

Research Note

Impact of television programmes in empowerment of rural women of Bijapur district

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SUMMARY : The research study was conducted to know impact of TV programme in empowering rural women in Bijapur district of northern part of Karnataka state. TV programmes in empowering rural women for improving quality of life showed the highest value with educational aspects followed by social aspects, economic aspects and political aspects. The overall index value was found to be with educational aspects (64.72 %) followed by social aspects (58.59%), economic aspects (44.58%) and political aspects (39.33. %).

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Now-a-days television (TV) is giving lot of importance in empowering women by telecasting good programmes to empower them in the areas of social, cultural, economical, educational legal, decision making, health, technological, equal rights, freedom of expression, gender sensitization, etc. Television will certainly make the rural poor to enhance their awareness on various social issues and economic problems leading to their greater participation in development schemes. Awareness enhancement will also assist the rural poor in securing a new outlook and sensitivity on their own problems without which empowerment of rural poor can not be achieved. Therefore, it was planned to study impact of TV programmes in empowering rural women for improving quality of life.

Rural India still continues to be traditional in many respect in spite of significant changes in its economic and political organizations, majority of rural women is affected by problems like poverty, unemployment, illiteracy, lack of health care facilities and poor housing to create awareness, about these TV can act as a powerful media of communication for extending education to the uneducated rural women. Introduction of

cable in rural areas, would help all concerned to make TV as the asset to the rural women rather than a liability .

The study was conducted in Bijapur district northern part of Karnataka state. Multistage sampling method, frequencies and percentage were adopted for the investigation. To know the impact of TV on rural women of interior villages, a total of 480 respondents were selected from 8 villages of 4 taluka. In each village 60 respondents were selected randomly for the study.

A cursory look of the Table 1 reveals that impact of TV programmes in empowering rural women economically, politically, educationally and socially for improving the quality of life. The majority of the respondents (88.10%) were economically empowered to some extent by increased income from animal husbandry activity followed by agricultural income (57.50%) and started income generating activities (40%). About 95 per cent of them were not at all availed credit service, benefits from co-operative societies and stock market business. Overall index was found to be highest in animal husbandry occupation (62.70%) followed by agricultural production (52.50%) and income generating

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Table 1: Impact of television programmes in empowering rural women for improving quality of life**(n=480)**

Sr. No.	Area	To a great extent	To some extent	Not at all	Index
1.	Economic aspect				
	Started income generating activities	-	192(40.00)	288 (60.00)	46.66
	Increased agricultural productivity/income	-	276 (57.50)	204 (42.50)	52.50
	Increased income from animal husbandry	-	423 (88.10)	57 (11.90)	62.70
	Availed credit service	-	26 (5.40)	454 (94.60)	35.10
	Availed benefit of co-operative societies	-	29.(6.00)	451 (94.00)	35.33
	Improved stock market business	-	26.(5.40)	454 (94.60)	35.13
2.	Political aspect				
	Became member of Panchayat	-	38(7.90)	442(92.10)	35.96
	Greater involvement in political party work	-	76(15.80)	404(84.20)	38.60
	Availing benefits from Panchayat	-	194(40.40)	286 (59.60)	46.80
	Involvement in elections	-	38.(7.90)	442 (92.10)	35.96
3.	Educational aspect				
	Sending girl child to school	41(8.50)	439(91.50)	-	69.50
	Sending children to school	41(8.50)	439(91.50)	-	69.50
	Attending adult education school	7(1.50)	199(41.50)	274(57.10)	48.20
	Aware of school welfare activities	41 (8.50)	413 (86.00)	26 (5.40)	67.63
	Practicing good health and sanitation methods	-	480(100.00)	-	66.66
	Adopting better cooking methods	38(7.90)	406 (84.60)	36 (7.50)	66.80
4.	Social aspect				
	Participating in extension activities	38 (7.90)	330 (68.60)	112 (23.30)	61.40
	Participating in women and children welfare programmes	56(11.70)	207 (43.10)	217 (45.20)	55.50
	Participating in rural development programmes	38.(7.90)	296 (61.70)	146(30.40)	59.16

Values in parenthesis indicate percentage

activities (46.66%).

Effect on political aspect is explained in Table 1. TV programmes influenced rural women to some extent to avail benefits from Panchayat. Very less per cent of them became member of Panchayat and involved in election activities (7.90%) The overall index value on impact of political aspect was highest with respect to availing benefits from Panchayat (46.80%) followed by greater involvement in political party work (38.60%) and involvement in Panchayat as a member (35.96%).

The impact of TV programme to empower the rural women educationally is presented in Table 1. TV had influenced respondents to some extent in sending children to school especially the girl child followed by awareness of school welfare activities (86%), adopting better cooking methods (84.60%) and attending adult education school (41.50%) to some extent, TV had influenced in practicing good health and sanitation methods by cent per cent of the respondents. The highest index value was noticed in sending children to school (69.50%) followed by awareness of school

welfare activities (67.63%), practicing good health habits and cooking methods (about 66%) and attending adult education school (48.20%).

The overall index value was found to be highest in adopting latest household (58.80%) and agricultural practices (56.80%). A perusal of Table 1 revealed social impact of TV programmes in empowering rural women. Majority of the respondents were influenced to take part in extension activities (68.60%) followed by rural development programmes (61.70%) and women and children programmes (43.10%). The data are recorded in the Table 2 and Fig. 1

Table 2: Overall index of impact of TV programme in empowering rural women

Areas	Overall index
Economic aspect	44.58
Political aspect	39.33
Educational aspect	64.72
Social aspect	58.69

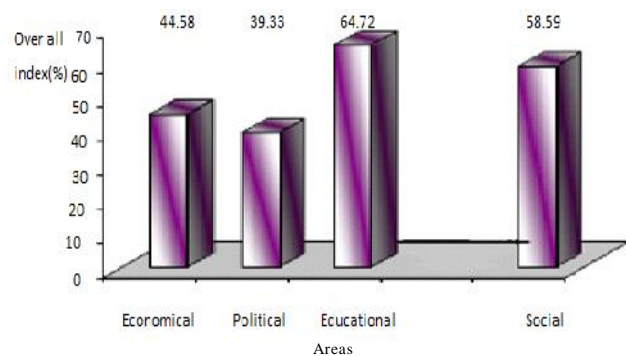


Fig. 1 : Overall index of effect of television programmes in empowering rural women for improving quality of life

regarding overall index of effect of TV programmes in empowering rural women for improving quality of life. The highest overall index value was found to be with educational

aspects (64.72 %) followed by social aspects (58.69%), economic aspects (44.58%) and political aspects (39.33. %). Similarly Aparna and Lanjewar (1993) also studied the impact of TV programmes on rural women.

Conclusion:

Rural women were highly empowered by educational aspect followed by economical, social and political areas trusted may be due to the effort put by all the development departments. Hence, the departments should take more responsibility in planning programme to make rural women empowered in all the areas.

REFERENCES

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