



# BMC SEMESTER-IV

SUB-Development  
Communication

CC-408

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Unit – IV

DEVELOPMENT COMMUNICATION  
PRAXIS

4.3 Television And Rural Outreach.

# Introduction

Television from its very beginning in India is considered as a tool of development. That is the reason of broadcasting educational and agricultural programmes through it from early beginning.

Educational programmes for students of Delhi and near by areas during starting days, broadcasting of agricultural programmes for farmers were its target.

Later it has broadcasted so many of programmes with an ambition of development. Television is key tool today for development communication.

# Television in India...

- Television service in India was started on 15 September 1959 from Delhi as an experiment.
- At first it was started with 21 community television sets with a low power transmitter.
- Later in 1972 television service were extended to the second city Mumbai. By 1975 it reached Calcutta, Chennai, Srinagar, Amritsar and Lucknow.
- From 1982 national programmes colour transmission and networking through satellite started.

# T.V And Rural Outreach.

- TV has second most highest reach after radio.
- Covers more than 95% geographical area and more than 98% of the population.
- Audio-visual media, that's why most effective.
- People believe blindly in what they watch on tv.
- Rural population is more dependent on TV in present times.
- The number of television households in rural India is 18% more than urban India.

# Role of Television in development...

- Playing most important role in development from the early beginning (15 September 1959).
- Agricultural and educational programmes are broadcasted from the early start. Later SITE and kheda project came.
- Krishi Darshan started from 1967 is still informing people about agriculture.
- Television is most effective media which inform, educate and entertain people.
- Focused on regional language news channels also to make communication process more effective.

# Developmental programmes on tv...

- Agricultural and educational programmes from Delhi kendra in beginning.
- Krishi darshan started from 1967 is still going and is longest running programme.
- Kheda project launched in 1976 was for empowerment and participatory rural development through television.
- SITE project was launched in 2400 villages (least developed) of 6 states of India.
- Many of awareness based serials and advertisement related to agriculture, health, family planning and lifestyle have been broadcasted.

Thank you...