



Popularity of Doordarshan Campaigns among Youth

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ABSTRACT

Doordarshan Television Network is a public service broadcaster owned by government with the aim to serve the functions of information, education and entertainment to the masses. It is playing a significant role in providing awareness on various issues such as HIV/AIDS, Tobacco, TB and Leprosy Eradication, family planning, pollution control etc. to the masses via campaigns. DoordarshanTV network has a wide reach and accessibility for providing information to the millions of people who are geographically scattered over thousands of kilometre in different territories across the geopolitical boundaries via DTH service providers. But people still fail to take benefit out of them because of the lack of awareness and information about these schemes. This study focuses on role of Doordarshan in providing awareness regarding various governmental schemes and projects on the students of Punjabi University, Patiala via campaigns. This study analyses and explores the awareness campaigns which are telecasted by Doordarshanto provide better opportunities to the youth.

Keywords: *Health Care, Campaigns, Welfare, Doordarshan, Youth, Awareness.*

I. INTRODUCTION

Doordarshan is playing a great role in providing awareness among youth with the help of various government departments such as Ministry of Drinking Water and Sanitation, Ministry of New and Renewable Energy, Ministry of AYUSH, Ministry of Development of North Eastern Region and Ministry of Health and Family Welfare etc. These campaigns are used to provide good message regarding health issues, agricultural issues and rural development issues to the audience through audio- visual aids. This study is an attempt to understand and explain exposure to Doordarshan has been contributing in their capacity building.

According to the Keval J. Kumar in his book 'Mass Communication in India' states that the Television Regulatory Authority of India and Ministry of Broadcasting issue various regulations and guidelines to the television industry on advertising. As per these regulations no advertisement message should criticize the relation of friendly countries, religious attacks, obscene, defamatory statements and affect the integrity of the nation. The main objectives of the Doordarshan campaigns are to create awareness various schemes of the ministry in areas as housing, roads, drinking water and sanitation among the masses. Doordarshan TV channel telecast messages to create awareness about health and social welfare schemes of these ministries through programmes in 29 languages and dialects through its 36 Kendra station.

Second International Conference on Nexgen Technologies

Sengunthar Engineering College, Tiruchengode, Namakkal Dist. Tamilnadu (India)



8th - 9th March 2019

www.conferenceworld.in

ISBN : 978-93-87793-75-0

II. SIGNIFICANCE OF THE PROBLEM

This study “Popularity of Doordarshan Campaigns among Youth” is based on a survey conducted on Punjabi University, Patiala. This paper explains how the rural development, health issues, agricultural and social awareness campaigns playing a great role in the lives of youth. Through these campaigns youth is becoming aware about the new schemes, policies and strategies and projects of the government which are meant for the betterment of society.

III. OBJECTIVE

1. To study the role of Doordarshan in providing awareness to the youth through campaigns.

Time span of the Study is January 2019

IV. RESEARCH METHODOLOGY

Research Design: From the view point of objective, this research can be classified as the descriptive one. Descriptive research attempts to describe systematically a situation, problem, phenomenon, service or programme that provides information about say, living conditions of a community and describes attitudes towards an issue.

Method: The study is based on specific survey that was conducted in Punjabi University, Patiala situated in Punjab. A survey is carried out to provide both quantitative as well as qualitative approach to the research.

Tool: In survey the questionnaire is structured which is closed-ended as well as open ended and formulated in English as well as in Punjabi. For drafting the questionnaire the researcher had interviewed and observed the students of Punjabi University, Patiala.

IV. SAMPLE SIZE

The sample size of 100 children i.e. 50 boys and 50 girls were selected for this research paper. The questionnaire tool is used to conduct survey. The researcher had selected Punjabi University Patiala to carry out the research. 1962, Punjabi University, Patiala was set up in Patiala to establish and incorporate a University for the advancement of Punjabi studies and development of Punjabi language as a medium of instruction or otherwise for providing instruction in humanistic and scientific subjects and generally for the promotion of education and research. The University has evolved into a multi-faceted and multi-faculty educational institution for the promotion of higher education and research in Humanities, Arts, Sciences, Engineering, Languages and Technology (www.punjabiuniversity.ac.in).

V. SAMPLING:

The sampling used here is ‘probability sampling’ i.e. sample members have been chosen randomly from the entire population. This can further be stated as ‘simple random sample’ where every member of the population has a known and equal chance of being selected and then it becomes ‘stratified random sample’ i.e. population

has divided into two groups boys and girls, allocation of equal quota to the state was done to ensure that the findings could be generalised for the whole of Punjabi University Patiala.

VI. DATA ANALYSIS AND DISCUSSION

This data is focused on 100 respondents i.e. 50 boys and 50 girl respondents chosen for the study from Punjabi University, Patiala.

Awareness of health issues through health related Campaigns

	Boys	Girls
Cardio Vascular diseases	60%	40%
Blindness	54%	46%
HIV/AIDS	60%	40%
TB	52%	48%
Tobacco	67%	33%

Table No. 1

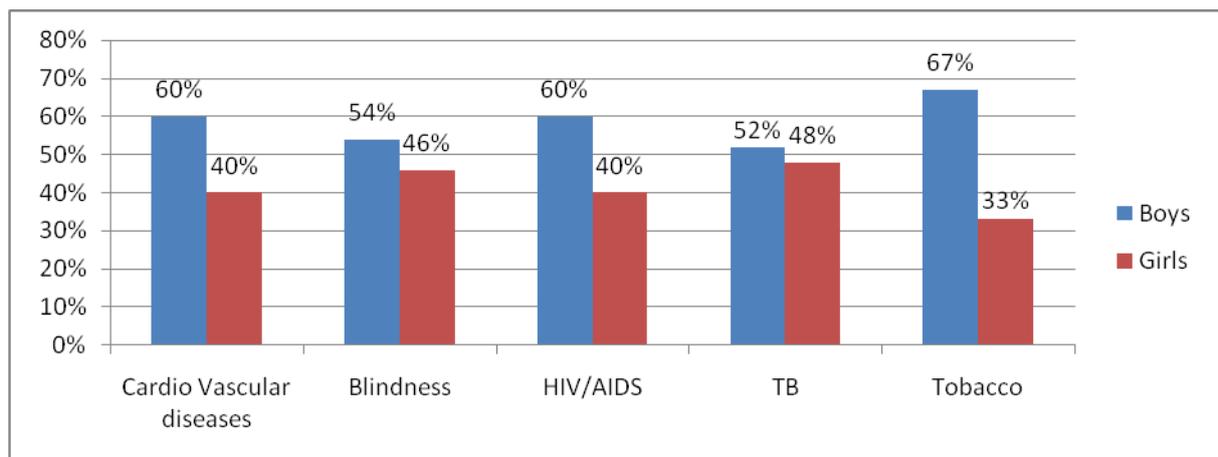


Figure 1.1

Majority of the boys are aware about the campaign of Tobacco which is run by department of Health and Welfare under the National Tobacco Control Programme and campaign is emphasising on the audience to avoid the consumption of Tobacco. The researcher observed that majority of the boys knew the harmful effects of consuming Tobacco in their lives. The people who smoke will suffer the serious diseases such as congenital disorder, cancer, lung diseases sudden death and hypertensive heart disease.

According the report published in The New Indian Express on 'Economic Burden of Tobacco Related Diseases in India' by IANS (2017) reveals that India has 120 million tobacco users and one million deaths every year. The tobacco epidemic is one of the biggest public health threats the world has ever faced, killing more than seven million people in a year.

The researcher found that 60% of the boys knew about the CVD which is related to heart disease. Therefore, it is interesting to find out that they also knew that this disease can take place with stress, anxiety and high blood pressure etc.

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But in an article published in The times of India on 'Heart disease deaths rise in India by 34% in 26 years' by SushmiDey (2018) states that heart disease deaths rose in India around 34% from 115.7 to 209.1 deaths per lakh population between 1990 and 2016. The absolute estimated prevalence of cardio vascular disease in India is 54.6 million. It is very surprising to know that Punjab has the highest burden and Mizoram has the lowest burden.

The HIV/AIDS campaign is popular among more than half of the boys. According to them these advertisements are emphasising on banning discrimination against people living with HIV in India. These campaigns are providing awareness about prohibiting discrimination against the country's 2.1 million HIV-positive people, with jobs, housing, education and hospitals particular areas of focus. The parliament has passed the HIV and Aids prevention and control bill to stop the discrimination among HIV/AIDS persons and also provide the facility to move anywhere around the country, restaurants and do shopping from the city malls.

54% of the boys knew about this blindness campaign as this take initiative to reduce the frequency of blindness in India through the Stop Blindness campaign. With this campaign they provide training to the Class VIII qualified persons about the camera handling for mass screening the retinal diseases and glaucoma.

Therefore it can be said that boys are more aware about the health issues campaigns such as cardio vascular diseases, blindness, HIV/ AIDS, TB, Tobacco as compared to girls.

Social awareness campaigns among respondents

	Boys	Girls
Swatch Bharat Abhiyan	48%	52%
JagoGrahakJago	32%	68%
BetiBachao – BetiPadhao (Save the girl child & promoting education for girl child)	38%	62%
Bell Bajao (against domestic violence)	45%	55%
Do BoondZindgi Ki (Polio)	56%	44%

Table No. 2

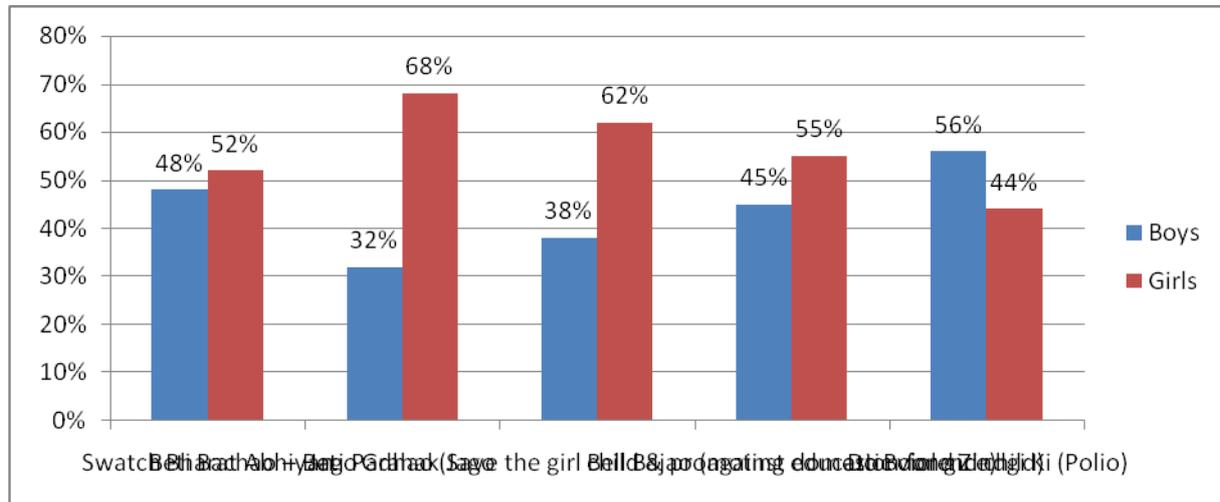


Figure 2.1

68% of the girl respondents are aware about the Jago graphak Jago campaign run by department of consumer affairs since 2005. The main aim of this campaign is to provide awareness regarding the MRP (maximum retail price), warranty and grants, expiry dates and quality mark on the products. It is interesting to found that most of the respondents remember the Jago grahak Jago advertisement's slogan such as 'Apne adhikar ko jano, Apne hak ko pehchano, Jago Grahak Jago.' If a person complaint against the shopkeeper for providing expiry products then, he will not ready to apologize for his wrong doing with the customer. Then, as per the law customer can register case against the offended person in the consumer court. The court can impose 3 years imprisonment and fine of Rs. 10,000to the shopkeeper.

More than 60% of the girl respondents are aware about the Beti Bachao, Beti Padhao campaign which is run by Ministry of Women and Child development. According to the respondents this campaign is used to boost the awareness to increase the sex ratio of girl child by saving the life of girls and promoting education to girls. According to the respondents if proper education is provided to the girls then they can get good jobs and became independent.

According to the article published in the Economics Times on 'Rajasthan shines out in PM Narendra Modi's Beti Bachao, Beti Padhao campaign' by Aman Sharma (2016) reports that this campaign helps in the uplifting of the girls in Rajasthan. According to the census of 2011, child sex ratio in Rajasthan declined to 888 from 909 in 2001. After the launch of this campaign child sex ratio rose to 925 in 2015. Thus, the effort of this campaign was marvellous in the state of Rajasthan.

The researcher found that there is only 55% awareness of Polio campaign among girl respondents as compare to other campaigns. But, in an article published in The Hindu on 'the tale of two drops' by Soma Basu (2013) states the great role played by international organizations such as WHO, UNICEF, U.S. Centres for Disease Control and Prevention. It is to be said that 'do boond' campaign has the wide reach as compare to other health campaign in India. This campaign selected Amitabh Bachan as their brand ambassador to promote polio campaign.

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More than half of the boy respondents are aware about the Swatch Bharat Abhiyan campaign aims to achieve complete open defecation free habitations as well as improve solid waste disposal management systems. The programme is made for both rural and urban areas, with the ministry of drinking water and sanitation coordinating the rural efforts and ministry of housing and urban affairs looking at the urban part. According to the respondents the role played by VidyaBalan in the Swatch BhartAbhiyan is really commendable.

According to the article published in The Hindustan Times on 'Why Swachh Bharat Mission needs to go beyond 2019' by Roshan Kishore (2018) states that SBM, which was claimed to be the largest behaviour change campaign ever attempted in the field of sanitation in the world. It is also said that 8, 51, 80,706 toilets have been built in rural areas and 50, 71,725 in urban areas. This programme also built 4lakh toilets for public.

55% girl respondents have the awareness regarding 'Bell Bajao' campaign which is launched by international human rights organization. The objective of this campaign is to convey a simple message to do efforts to stop domestic violence. BomanIrani played a great role in 'Bell Bajao' by conveying message to stop domestic violence against women. According to the respondents India has a dominant patriarchal culture. In Indian families girls don't have the right in decision-making. The responsibility of the women is only to do daily household chores. According to them society should change their mind set regarding the girls. Education will provide knowledge and build self-confidence among girls. Therefore, good education should be given to the girls so that they would not face these kinds of worst situation in their life after their marriages.

Awareness regarding rural development campaigns among respondents

	Boys	Girls
MNREGA	89%	11%
Prominent Rural Welfare Schemes such as Training to Rural Youth for Self Employment and KutirJyoti Programme etc.	78%	22%
PradhanMantri Gram SadakYojana	65%	35%
Indira AwasYojana	52%	48%

Table No. 3

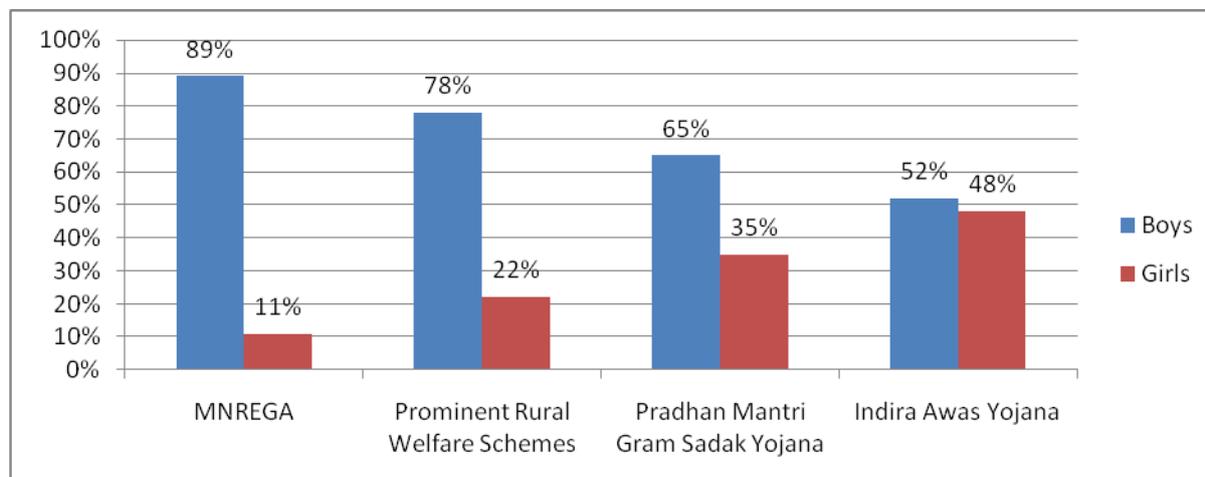


Figure 3.1

Around 90% of the boys are aware about the MNREGA scheme which aims to enhance livelihood security in rural areas by providing at least 100 days of wage employment in a financial year to every household whose adult members volunteer to do unskilled manual work.

According to 2011 census, 69% of the Indian population is living in 6.38 lakh villages. More than 70% of the rural population depends heavily on agriculture for their livelihood. India is facing major problems such as poverty and unemployment. According the national unemployment survey (2012) Punjab has the total population of 27704196 out of which 38.02% are unemployed.

More than 75% respondents are aware about the prominent Rural Welfare Scheme which includes Training to Rural Youth for Self Employment and KutirJyoti Programme etc. KutirJyoti Programme was launched in 1988 to improve the standard of living of schedule castes and schedule tribes including the rural families who live below the poverty line. Under this programme, a government assistance of Rs. 400 is provided to the families who are living below the poverty line for single point electricity connections in their houses. On the other hand, Training to Rural Youth for Self Employment was started in 1979 to provide technical and business expertise to rural BPL people who are in the age group of 18- 35.

According to the data analysed 65% of the respondents are aware about the PradhanMantri Gram SadakYojana which was started in 2000 by the Ministry of Rural Development to provide all the weather road connectivity to the rural areas whose population is more than 500 persons and in terms of hilly areas it is 250.

More than half of the respondents are aware about the Indira AwasYojana (1996) which was used to provide the house facility to the refugees immediately after the independence.

Awareness of Agricultural campaigns among respondents

	Boys	Girls
Kisan Call Centre	80%	20%
Usage of fertilizers	95%	5%
Grow Safe Food	98%	2%

Table no. 4

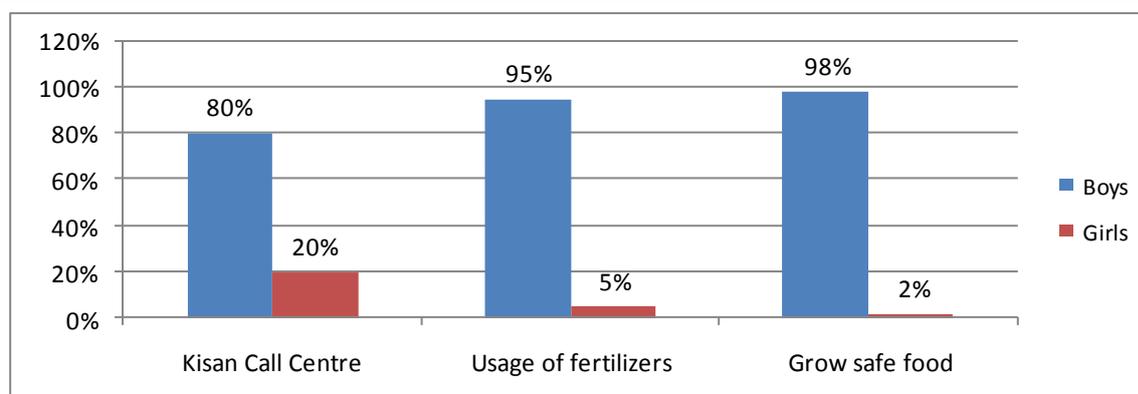


Figure 4.1

98% of the respondents are aware about the “Grow Safe Food” Campaign which was initiated to create awareness for proper usage of pesticides and to generate awareness about the pesticides among farmers. For this campaign department of Agriculture, Co-Operation & Farmers Welfare emphasizes on Integrated Pest Management which promotes biological, cultural and mechanical methods of pest and advocates need based and use of pesticides. The majority of respondents who are studying in Punjabi University, Patiala belong to villages. It is very interesting for the researcher to study these agricultural background students. They are well aware about the organic farming, floriculture, rice seeds and paddy seeds etc.

95% of the boys are aware about the usage of fertilizers campaigns. These campaigns are used to provide seeds, fertilizers, agro-chemicals, irrigation water and agricultural credit, besides delivery of extension services has definitely played a key role in raising the crop production and productivity.

80% boys and 20% respondents have the awareness regarding the kisan call centrescheme aimed at answering farmers queries on a telephone call in farmers own dialect. These call Centres are working in 14 different locations covering all the States and UTs. This Scheme provides agriculture related information to the farming community through toll free telephone lines. Replies to the farmers’ queries are given in 22 local languages. The farmers can ask their question regarding various issues related to agriculture such as Horticulture, Animal Husbandry, Fisheries, Poultry, Bee-keeping, Sericulture, Aquaculture, Agricultural Marketing, Bio-technology and Home Science etc. Therefore it can be said that boys are more about the agriculture campaigns as compare to girls.

Awareness of developmental campaigns among respondents

	Boys	Girls
Kalyani	59%	41%
Nirmal Bharat Campaign	70%	30%
Ayushman Bharat	65%	35%
Digital India	74%	26%
Minority Welfare Scheme (Pre and Post Matric Scholarship)	60%	40%

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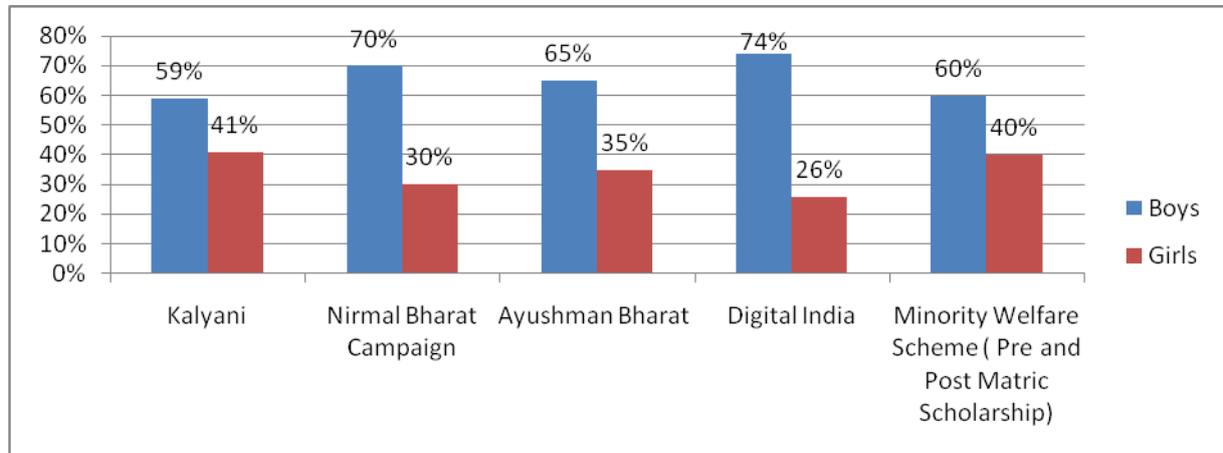


Figure 5.1

74% boys are aware about digital India campaign which was initiated by Government of India in 2015. This campaign provides various online services such as BharatNet, Make in India and Bharatmala to improve digital literacy among people. The main aim of this campaign is to connect the rural people with high-speed internet networks.

70% of boys have the knowledge of Nirmal Bharat Campaign which is run by Ministry of Drinking Water and Sanitation since 2013. Through this campaign they want to educate and inform citizens on the necessity of hygienic sanitation with a special focus on paper waste management, significance of hand wash and unhealthy practice of open defecation.

According to the data reveals that 60% of the boys have the awareness regarding Ayushman Bharat (2018) campaigns which is used to provide healthcare facilities to over 10 crore poor, deprived rural families. This campaign also offers an insurance cover of 5 lakh. This campaign also focused on prevention of diseases through healthy diet with yoga practices for creating a healthy country.

60% of the boys are aware about the Minority Welfare Scheme projects launched by Minority Welfare department since 2008. This campaign provides various projects and scholarships to the Sikhs, Jains, Muslims, Christians and Buddhists for the welfare of the society. Numbers of Punjabi University Patiala students are taking advantage of these scholarships from various streams.

According to the data analysed 59% of the respondents are aware about the Kalyani initiative which was started in 2002 by Health and Family welfare department for providing health melas, awareness campaigns and workshops to promote health awareness among rural people. Therefore, it can be said that there is less general awareness of governmental developmental campaigns among girls than boys of Punjabi University Patiala.

VII. CONCLUSION

Yes, Doordarshan Campaigns are very popular among the youngsters of Punjabi University Patiala. But as compare to boys there is less general awareness among girls regarding the various campaigns provided by Government of India for the welfare of the society. The efforts of various campaigns such as Tobacco prevention, JagoGrahakJago, BetiBachao – BetiPadhao (Save the girl child & promoting education for girl

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child), MNREGA, Prominent Rural Welfare Schemes such as Training to Rural Youth for Self Employment and KutirJyoti Programme and Digital India are appreciated by the respondents. Doordarshan TV is contributing through campaigns with the help of Ministry of Drinking Water and Sanitation, Ministry of New and Renewable Energy, Ministry of AYUSH, Ministry of Development of North Eastern Region and Ministry of Health and Family Welfare etc. for the upliftment of the society. Majority of students are taking various benefits through these campaigns.

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