position is some what similar to that of Rajasthan and NCR. Just 31 percent households in the State own TVs and 51 percent of the TV owners have colour TVs. While 49 percent have Satellite connections, 45 percent have antenna connections and the rest 6 percent have cable connections. In Mainpuri district about 32 percent of the households own TVs. About 57 percent of them have colour TVs. About 50 percent have Satellite connections, 42 percent have antenna connections and 8 percent have cable connections. In the district of Mau, over half of the 33 percent of the households owning TVs have Black and White TVs. Fifty eight percent of the TV sets are connected with cable or Satellite dish. Twenty nine percent only of the households in Sitapur district own TVs. More than 52 percent of the TV owners have black and white TVs. Fifty percent of the TVs have Antenna connections, over 46 percent have satellite dish connections and around 3 percent have cable connections. Over 94 percent of the households who do not own TVs in Uttar Pradesh, watch programs in neighbour's/relatives house.

Access to Radio: Radio is not expensive like television and almost all the households own Radio sets. But, surprisingly, it is found that just around one-fourth of the men and women listen to radio in the sample households. As evident from the figures, the listenership is higher in Bihar State when compared to the other three regions covered under the study. Further, higher proportion of men listen to Radio when compared to women in all the three States and NCR. (Table 1.5 in Annexure).

The listenership is higher in Arwal district of Bihar State when compared to Muzaffarpur district. Forty eight percent of men and 39 percent of women listen to Radio in Arwal district as against 20 percent of men and women in Muzaffarpur district.

In Jhajjar district, 28 percent men and 25 percent women listen to Radio while 25 percent men and 23 percent women listen to Radio in Muzaffarnagar district.

Radio listenership is very less in Bhilwara district. Only 9 percent men and 6 percent women listen to Radio in Bhilwara district, whereas,, 37 percent men and 39 percent women listen in Jaisalmer district of Rajasthan

The pattern of listenership is more or less similar in all the three sample districts of Uttar Pradesh. In Mainpuri district, 27 percent men and 23 percent women listen to Radio. In Mau district, 26 percent men and 25 percent women listen to Radio while 29 percent men and 25 percent women listen to Radio in Sitapur district of Uttar Pradesh.

Exposure to Other media:

Other media like newspapers and art forms like street plays, puppet shows, etc also have a great use in reaching messages to the masses. For this purpose the usage and access of respondents to various media were studied in the sample regions and the results are as follows.

Newspaper: In all the three States and NCR the reach of newspapers is limited. In Bihar, only 52 percent respondents read newspapers and only 12 percent read daily. Twenty percent of the respondents read on a weekly basis and about 68 percent read only occasionally. In Arwal district, 67 percent households have access to newspapers but only 18 percent read daily. In Muzaffarpur district, only 37 percent households get newspapers and over 97 percent read the papers only occasionally. The reach of newspaper as a carrier of messages therefore is very limited in Bihar. (Table 1.3 in Annexure)

Even in NCR the position is somewhat similar. While 53 percent households have access to newspapers, only 19 percent read daily and 16 percent read weekly. Sixty

six percent respondents read only occasionally. In Jhajjar district, only 54 percent households get newspapers and only 15 percent read on a daily basis. In Muzaffarnagar district also, 54 percent of the households get newspapers and 22 percent of them read daily.

The data from Rajasthan also reveals a low average of reading habits. Only 51 percent of the households get / read newspapers. Of these, only 22 percent read daily, 14 percent read weekly and 63 percent read occasionally. In the district of Bhilwara, only 53 percent households read newspapers. Of them, 32 percent read daily, while 25 percent read weekly. Forty two percent read occasionally. In Jaisalmer district also 50 percent respondents said that they read newspapers but only 12 percent read on a daily basis and about 86 percent read occasionally.

In the State of Uttar Pradesh as a whole, only 52 percent of the households get / read newspaper. While 19 percent of them read daily, 16 percent read weekly and 65 percent read occasionally. The reading habits of the sample households is almost the same in all the three districts studied in Uttar Pradesh. In Mainpuri, 52 percent have access to newspapers but only one fourth read daily. In Mau district, 54 percent households get / read newspapers. Eighteen percent of them read daily, 20 percent read weekly and 62 percent read occasionally. In the district of Sitapur also while 51 percent read newspapers, only 20 percent read daily.

Street Plays: Street play is an art form with drama and action and it attracts the attention of the viewer. The message is bound to go straight to the audience. The results in the study reveal that people are interested in watching street plays but only occasionally. More than 70 percent of the households in all the study regions get an opportunity to watch street plays, but only occasionally. (Table 1.3 in Annexure). In Bihar State, 79 percent of the respondents said that they watch street plays, but almost all of them get to watch street plays occasionally only. In Arwal district 89 percent of the families watch street plays and 70 percent watch street plays in Muzaffarpur district.

In NCR an average of 66 percent households watch street plays and more than 99 percent of them watch occasionally. Seventy seven percent families in Jhajjar district and 70 percent in Muzaffarnagar district get to watch street plays occasionally.

In Rajasthan, 71 percent of the families contacted watch street plays but occasionally only. Sixty one percent families in Bhilwara district and 82 percent families in Jaisalmer district watch street plays and all of them watch occasionally.

The State of Uttar Pradesh also presents a similar picture. More than 99 percent of the 74 percent families who watch street plays watch occasionally. In the district of Mainpuri 74 percent families watch street plays. Seventy six percent families watch street plays in Mau district while 73 percent watch street play in Sitapur district.

Magic/Puppet shows: Puppet show also is an interesting form of Art and the story line or the theme attracts people when the puppets are moved by unseen hand. People's preferences in respect of Magic or puppet shows also are explored to ascertain their ability to carry messages to the target segments. It is observed that while a reasonable percentage of people in the various regions do watch puppet shows, the frequency is very low as a large percentage tends to watch these shows occasionally. On the whole, the exposure to magic/puppet shows is lesser in Bihar when compared to the other three regions. (Table 1.3 in Annexure)

In the State of Bihar, 66 percent of the sample households watch magic / puppet shows, but almost all of them watch occasionally only. In the district of Arwal, 64 percent households watch puppet shows while 68 percent watch them in Muzaffarpur district.

In the NCR, more than 99 percent of the 73 percent families who go to watch puppet shows watch them occasionally. Puppet shows are watched by 73 percent families in Jhajjar district and 72 percent in Muzaffarnagar district.

In the State of Rajasthan also the situation is similar. Around 74 percent families watch puppet shows. Sixty eight percent and 81 percent people watch puppet

shows in the districts of Bhilwara and Jaisalmer respectively. However, almost all those who watch the shows said that they watch them only occasionally.

The situation is the same in the State of Uttar Pradesh also. Sixty nine percent of the families visited in the State watch puppet shows. Seventy percent families in Mainpuri, 68 percent in Mau and 67 percent in Sitapur districts watch puppet shows. But almost all those who watch the shows, said that they watch them only occasionally.

Folk Songs: Folk song is another form of Art which strikes a cord with rural masses. People find their own language and their feelings reflected in these songs. When the listening habits of the people are explored it is found that in the State of Bihar, 61 percent of the families prefer to listen to folk songs. About 10 percent listen daily while 2 percent listen weekly. Eighty nine percent of these families listen occasionally. Fifty eight percent and 64 percent families listen to folk songs in Alwar and Muzaffarpur districts respectively. (Table 1.3 in Annexure)

Seventy one percent of the households in the NCR listen to folk songs but as high as 91 percent listen occasionally. Six percent listen daily and 3 percent listen weekly. In Jhajjar district 71 percent families are exposed to folk songs while 70 percent families in Muzaffarnagar district listen to folk songs.

In the State of Rajasthan, while 79 percent families listen to folk songs, as many as 94 percent of the families listen occasionally only. While about 4 percent listen daily and 2 percent people listen once in a week. In Bhilwara district, 75 people listen to folk songs while 82 percent listen in Jaisalmer district.

Seventy percent of the households contacted in Uttar Pradesh listen to folk songs, but 93 percent of them listen only occasionally. Just 5 percent listen daily and 2 percent families listen once in a week. At the district level, the listenership is 70 percent families in Mainpuri, 69 percent in Mau and 71 percent in Sitapur.

Announcements through Mikes: Announcement through Mikes is one important method of communication used for campaigns. The following data reveals people's habits of listening to mikes.

In the State of Bihar, 70 percent of the households listen to announcements through mike and more than 99 percent of these people listen to mikes occasionally. Announcements through mikes are listened mostly occasionally by 58 percent households in Arwal district and 64 percent families in Muzaffarpur district. (Table 1.3a in Annexure). It can be understood that announcements through mikes are done occasionally and hence the respondents happen to listen to them occasionally.

In the NCR also the same trend is seen. In the NCR, 68 percent of the families contacted said that they listen to announcements / messages through mikes but almost all of them listen only occasionally. At the district level, 73 percent families of Jhajjar and 64 percent families of Muzaffarnagar listen to mike announcements occasionally.

Announcements / messages reach 68 percent of the sample households in Rajasthan State but all the families listen to mike announcements only occasionally. The exposure to messages through mikes appears to be less in Bhilwara district (56 percent) when compared to Jaisalmer district (80 percent).

In the State of Uttar Pradesh as a whole, 68 percent households listen to messages through mikes and almost all these families listen occasionally. Sixty nine percent of the families listen to messages through mikes in Mainpuri and Mau districts, while 66 percent listen in Sitapur district.

Drumming: Announcement by beating of drums is a traditional method used for spreading messages. This medium appears to have very limited reach. On the other hand In the State of Bihar, only 40 percent of the sampled households get to listen to messages through drums. At the district level, only 6 percent of the families listen to announcements through drums in Alwar district while 75 percent families listen to drums in Muzaffarpur district. (Table 1.3a in Annexure).

Only 41 percent of the families contacted in the NCR listen to drums and about 99 percent of them listen occasionally. In Jhajjar district, only 44 percent people listen to drums while, in Muzaffarnagar district also only 41 percent listened to drums.

In Rajasthan as a whole 45 percent of the households listen to drums and more than 99 percent of them listen occasionally. In the district of Bhilwara, only 11 percent families listen to drums and in Jaisalmer district 79 percent of the families listen to messages through drumming.

The State of Uttar Pradesh presents a uniform picture in all the three districts of Mainpuri, Mau and Sitapur where 42 to 44 percent people listen to messages through drums and almost all of them listen occasionally. The State as a whole also presents the same picture.

Messages on posters/hoardings/handbills etc: Campaign through posters and hoardings etc is also another effective method of communicating messages. The effectiveness of these messages, as people's tendency to read them, is revealed as given below.

Around three fourths of the households contacted in Bihar State said that they read messages on posters and hoardings. Seventy five and 73 percent families in Arwal and Muzaffarpur districts respectively read the messages on posters and hoardings. (Table 1.3a in Annexure).

Seventy eight percent and 77 percent families in Jhajjar and Muzaffarnagar districts respectively read messages on posters/hoardings/hand bills and thus around 77 percent of the families in the National Capital Region read the messages on posters/hoardings/hand bills.

On an average, 79 percent of the families visited in Rajasthan read messages on posters or hoardings. Seventy percent families in Bhilwara and 88 percent families in Jaisalmer district read messages on posters / hoardings.

The average percentage of households exposed to messages on posters/hoardings / hand bills in the State of Uttar Pradesh is 76. Seventy six percent families in the districts of Mainpuri and Sitapur and 77 percent in the district of Mau read messages on posters.

Flyers and Hand bills: Just 52 percent families in Bihar get exposed to messages through flyers and hand bills. Forty percent families in Arwal district and 63 percent in Muzaffarpur district read messages on flyers and hand bills. (Table 1.3a in Annexure).

On an average, 64 percent families get to see messages on flyers or hand bills in the NCR. Sixty two percent households in Jhajjar district and 64 percent in Muzaffarnagar read messages on handbills etc.

Around 72 percent of the households visited in Rajasthan State read messages on flyers or hand bills. Fifty eight percent families in Bhilwara district and 85 percent in Jaisalmer district are exposed to the messages on flyers or hand bills.

Sixty two percent of the sample households in Uttar Pradesh get to see messages on flyers or hand bills. Sixty one percent families in the districts of Mainpuri and Sitapur and 62 percent in the district of Mau read messages from hand bills.

Meetings: As already stated communication through meetings is very effective. The words of the elders of the villages make a strong influence. Seventy five percent respondents in Arwal district and 67 percent in Muzaffarpur district said that they attend village and community meetings. On the whole 71 percent of the respondents in Bihar State get their information in village and community meetings. (Table 1.3a in Annexure).

Nearly 79 percent of the respondents in the NCR said that they attend village meetings and get to know about the messages. At the district level also, nearly 80

percent respondents in Jhajjar and 79 percent in Muzaffarnagar get to know about messages through meetings.

Eighty seven percent respondents in the State of Rajasthan get their messages by attending village and community meetings. Eighty three percent respondents in Bhilwara district and 91 percent respondents in Jaisalmer district attend meeting to get the messages.

Seventy nine percent of the respondents of Uttar Pradesh State get their messages from attending meetings in the villages or communities. Seventy nine percent in Mainpuri district and 78 percent in the districts of Mau and Sitapur attend meetings.

4.3. Media habits of the Target Segment

Television : In order to understand the media habits of the sample households, the respondents were questioned about the frequency and duration of watching TV and the habits of men and women were recorded separately .

Bihar : In the State of Bihar, 795 households covered have 1622 men and 1196 women. Half of the men and 54 percent of the women watch TV occasionally, 26 percent men and 22 percent women watch daily and 15 percent each of men and women watch twice or thrice in a week. Around half of the men and women watch programmes for 1-2 hours, 42 percent men and 43 percent women watch for less than half an hour and 9 percent men and 8 percent women watch for 2-4 hours a day. (Table 1.4a in Annexure). Eighty five percent of men and 84 percent of women watch DD1, 19 percent of both men and women watch Mahua and around 12 percent of men and women watch ETV (Rajasthan). (Table 1.4b in Annexure). Around 53 percent of men and 55 percent of women prefer 5-8 P.M slot and 43 percent of men and 41 percent of women feel night / late night as convenient time. Family sops are the favourite programmes for 50 percent of men and 41 percent of women while 20 percent of men and 25 percent of women prefer Hindi movies. (Table 1.4a in Annexure).

In Arwal district, 722 men and 536 women were there in the sample households. Of these members, 45 percent men and 56 percent women watch TV occasionally, while 25 percent of men and 24 percent women watch twice or thrice in a week and 22 percent of men and 15 percent women watch TV daily. Fifty seven percent of men and 60 percent of women watch TV for less than half an hour while 37 percent of men and 35 percent of women watch for 1-2 hours. Around 95 percent of men and women prefer DD1, 22 percent men and 24 percent women prefer ETV (Bihar) and another 21 percent men and 19 percent women watch Mahua channel. Over 60 percent men prefer night/late night as convenient time and 5-8 P.M is convenient for another 37 percent; whereas, 51 percent of women prefer night/late night and 45 percent feel evening hours as convenient time. Family sops are programmes of choice for 37 percent men and 28 percent women while 16 percent men are interested in News and current affairs. Over 18 percent women are attracted by Hindi movies.

In Muzaffarpur district, the 398 households covered have 900 men and 660 women. But TV viewing habits were more or less similar among both men and women. Around 53 percent of both men and women watch TV occasionally and over 28 percent of men and women watch TV daily. Over 58 percent of men and women watch TV for 1-2 hours a day and 30 percent of men and women watch for less than half an hour. Around 77 percent of men and women prefer DD1, 17 percent of men and 19 percent of women prefer Mahua and Star TV is the channel of choice for 16 percent of men and 18 percent of women. The majority of 65 percent of men and 64 percent of women feel evening hours as convenient and 29 percent men and 32 percent women prefer night/late night programmes. Around 61 percent of men are impressed by family sops and 24 percent by Hindi movies. Among women, family sops attract 51 percent and Hindi movies interest another 30 percent.

NCR : In NCR, 1681 men and 1344 women were there in the 800 households visited. Around half of the men and women watch TV occasionally and 36 percent men and 35 percent women watch it daily. Forty six percent of women and 44 percent of the men watch TV for less than half an hour and 42 percent men and 39 percent of women watch it for 1-2 hours in a day. Seventy one percent of men and

66 percent of women preferred DD1 and 22 percent of men and 21 percent of women preferred ETV (Rajasthan). Mahua and star TV are preferred by 18 and 17 percent of men respectively and 16-17 percent of women. Forty seven percent of men and equal proportion of women prefer evening hours whereas, 45 percent of men and almost equal proportion of women feel night/late night as convenient to watch TV. Regarding the programmes of their choice, 43 percent of men and 34 percent of women like family sops and Hindi movies attract 14 percent of men and around 19 percent of women. Regional movies are also effective in captivating 13-14 percent of men as well as women.

In Jhajjar district, the habits of men and women are found to be almost the same with respect to TV watching. Out of the 811 men and 677 women, around half of the men and women watch TV occasionally and around 36 percent watch daily. While around 43 percent of men and women watch for less than half an hour and equal proportion watch it for 1-2 hours in a day. Around 75 percent of the men prefer DD1, 19 percent prefer ETV (Rajasthan) and 18 percent watch Mahua whereas, 67 percent of the women prefer DD1, 20 percent prefer ETV (Rajasthan) and 17 percent watch Mahua and Star TV.

Forty seven percent of men and 48 percent of women prefer evening hours to watch TV whereas, 46 percent of men and almost equal proportion of women feel night/late night as convenient. 41 percent of men and 37 percent of women like to watch family sops and Hindi movies attract 15 percent of men and 18 percent of women. 13 percent of the target audience in Jhajjar prefer to watch regional movies also.

In Muzaffarnagar, 870 men and 667 women were there in the sample households. Around 52 percent of the watch TV occasionally and 35 percent watch daily while 44 percent spend less than half an hour daily for watching TV, 41 percent spend 1-2 hours with TV. Media habits of women are almost same as that of men. Nearly 68 percent of men prefer DD1, 24 percent ETV (Rajasthan) and another 17 percent watch both Mahua and Star TV. In case of women, 64 percent prefer DD1, 24 percent ETV (Rajasthan) and 17 percent like to watch Star TV. Around 47 percent of men and 45 percent of women feel evening hours as most convenient whereas, 45

percent of men and almost equal proportion of women prefer night/late night to watch TV. Forty four percent of men and 30 percent of women like to see family sops while Hindi movies as well as regional movies attract 13-14 percent of men and 16-20 percent of women.

Rajasthan : In Rajasthan, there are 1584 men and 1408 women in the 798 sample households. Around half of the women and 45 percent of men watch TV occasionally and 45 percent of men and 41 percent of women watch TV daily. Forty four percent of the men and half of the women watch the programmes for less than half an hour per day and 36 percent of men and only 30 percent of women watch it for 1-2 hours. Half of the women and 57 percent of men prefer DD1, around 40 percent of men and women prefer ETV (Rajasthan) and around one-fourth of men and women prefer to watch Star TV. Equal proportions of men and women of the sample households feel same time as convenient; as evidenced by 43 percent of men and almost equal proportion of women feeling evening hours as convenient and 46 percent of men as well as women choosing night/late night hours to watch TV. Family sops are the favourite programmes for 33 percent of men and 25 percent of women whereas, 19 percent of men and 24 percent of women prefer to see regional movies.

In Bhilwara district 51 percent of the 733 men and 47 percent of 747 women watch TV daily. Around 36 percent of men and 38 percent of women prefer to watch occasionally. Half of the women and 45 percent of men watch for less than half an hour and 29 percent of men and 25 percent of women watch TV for 1-2 hours in a day. Sixty seven percent of men prefer DD1 and 34 percent opt for ETV (Rajasthan). Out of 747 women, 61 percent prefer DD1 and ETV (Rajasthan) is the channel of preference for 34 percent. Half of the women and 55 percent of men prefer night/late night hours as convenient whereas, 30 percent of men and 33 percent of women opt for evening hours to watch TV. Family sops are the programmes of preference for 47 percent of men and 33 percent of women whereas, for 17 percent of men and 20 percent of women choose regional movies for their entertainment.

In Jaisalmer district 53 percent of the 851 men and 58 percent of the 661 women prefer to watch TV occasionally. Around 37 percent men and 35 percent of women

watch it daily. More than half of the women and 44 percent of men watch the programmes for less than an hour and 42 percent of men and 35 percent of women watch it for 1-2 hours in a day. The first choice of channel preferred was DD1 among men as 48 percent opt for DD1, 45 percent opt for ETV (Rajasthan) and 37 percent for Star and Sony TV. ETV (Rajasthan) occupied the place of 1st preference as opted by 43 percent of 661 women, pushing DD1 to second position as preferred by 38 percent of women. Star and Sony TV are very close behind with preference of 37 percent. 56 percent of men and 55 percent women prefer evening hours to relax and watch TV and 38 percent of men and 42 percent of women like to watch TV at night/late night hours. Target audience of Jaisalmer show slight variation in respect to the preference of the programmes as only 21 percent of men and 15 percent of women like to watch family sops whereas, 20 percent of men and 28 percent of women prefer to see regional movies.

Uttar Pradesh : In Uttar Pradesh 2410 men and 1934 women were there in the sampled 1200 households. Around 47 percent of the men and 48 percent of the women watch TV occasionally and over one-third of the men and women watch TV daily. Around 44 percent of men and women watch TV for 1-2 hours in a day and 42 percent of men and 39 percent of women watch TV for less than an hour. Seventy percent of men and 63 percent of women prefer to watch DD1 and 22 percent of both men and women prefer ETV (Rajasthan) and 19 percent of men and women like to watch Mahua channel. Over 48 percent of men and equal proportion of women feel evening hours as convenient whereas, 45 percent of men and almost equal proportion of women like night/late night hours to watch their favourite programmes. Forty two percent of men and 30 percent of women like to see family sops whereas, 15 percent of men and 20 percent of women like to see Hindi movies.

In Mainpuri district, 48 percent of 844 men and 45 percent of 649 women watch TV occasionally and 36 percent of men and 38 percent of women watch daily. Around 44 percent of both men and women watch TV for 1-2 hours in a day whereas, 36 percent of men and women watch for less than an hour. In Mainpuri 71 percent of men prefer DD1, 22 percent prefer ETV (Rajasthan) and 19 percent opt for Mahua whereas, 60 percent of 649 women prefer DD1, 23 percent choose ETV (Rajasthan)

and 20 percent opt for Mahua. Nearly 47 percent of men and 48 percent of women prefer night/late night hours to relax and watch TV whereas, 45 percent of men and equal proportion of women feel evening hours as suitable to see programmes of their liking. Around 43 percent of men and 29 percent of women like family sops and 13 percent of men and 20 percent of women are attracted by Hindi movies.

In Mau district, 45 percent of the 766 men and 50 percent of the 669 women in the 400 sample households watch TV occasionally, whereas,, 32 percent of men and 29 percent of women watch TV daily. Nearly half of the women and 42 percent of the men watch TV for less than an hour and 44 percent of men and 35 percent of women watch for 1-2 hours. In Mau district 71 percent of men prefer DD1 and around 21 percent select ETV (Rajasthan) and Mahua whereas, 67 percent of women prefer DD1, 23 percent choose ETV (Rajasthan) and 18 percent opt for Mahua. More than half of the men and women feel evening hours are convenient, but 43 percent men and 42 percent women feel night/late night hours as most convenient to watch TV programmes. Family sops are the favourites of 40 percent of men and 31 percent of women whereas, 17 percent of men and 21 percent of women are fond of Hindi movies.

In Sitapur district similar situation as that of Mainpuri prevails regarding the frequency of watching TV. There are 800 men and 616 women in the 400 households covered for the study. Around 47 percent of the men and almost equal proportion of women watch TV occasionally and around 34 percent of men and women watch TV daily. Around 47 percent of men and equal proportion of women watch TV for less than an hour and 39 percent of both men and women watch for 1-2 hours in a day. Nearly 68 percent of the men prefer DD1, around 20 percent select ETV (Rajasthan) and Mahua is the preferred channel for 19 percent whereas, 62 percent of the women prefer DD1 and 20 percent choose ETV (Rajasthan) and Mahua. In Sitapur district, 48 percent of men and 50 percent of women feel evening hours are convenient to watch TV and 44 percent men and 43 percent women feel night/late night hours as most convenient to enjoy TV programmes. Forty four percent of men and 31 percent of women like to follow family sops whereas, 13 percent of men and 18 percent of women like Hindi movies.

On the whole a majority of the target segment watches TV only occasionally. Just around one-third watch daily. Majority of the adults prefer evening or night hours as most convenient to relax after a tiring day and watch programmes of their interest like family sops and movies on TV. DD1 is the most preferred channel in all the districts covered, except Jaisalmer where it is pushed to the next position by ETV (Rajasthan) and Mahua is also enjoying the status of preferred channel.

In the urban households across all states, 55 percent watch TV occasionally and 23 percent watch TV daily. While only 34 percent spend less than half an hour daily for watching TV, 53 percent spend 1-2 hours with TV. Media habits of women in the urban areas are almost same as that of men.

Out of the male/female members in the urban sample households watching TV, majority of them prefer/like/mostly watch DD1 channel, very much alike the rural households.

66 percent of men and 64 percent of women in the urban households feel evening hours (5-8PM) as most convenient whereas, 23 percent of men and 28 percent of women prefer night/late night(After 8 PM) to watch TV.

48 percent of men and 34 percent of women like to see family sops while 17 percent of men and 7 percent of women like Hindi movies, 9 percent of male and 28 percent of female members in the urban sample households like regional movies.

Radio : Households who listen to radio were asked about the frequency of listening to radio, duration of listening and the type of programmes preferred on Radio.

Bihar : In the State of Bihar, 83 percent men and 86 percent women listen to radio every day. About 5 percent men and 4 percent women listen 2 to 3 times a week while less than 1 percent men listen weekly once. About 12 percent men and 10 percent women listen to radio occasionally. Forty percent of men and 53 percent of women listen to radio for less than 1 hour a day while 46 percent of men and 37 percent women listen to radio for 1 to 2 hrs a day. Eleven percent men and 9 percent

women listen for 2 to 4 hrs a day while 3 percent men and 2 percent women listen for more than 4 hrs. (Table 1.5 in Annexure).

“Songs” appear to be the most preferred programme on radio. While 56 percent of women listeners prefer songs, only 47 percent men listen to songs. News takes a secondary position with 26 percent men and 15 percent women listening to it. Even at State level, agricultural information has more listeners in women with 6 percent women vis-a-vis 4 percent men listening to the said information. Just above 3 percent of men and 2 percent women listen to sports news. Weather information has no takers with less than 1 percent men listening to it and women do not care at all. Short plays appear to attract attention as about 11 percent women and 7 percent men listen to them. Talk shows are listened to by 6 percent women and 3 percent men while other programmes attract 9 percent men and 4 percent women. (Table 1.5a in Annexure)

In Arwal district, 84 percent of the men listen to the radio daily, while 7 percent listen twice or thrice a week and 9 percent listen occasionally. However 89 percent of women listen to Radio on a daily basis and only 6 percent each listen two to three times a week or occasionally. Thirty percent of men and 45 percent women listen to radio for less than an hour while 49 percent men and 38 percent women listen to radio for 1 to 2 hrs a day. The percentages of men and women listening for 2 to 4 hrs a day are 16 and 15 respectively. Highest preference is given to songs as 48 percent of the male listeners and 62 percent of the female listeners were said to be listening to them. News is heard by 23 percent of men and 10 percent of females.

In Muzaffarpur district, 82 percent of men and women listen to radio on a daily basis. Eighteen percent of men and women listen occasionally. Fifty nine percent of men and 66 percent of women listen to Radio for less than an hour a day. Forty one percent of men and 34 percent of women listen for 1 to 2 hrs a day. None of them listen for more than 2 hours. Songs are most preferred in this district also. Forty five percent of men and 46 percent of women prefer to listen to songs. The next program in preference is news which is listened to by 32 percent of men and 22 percent of women. In Muzaffarpur, women seem to be more interested in agricultural

information, as 12 percent of women and 6 percent men listen to this programme. Fourteen percent men and 18 percent women listen to short plays.

NCR : In the NCR, 66 percent men and 63 percent women listen to radio every day. Four percent men and 3 percent women listen to Radio twice or thrice a week, whereas, less than 1 percent men listen once in a week. Twenty nine percent men and 34 percent women listen to Radio occasionally. While 46 percent men and 57 percent women spend less than an hour listening to radio, 39 percent men and 32 percent women spend 1 to 2 hours a day. Thirteen percent men and 11 percent women listen for 2 to 4 hrs a day and 2 percent men and less than 1 percent women listen for more than 4 hours.

NCR presents slightly sophisticated listening habits. Fifty percent women and 45 percent men listen to songs while 20 percent men and 13 percent women listen to News. Surprisingly in respect of agricultural information and sports commentaries women appear to be more interested with 10 percent and 15 respectively while men listen to these programs with only 8 percent and 10 percent respectively. Weather information, talks and discussions and other programs rank last with less than 4 percent men and women listening to these programs.

Seventy two percent of men and 67 percent women in Jhajjar district listen to radio every day. Seven percent men and 4 percent women listen 2 to 3 times a week while less than 1 percent men listen weekly. About 21 percent of men and 30 percent women listen to radio occasionally. While 41 percent of men and 54 percent of women listen for less than 1 hour, 40 percent men and 31 percent women listen for 1 to 2 hrs a day. Eighteen percent men and 14 percent women listen for 2 to 4 hrs and 2 percent men and 1 percent women listen for more than 4 hrs a day. About 50 percent men and 53 percent women prefer to listen to songs. More than 19 percent of men 13 percent of women listen to News. Sports is a man's area as 10 percent of men and nearly 8 percent women listen sports news etc. Short plays are listened to by 7 percent men and 13 percent women.

In Muzaffarnagar district, 61 percent men and 58 percent women listen to Radio on a daily basis. Two percent men and 3 percent women listen 2 to 3 times a week while 37 percent men and 40 percent women listen occasionally. Fifty two percent men and 60 percent women listen for less than 1 hour a day while 37 percent men and 32 percent women listen for 1 to 2 hrs a day. Eight percent men and 7 percent women listen for 2 to 4 hrs a day whereas, 3 percent men and less than 1 percent women listen for more than 4 hrs. Forty percent of men and 47 percent of women listen to songs. The next interesting program for them is news as 22 percent of men and 12 percent of women listen to news. Eleven percent of men and 12 percent of women listen to agricultural information. Short plays attract the women of Muzaffarnagar more than men as 17 percent women listen to them while only 13 percent men listen to the program.

Rajasthan : In Rajasthan as a whole, 48 percent men and 49 percent women listen to radio daily. Two percent of men and women listen two or three times a week while 50 percent men and 49 percent women listen occasionally. Fifty three percent men and 58 percent women spend less than an hour listening to radio while 37 percent men and 31 percent women listen for 1 to 2 hrs a day. Nine percent men and 10 percent women listen for 2 to 4 hrs a day, while 1 percent men and less than 1 percent women spend more than 4 hrs a day.

Forty two percent of men and 36 percent of women listen to songs while news is heard by 15 percent men and 16 percent women. Seventeen percent men and 11 percent women listen to agricultural information while Sports commentaries are heard by men and women with almost equal interest with 15 and 14 percentages respectively. Eighteen percent women listen to short plays while only 8 percent men hear them.

In Bhilwara district, 73 percent men and 91 percent women listen to Radio every day. Forty four percent men and 47 percent women listen for less than an hour while 47 percent men and 40 percent women listen for 1 to 2 hrs a day. Fifty three percent men and 64 percent women listen to songs. Thirty six percent men and 22 percent women listen to news.

In the district of Jaisalmer, 43 percent men and 42 percent women listen to radio daily while 2 percent men and women listen twice or thrice a week. Nearly 56 percent men and women listen to radio occasionally. Fifty five percent men and 60 percent women listen to radio for less than an hour while 35 percent men and 29 percent women listen for 1 to 2 hrs. Ten percent each of men and women listen for 2 to 4 hrs. As far as the program preferences are concerned, the situation is different in Jaisalmer. Of the total men and women, 39 percent and 32 percent respectively listen to songs. Eleven percent men and 15 percent women listen to News. Nineteen percent men and 13 percent women listen to agricultural information. Eighteen percent men and 16 percent women hear sports commentaries. Twenty one percent of women and 10 percent of men listen to short plays.

Uttar Pradesh : In Uttar Pradesh State as a whole, 66 percent men and 67 percent women listen to radio daily. Four percent men and 2 percent women listen 2 to 3 times a week while less than 3 percent men listen weekly. Thirty percent men and 31 percent women listen to radio occasionally. Forty eight percent men and 57 percent women listen for less than 1 hour. Forty four percent men and 35 percent women listen for 1 to 2 hrs a day. Six percent men and 7 percent women listen for 2 to 4 hrs a day. Two percent men and less than 1 percent women listen for more than 4 hrs a day.

Men and women in Uttar Pradesh have equal preference to songs as 43 percent of each group listen to them. Twenty two percent of men listen to news as against 18 percent women. Eleven percent of men listen to agricultural information while only 9 percent women are interested in such programmes. The listening rate of men and women in respect of sports commentaries differ by a single point as the percentages are 9 and 8 respectively. Sixteen percent of women in Uttar Pradesh listen to short plays while only 7 percent men listen to them. Seven percent men listen to other programmes while only 3 percent women listen to them.

In the State of Uttar Pradesh, the three districts covered namely Mainpuri, Mau and Sitapur presented a more or less similar picture. In the district of Mainpuri, 63

percent men and 60 percent women listen to Radio daily. Five percent men and 2 percent women listen twice or thrice a week while 32 percent men and 38 percent women listen occasionally. Forty nine percent men and 62 percent women listen for less than an hour, but 43 percent men and 31 percent women listen for 1 to 2 hrs a day. Seven percent men and 8 percent women listen for 2 to 4 hrs a day while less than 1 percent men listen for more than 4 hrs a day. In Mainpuri district, 41 percent men and 43 percent women prefer to listen to songs. Twenty one percent men and 16 percent of men listen to news. Thirteen percent men and 10 percent women listen to agricultural information. Nine percent men and 8 percent women listen to sports commentaries. Women seem to be more interested in short plays as 16 percent of them listen to the plays while only 8 percent men listen to them.

In the district of Mau, 67 percent men and 72 percent women listen to Radio daily. Three percent men and 2 percent women listen twice or thrice a week while 31 percent men and 26 percent women listen occasionally. Forty seven percent men and 56 percent women listen for less than an hour, but 44 percent men and 37 percent women listen for 1 to 2 hrs a day. Seven percent men and 6 percent women listen for 2 to 4 hrs a day. Forty three percent men and 42 percent women listen to songs while 22 percent men and 21 percent women listen to news. Ten percent men and 8 percent women listen to agricultural information and sports commentaries. More than 15 percent women listen to short plays while only 5 percent men listen to them.

In the district of Sitapur, 70 percent men and women listen to Radio daily. Three percent men and 1 percent women listen twice or thrice a week while 27 percent men and 29 percent women listen occasionally. Forty six percent men and 55 percent women listen for less than an hour, but 46 percent men and 38 percent women listen for 1 to 2 hrs a day. Five percent men and 7 percent women listen for 2 to 4 hrs a day while 3 percent men and 1 percent women listen for more than 4 hrs a day. Forty five percent of men listen to songs closely followed by 44 percent of women. Twenty four percent men listen to news while only 16 percent women prefer news. The preferences of men in respect agricultural information and short plays

stand at 9 percent and 8 percent respectively while the preferences of women in these programmes stand at 8 percent and 15 percent respectively.

In the urban areas, 81 percent men and 91 percent women listen to radio daily. 4 percent of men listen two or three times a week while 15 percent men and 8 percent women listen occasionally. 15 percent men and 8 percent women spend less than an hour listening to radio while 54 percent men and 53 percent women listen for 1 to 2 hrs a day. 31 percent men and 36 percent women listen for 2 to 4 hrs a day.

65 percent of men and 33 percent of women listen to songs while news is heard by 2 percent men and 8 percent women. 4 percent men and 3 percent women listen to agricultural information in the urban areas.

4.4 Reach of the IEC Campaign on MGNREGS

4.4.1 Involvement in MGNREGS

Bihar : Almost all the households covered (795) in Bihar applied for registration under MGNREGS, received job cards and a majority of 94 percent were provided with employment under the scheme. Around one third of the job card holders were provided work for 21-50 days and around 21 percent for 51-70 days. Just one fourth of the total job card holders were provided work for 100 days, as envisaged in the Scheme. (Table 2.1 in Annexure).

In Arwal district all the 397 households covered under the study applied for registration under the scheme and received job cards. Around 88 percent of them were provided employment. Around half of the job card holders were allotted work for 21-50 days and around 29 percent for 51-70 days, whereas,, only 3 percent of the job card holders could get employment for 100 days or more. In Muzaffarpur district, almost all the households covered in this district applied for registration, received job cards and all of them were provided with employment under MGNREGS. Around 44 percent of the job card holders were provided with 100 days employment as envisaged and more than 21 percent with work for 71-99 days.

NCR : An overwhelming majority of the households covered under the study in NCR applied for registration under MGNREGS and all of them received job cards. About 95 percent of them were provided with employment under the scheme. More than one-fourth of the job card holders were provided with work for 71-99 days and another 24 percent for 51-70 days. However, only 22 percent of the job card holders could get the benefit of 100 days work envisaged under the scheme.

In Jhajjar district , almost all the households covered under the study applied for registration, received job cards and around 94 percent of them were allotted work under the scheme. Around 28 percent of them were provided with work for 21-50 days and another 23 percent for 51-70 days whereas, only 22 percent could get work for 100 days.

In Muzaffarnagar also virtually every household covered under the study applied for registration and received job cards. Though 96 percent of the job card holders were given employment opportunity, only 22 percent of them could get the work for 100 days and another 30 percent were provided more than 70 man days of work.

Rajasthan: Almost all the households covered under the study in Rajasthan applied for registration and received job cards. Though more than 95 percent of the job card holders were provided with employment, only around 14 percent of them could get the chance of 100 days work. Just less than one-third of them could get work for 71-99 days and another 26 percent got work for 51-70 days.

In Bhilwara district almost all the households covered received job cards and around 95 percent of the households were provided with employment under the scheme. Around 31 percent of the members could get the work for 51-70 days and another 30 percent of them worked for 71-99 days whereas, only 14 percent of the applicants had the opportunity of working for 100 days.

More than 99 percent of the households covered in Jaisalmer also applied for registration. All of them were provided with job cards and a majority of 96 percent of them with employment. More than 31 percent of the applicants were given work for 71-99 days and another 28 percent for 21-50 days. Just 14 percent of the members could get work for 100 days.

Uttar Pradesh: Almost all the households covered in Uttar Pradesh under the present study applied for registration and received job cards. Around 95 percent of them were provided with employment; 28 percent with work for 21-50 days and another 24 percent for 71-99 days. On the whole only 18 percent of the households had the chance to work for 100 days.

All the households contacted for the study in Mainpuri, Mau and Sitapur districts of Uttar Pradesh State received job cards and 95 percent of the households received employment in each of the districts. In Mainpuri district, around 27 percent of the applicants worked for 21-50 days and less than 20 percent only could get the work for 100 days as proposed by the scheme. In Mau districts also only 17 percent of the households were provided work for 100 days. Around one-fourth were provided work for more than 70 days while 23 percent received employment for 51-70 days. But 35 percent of the households in Mau district got work for less than 50 days. Similar situation prevailed in Sitapur district also. Around 34 percent received work for less than 50 days, 23 percent received for 51-70 days and 25 percent for 71- 100 days. Only 18 percent of the households in Sitapur district received employment for 100 days.

All the urban sample households covered under the study had received job cards and around 96 percent of them were provided with employment; 9 percent were provided work upto 20 days only, 32 percent were provided work for 21-50 days, 12 percent for 51-70 days and 19 percent for 71-99 days. Only 27 percent of the households were provided work for 100 days.

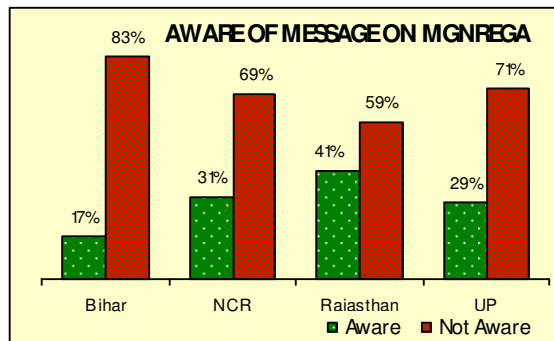
4.4.2 Exposure to spots on TV

On the whole, awareness regarding the messages through spots on MGNREGS appears to be very low across all the study districts. Except in Bhilwara district, the district officials contacted for the study were aware of the special IEC campaign. But the officials in Arwal and Muzaffarpur districts were not aware on which channels the spots were telecast. They said that the spots were telecast on DD1 and ETV.

Bihar : In Bihar State, only 17 percent of the total 795 households visited are aware of the spots on MGNREGS. Even among these households, in just over half of the households, the family members were exposed to the spots. Over 12 percent got the information from other villagers. Over one-third households could not recall who saw the spots. (Table 2.2 in Annexure).

Over 21 percent of the households are aware of the spots on MGNREGS in Arwal district. Over 54 percent of the respondents saw the spots themselves while the family members saw them in 17 percent of the households. Around 23 percent households could not recall the source of information.

The awareness about MGNREGS spots is even lesser in Muzaffarpur district with only 14 percent households answering in the affirmative. Even among these, nearly half of the households could not recollect the source of information. Only 22 percent respondents saw the spots themselves, while 26 percent were informed by the other villagers.



NCR : Surprisingly, the awareness about the spots is very low in NCR also. Only 31 percent of the total 800 households visited are aware of the spots on MGNREGS. Out of this, the respondents themselves or the family members have seen the spots in 69 percent of the households. Thirteen percent of the households got the information from other villagers; and friends and relatives informed 7 percent of the households.

In Jhajjar district, only 29 percent of the total households are aware of the MGNREGS spots. Out of this, the respondents themselves saw the spots in 55 percent of the households and in 12 percent households; they were informed by the family members. Other villagers informed 15 percent households.

Around one-third of the households in Muzaffarnagar district are aware of the message. Out of this, either the respondents themselves or the family members saw the spots in 71 percent households.

Rajasthan : Rajasthan State recorded the highest awareness level when compared to other three study areas. Over two-fifths of the households in the State confirmed awareness regarding the spots on MGNREGS. More than three-fourths of the `aware` households saw the spots themselves.

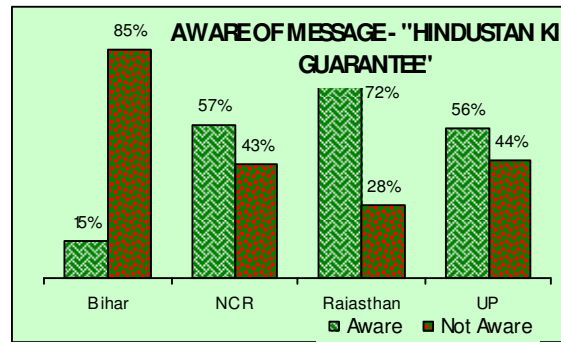
Between the two districts covered in Rajasthan, Jaisalmer district recorded higher awareness levels with 48 percent households confirming awareness as against 33 percent households in Bhilwara districts. As many as 84 percent households in Jaisalmer saw the spots themselves whereas, 66 percent households in Bhilwara district were exposed to the spots themselves. Around one-fourth of the households in Bhilwara district got the information from other villagers.

Uttar Pradesh : Only 29 percent of the households in Uttar Pradesh are aware of the spots on MGNREGS. Out of this, the respondents themselves saw the spots in 55 percent of the `aware` households while family members saw the spots in 14 percent households. The rest of the households got the information from other villagers, friends and relatives.

The extent of awareness is more or less the same in the three districts covered in Uttar Pradesh. Around 29 percent households on an average are aware about the spots in Mainpuri, Mau and Sitapur districts. This included either self or family members seeing the spots in around 70 percent of the households in each of the districts.

Only 15 percent of the households in the urban areas (Block Headquarter) are aware of the spots on MGNREGS. Out of this, 58 percent respondents themselves saw the spots while their family members saw the spots in 8 percent households. The rest of the households got the information from other villagers and friends and relatives.

Exposure to *Hindustan ki Guarantee*: Bihar: In Bihar State, only 15 percent of the 138 sample households that were exposed to MGNREGS spots recalled the spot “*Hindustan ki guarantee*”. Out of this, nearly 55 percent of the respondents saw the spot themselves while 10 percent were informed by their family members. 5 percent of the households came to know about the spot through other villagers. (Table 2.2 in Annexure).



Only 7 households were aware of the spot in Arwal district; three of them saw it by themselves. 13 sample households of Muzaffarpur district were aware of “*Hindustan ki Guarantee*” and respondents of 8 households saw it themselves.

NCR: Out of the 248 sample households in NCR, 57 percent are aware of the spot entitled of “*Hindustan ki Guarantee*”. Around 61 percent of these respondents saw the spot themselves and 15 percent learnt it through other family members. Another 11 percent came to know about the spot through other villagers.

Around 57 percent of the 117 households exposed to MGNREGS spots in Jhajjar are aware of the spot “*Hindustan ki Guarantee*” and 48 percent of them saw the telecast by themselves. Around 18 percent of the respondents received the information through their family members and another 13 percent were informed by the other villagers.

In Muzaffarnagar district, a total of 131 households were aware of the MGNREGS spots. Of these households, 56 percent were aware of the spot “*Hindustan ki Guarantee*”. The respondents themselves saw the spot in 73 percent of the households and in 12 percent households they were informed by the family members.

Rajasthan : Among the 323 households exposed to the MGNREGS spots in Rajasthan, around 72 percent are aware of the spot “*Hindustan ki Guarantee*”. Out of the 233 households, the respondents themselves saw the spot in 64 percent of the households while 17 percent were informed by their family members. Eight

percent households were informed by their friends/relatives while other villagers gave the information to 6 percent of the households.

In Bhilwara district, 62 percent of those who confirmed awareness of the MGNREGS spots knew about "***Hindustan ki Guarantee***". Around 57 percent of these respondents saw the spots themselves while 18 percent were informed by family members and another 13 percent came to know about the spot through other villagers.

In Jaisalmer district, 79 percent of the 190 households that were exposed to the MGNREGS spots recalled this spot. The respondents themselves saw the spot in 69 percent of the households and in 16 percent of households they were informed by the family members. Friends/relatives informed 9 percent households about the spot.

Uttar Pradesh: Awareness about the spot "***Hindustan ki Guarantee***" is the highest in the State of Uttar Pradesh when compared to the other three sample regions. Out of the 351 sample households exposed to MGNREGS spots, 56 percent had awareness about this spot. Out of the 196 households, 66 percent households saw the telecast by themselves and 17 percent got the information through their family members. Another 7 percent of the respondents received the message through friends and relatives.

In Mainpuri district, out of the 116 households exposed to the spots of MGNREGS around 60 percent were aware of the spot "***Hindustan ki Guarantee***" and 62 percent of these respondents had direct knowledge of the spot as they watched it themselves. Another 20 percent of respondents were informed by other family members.

In Mau district 58 percent of the 113 households exposed to the MGNREGS spots are aware of "***Hindustan ki Guarantee***" and 66 percent of them learnt about the it by themselves by watching the spot.. Around 14 percent were informed by the family members and over 9 percent through friends and relatives.

In Sitapur 122 sample households were exposed to the spots of MGNREGS and 51 percent of them are aware of the spot of "***Hindustan ki Guarantee***". Among these

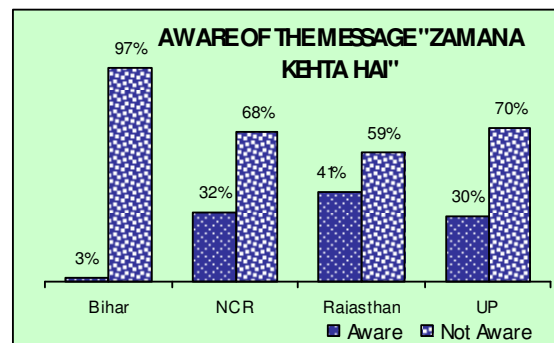
respondents, 69 percent watched the telecast themselves and 16 percent were informed by the other family members.

12 percent of the urban sample households were aware about “*Hindustan ki Guarantee*”. Where 80 percent of these respondents saw the telecast by themselves and 10 percent got the information through their family members. Another 10 percent of the respondents came to know about the message through their friends and relatives.

Exposure to “*Zamana Kehta Hai*” :

Bihar: Awareness about the spot “*Zamana Kehta Hai*” among the sample households is almost nil in Bihar. Of the 138 households that are aware of the spots on MGNREGS in Bihar, only 4 households said that they are aware of the spot “*Zamana Kehta Hai*”. Two of these 4 respondents saw the spot themselves while the remaining 2 were informed by their family members. Two households saw the spot on ETV (Bihar) and the remaining two saw it on ETV(UP) channel. (Table 2.3 in Annexure).

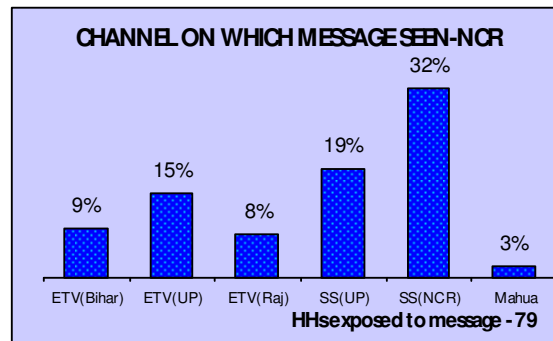
Only 2 households were exposed to the spot in Arwal district and they saw it on ETV(Bihar). The family members of two households saw “*Zamana Kehta Hai*” spot on ETV (UP) in Muzaffarpur district.



NCR : Exposure to the spots in the NCR is also not up to the expected levels. In the NCR, out of the 248 households that were exposed to MGNREGS spots, only 79 (32 percent) households were aware of the spot “*Zamana Kehta Hai*”. Of those who are aware of the spot, around 80 percent saw it themselves while 11 percent were informed by their family members and 4 percent got the information from friends and relatives. Other villagers informed 5 percent of the households. Around 32 percent of those who are aware of the spot in the NCR, saw the same on SS (NCR) channel. Around 19 percent saw it on SS (UP), 15 percent saw it on ETV (UP) and 9 percent saw the spot on ETV (Bihar). (Table 2.3 in Annexure). Around 15 percent of the households could not recall the name of the channel on which they saw the spot. It is

to be noted that the majority of the insertions of the special campaign were made after 7 P.M on SS (NCR).

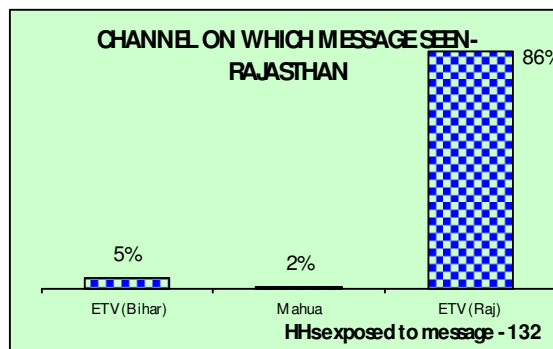
In Jhajjar district, 28 percent of those who are aware of the MGNREGS spots were aware of the spot “**Zamana Kehta Hai**”. Around 73 percent of these respondents saw the spot themselves while 18 percent were informed by family members and



6 percent were informed by friends/relatives. Around 46 percent of the households in Jhajjar district saw the spot on SS (NCR), 18 percent on ETV (Rajasthan) and 12 percent on ETV (Bihar). Over one-fifth of the respondents could not recall the name of the channel on which they saw the spot.

In Muzaffarnagar district, a total of 131 households were aware of the MGNREGS spots. Of these households, only 35 percent were aware of the spot “**Zamana Kehta Hai**”. The respondents themselves saw the spot in 85 percent of the households and in 7 percent households, they were informed by the family members. Around one-third of the households saw the spot on SS(UP) channel in Muzaffarnagar district. Around one-fourth households saw the spot on ETV (UP) and 22 percent saw it on SS (NCR). Around 11 percent in the district could not recall the name of the channel on which they saw the spot.

Rajasthan : Awareness about the spot “**Zamana Kehta Hai**” is the highest in the State of Rajasthan when compared to the other sample regions. Around 41 percent of the 323 households are aware of the spot “**Zamana Kehta Hai**” in Rajasthan State. Among the households that are



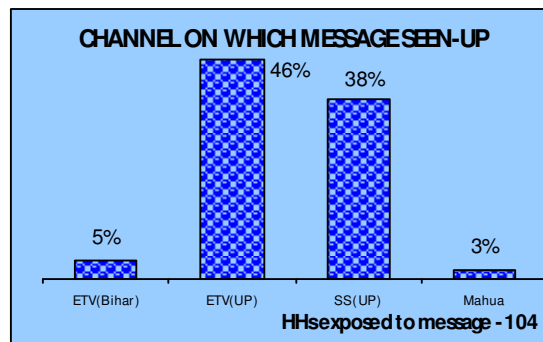
aware of the spot, the respondents themselves saw the spot in 73 percent of the households while 17 percent were informed by their family members. Six percent households were informed by their friends/relatives while other villagers gave the

information to 4 percent of the households. As expected, nearly 86 percent of the households that are aware of the spot saw it on ETV (Rajasthan) while 5 percent households saw it on ETV(Bihar). Five percent of the households could not recall the name of the channel.

In Bhilwara district, 23 percent of those who are aware of the MGNREGS spots were aware of “**Zamana Kehta Hai**”. Around 83 percent of these respondents saw the spot themselves while 10 percent were informed by family members and 7 percent were informed by other villagers. Around 73 percent of the households in Bhilwara district saw the message on ETV (Rajasthan). Around 17 percent of the respondents could not recall the name of the channel on which they saw the spot.

In Jaisalmer district, 54 percent of the 190 households are aware of the spot “**Zamana Kehta Hai**”. The respondents themselves saw the spot in 70 percent of the households and in 20 percent households they were informed by the family members. Friends/relatives informed 8 percent households about the spot. Around 89 percent of the households that are aware of the spot saw it on ETV (Rajasthan) channel in Jaisalmer district and 7 percent households saw it on ETV (Bihar).

Uttar Pradesh: In the State of Uttar Pradesh, out of the 351 households, only 30 percent are aware of “**Zamana Kehta Hai**”. Of those who are aware of the spot, around 67 percent saw it themselves while 22 percent were informed by their family members and 7 percent got the information from friends



and relatives. Over 46 percent of those who are aware of the spot in Uttar Pradesh saw the same on ETV (UP) channel and another 38 percent saw the spot on SS (UP) channel. Around 5 percent saw it on ETV (Bihar) and 3 percent saw it on Mahua channel. Around 9 percent of the households could not recall the name of the channel on which they saw the spot.

In Mainpuri district, 29 percent of the 116 households are aware of the spot “**Zamana Kehta Hai**”. In 59 percent of the households, the respondents themselves saw the

spot and in 29 percent households they were informed by the family members. Friends/relatives informed 9 percent households about the spot. Around 44 percent of the households saw it on ETV (UP) channel in Mainpuri district and 41 percent households saw it on SS (UP). Three percent of the households could not recall the name of the channel.

In Mau district, 30 percent people are aware of “**Zamana Kehta Hai**”. Around 74 percent of these aware respondents saw the spot themselves while 18 percent were informed by family members and 6 percent were informed by friends/relatives. Around 59 percent of the households in Mau district saw the spot on ETV(UP) and 27 percent on SS (UP).

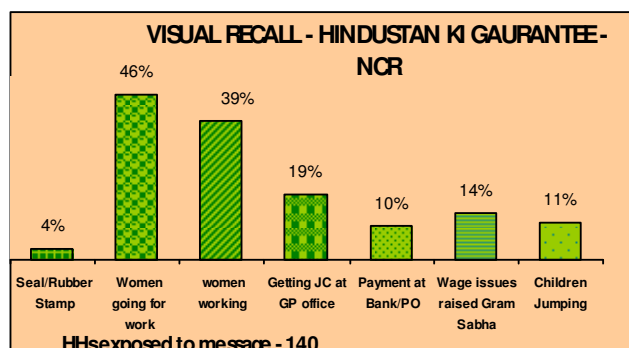
In Sitapur district, a total of 122 households are aware of the MGNREGS spots. Of these households, only 30 percent are aware of “**Zamana Kehta Hai**”. The respondents themselves saw the spot in 69 percent of the households and in 19 percent households they were informed by the family members. Over 44 percent of the households saw the spot on SS(UP) channel in Sitapur district. Around 36 percent households saw the spot on ETV (UP). Around 17 percent could not recall the name of the channel on which they saw the spot.

Only 3 percent of the urban sample households were aware about “**Zamana Kehta Hai**” and all these respondents saw the telecast by themselves.

4.4.3 Recall of Visuals / spots

Recall of Visuals of Hindustan

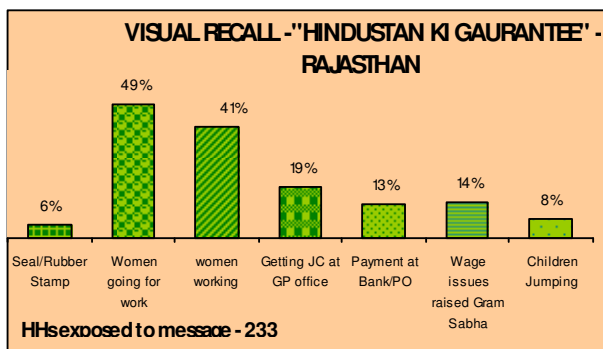
Ki Guarantee: It may be noted that, only 20 households out of total of 795 households surveyed in Bihar have seen the spot **Hindustan ki Guarantee**. The respondents from these households were asked to recall



the visuals of the spot. Four of the 20 households could not recall any message. “Women are working”, “women going for work” and “payment at Bank/Post office” were the top three visuals recalled by the remaining 16 households. The visual of

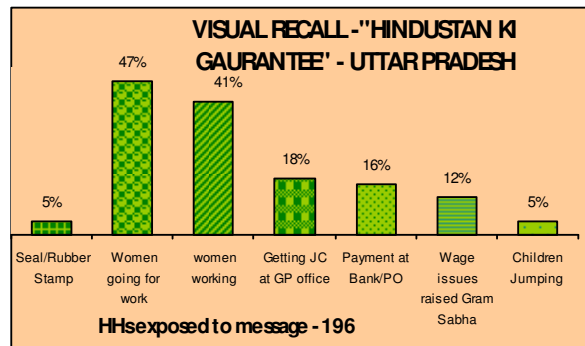
“women going for work” was recalled instantly by the respondents in Bihar. “Payment at bank/Post office” visual was recalled instantly in Arwal district while the visual of “women going for work” was recalled by more respondents in Muzaffarpur district. (Table 2.2 a in Annexure).

Interestingly, the top three visuals recalled in NCR, Rajasthan and Uttar Pradesh are the same. In all the three regions, “Women going for work”, “women working” and “getting job cards at GP office” are the top three visuals recalled. About 11 percent of the respondents in NCR, 12 percent in Rajasthan and 16 percent in Uttar Pradesh could not recall any visual.



The visual of “Women going for work” was the first recall of majority of the respondents in NCR, Rajasthan and Uttar Pradesh. Again, “women working” was the 2nd recall by higher proportion of the respondents in all the three regions of NCR, Rajasthan and Uttar

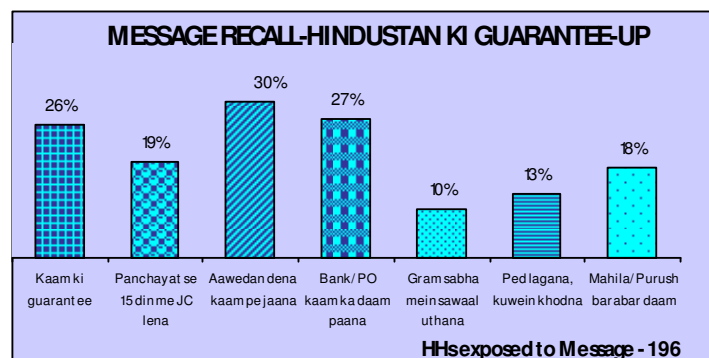
Pradesh. In case of third recall of the visual, higher proportion of respondents in NCR recalled “people getting job card at Panchayat Office” while “payment at Bank/Post office” visual was recalled by majority in Rajasthan and Uttar Pradesh.



At the district level also, the visuals of the message were recalled in the same order as that of the respective States. However, in Bhilwara district, of the 83 respondents who have seen the message, 27 could not recall any visual of the message.

Recall of Messages of Hindustan Ki Guarantee :

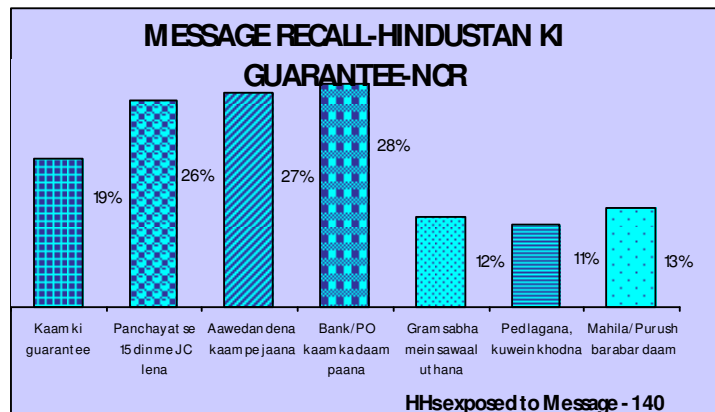
As it is, the reach of the spot



in Bihar was found to be very less. Even among the 20 respondents who have seen the spot, 3 respondents could not recall any issue of the spot. Even most of the other respondents could recall just one issue of the spot. Only 5 respondents from Muzaffarpur district could recall two issues of the spot. “*Kaam ki guarantee*” and “*Bank ya post office se kaam ka daam paana*” were the two most recalled messages in Bihar state. (Table 2.4a in Annexure).

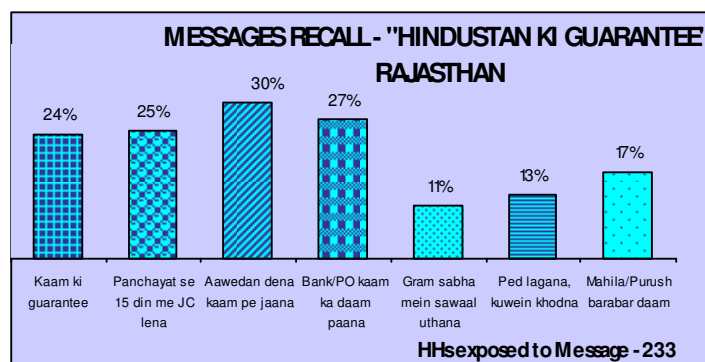
In the NCR, even though the reach of the campaign was very less, the campaign could succeed in communicating the basic activities required under the MGNREGS.

The top three aspects recalled in the NCR are “*bank ya post office mein kaam ka daam paana*”, “*aawedan deena kaam pe jaana*” and “*Panchayat se 15 din mein Job card lena*” which cover the basic activities of the scheme. Interestingly, “*kaam*



ki guarantee” message was spontaneously recalled by a higher proportion of respondents. Over 9 percent of the respondents, mostly from Muzaffarnagar district failed to recall any aspects of the spot.

In Rajasthan, where the exposure is comparatively higher when compared to the other three study regions, the IEC campaign appears to have succeeded in creating awareness



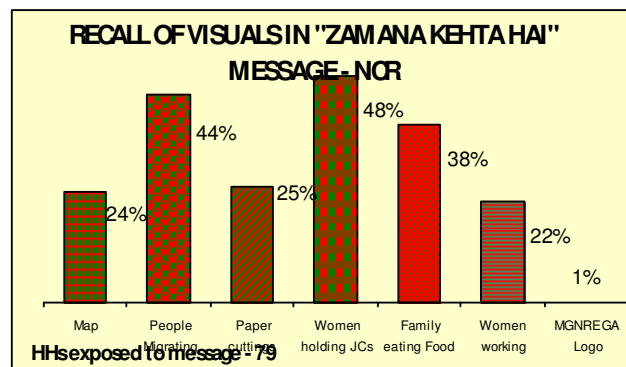
regarding the most important issues of the scheme. The top three issues recalled in Rajasthan are “*aawedan deena kaam pe jaana*”, “*Bank ya Post office mein kaam ka daam paana*” and “*Panchayat se 15 din mein Job card lena*”. “*Kaam ki guarantee*” was also recalled by considerable number of respondents in the State. It is

noteworthy that these four issues recalled form the crux of the scheme from the beneficiaries' point of view. "Kaam ki guarantee" was recalled instantly by higher proportion of the respondents in both Bhilwara and Jaisalmer districts. Of course, in Jaisalmer district, the issue of "mahila ho ya purush, baraabar daam paana" was also recalled spontaneously by considerable number of respondents. 22 of the 83 respondents in Bhilwara district could not recall any issues mentioned in the spot.

In Uttar Pradesh, "aawedan deena kaam pe jaana", "Bank ya Post office mein kaam ka daam paana" and "Kaam ki guarantee" were the top three issues recalled. A higher proportion of respondents mentioned "Kaam ki guarantee" instantly followed by "Mahila ho ya purush baraabar daam paana". The same order of recall of issues in the spot can be observed in all the three sample districts of the State. Over 13 percent of the "exposed" respondents could not recall any issue of the message.

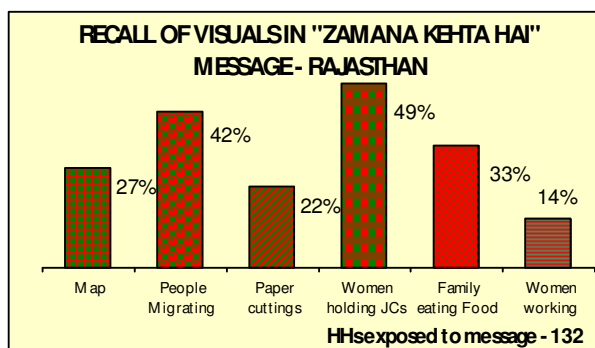
Recall of visuals of "Zamana Kehta Hai"

Hai : Only one of the 4 respondents that are aware of the message Zamana Kehta Hai in Bihar, could recall the visuals of the message. The respondent could recall the "MGNREGS logo" instantly followed by "working women" and "family eating food". The respondent was from Arwal district of Bihar. (Table 2.3a in Annexure).



Interestingly, in Rajasthan, Uttar Pradesh and the NCR, the top three visuals recalled were the same. Higher proportion of respondents recalled "Women holding job cards", "people migrating" and "family eating food", in that order, in all the three study regions. Around 10 percent of the respondents in Uttar Pradesh and 8 percent each in the NCR and Rajasthan could not recall any visuals of the message.

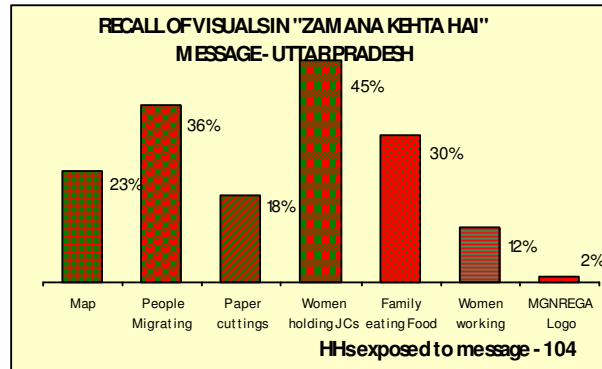
When asked to recall the visuals, the respondents in the NCR and Rajasthan recalled "people migrating", "Women holding job cards" and "family eating food" instantly in that order. In Uttar Pradesh, the visual of "Map of India" was recalled by considerable



proportion (15 percent) of respondents. In Uttar Pradesh, the instant recall order was “people migrating”, “Map of India” and “women holding job cards”.

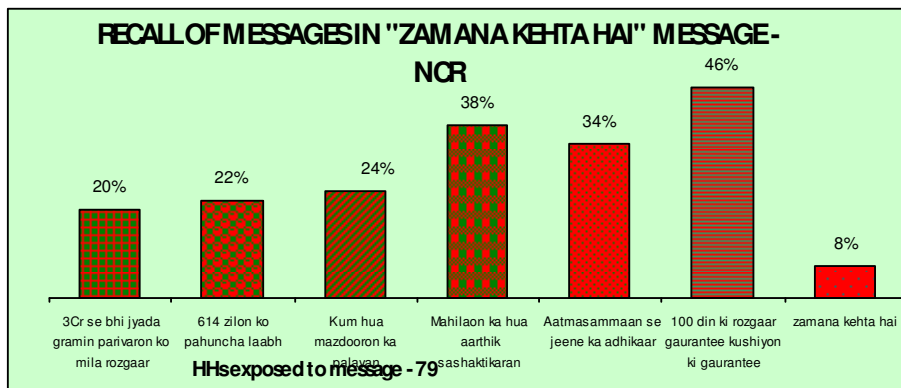
In Jhajjar district of the NCR, “Women holding job cards”, “family eating food” and “people migrating” were recalled instantly. Whereas,, in Muzaffarnagar district, the visual of “people migrating” was recalled instantly by higher proportion of respondents followed by “women holding job cards” and “family eating food”.

In Bhilwara district of Rajasthan, higher proportion of respondents instantly recalled “Map of India” while the visual of “people migrating” was more popular in Jaisalmer district.

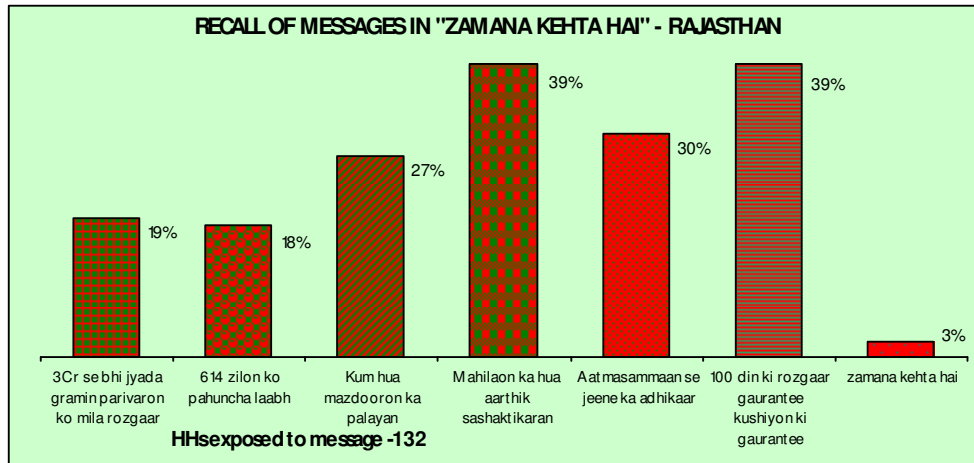


In all the three districts of Uttar Pradesh, the visuals of “people migrating”, “Map of India” and “women holding job cards” were instantly recalled by higher proportion of the respondents.

Recall of messages of *Zamana Kehta Hai* : In Bihar State, only one respondent belonging to Arwal district could recall the message “100 din ki rojgaar guarantee hai khushiyon ki guarantee” instantly followed by “Zamana Kehta Hai”.

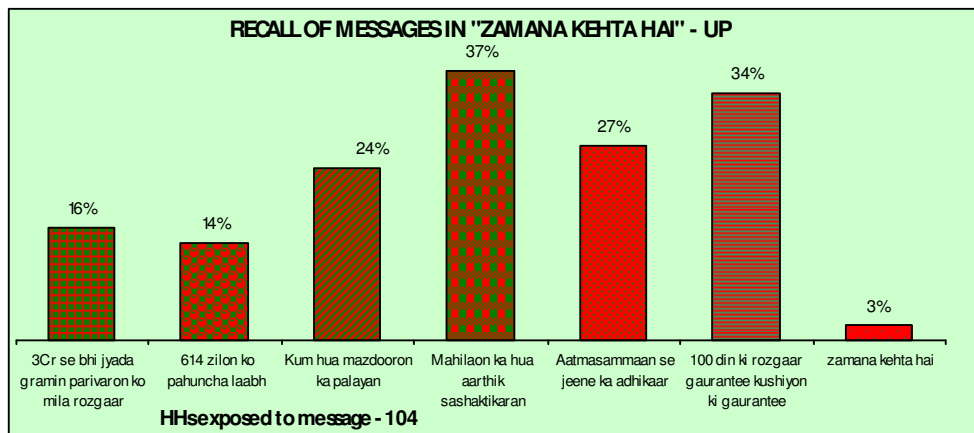


It appears that the message “100 din ki rozgaar guarantee hai khushiyon ki guarantee” has hit the target segment hard in the NCR. Nearly 46 percent of the respondents recalled this message. This is followed by recall of “mahilaon ka hua aarthik sashaktikaran” and “aatmasammaan se jeene ka adhikaar” messages in NCR. Nearly 11 percent of the respondents in NCR could not recall any aspects of the spot. “100 din ki rozgaar guarantee hai khushiyon ki guarantee” is the message that was recalled by the majority of the respondents in both the districts of Jhajjar



and Muzaffarnagar. (Table 2.4 b in Annexure).

Interestingly, in Rajasthan, it appears that priority was given to economic empowerment to women also, along with the 100 days of guaranteed employment. Equal proportion of respondents recalled the messages “100 din ki rozgaar guarantee hai khushiyon ki guarantee” and “mahilaon ka hua aarthik sashaktikaran” followed by “aatmasammaan se jeene ka adhikaar”. “100 din ki rozgaar guarantee hai khushiyon ki guarantee” and “3 crore se bhi jyada gram in parivar on ko mila rozgaar” were the messages that were recalled instantly in Rajasthan. Almost half of the respondents in Bhilwara district could not recall any message. The majority of remaining half of the respondents recalled “100 din ki rozgaar guarantee hai



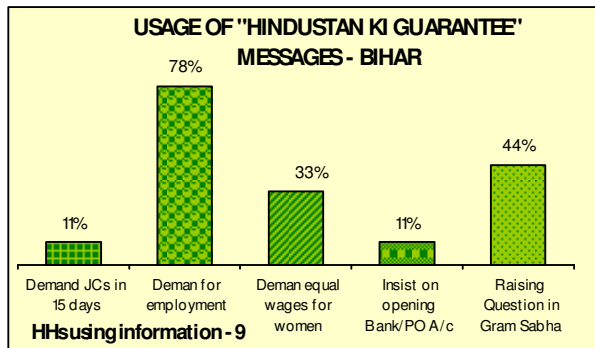
khushiyon ki guarantee”. In Jaisalmer district, “100 din ki rozgaar guarantee hai khushiyon ki guarantee” and “3 crore se bhi jyada gram in parivar on ko mila rozgaar” were recalled instantly.

It appears that in Uttar Pradesh also, economic empowerment to women has attracted the attention of higher proportion of viewers. Higher proportion of respondents recalled “mahila on ka hua aarthik sashaktikaran” followed by “100 din ki rojgaar guarantee hai khushiyon ki guarantee” and “aatmasammaan se jeene ka adhikaar”. However, “100 din ki rojgaar guarantee hai khushiyon ki guarantee” and “3 crore se bhi jyada gram in parivar on ko mila rozgaar” were instantly recalled by the respondents. About 14 percent of the respondents in the State could not recall any message. Interestingly, in all the three districts of Uttar Pradesh, “100 din ki rojgaar guarantee hai khushiyon ki guarantee” was the first message to be recalled while “aatmasammaan se jeene ka adhikaar” and “mahila on ka hua aarthik sashaktikaran” were the second and third messages mentioned.

4.4.4 Comprehension of the Messages :

Hindustan ki Guarantee

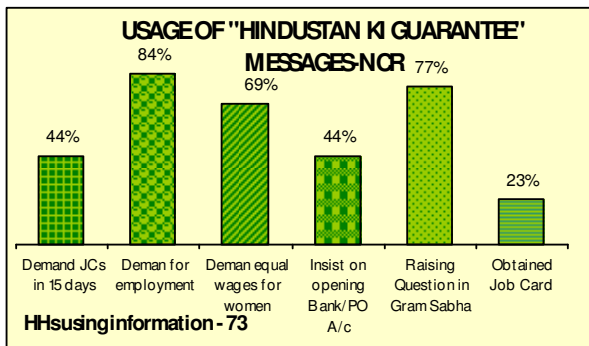
Bihar : In Bihar, just 20 households out of the 795 houses covered had awareness of the campaign and only 9 households made use of the information obtained. 7 respondents demanded employment, 4 raised questions in Grama Sabha and another 3 persons demanded equal wages for women. (Table 2.5a in Annexure).



In Arwal district only 3 out of the 7 households that acquired awareness about the scheme made use of the information obtained. 2 Respondents demanded employment and equal wages for women while another respondent wanted to open bank accounts.

In Muzaffarpur district only 6 out of the 13 households that gained awareness about the scheme made use of the information. Members from 5 households demanded employment and 4 members asked questions relevant to the scheme in Grama Sabha. One person demanded equal wages for women.

NCR : In NCR, 140 out of the total 800 households covered had awareness about "*Hindustan ki Guarantee*" and only 52 percent of them made use of the information



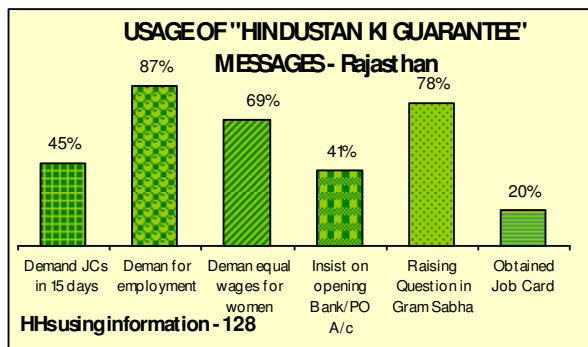
obtained through the campaign. Around 84 percent of them demanded employment, 77 percent raised questions about the scheme in Grama Sabha and 69 percent demanded equal wages for women. Members from 44 percent of households demanded issue of job

cards with in 15 days and wanted accounts to be opened in banks or post offices. Around 23 percent obtained job cards after watching the telecast of the campaign.

In Jhajjar, district, out of the 67 households that were aware of the Scheme, only 28 households made use of the information obtained. Around 82 percent of them demanded employment, 79 percent raised questions in Grama Sabha and 68 percent demanded equal wages for women. Members from 12 households demanded issue of job cards within 15 days and almost equal number of members asked for bank accounts to be opened.

In Muzaffarpur, around 62 percent of the 73 household that were aware of the campaign could make use of the information obtained. Demand for employment was made by 84 percent of the respondents and 76 percent of them raised questions in Grama Sabha. Around 69 percent demanded equal wages for women and around 45 percent demanded job cards to be issued within 15 days and bank accounts to be opened. Members from 14 households could get job cards after watching the campaign.

Rajasthan : In Rajasthan, 233 out of the total 798 households covered were aware of “*Hindustan ki Guarantee*” but only 55 percent of them made use of the information obtained through the campaign. 87 percent of those who could make use of the information demanded employment, 78 percent discussed in Grama Sabha, 69 percent demanded equal wages for women and 45 percent demanded for issue of job cards with in 15 days. 41 percent of the respondents insisted on opening accounts in Bank/Post Office. Just one fifth of them could get job cards after watching the telecast of the campaign.

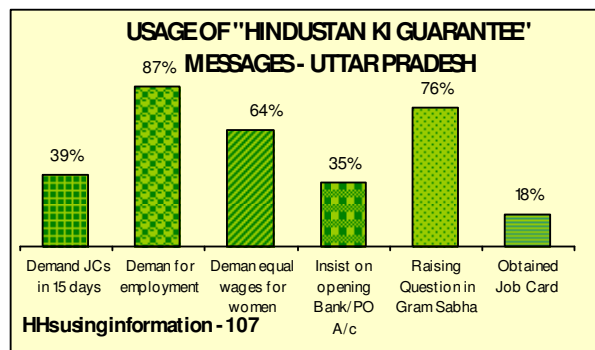


In Bhilwara district, 28 out of the 83 households that were aware of the campaign were benefited by the information; 86 percent of the respondents demanded for employment, 82 percent demanded equal wages for women and for bank accounts

whereas, 71-75 percent demanded issue of job cards with in 15 days and discussed about the scheme in Grama Sabha.

In Jaisalmer, members of 100 out of 150 households that were aware of the campaign could make use of the information; 87 percent of them demanded employment, 80 percent raised questions in Grama Sabha and 65 percent demanded equal wages for women. 37 members demanded for issue of job cards with in 15 days and 24 respondents could get the job cards after watching the telecast of the campaign.

Uttar Pradesh: In Uttar Pradesh, members from 107 households out of 196 families that were aware of the campaign could take advantage of the information communicated by “*Hindustan ki Guarantee*” spot and around 87 percent demanded employment. Around 76 percent discussed the issues of the scheme in Grama Sabha, 64 percent put forth their demand of equal wages for women, 39 percent wanted job cards to be issued with in 15 days and 18 percent of them got job cards after watching the telecast of the campaign.



In Mainpuri district members from 37 out of 69 households that were aware of the campaign made use of the information obtained. Almost 95 percent of the respondents demanded employment as promised by the scheme, 78 percent discussed the related issues in Grama Sabha and 54 percent demanded equal wages for women.

In Mau district 55 percent of the members of the households that were aware of the campaign were benefited by the information passed on by it and around 83 percent demanded for employment as assured by the scheme, 75 percent discussed the details of the scheme in Gram Sabha and 69 percent demanded equal wages for women. Around 44 percent demanded issue of job cards with in 15 days and wanted the Bank/ PO accounts to be opened.

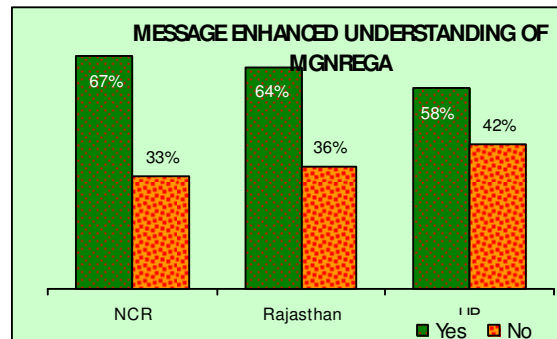
In Sitapur district also more or less similar situation prevailed and around 55 percent of the members of the households that were aware of the benefits of the scheme made use of them. Major proportion of 82 percent demanded for employment as promised by the scheme, 74 percent raised questions in Gram Sabha, and 68 percent demanded equal wages for women. Around 47 percent of the respondents demanded job cards to be issued within 15 days and 9 respondents obtained job cards after watching the telecast of “*Hindustan ki Guarantee*”.

There has been a significant impact of the message “*Hindustan ki Guarantee*” on the households who have seen it in the urban areas. Almost 70 percent of them have used the information to demand their rights and dues. 85 percent of them have also raised questions in Grama Sabha.

Zamana Kehta Hai :

None of the 4 respondents in **Bihar** who were exposed to the message, felt that the information obtained would increase their understanding about the scheme in any way. (Table 2.5b in Annexure).

In the **NCR**, 79 households out of the total 800 households covered had awareness about “*Zamana kehta hai*” message, but only 67 percent of them felt that the information obtained through the campaign is beneficial and improve their knowledge about the scheme. Around 76 percent of them opined that the scheme would encourage the economic empowerment of women and mitigate the trouble of migration by



providing employment locally. 42 percent of the respondents appreciated the spread of the scheme all over the country and 32 percent were hopeful that the scheme would make people live happily.

In Jhajjar district, 21 households out of the 33 that had seen the campaign felt that the message would enhance their knowledge about the Scheme and members of 15 respondents opined that the scheme would reduce migration in search of work and also empower the women economically. Nine spondents appreciated the spread of

the Scheme all over the country and 6 realised that the scheme would be beneficial to large number of rural families.

In Muzaffarpur, 32 of the 46 households that were aware of the campaign felt that the message would help them in improving their knowledge about the Scheme. Twenty five respondents felt that the scheme would reduce migration for livelihood and make women economically powerful. 14 members came to know about the implementation of the scheme all over the country and also about their right to live with dignity. 10 respondents expressed that the scheme would benefit large number of rural families and make them live happily. 14 members of the households obtained job cards after watching the telecast of the campaign.

In **Rajasthan**, 132 out of the total 798 households covered were aware of “**Zamana kehta hai**” and 64 percent of them realised the use of the information in improving their understanding of the Scheme. More than three-fourth of them understood that the scheme would enable the women economically powerful and reduce migration by creating livelihood opportunities within the village. Nearly half of the respondents came to know of the wide spread of the scheme all over the country and 35 percent learnt about their right to live with dignity.

In Bhilwara district, 13 out of the 30 households that were aware of the campaign felt that the message was beneficial. Over three-fourths of the respondents expressed that large number of rural families would be benefited by the Scheme and 61 percent of the respondents came to know about the wide spread of the Scheme across the country.

In Jaisalmer district, 71 respondents felt that the information passed on through the message enhanced their understanding about the Scheme. More than 80 percent of the respondents realised the capacity of the Scheme in reducing the migration for livelihood and in empowering the women economically.

In **Uttar Pradesh**, respondents from only 60 households (58 percent) could realise the advantage of the information conveyed by “**Zamana kehta hai**”. Around 80 percent of these respondents opined that the Scheme would work for the economic empowerment of women and 77 percent were optimistic that the Scheme would

reduce migration. Around half of the respondents understood about the spread of the scheme all over the country and 37 percent realised their right to live with dignity.

In Mainpuri district respondents from 18 households realised the importance of the message in increasing their knowledge of the Scheme. Fifteen respondents understood that the Scheme would reduce migration and facilitate economic empowerment of women, 8 members realised the wide spread of the Scheme all over the country and their right to live with dignity.

In Mau district, only 56 percent of the respondents felt the importance of the message communicated, in improving their knowledge of the Scheme. Of those who realised the importance of the Scheme, around 84 percent understood the impact of the Scheme in reducing migration and making the women economically powerful.

In Sitapur district, around 64 percent of the respondents realised the influence of the message in increasing their understanding about the Scheme. Of these 'aware' respondents, major proportion of 83 percent opined that the scheme would facilitate economic empowerment to women and 65 percent realised that it would check migration by creating employment within the village.

The detailed analysis of the recall of the messages by the audiences in the studied regions reveals that the programmes aired were not comprehensive in themselves or sufficient weightage was not given to all the salient points of the Scheme. More stress appears to have been on women empowerment. Some understood the Scheme as helpful to stop migration. The recalls of both the messages do not show that the Scheme is basically intended at poverty alleviation. That employment is generated in the villages itself and that public assets are created through the Scheme were not recalled at all. Hence the comprehensiveness of the campaign is open to doubt.

4.5 Impact of spots

At the outset, it is to be noted that the penetration of the spots is very less. Therefore, the impact of the spots is also likely to be very negligible. As mentioned in chapter III, just around one-fifth of the households that were exposed to the campaigns obtained job cards after watching the campaign.

However, it appears that the households that were aware of the campaign were motivated to demand for employment.

Bihar: The district officials in Arwal district opined that there is a positive impact due to the messages on the demand for employment, payments through bank/post office and accountability and transparency. The officials in Muzaffarpur district felt that the registrations for job cards have also increased because of the awareness created by the special campaign. The respondents who were exposed to the ***Hindustan ki Guarantee*** spot said that there is positive impact as far as demand for employment is concerned. However, none of the 4 respondents who were exposed to the ***Zamana kehta hai*** spot, felt that the information obtained could increase their understanding about the scheme in any way.

NCR : In both Jhajjar and Muzaffarnagar districts covered in NCR, the district officials opined that the special campaign could positively impact the registrations, improve the demand for employment and enhance the accountability and transparency. The households that were exposed to the ***Hindustan ki Guarantee*** campaign felt that there is increase in the demand for employment. However, nearly one-thirds of the households that were exposed to the ***Zamana kehta hai*** spot felt that the spot could not enhance their knowledge about the Scheme and hence there is not much impact because of the campaign.

Rajasthan: The officials in Jaisalmer district felt that the special campaign has resulted in improvement in the number of registrations for job cards, demand for employment and wage disbursement through bank/post office. As per the household data also, there appears a positive impact on the demand for employment in the State after the special campaign. However, it is to be noted that just over half of the respondents who were exposed to the campaign have made use of the campaign.

Uttar Pradesh: As per the district officials in Mainpuri, Mau and Sitapur districts, the special campaign has helped in improving the demand for employment. They felt that there is not much impact on the registrations or payment disbursements. However, the officials in Mainpuri and Sitapur districts said that the campaign has enhanced accountability. Just over half of the households that were exposed to the ***Hindustan ki Guarantee*** spot could make use of their awareness by demanding employment

and demanding equal wages to men and women. Even the households that were exposed to the ***Zamana kehta hai*** spot, only 58 percent could utilise the information. They were hopeful that the scheme could ensure economic empowerment for women and check distress migration.

The above detailed analysis brings to the fore many factors like choice of media, choice of the messages, choice of channels, choice of the slots etc. Observations in this regard, conclusions from the analysis and suggestion for betterment would follow in the next chapter.

CHAPTER V

OBSERVATIONS, CONCLUSIONS AND RECOMMENDATIONS

Observations and Conclusions:

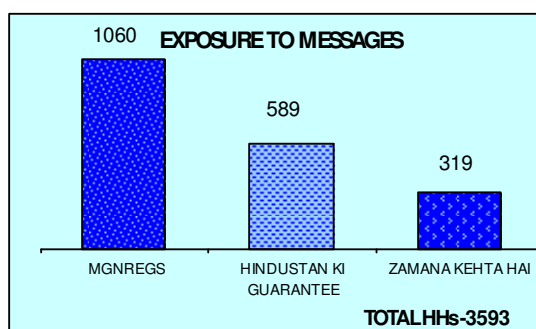
A detailed analysis of the data obtained from the study on the impact of IEC activities in the States of Bihar, Rajasthan and Uttar Pradesh and the National Capital Region lead to many interesting observations.

- ❖ Majority of the sampled 3593 households (62 percent) belong to APL families as against 38 percent who belong to the BPL category and the State of Bihar has the highest number of BPL households as far the sample is concerned.
- ❖ The campaign was launched through television which, most of the BPL families can ill afford to possess being an expensive gadget. As one of the criteria adopted for selection of sample was exposure to TV, it resulted in coverage of higher sample of APL families.
- ❖ Two fifths of the sample covered belongs to SC category while the rest belong to other categories.
- ❖ Only 32 percent of the households in the sample covered own TV. Particularly in the State of Bihar the percentage of households owning a TV is only 27 and 63 percent of them have black and white sets. In the light of this limited penetration of TV in the country side, priority cannot be given to TV as a medium of communicating messages to the poor.
- ❖ Around half of the TV owning population is connected to Satellite while 45 percent depend on the terrestrial mode. Only 5 percent have cable connections.
- ❖ It is noteworthy that none of the sampled households in any of the districts covered is watching Panchayat or Community TVs. This may be due to a variety of reasons, that Panchayat has no TV for public viewing or that the Panchayat TV is not accessible to the public or that the timings fixed by the Panchayat are not suitable or that the Panchayat TV airs only Doordarshan which was not the chosen vehicle for the campaign, or simply that public do not like to watch the TV in the Panchayat Ghar for reasons of their own.

- ❖ It is observed that there is no variation in the TV viewing habits like frequency and duration among men and women as both are preoccupied most of the day time to earn their livelihood through manual work and can not spare much time to sit and watch TV.
- ❖ When radio as a possible means of communication was explored it is observed that only 27 percent of the male members and 24 percent of the female members in the sample households listen to radio. Further, programmes playing songs are highly preferred by both men and women. Short plays appear to attract a little attention. Talk shows are listened to by 6 percent women and 3 percent men.
- ❖ Taking an average of the data presented across all the three States of Bihar, Rajasthan and Uttar Pradesh and NCR, the results do not indicate newspaper as a tool of communication. Only 52 percent households get to read newspapers and even among these households, just about 65 percent read 'occasionally'. Hence, reach of the newspapers is low.
- ❖ About 75 percent of the households in the study regions watch street plays but as they are held occasionally, they have no opportunity to watch them.
- ❖ Similar is the case with puppet shows and magic shows. About 70 percent of the households in the study regions do watch magic/puppet shows but they get to watch such shows only occasionally that is as and when they are played.
- ❖ In all the three States and NCR put together, 70 percent households listen to folk songs but again only occasionally.
- ❖ When announcements through mikes, drums etc was explored as a possible means of communication, it is observed that 69 percent respondents in the 3593 households visited said that they listen to mikes and almost all of them listen to communications through mikes only occasionally. Only 43 percent of the households listen to announcements / messages through drumming, if and when such proclamations are made by the drummer.
- ❖ Campaign through posters and hoardings etc is also another effective method of communication of messages. Seventy seven percent of respondents read messages on posters and hoardings and 62 percent read messages on handbills in all the three States covered in the study and the NCR.
- ❖ It is observed that about 79 percent of the respondents in the three States and NCR attend village or community meetings and get their messages.

- ❖ According to the Focus Group Discussions (FGDs), Gram sabhas and wall posters emerged as the most effective means of communication to the rural folk.
- ❖ It is observed that the most convenient time for TV watching for men and women is the evening hour and higher proportion are interested in watching family soaps.
- ❖ The timing of the insertions is a major issue because; most of the rural adults (both men and women) go out for work during the day. So if the messages are telecast during the day time, the viewership would naturally be very low even if the household owns a TV set. The rural folk may get some spare / leisure time only after 7 p.m. Again the rural folk end the day also very early, say by 9 p.m. So the best time to beam the messages is between 7 p.m. and 9 p.m.
- ❖ Doordarshan seems to be the most preferred channel in the majority of the sample households, among both men and women. It is common knowledge that the rural poor cannot subscribe to paid channels. Therefore, it is futile to choose any paid channel for beaming the messages of welfare schemes.
- ❖ The study findings reveal that only three out of every ten respondents were exposed to the MGNREGS spots. Around 56 percent of the 1060 households that watched the spots were exposed to '**Hindustan ki Guarantee**' as against 30 percent that were exposed to '**Zamana Kehta Hai**'. The special media campaign was thus not instrumental in

creating awareness about the Scheme and failed to achieve its avowed objective. .



- ❖ The penetration of the spots is poor. In fact, it is almost negligible in Bihar State. The reasons for the low penetration are inappropriate timing of their telecast and also the wrong choice of channels for beaming them.
- ❖ On the whole about 87 percent of the respondents recalled one visual or the other in the spot '**Hindustan Ki Gurantee**'. "Women going for work" and "women working" were the visuals recalled by majority of the respondents. It looks like women empowerment is perceived to be the major issue in the visuals as per the feed back received from the respondents. The other visuals recalled by the

respondents were “people getting job card at panchayat office”, “payment at Bank/Post office” and “issues on wages raised in Gram Sabha”. Thus it appears that the spot ‘**Hindustan Ki Guarantee**’ succeeded in communicating the essential aspects of MGNREGS. However, about 13 percent of the respondents failed to recall any visual from the spot.

- ❖ It was observed during the FGD that recall of both the messages were lower amongst the FGDs participants than the household surveyed.
- ❖ The recall and impact of ‘**Hindustan Ki Guarantee**’ is found to be higher than ‘**Zamana Kehta Hai**’. As far as the spot ‘**Zamana Kehta Hai**’ is concerned, it dismally failed to create any awareness about the scheme. The same observed during the FGDs
- ❖ The FGDs have also brought out a general consensus that such messages televised on TV do provide food for thought to consider MGNREGS as a source of economic empowerment of the poor and development of rural areas.

Recommendations:

- It is an irrefutable fact that TV is the most effective medium of communication in this modern era, even though a large segment of the target population is poor. Hence it is necessary to revive the community television phenomenon in the rural areas where the poor can watch them after their working hours.
- The telecast of the messages should preferably be planned after 7 P.M. The rural folk, after a day’s hard work, may get some leisure time only after 7 p.m. Again they end the day also very early, say by 9 p.m. So the best time to beam the messages is between 7 P.M and 9 P.M.
- The preference of programs for most of the viewers appears to be Family Soaps. The campaign programs/spots should therefore be interspersed between family soaps during breaks.
- Doordarshan is a preferred channel for most of the viewers. Hence campaign programmes should be aired on Doordarshan thus avoiding the expenses on payment to other channels. Instead, the money saved can be used to set up more community TVs.

- Campaign by organizing meetings in the villages is very effective. If the village Headmen address the crowd, they listen to them attentively and with due respect. Further the Headmen also use the local language and also know how to capture the mood of their fellow villagers. They have an uncanny ability to establish instant rapport with the villagers.
- Writing on walls and eye catching posters with visuals are also recommended for attracting the attention of the poor who cannot afford any other medium of communication.

The content of the information appears to have been well chosen and the visuals are also designed to be very attractive. The medium chosen is the most effective one and is suitable in the present day context but it has not penetrated in to the target segment because of the selection of inappropriate channels and unsuitable timings.

Information, Education and Communication (IEC) are the three integral parts of the implementation process of MGNREGS. The comprehensiveness of the information passed, the effectiveness of the education process i.e the content of the campaign and efficacy and effectiveness of the communication process will be reflected in the extent to which people that need work under the MGNREGS have received the communication in the right perspective and also register and apply for work. In the ultimate analysis, if the process of communication does not result in increased awareness, improved number of registrations and enhanced demand for employment, then there is a need to review the process of communication and undertake suitable remedial measures.

The MGNREGS is a laudable scheme with the most ideal objective of poverty alleviation through dignity of labour and creating public assets and infrastructure as a by-product. Hence it is necessary that complete information on the entire gamut of operations involved in the Scheme should reach the masses so that the Scheme is an unqualified success as an instrument of rural regeneration.

Brief Introduction to the Consulting Agency

Society for Social Services Madhya Bharat Chapter is a Bhilai, Chattisgarh based NGO, registered under Societies Act of 1973 in the State of Chattisgarh with Head Office at 50, Masihgarh, Opp. Sukhdev Vihar, New Delhi -110025. The organization has been in existence for over 15 years earlier as a consultancy group, but now the main emphasis is on facilitating rural development, hence prefers to be called **Development Facilitators.**

Highlights of the Organization

Core Competence : Rural and Community Development related Project Preparation, Implementation, Monitoring, Evaluation and Impact Assessments, Surveys (Baseline, midline, and end line), Capacity Building at grass root functionaries level (implementers and administrators) Implementation of soil, water and environment conservation projects of village level.

Areas of Experience and Expertise : Social Sciences; Socio-economics, human habitations, health, education, water, sanitation, environmental conservation, IEC activities, agriculture, natural resources management (conservation and protection) etc.

Staff Strength : (Full time) Over 55 with 3 Ph Ds, rest with Bachelors and Masters degrees with experience ranging from 5 years to over 40 years in respective fields of training, experience and expertise. In addition, 15 staff Associates in the areas of medicine, social sciences, forestry, agriculture, education, human rights, mass communication, etc.

Geographical Spread :

Registered Office – Bhilai (Chattisgarh)

Head Office; New Delhi,

Branch Offices in Kolkata, (West Bengal), Agartala (Tripura), Vishakapatnam (AP), Guwhati (Assam)

Experience of the Organization:

- Over 80 Monitoring, Evaluation and Impact Assessment, 15 Survey and 10 implementation assignments to its credit, Among which National Level (4), Regional Level(11) and State Level (86).
- Conducted assignments for International Organization such as UNDP-GEF, IFAD, JBIC etc.
- Undertaken assignments in virtually all parts of the Country from J&K in North to Kanyakumari in south and from Rajasthan in West to North Eastern States including Sikkim.

- Accreditation and Empanelment with over 20 Ministries of Government of India, and Government of Chhattisgarh as well as several autonomous bodies involved in Social Sciences, Health, Education, Natural Resources, etc.

LIST OF SAMPLED DISTRICT/BLOCKS

State	District	Block
Bihar	Muzaffarpur	Minapur
		Muraul
	Arwal	Arwal
		Sonbhadra Bansi Suryapur
Rajasthan	Bhilwara	Aasind
		Sahada
	Jaisalmer	Sankada
		Jaisalmer
Uttar Pradesh	Sitapur	Biswan
		Maholi
	Muzaffarnagar	Charthawal
		Shamli
	Mau	Ranipur
		Dohri Ghat
	Mainpuri	Ghiror
		Sultanganj
NCR	Jhajjar	Beri
		Bahadurgarh

Special IEC Campaign Plan from 23.01.10 to 23.03.10

S.No	Channel	Time	No. of Insertions
1	ETV Bihar	7-9 AM	7
		9-12 AM	10
		12-7 PM	10
		7-8 PM	3
		8-11 PM	4
2	ETV UP	7-9 AM	7
		9-12 AM	8
		12-7 PM	8
		7-8 PM	3
		8-11 PM	8
3	ETV Urdu	7-9 AM	7
		9-12 AM	8
		12-7 PM	8
		7-8 PM	3
		8-11 PM	8
4	ETV Rajasthan	7-9 AM	5
		9-12 AM	6
		12-7 PM	10
		7-8 PM	3
		8-11 PM	10
Plan for SS Network and Mahua from 23.01.10 to 23.03.10			
5	SS Bihar	9-12 Noon	4
		12-7 PM	3
		7-8 PM	2
		8-11 PM	3
6	SS UP	9-12 Noon	6
		7-8 PM	3
		8-11 PM	4
7	SS NCR	9-12 Noon	4
		7-8 PM	3
		8-11 PM	6
8	Mahua	9-12 Noon	3
		12-7 PM	4
		7-8 PM	2
		8-11 PM	5