

ROLE OF MEDIA IN CAPACITY BUILDING AND SKILL DEVELOPMENT IN RURAL PUNJAB

A Thesis

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By

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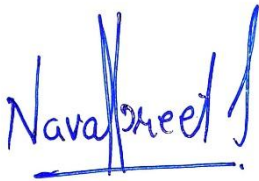
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DECLARATION

I Navalpreet Singh, hereby declare that the thesis entitled '**Role of Media in Capacity Building and Skill Development in Rural Punjab**' submitted to Lovely Professional University for the award of the degree of Doctor of Philosophy in Journalism and Mass Communication is my original research work and has been prepared by me in School of Journalism Film and Creative Arts at Lovely Professional University under the supervision of Dr. Akash Deep Muni (HOD & Associate Professor). No part of this thesis has formed the basis for the award of any degree or fellowship previously. Any literature data or work done by others cited in this dissertation has been given due acknowledgement and listed in the reference section.



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CERTIFICATE BY ADVISOR

This is to certify that the thesis entitled ‘Role of Media in Capacity Building and Skill Development in Rural Punjab’, submitted to the Department of Journalism, Lovely Professional University, Phagwara in partial fulfillment of the requirements for the award of the degree of Doctor of Philosophy in Journalism and Mass Communication is a record of original and independent research work conducted by Navalpreet Singh (41500071) under my supervision and guidance. The thesis has not formed the basis for the award of any degree/diploma/associateship/fellowship or any other similar title to any candidate by any University.

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ABSTRACT

Role of Media in Capacity Building and Skill Development in Rural Punjab

Brief Summary: India saw the digital revolution at the turn of the twentieth century. Though the dependency on traditional mass media still continues to be there, India is rapidly expanding its digital foot-print. Internet has expanded swiftly with two decades and has reached the entire population of India. Be it agriculture, health and hygiene, education, skill-based training, programmes of economic development; digital media is extensively used today. Whether government or non-government organization, social media platforms are used to inform and educate masses on various social, political and economic issues. A new era of development is seen in the rural areas of Punjab, today rural people are not using only traditional mass media sources but also using digital media. The people of rural Punjab have shown significant interest in learning new information from different sources of media to enhance their knowledge in different areas of development.

The state of Punjab is the front runner and a leading state in development, both socially and economically. Being first to adopt development as part of ‘green revolution’ Punjab has never looked back on development. Blessed with good water resources, skilled labor force, advancement in the industrial sector development was on the anvil.

The current research explores and evaluates the development support communication in rural Punjab. The study covers all the three zones, 16 districts and involving 600 respondents. The study has revealed that newspapers, television and internet as a primary source for information and entertainment. However, as generally assumed, radio does not list as a primary source. While newspapers serve as a major source of information, television provides both information and entertainment. Internet as a medium which has a global presence and connectivity supports the masses as a medium for information and learning. Specifically, television and internet provide extensive support in the field of agriculture, animal husbandry, health and hygiene, sanitation and

social and economic issues. One of the hallmarks of the media use is its effective role in providing training in skill development. Television and Internet was extensively used in both technical and non-technical (soft skills) learning among the rural youth. A small percentage of respondents also approved interpersonal communication and face-to-face workshops as an effective medium in learning.

It is generally considered that advertisements are effective in informing and educating masses in most aspects of social life. The study has shown that Public Service Advertisements have been successful in creating general awareness among the rural population. The general complaint about PSA is that their frequency of appearance is low, insufficient content and lack of quality. The data on analysis has revealed that, a great majority of the respondents rated newspapers as very high on getting information, television for both information and entertainment and internet for information and social interaction and connectivity. However, radio as a medium of information and entertainment was very low in ranking. On media ranking as a preferred source for capacity building programs organized for development of rural people, the study has revealed that media played a very important role in Education, Economic development, Health & Medical awareness and Environmental awareness.

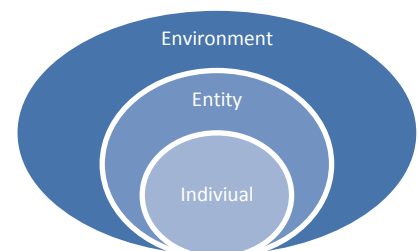
The study has revealed that the independent variables in respect of access to media and time spent are independent. In other words, media habit is dependent on the audience socio-economic profile. However, occupation and place of living (zones) were not influencing media use. Similar were the findings with regard to the language preferences. With regard to need for information on training and educational requirements media was independent. The independent variable under study hugely influenced the effectiveness of PSA in informing, educating and bringing about change. The satisfaction of audience with respect to programmes conducted by central and state government through local bodies was high and greatly influenced by the independent variables. The hypothesis of no significant difference was largely rejected and it can be concluded that independent variables like age, gender and education largely influenced the role of media in bringing about change in rural areas.

Introduction: The main purpose of Capacity Building Programme is to provide better quality of life to rural people. This process involves providing individuals with the understanding of the required skills and empowering them to access information and training which allows them to perform efficiently. Capacity Building is not as simple as it looks. There are number of definitions which describe the meaning of Capacity Building. In Capacity Building, the major stress is upon "methodologies, approaches and strategies" which seeks to improve performance of individual at different social levels. Capacity is defined as a collective skill and an ability of organisations to achieve a particular process either inside or outside the organisation.(Morgan &Brinkerhoff, 2010) whereas, capability is defined as the knowledge, skills and attitudes of individuals. Hence, capacity development is about alterations that empower leaders, individuals, societies and organizations. If something does not take you to change that is made, guided and sustained by those whom it is supposed to benefit then it, despite having served a valid development purpose, cannot be considered to have enhanced capacity. (Wignaraja, 2009). Different authors and researchers defined capacity building as (Morgan P. , 1997) the process by which individuals, groups and organizations improve their ability to carry out their functions and achieve desired results over time. In this definition two important points are highlighted: firstly, capacity development is largely an internal process of development and growth, and secondly, action taken towards capacity-development should be result oriented. Therefore, capacity building is the availability of resources, the efficiency and effectiveness with which societies deploy these resources to identify and pursue their development goals on sustainable basis.(Behrens, Agapitova, & Otoo, 2009).

Types of capacity building

Based on different definitions, capacity building is divided into three broad categories,
Capacity building of

1. Individuals,
2. Entity (Community & Organisations)
3. Environment



This model of capacity building is adapted from UNDP,1998 (Matachi, 2006) and also followed by (Enemark, 2003)and(VicHealth). There are different kinds and levels of capacity building shown in the following table (1).

Level	Elements that the capacity is based on	Method & resources	Outcomes
Individual	Knowledge, skills, value, attitude, health, awareness, etc.	Workshop and trainings	Changed awareness and perceptions, motivation, team spirit, cohesion and beliefs.
Entity (Community & Organisation)	Human resources (capacities of individuals in organizations)	Infrastructure and resources	Demands of material, cultural or social nature, Ability to collaborate, to manage change, modernization and learning.
	Physical resources (machinery, apparatus and objects)	Strategies, function, competencies, processes	
	Intellectual resources (linkages, planning, management)		
Environment	Formal institutions (Rules and regulations)	Policies, legal framework, administration and accountability, outlook and resources.	Ability to manage change, advancement and knowledge, Collaboration abilities
	Informal institutions (customs, norms, etc)		
	Social capital, social infrastructure, etc. (Training and development)		

Why Individual capacity building is more important?

Individuals, the tissue and organs of organizations and societies, are the first layer, in terms of capacity. If communities or organisations are to improve and develop, they need trained, competent and skilled individuals. Capacity building at this level requires the development and improved performance of individuals in order to build existing knowledge and skills. This also deals with the creation of environments under which people participate in the learning and adaptation process.(Bester, 2015)Capacity building at the local, regional and national levels has become essential to the strategies of development organizations to alleviate poverty and enhancing their livelihoods in developing nations. (Horton, Planning, Implementing, and Evaluating Capacity Development, 2012). The necessity to achieve enhanced human resources in an increasingly knowledge-based world economy is the single most important factor in growing the need for capacity building as a veritable tool for sustainable national growth in any country today. (ABDUL & Ferdinand, 2014)

Capacity at the individual level comprises of skills, value, attitude, knowledge, health & awareness, etc. These capacity skills can be developed through different ways like formal and informal types of training, on-the-job-training (OJT), formal and informal education, workshop, seminars independent reading, etc. Although many researches have been done to promote the sustainable agriculture but due to the lack of proper individual training, its implication is not achieved so far as its success also involves the collaboration and improvement of other sectors.

The main aim of individual capacity building is to enable them to understand their responsibilities towards decision-making in implementing rural development programmes more efficiently. Individual level Capacity building is often defined as human resource development and is considered the most important element of Capacity Building. The outcomes of the individual capacity building is that it helps the individual in personal mastery, values clarification, work/life balance, integrated vision, communication skills, confidence & personality development, civic engagement, conflict management skills and knowledge of community assets. These qualities help in improving the personality of the individual. Their skills can be improved by giving

them training in their desired area of learning such as, technical, non-technical and soft skills.

Why capacity building of rural sectors is important for rural development?

A number of countries in the world have remained poor and still have gaps in their development. Often rural based communities become dependent on government sectors, donors and NGO for their support and growth, but maintaining these projects is another critical task as maintenance cost of these projects is usually high. For sustainable rural development, we need equal attention towards individual, community and environment capacity building along with development of all allied rural sectors. (Horton, 1999) added that “investment alone cannot leads to the desired level of development.” Therefore, building the capacity of local people, groups and organisations is vital because they must have the ability and responsibility to resolve their problems and develop their communities.

Punjab has been a star performer in agriculture during heydays of the Green Revolution. Agriculture in Punjab grew at a high growth rate of 5.7 per cent during 1971-72 to 1985-86, which was more than double the all-India growth rate (2.31 per cent) during that period.(Gulati, Roy, & Hussain, 2017) This was an eye-catching performance of Punjab, the first major achievement was large wheat surpluses followed by steep rise in production of rice, which helped India free itself from the Public Law 480 “food for peace” food aid and its associated political strings. Punjab played a crucial role in achieving the much needed food security for India. The primary goal of the green revolution was to achieve self-sufficiency in food grain production. In Punjab, there are total 12581 inhabited villages. Major portion of Punjab’s population is living in rural areas. To meet their economic and social needs, special interest should be given on their capacity building. If they live healthily, it will surely improve the economic statistics of the country and particularly of Punjab.

Why Individual Capacity Building is needed in the rural area of Punjab?

Punjab has become the breadbasket of India. Punjab agriculture has been an undisputed leader in the Green Revolution in India and the Punjab’s farmers are acclaimed worldwide. While the cities have grown immensely over the last 20 years, rural areas

have not witnessed that kind of development. For India's economy to be strong, the rural economy needs to grow. For that, individual capacity building is to be focused which would better the socio-economic conditions and skills of rural people. In Punjab, more than 75% people are directly or indirectly dependent on agriculture sector. For any development organization that is operational in development countries, the main goal is building capacity at individuals, local, state and national level (OECD 2000). Development organisations tend to transfer only funding and modern technology to farmers or to provide formal education to rural communities (Horton, 2002), whereas Individual capacity building programs in rural areas help people to develop their abilities and skills which empowers them both socially and economically.

How media can play an effective role in capacity building of rural Punjab?

The role and efforts of the media in reforming, reorganizing, training and strengthening society are imperative. The media as a social agent is highly influential. Some media analysts say that media influence can extend from crippling elected officials to overthrowing regimes and even beginning or preventing wars. (Griffin, 2003). Mass media as instruments for altering people's mindsets and building an environment for modernisation, change and growth that will effectively produce better standards of living and improve social conditions. (Schramm, 1964) (Kumar, 1994). The effect of mass media on rural development can be generalised from the influence of various media elements on their viewers. Usually, mass communication executes functions similar act as mass media. The role of media for the individual includes: information, entertainment, education, publicity, public discourse and discussion, promotion of culture, social interactions, encouragement and mobilization and integration (Ojobor, 387-414). The media plays key role for human, development, bringing health and education information to remote villages in countries. Radio, Television has been acclaimed to be the most effective media for diffusing the scientific knowledge to the masses. Media and community are inter-connected. Without community media is nothing and without media, community is unaware and alienated. Media and community are based on communication process. Rural development is not just about agricultural growth and it is not enough on its own to ensure economic growth in rural areas. Other sectors or dimensions come into play in the process of rural growth, such as health, education and economic activities outside the agricultural

sector. Rural development is multi-sectoral. It embraces a variety of different economic and social sectors. Ministry of rural development also lays emphasis on multi-sectoral development to bring change in socio- economic status of people. Initially, main thrust for development was laid on agriculture, industry, communication, education, health and allied sectors. (Sustainable Development Goals n.d.) (Development n.d.).The impact of Krishi Darshan, SadaPindSada Khet, DD Kisan programmes are never to be ignored. ‘Krishi Darshan’ Doordarshan Program play a very important role in bringing about a shift in the behaviour of farmers through the provision of useful knowledge that contributes to the decision-making process for the adoption of new technology in the connection of above (S N & Joshi, 1992). To analyze the content and impact of Mera Pind Mera Khet, the authors used statistical tool to find people’s satisfaction and their views about the quality of the programme. It is found that People are very satisfied with the content of the Programme ' Mera Pind Mera Khet'. (Gill, Sharma, & Sharma, 2015). (Mishra, 1967) It revealed that there was a substantial increase in awareness from 10.12 per cent to 28.15 per cent among farmers exposed to agricultural television. The average knowledge gain was recorded to be 20.27 per cent and the retention of knowledge acquired after 15 and 30 days was also important, i.e. 79.04 and 67.44 per cent respectively. (Sinha, 1970) It stated that the achievement, encouragement and ability of farmers to change have a significant relationship with the acquisition of knowledge from farm television. (Cherian and Chandra, 1989), observed that television helped men and women to gain significant amount of knowledge about green leafy vegetables, polio, vaccination and leprosy. Another research carried out in 1987(Singh & Singh, 1987)on the reactions of the farming community to the Jalandhar Doordarshan Kendra agricultural programmes. The research showed that the farmers were profoundly involved in their work and recognized that they did not have enough expertise.(Bisht, Sah, & Raut, 2014)explored how Radio serves as an effective tool in rural farming. The farmers attain knowledge about the latest technologies from the programs broadcasted by the farm school that can help in agricultural operations and also develop their farming skills.(Kaur, 2014). The research was conducted to assess comparative media reach and to find its impact on rural regions of the Punjab. Approximately 60% of the rural respondents said that the TV was most satisfying media, 15% thought radio as the most satisfying. (Mittal &

Mehar, 2012)revealed how social networking helps rural people get developed and out of other ICT modes, mobile phones are the most recent and most preferred mode of conveying and collecting information.(Das & Patra, 2010)explored about an “e-Grama” tool used for capacity building and bridge the digital divide in rural India. The author has discussed the methods to bridge the gap of digital divide and has also raised the issues related to digital divide. The role and efforts of the media in reforming, reorganizing, training and strengthening society are imperative. Capacity building among individuals has begun with awareness of the right to information that can be created by the different modes of Electronic, Print and New media. Combined with relevant content, accessibility and capacity-building steps, the media also helps to raise awareness of governance and inspire people to develop their livelihoods by exchanging knowledge and information on various rural domains.

The Study's Objectives

- 1) To identify the capacity building areas required in rural Punjab.
- 2) To identify the skill development sectors in rural Punjab.
- 3) To understand the role of media for capacity building and skill development in rural Punjab.
- 4) To examine the challenges and propose the solutions with respect to media on capacity building and skill development in rural Punjab.

Hypothesis

1. People are in need of knowledge regarding Education, Health, Environmental Hygiene, Economic Development and awareness about Government policies /Schemes for their capacity building.
2. People of Rural Punjab are in need to develop and update their Hard Skills (Technical Training Skills and Non-Technical Training skills) and Soft skills to improve socio-economic conditions.
3. People of Rural Punjab are interested in perceiving media content for updating their knowledge and awareness.
4. Media plays a definitely role in informing and educating in skill development and capacity building of Rural people in Punjab.
5. People of Rural Punjab are not satisfied with the content and information given by media related to capacity building and skill training.

6. Media, through information and awareness is not able to change people's perception.
7. Rural people are not interested in watching Public Service Advertisement given by State/ Central Government and NGO's

Research Design/ Method

For this study 60 of inhabited villages of Punjab are taken. This is further divided into three zones that are Majha, Malwa and Doaba. 20 villages from each zone and 10 participants from each village. In total 600 responses were collected from 60 different villages. Snowball sampling procedure were used for data collection.

Research design:	Descriptive
Methodology:	Survey
Sampling procedure:	Non-probability (Convenience & Snowball Sampling)
Sampling unit	Rural Population
Sample size:	600 Respondents
Villages Covered	60 (20 From each zone – Majha, Malwa and Doaba)
Tool of data collection:	Questionnaire (Primary Data) Secondary data wherever required

Sample: Data for this research were obtained from the 60 different villages of Punjab as per planned research methodology. From each region of Malwa, Majha and Doaba 20 villages were choosen on non-probability-based sampling.

Research Gaps

From the 'Review of Literature' it is clear that information plays a significant role in improving the farmers' conditions. They are in need of different information for their development. The early researchers have attempted to find the impact of the Media program in Rural and agriculture development by focusing on different modes of media

in their study like Print Media, Electronic Media, ICT and New media. From the above studies it is concluded that

1. There are no or very few studies on Media and its role in enhancing the rural people knowledge and information as per the available content in Punjab region.
2. Punjab has earned the title of “India’s bread basket.” but very few studies are conducted on the media’s role in the rural development of Punjab.
3. Very few researchers put light on Punjab rural people preferred source of media and their satisfaction regarding informative and agriculture content available on different media.
4. Very few works are done by the researchers to find the people’s interest in media content for skill development.

The present study captioned " Role of Media in Capacity Building and Skill Development in Rural Punjab" fills the research gap by focusing on the role of Media in Capacity Building in the area of Health, Environmental Hygiene, Economic Development and awareness about Government polices /Schemes along with Skill Development of Hard and soft skills.

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This thesis is the end of my journey in obtaining my degree of Ph.D. I have not travelled in a vacuum in this journey. This thesis has been kept on track and been seen through to completion with the support and encouragement of numerous people including my well-wishers, my friends, colleagues and various institutions. At the end of my thesis, I really feel privileged to express my thanks to all those who contributed in many ways to the success of this study and made it an unforgettable experience for me.

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Chapter -01

LOCAL OF THE STUDY

1.1 Introduction

The present research work has been carried out in the Majha, Malwa and Doaba regions of Punjab State. Geographically, Punjab State is situated on India's north-western frontier. From the five rivers, Punjab got its name: Chenab, Beas, Sutlej, Ravi and Jhelum; The word Punjab is a combination of two Persian words: 'Panj' and 'Ab,' saying 'Panjab' meaning 'Five Rivers,' meaning roughly "Land of Five Rivers" (Grewal, 1990). 'Punjab' somewhere also sometimes spelled as "Panjab". The state shares its east border with Himachal Pradesh, south and southeast with Haryana, southwest with Rajasthan and west with a province of the neighbour country Pakistan., Jammu and Kashmir state of India is bounded by the north side of Punjab. The union territory of Punjab and neighbouring state Haryana is Chandigarh. After India got its independence in 1947, India got divided into two countries India and Pakistan, British India's Punjab province was further divided between India and Pakistan. The Indian state of Punjab was later divided in 1966, the new states of Himachal Pradesh and Haryana came into existence alongside the current state of Punjab. Majority of Sikh population of India lives in Punjab.

Agriculture in one of the largest sectors in Punjab. Besides Agriculture, other key industries in Punjab include the manufacture of scientific equipment, farm products, electronic products, financial and banking services, industrial equipment, textile industry, sewing machines, sports equipment, rice flour, hospitality, herbicides and pesticides, bicycles, garments, and the processing of sugar and Pine oil. The state's major commodity export products are ready-made clothing and hosiery, industrial equipment, sports equipment, fabric and textiles, industrial machinery, and hand tools. The state's leading export center is Amritsar, Ludhiana and Jalandhar. (Sharma, 2011). Punjab also has the largest steel rolling mill plants located in Fatehgarh Sahib district of Mandi Gobindgarh town known as "Steel Town"

Punjab is known for the land of 'Five Rivers', fertile soils and steady achievement. Rice and Wheat dominate the agriculture industry in Punjab which covers 75% of the

cropped area. In the Green Revolution of India, Punjab's agriculture was an undisputed leader. And the farmers of Punjab were acclaimed worldwide. Traditional agrarian prosperity in Punjab earned it the title of "India's bread basket." (Williams & Kumar, 2012) (Polycarpou, 2012)

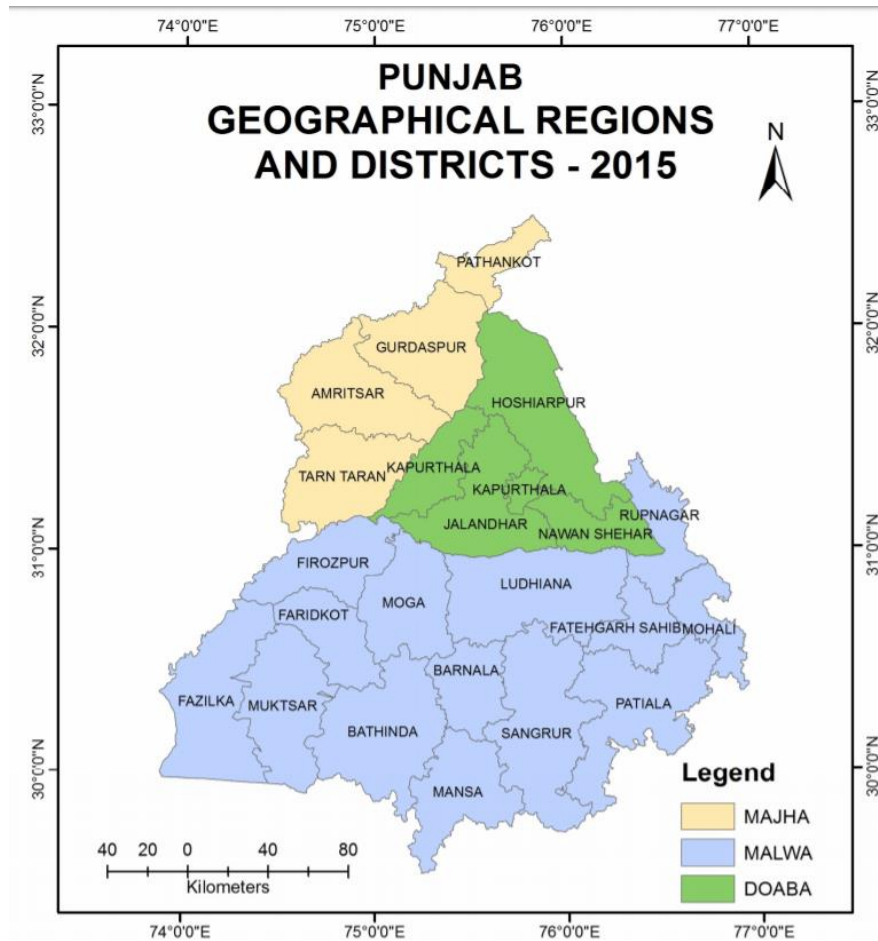
The special traits of its inhabitants, i.e. bravery, generosity, courage, spirit of sacrifice, and the amalgam of many languages and cultures and religious cooperation are some such characteristics which give the state of Punjab a separate identity. The Punjabis are also famous for their self-dependence, self-reliance and hard work. These traits come from its difficult history because the people here had to face many invasions by Greeks, Arabs, Turks, Mughals and Afghans due to the geographical location of the province (Narang & Gupta, 1969). It has been a land of decisive battles due to its physical features, such as its fertile and prosperous land which attracted many foreign invaders. The state is located in the Indus Valley Civilization, one of the oldest civilizations of the world.

Owing to its geographical situation, the Punjab comes into contact with different cultures, Ideologies, religions, languages and different modes of living. The Punjabi culture is, thus, a synthesis of the Indus Valley, Aryan and Greek cultures as well as Sufism and Islam.

1.2 Geography

Punjab is situated on India's northwest side, and has an area of 50,362 km². This ranges from 29.30 ° North to 32.32 ° North latitudes, and 73.55 ° East to 76.50 ° East longitudes. It borders on the west by Pakistan, on the North by Jammu and Kashmir, and on the North by Himachal Pradesh and on the south by Haryana and Rajasthan. Much of Punjab lies in a fertile land, an alluvial plain with many rivers and an extensive network of irrigation canals.

Topography, vegetation, and parent rock have a small impact on the characteristics of the soil. The variations in soil profile characteristics are the result of the geographical differences in temperature. Based on the soil types, Punjab is divided into three distinct regions: eastern, southwest and southern.



The population distribution was not equal across the Punjab. The density of the rural population was determined in the first place by certain cardinal conditions, where the proportion of cultivable land was less than the total area, and the dense population was impossible. Secondly, there was also little population, where the rainfall was less irrigated artificially. The province's population was varied. Religious, Linguistic, tribal and caste divisions were there. The main communities in Punjab are Sikhs, Hindu and Muslims. After the partition of 1947 majority of British Punjab Muslims settled in Pakistan and Sikh and Hindus were settled in Indian Punjab. Christians, Buddhists and Jains were among the smaller communities. In western Punjab, Muslim tribes, Baloch, Pathan and Awana predominated, in the hilly areas of Punjab, Rajputs, Dogras, Sikh and Hindu Jats lived in central Punjab and eastern Punjab. The tribes of Gujjar, Luban, Kamboj and Rai Sikhs were also living there.

1.3 Soils

Soil is the most important natural resource of Punjab. The major occupation of Punjab's population is dependent on agriculture directly or indirectly. Soil is the prime factor in the development of Punjab's economy. Punjab plains are formed by the alluvium brought down from the Himalayas. There is lot of diversity in the nature, properties and profile of the soils in the state. Comparatively, sub-humid conditions near the Siwaliks and in the flood plains have resulted in compact soils. While on the other hand the soils of south western Punjab are of loose texture due to low rainfall. Wind erosion has modified the character of the soils in south western Punjab and till very recently, large areas of Fazilka, Sri Muktsar Sahib, Bathinda, Mansa and Faridkot districts were under the effect of shifting sand dunes. Compact soils in the eastern part of the state are free from soil erosion.

1.4 Administrative subdivisions

There are 22 districts in the state of Punjab which comprise sub-divisions, tehsils and blocks. Hoshiarpur, Amritsar, Bathinda, Barnala, Fazilka, Firozpur, Faridkot, Fatehgarh Sahib (Sirhind-Fategarh), Jalandhar, Gurdaspur, Kapurthala, Rupnagar, Ludhiana, Ajitgarh, Mansa, Patiala, Muktsar, Shaheed Bhagat Singh Nagar (Nawanshahr), Sangrur, Tarn Taran, Moga and Pathankot.

The Punjab Government set up two new districts on 27 July 2011: Pathankot district by partition of 'Gurdaspur' district and district 'Fazilka' formed by partition of 'Firozpur' District and (Punjab, 2011) They come in same region of Punjab as 'Firozpur' and 'Gurdaspur' was in. The total number of districts has become Twenty-Two. (Know Punjab, 2016) The state capital of Punjab is Chandigarh. Punjab includes 22 cities and 157 towns. The most developed cities of Punjab are Amritsar, Ludhiana, Jalandhar, Patiala, Bathinda, Nawanshahr, and Moga. Amritsar and Ludhiana districts of Punjab accounts of one-third population of the state. (India, 2011) Punjab has 13 Lok Sabha Constituencies, 117 Vidhan Sabha Constituencies and 7 seats in the Rajya Sabha of India

Table no. 1.1 Statistical data of Punjab (India, 2011)

Geographical Area (in sq. km)	50,362 (Total area in sq. km)
	48265 (Rural Area)
	2097 (Urban Area)
Population	277.04 (Lacs) Males 1,46,34,819 and Females 1,30,69,417
Population Density	550 per sq. km.
Literacy Rate	76.68 %
Divisions	5
Districts	22
Inhabited Villages	12581

Table 1.1 shows some of the important statistical details about Punjab. According to the Census of India, 2011, the population of Punjab is 2,77,04,236 (1,46,34,819 males and 1,30,69,417 females) with the literacy rate of 76.68%. In Punjab, there are total 12581 Inhabited villages. It is, thus a densely populated State and ranks next only to the few more thickly populated States of Kerala, West Bengal, Uttar Pradesh and Bihar. The area of Punjab state expanded in 50,362 square kilometres.

1.5 Subdivisions

The region of Punjab is divided into following:

Malwa is a region covering the area from Punjab south to river Sutlej. 14 districts of Punjab are covered under the region of Malwa. So Malwa area covers maximum districts of Punjab: Patiala, Ludhaina, Bathinda, Barnala, Roopnagar, Sangrur, Moga, Fazilka, Faridkot, Firozpur, Mansa, SAS Nagar, Fatehgarh Sahib, and Muktsar. Malwa is also famous for cotton farming.

Majha:It is a historic Indian Punjab region consisting of the present districts of Amritsar, Gurdaspur, Pathankot and Tarn Taran. It falls among the river Beas, Ravi, and Sutlej. This region is called Punjab's heartland and is known as the 'Sikhism Cradle.'

Doaba literally means “land between two rivers”. It lies between the river Beas and Sutlej. This is one of the world's most fertile areas, and was the focus of India's Green Revolution. The cities in the Doaba region are Jalandhar, Hoshairpur, Nawanshar and Kapurthala

Table 1.2 : Villages distribution region wise as well District wise(INDIA, 2011)

MAJHA				
CD Block	Tehsil Name	Inhabited	Unhabited	Total Villages
AMRITSAR	Ajnala	311	32	343
	Amritsar -1	139	1	140
	Amritsar – 2	100	3	103
	Baba Bakala	153	0	153
Gurdaspur	Dhar Kalan	27	0	27
	Pathankot	336	34	370
	Gurdaspur	676	40	716
	Batala	358	2	360
	Dera Baba Nanak	118	4	122
Tarntaran	Tarantarn	193	4	197
	Patti	192	4	196
	Khadur Sahib	94	2	96
DOABA				
Jalandhar	Shahkot	176	3	179
	Nikodar	146	1	147
	Phillaur	225	11	236
	Jalandhar-1	137	1	138
	Jalandhar-2	238	3	241
Hoshairpur	Dasua	379	19	398

	Mukerian	304	3	307
	Hoshairpur	406	8	414
	Garhshankar	296	1	297
Kapurthala	Bhulath	94	7	101
	Kapurthala	241	19	260
	Sultanpur Lodhi	175	40	215
	Phagwara	102	10	112
SBS Nagar	Nawanshahr	275	9	284
	Balachaur	183	1	184
MALWA				
Patiala	Samana	73	0	73
	Nabha	169	2	171
	Patiala	345	12	357
	Rajpura	240	3	243
	Patran	68	0	68
Ludhaina	Samrala	196	4	200
	Khanna	67	5	72
	Payal	105	6	111
	Ludhaina East	181	3	184
	Ludhaina West	125	2	127
	Raikot	72	2	74
	Jagraon	139	0	139
Bathinda	RampuraPhul	74	1	75
	Bathinda	118	1	119
	Talwandi sabho	87	0	87

Barnala	Barnala	77	1	78
	Tapa	50	0	50
Rupnagar	Anandpur Sahib	190	0	190
	Nangal	57	2	59
	Rupnagar	161	10	171
	Chamkaur Sahib	183	8	191
Sangrur	Malerkotla	180	3	183
	Dhuri	95	2	97
	Sangrur	123	2	125
	Sunam	81	0	81
	Moonak	46	0	46
	Lehra	39	0	39
Moga	Nihal Singhwala	39	1	40
	Bagha Purana	56	0	56
	Moga	224	5	229
Faridkot	Faridkot	94	7	101
	KotKapura	69	1	70
Firozpur	Zira	206	11	217
	Firozpur	332	14	346
	Jalalabad	206	8	214
	Fazilka	135	12	147
	Abohar	76	0	76
Mansa	Sardulgarh	70	0	70
	Budhlada	85	2	87
	Mansa	83	0	83

SAS Nagar	Kharar	181	3	184
	SAS Nagar	82	3	85
	DeraBassi	140	10	150
Fatehgarh Sahib	BassiPathana	100	0	100
	Fatehgarh Sahib	170	1	171
	Amloh	100	2	102
	Khamanon	72	1	73
Muktsar	Malout	91	0	91
	Gidderbaha	47	0	47
	Muktsar	95	1	96
Total		12168	413	12581

1.6 Climate

The climate of Punjab is characterized by the extreme cold and hot weather. The temperature varies from 1 ° C to 46 ° C (min / max) across the year but it can reach 0 ° C in winter and 49 ° C in summer. The north east area of Punjab gets heavy rainfall because it lies near the Himalayan foothills. The southern and west regions, on the other hand, have less rainfall and experience higher temperatures. Average annual rainfall varies from 960 mm in the submontane zone to 460 mm in the plains. Punjab's climate is generally subtropical with a range of 0 ° C in winter and 49 ° C in summer with an average annual rainfall ranging from 58 cm to 96 cm. in between generally (Krishan, Chandniha, & Lohani, 2015)

Punjab has three seasons:

- Summer Season (April to June) - Temperature can rise to 104 Fahrenheit in this season.
- Monsoon season (July to September), most of the rainfall occurs during this season.
- Winter Season (December to February), the temperature normally drops to 0 ° C.

1.7 Religion

Sikhism is Punjab 's primary religion. Guru Nanak Dev ji founded the Sikhism and it followed by the nine other Gurus. Sikhism is the world's fourth largest religion. Sikhism 's core faith is in "Waheguru" which means the Almighty God. The present Guru is ' Guru Granth Sahib ji'. The Guru is viewed as an enlightened being and a manifestation of the Divine. (Nesbitt, 2005) The name 'Sikh' means disciple, since they see themselves as adherents of the ten gurus. The followers of Sikhism 'Sikhs' worship the Ten Gurus and 'Dhan Guru Granth Sahib ji' who is respected as the eleventh and the final Guru of the Holy Scriptures. Sikhism emphasizes on the belief that there is only one God and God's non-anthropomorphic concept. Sikhs reject the caste system, and allow all castes to equally pursue spiritual liberation. Punjab abounds in gurdwaras representing the Sikhs' central place of worship. Amritsar's Golden Temple is a world-famous center of pilgrimage that draws large numbers of devotees from all over the world. About 60% of the population of Punjab is Sikh.

Table 1.3: Religion-wise distribution of the population of Punjab (India, 2011)

Religion	Male	Female	Total
Hindu	48,74,765	41,23,177	89,97,942
Muslim	2,13,023	1,69,022	3,82,045
Christian	1,54,673	1,38,127	2,92,800
Sikh	76,92,776	68,99,611	1,45,92,387
Buddisht	22,171	19,316	41,487
Jain	20,523	18,753	39,276
Other Religion	4,665	3,939	8,594
No Religion Stated	2,459	2,009	4,468

Hinduism is a popular Punjab faith, but not as wide-spread as Sikhism. It is the state's second most influential religion. The Hindus have a liberal way of life and worship even in Gurdwaras for the most part. Most of them involve in trade and commerce. Khatri (Kshatriya in Hindi), Brahmin, Baniya and Rajput are the most common castes in Hinduism.

1.8 Sex-ratio

Sex-ratio is another important demographic aspect of population, which is denoted in terms of number of females per 1000 males. Punjab is a region with lesser number of females. As per 2011 census, the state had 895 females per 1000 males as compared to 943 females per 1000 for the country as a whole. Sex-ratio was recorded above the national average in just two districts of the state, Hoshiarpur (961) and S.B.S. Nagar (954). Lowest sex-ratio was observed in Bathinda district (868),

1.9 Literacy

Literacy plays an important role for social and economic development of a country. Literacy boosts the cultural and socio-economic development of the area. It helps in reducing ethnic divisions and poverty and improvement in the living standards of the people of that nation. Literacy improves the ability of a person to contribute much to build up a good society, good economic infrastructure and better interaction within the nation and the outside world. There is increase in literacy rate of male and female in rural as well, More than their counterpart during this decade (2011) means a further reduction in the difference between male and female literacy, both in rural and urban areas.(India, 2011) The literacy of Punjab was improved by 9.25% during 1971 to 1981 and 15.14% by 1991 and 11.14% till 2001 and 7.03% by 2011.(Pushkarna, 2017) The data depicts that the rate of increase is decreasing in the present decades but there is a gradual increasing trend in the total literacy rate in Punjab.

1.10 Culture

The Punjab's Culture includes many elements in it. Punjabi 'Bhangra' and 'Giddha' is famous in the world for their unique style. The Punjabi Music has created its own image in the music Industry of the world. The Punjabi 'Bhangra' which comprises an extensive religious and non-religious tradition of dance, a long history of Punjabi-language poetry, Punjab film is well known for its work. It established before 1947, at that time Lahore was the center point of Punjabi film Industry. Impact of Partition is also seen on the Film and Music Industry. It took long time to settle this back. A wide variety of Punjabi cuisine is famous in world for their spicy and lavishing style. Many of the Punjab festivals are related with its seasons and harvest such as Lohri, Teeyan, Basant and Vaisakhi. The customs and rituals of Punjabi wedding are a significant indication of the Punjabi culture. Wedding ceremonies are renowned for their plentiful

traditions which include Traditional Music and Punjabi Bhangra, food, and Punjabi traditional dresses that have evolved over many centuries.

1.11 Punjabi folklore: The Punjab folk heritage reflects its millennia of culture. There are various local dialects by which people communicate but out of them all, Majhi and Doabi are considered the main dialect. Other dialects are Malwaiian and Pwadhi. In these dialects the songs, ballads, epics, and romances are both typically written and sung.

There are a number of folk tales in Punjab which are popular. These are Heer and Ranjha, Mirzaan Sahiban's folk tales, Sohni and Mahiwal, Sassi and Punnun, Dulla Bhatti, Puran Bhagat, Jeona Maud, etc. The sacred folk songs and religious songs include the Shloks of Baba Farid, and others. They include Kafis, Hamds, Baits, Dohas, Lohris, Sehra, Jugni and others.

1.12 Literature: The earlier literary works of Punjabi are in the form of verses, with prose being less popular before later times. Punjabi literature has tried to inform and to inspire, teach and entertain throughout its history. The Punjabi language is written in many different scripts, 'Shahmukhi' and 'Gurmukhi' scripts are the most widely used among others.

1.13 Cuisine: One of the main characteristics of Punjabi cuisine is the diverse quality of its dishes. The people of Punjab use large amounts of ghee (clarified butter) to cook. Many dishes are exclusive to Punjab, such as Sarson da saag, Makki di roti etc. to name a few. Many of the most popular elements of Indian cuisine are derived from Punjab as it is marketed to non-Indian customers such as tandoor, naan, pakoras and Paneer vegetables.

1.14 Festivals and traditions: Punjabis celebrate a variety of festivals that have taken on a semi-secular significance and are known by people of all faiths. Bandi Chhor Divas (Diwali), Mela Maghi, Hola Mohalla, Rakhri, Vaisakhi, Lohri, Teeyan and Basant are some of the festivals celebrated in Punjab.

1.15 Sports: Kabbadi (Circle Style), a team touch sport from rural Punjab is known as the game of the state. Field hockey is the state's most common sport too.

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Chapter - 2

INTRODUCTION

2.1 Introduction to communication

Mass media has been playing an influential role with its 'New Technological Avatars'. Media revolution has made this era a mega media era. Now communication is the basic currency of human dealings. Effective communication is essential for a meaningful development. This urge for communication is far more important in present-day civilization than an ancient civilization, it is a necessity for survival. One cannot ignore the value of communication for human existence. This is because, beyond the basic needs of food and shelter, humans need interaction, to discuss their needs, thoughts and feelings.

The desire for communication is a primary one and a basic requirement for survival in our modern society. In other words, without communication, there can be no culture, and very less chances of growth and survival. 'Communication' is a basic and essential mechanism for life and for organization of a developing community. Communication is an utmost necessity in any form be it a verbal or non-verbal form of communication. The simple and straight definition of Communication is that it is the mechanism to convey the message from one to many, and this message could be information, ideas and attitude. The word communication refers to people communicating in a way that at least one of the parties engaged understands the messages(Turow, 2009). The process in which message or information is exchanged from a sender to a receiver is known as communication process. The transmission of messages from one mind to another is a communication process. The word 'mind' is used to mean that the person receiving the information can understand the importance of transmitting facts, ideas, emotions, opinions and other kinds of instructions.

It can also be defined as the process in which two or more persons can share their thoughts, feelings, ideas and understanding among themselves. The word 'communication' is derived from of the Latin word, 'communicare' which means to make common, to share, to convey, and to transmit. People regulate each other's

actions by communication and unite themselves into groups. It is clear that Communication means the breaking down of obstacles which come in the way of interaction with humans and, as such, it is a means of gaining understanding. (S.C. Sharma, 1987).

Charles Morris (1946), the well-known semanticist, defined communication as follows: "The term communication, when widely used, applies to any instance of the establishment of commons, that is to say, of the commonage of some property of a number of things." In other words, the radiator transfers its heat to the surrounding, and any mechanism that does this job of making it common is a means of communication.

Allen Louis "Communication is the sum total of all the actions that one person does, when he seeks to create understanding within the mind of another person. This requires a constant and organized process of speaking, listening and understanding"

The real role of communication is to communicate and facilitate the acceptance of innovations and to help mobilize people through the transformation of attitudes and values. The physical, structural and cultural implications of communication technology for a given society are widespread. In any development programme, communication shall become an integral part of them. Nearly all developing country governments want to increase the living standards of their people. This is a goal that can be effectively achieved only through massive directives, generally known as development programmes.

2.1.1 Introduction to Media

Depending on the formation of the sentence we can use singular or plural form of verb for 'Media'. Media is 'Medium' in a plural form and the word 'Medium' means communication. The word 'Media' is a broad term and it includes Magazine, Newspaper, TV, Radio, FM, and Internet.

Media is one of the most increasingly viewed and used sources of means in communication. It directly or indirectly influences our all daily activities like personal, social and professional. Media is not restricted to entertainment purpose only. It can provide information in an entertaining way, provide education in entertaining way so the role of media is wide spread.

The media can be categorized into three broad categories. First is Print media - It is the oldest category that includes newspapers, magazines, journals, books, leaflets, brochures, direct mails, flyers, billboards. The second category is Electronic Media that is most widely used in rural areas and plays crucial role in the rural development of India and includes Television, Radio, Community Radio, FM and Films. The third and the most the recent form of media is Social Media and very popular among youth that is New Media includes Mobile Phones, Computers, Social Media and Internet.

Media possesses certain characteristics which comprises of production and distribution methods, both technical and institutional. It also includes the commodization of symbolic form and the creation and receipt of knowledge in different contexts. Different media have their own characteristics based on accessibility, scope, and audience.

In communication, Media is always an important entity for passing on the information to people. Better communication channel means better development. The desire to communicate with one another is always an essential part of human life. The modes and trends keep on changing with time. We developed the capacity to communicate using speech some 100,000 years ago. We painted images on the walls of caves about 40,000 years ago. Various systems and channels were used in early periods such as smoke signals, pigeons, stone carvings. With development of time new communication channels also developed. The print medium which came into existence 16th century has brought revolution in the field of mass communication.

2.1.2 Introduction to Mass Media

The concept was first discussed during the Revolutionary Period of the 1920s as a reaction to new ways for insiders to reach large audiences through the mass media of the time: newspapers, radio, and film. According to Wilbur Schramm the mass media is essentially a working group organized around a platform to transmit the same message to a large number of people at the same time.

Mass media refers to communication mechanisms that can be used to engage and connect with a diverse range of people. Either early-age photos or the high-tech media presently available, one aspect we're all focused on is that mass media is a nearly indistinguishable part of our daily lives. The media's key role entertainment is

widely accessed, but in addition to entertainment, mass media remains an effective means of communication, information dissemination, advertising, marketing and, in general, expression and exchange of views, opinions and ideas.

Categorizing Mass Media into broad categories

1) *Print Media*: a) Newspapers b) Magazines c) Booklets and Brochures d) Billboards

2) *Electronic Media*: a) Television b) Radio c) FM

3) *New Age Media*: a) Mobile Phones b) Computers c) Internet d) Electronic Books

2.1.3 Introduction to Mass Communication

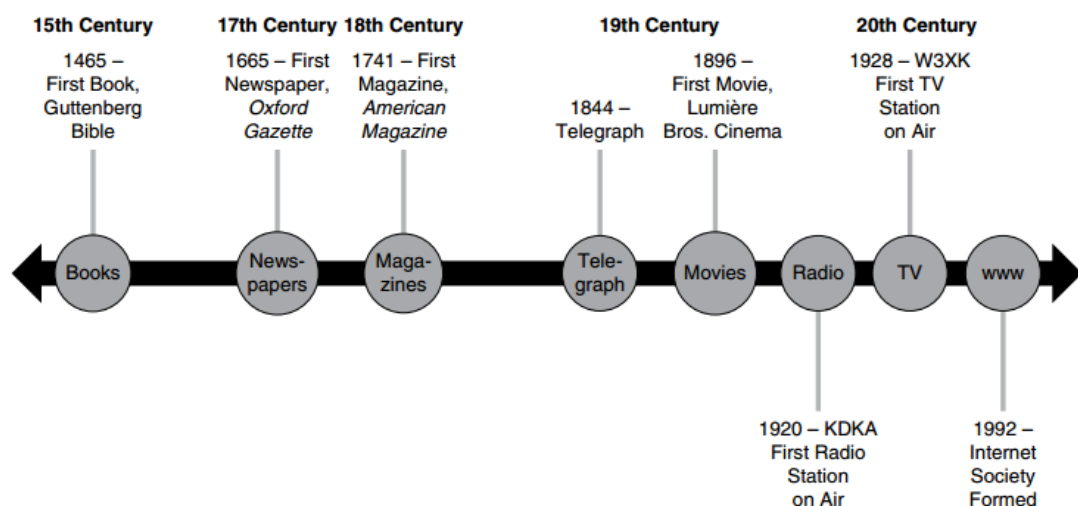
The mass communication is defined as "transmission of communication among public using electronic and mechanical components to share a thought with masses." By using modern technologies, we can deliver or share a message with large, perhaps millions or even billions of people around the world. Mass communication is a means of spreading information or message through the use of modern technology to a large and diverse, anonymous and scattered mass of recipients that are distant from the sources of the message. Mass Communication, in other words, delivers a message to a wide number of people through a mass medium.

Stanley Baran (2002) defines mass communications as a process in which mass media and their audience create a common meaning. John Bitner (1989) also defines Mass communication as messages that a large group of people are communicating through mass media. One has to draw attention to the underlying fact that in each definition of mass communication anywhere in the world it's common to communicate through a mass media. In others it needs to be disseminated via a mass media, such as radio, television, newspaper and magazine. Mass communication can be defined as a tool by which the working group transmits information simultaneously to a large, diverse and anonymous public. It is a process through which information comes from the source to the receiver, has been completely filtered and transmitted through the channel. (Sambe, 2005).

Technology is greatly needed in mass communication. Today, many types of mass communication depend on electronics. However, the first major development in mass communication was the movable form of printing press, which was initially driven by

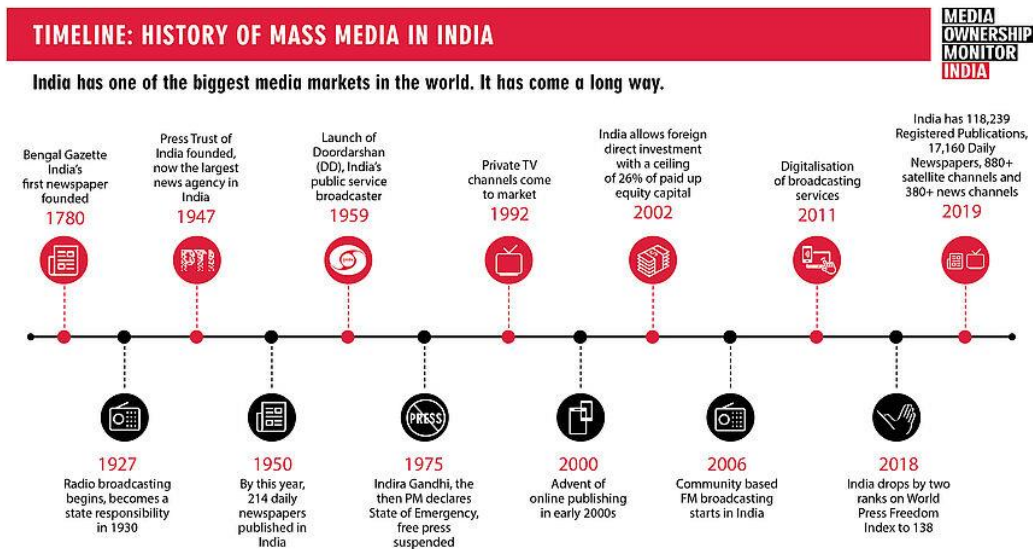
hand. Johannes Gutenberg (1398–1468) who invented the movable type around the year 1440 is often credited as German printer. Although many scholars today agree that movable type of press originated in China about 600 years earlier, It was made famous in Europe by Gutenberg. Movable form of printing was a major improvement over earlier types of bookmaking, which involves either hand-written manuscripts or the use of carved woodblocks. The movable mechanism of Printing press makes the printing process easy, reduces costing of printing, reduces time to create multiple copies. The print media forms of books and newspapers became popular, it became possible to share and communicate information with large people at a same time. Mechanical and advanced printing machinery brought new printing efficiency and brought down the cost of printing papers and made this process easier and faster.

Guglielmo Marconi developed Radio telegraphy in the early twentieth century which could send out a signal from point to point. This system was similar to the telegraph used by Morse but wireless. Shortly after, Radio Telegraphy became feasible, other inventors developed a device for communicating human voices and other sounds, such as music / audio which was followed by Radio transmission, the advent of radio and, ultimately, the advent of modern commercial electronic media. Magazines, Newspapers, clubs and even schools welcomed Radio and which cultivated interest in the new medium. In the late 1920s, Radio interest increased as music and other programs reached the airwaves. The era of electronic media started.



2.1.4 Media In India: Early Evolution

The Indian media has a long background from the colonial history of the second half of the 18th century to the present day as the largest functional democracy of the 21st century.



2.1.5 Beginning of Print Media

Indian Media comprises of a variety of means of media technologies: Television, Radio, FM, Cinema, Newspapers, Magazines, and internet-based websites / portals. Indian media has been functioning since the late 18th century; In 1780 print media started; In 1927 Radio Broadcasting began; and in July 1895 the screening of Auguste and Louis Lumiere's moving images were done in Bombay. The newspaper is the oldest mass medium that the audience still likes a lot. Across the globe, Newspapers have grown to serve the growing demands of modern culture and its readers. Lots of changes in technologies have taken place in the span of last two decades but print media has proved its relevance and usefulness. In India, James Augustus Hicky published the first newspaper in the British period in 1780, titled the Bengal Gazette of Calcutta (now Kolkata). This paper was popularly known as the Hicky Gazette, although it could not be maintained for a longer period of time because of its contents against the British Government. In 1826, the great social reformer Raja Ram Mohan Roy published another paper with the same name as the 'Bengal Gazette,' which is

considered the first newspaper published by an Indian. On 30 May 1826 Jugal Kishore Shukla from Kanpur, published the first Hindi newspaper 'Udant Martand' in Calcutta. It was a weekly newspaper. These newspapers raised their voices about the national identity and freedom of the country. In 1822 Harihar Dutta also published the first Urdu newspaper in Calcutta, titled Jam-ijahan-Numa. Before Independence, most of the newspapers published by the Indians either actively engaged in the Movement of Freedom or indirectly supporting the Movement. Some of the editors of these papers had written openly against the British Government, Kings, Nawabs and Zamindars.

After Independence Newspaper has always been a capital-intensive business that takes time to make a profit. After Independence, the First Press Commission systematically studied the state of the newspaper industry for the first time. In its lucid report, the Commission covered all major aspects of print media and presented specific suggestions to the Government on history, ethics, control, business, competition, journalists, etc. During the early years of independence, the growth of print media in India was slow due to lack of newsprints. The Government of India had complete control over the import of newsprints from other countries. The paper is the basic requirement of any newspaper industry and government used to allow owners to import a limited amount of newsprint. The Government used to grant the purchase subsidy It also provided newsprints at a very low price to small newspapers. In addition, there was strict government control over the import of printing machines.

In the Emergency, the then Prime Minister Mrs. Indira Gandhi took complete control of the Indian press. For the first time, the government imposed a pre-censorship on print media. In the eighties, the newspaper business began to take shape of a large industry. Huge capital investments, new printing technologies, newspaper competition and new marketing strategies forced the newspaper to change. Ramoji Rao started the newspaper 'Eenadu' in Andhra Pradesh in 1975. This newspaper began district editions by providing more coverage to local news to attract readers. This became a successful marketing model and was later adopted by many newspapers, including Dainik Bhaskar, Dainik Jagran and Amar Ujala in Northern India. In the 1990s, the government's liberalization and privatization policies

provided Indian print media with plenty of opportunities to change themselves in line with the fast-changing market needs.

2.1.6 Beginning of Radio

Broadcasting was originally started in India approximately 13 years before the launch of AIR. The Bombay Radio Club broadcasted for the first time in the country in June 1923. Five months later, it was followed by the founding of the Calcutta Radio Club. The Indian Broadcasting Company (IBC) came into being on 23 July 1927, only to be liquidated in even less than 3 years.

The Indian Broadcasting Company, under the Department of Industry and Labor, started its operation on a Pilot Project in April 1930. In August 1935, Lionel Fielden was appointed the first Broadcast Controller. The next month, a private Radio Station was set up in Akashvani, Mysore. The 'Indian State Broadcasting Service' became known as 'All India Radio' on 8 June 1936.(All India Radio, 2020)

In August 1937 the Central News Organization (CNO) was established. During the same year, All India Radio came under the control of the Department of Telecommunications, and four years later it was under the jurisdiction of the Department of Information and Broadcasting. Since India gained Independence, there were six radio stations in India, that are Delhi, Bombay, Calcutta, Madras, Tiruchirapalli and Lucknow. There were three radio Stations in Pakistan (Peshawar, Lahore and Dacca). Only 2.5 per cent of the nation and 11 per cent of the people were reached by the AIR. The following year, CNO was divided into two divisions: the News Services Division (NSD) and the External Services Division (ESD). The name AKASHVANI was adopted as the national broadcaster in 1956. The Vividh Bharati Service was introduced in 1957, with popular film music as its main component.

All India Radio's rapid increase made it one of the biggest media outlets in the Country. With a network of 262 Radio Stations, AIR is now available to nearly the entire population of the country and covers almost 92% of the geographical area of Country. Today, AIR, a media giant, broadcasts in 23 languages and 146 dialects serving a vast variety of socio-economic and culturally varied peoples.(AIR, n.d.).

In accordance with the Government's announcement on the digital switchover transmission, AIR moves from analog to digital in a phased manner. Digital Radio Mondial or DRM is the technology used with a view to full digitalisation by 2017, Listeners should look forward to a greatly improved broadcast efficiency in the immediate future.

Private endeavours were invited to open their FM Radio Stations in different cities in 1999. The urban audience liked the innovative and catchy style of presentation on private FM channels. Radio Jokey (RJs) has become famous in their cities with their interactive programs and radiogenic voice. Fever, Radio Mirchi, BIG FM, Red FM, and Radio City are among the most popular radio stations in Delhi, Mumbai, Kolkata. Private FM Radio Channels Broadcast popular music programs. RJ would use interactive formats for chat shows, comedy, etc. However, some of the private channels base their programs on contemporary issues and interview them on current issues. In the second phase, the government also sold the frequency in the 'B' cities category. This decision has contributed to the huge expansion of Radio in India. This was called the FM Radio Revolution and the 'Radio Rebirth' in India.

In addition, the government also allowed various Universities, Colleges, NGOs, Panchayats to run their own Community Radio Stations. The main purpose of Community Radio is to give voice to the voiceless, marginalized communities and the weakest sections of society. The basic idea of Community Radio is to provide the common people with a non-commercial platform to produce their own radio programs and broadcast them according to their local needs. Government also provides financial assistance, technical expertise and training to establish a Community Radio Station.

2.1.7 Beginning of Television

In 1955, Phillips (India) showed TV equipment at a fair in Delhi, where the team of 'All Indian Radio' got their first chance to see it in India. This credit goes to Phillips Company to introduce television in India. In the General Conference of UNESCO held in Delhi next year, the company offered support for television establishment in

India. Phillips proposed in selling its Holland-based equipment to AIR in 1957. 21 TV sets were donated to AIR after the acceptance the proposal of company.

Doordarshan TV was born in India on 15 September 1959 with support from UNESCO (US\$ 20,000). Auditorium of the Akashwani (AIR) was converted into the temporary TV Studio. The first transmitter having broadcasting power of 25 km radius was set up. In the beginning the duration of the programme was 60 minutes out of which, 40 minutes were spent on education and 20 minutes on programs for entertainment and it was broadcasted on Tuesday and Friday. There were 21 community television sets and TV clubs formed around the area. The programs were mainly educational in nature, focused on the topic traffic and road traffic, awareness to encroachments of public property, food adulteration and danger to public health, rights of citizens. This Pilot Project was primarily designed for "experimentation, training and assessment.

The programming was expanded to include a School Educational Television (STV) Project in 1961. In 1972, a second TV station in Bombay was opened, the first big television expansion in India. In 1973, Srinagar and Amritsar followed by stations in Madras, Calcutta and Lucknow in 1975. TV broadcasting was being broadcasted in black and white for the first 17 years.

By 1976, the network consisted of eight TV stations, reaching a population of 45 million, spread over 75,000 kilometres. With the difficulty of running a TV system of this magnitude as part of All India Radio (AIR), this administration made an independent department 'Doordarshan', under the Department of Information and Broadcasting, the first national television network.

Three ignition points have enabled the exponential growth of television in India since the mid-1970's. The first was the Satellite Instructional Television Experiment (SITE), which was implemented from August 1975 to July 1976. Satellites were used to transmit television programs such as education in six-state villages. The goal was to use TV for advancement of the rural people to raise their socio-economic status, although it included entertainment programs as well. In fact, it brought TV closer to the masses. Then came INSAT-1A, the country's first domestic satellite

communications that came into operation in 1982 and enabled networks of all Doordarshan regional stations. Doordarshan was able to introduce the "National Programme" which was transmitted from Delhi to all other stations for the first time. The country hosted the Asian Games in November 1982, and the capturing and transmitting of this programme especially the colour transmissions that are significant through in Indian Television history.

The 80's was Doordarshan 's era with soaps such as Humlog (1984), Buniyaad (1986-87), and millions of people watched the Doordarshan interestingly for mythological dramas such as Ramayana (1987-88) and Mahabharata (1988-89). More than 90% of the Indian population now received Doordarshan (DDI) programs through a network of approximately 1400 terrestrial transmitters. The third big boost came in the early 1990s when international TV programmers like CNN, Star TV, and some domestic channels like Zee TV, and Sun TV, reached Indian homes. When the government slowly started to loosen restrictions on television industry, India's television expanded and the revolution came in the form of cable television in the mid-1990s.

2.1.8 Beginning of Internet

Internet history in India started in 1986 when the Educational Research Network (ERNET) was launched. The Network was only open to educational and research groups. The Ministry of Electronics (Department of Electronics), financed by the Indian Government and UNDP, was founded to involve eight leading organizations, such as the NCST Bombay, Indian Science Institute, five Indian Institutes of Technology in Delhi, Mumbai, Kanpur, Kharagpur and Chennai, and the DoE in New Delhi. Initiated with the TCP / IP and the OSI-IP stacks, ERNET was a multi-protocol network, running on the leased line portion of the backbone. In January 1991, the first leased line between Delhi and Mumbai of 9.6 kbit / s was installed. The 9, 6 Kbit / s leased line was linked to all IITs, IISc Bangalore, DOE Delhi and NCST Mumbai by 1992. On 15 August 1995, Videsh Sanchar Nigam Limited (VSNL) initiated a public Internet service in India for the first time. VSNL had a monopoly on international communication in India at that time and the private sector was not permitted to operate as a private enterprise. Within the first six months of the

launch, the VSNL Internet service won 10,000 subscribers. In order to reshape the service, the company invested 10-15 crore. Following a successful demonstration at the NASSCOM meeting at the Nehru Center in Mumbai in 1996, the internet service became even more popular. A large number of visitors visited on the VSNL stand displaying the Internet capabilities. VSNL added new Presence Points (POPs) on the Internet in cooperation with DoT. The new POPs were opened in 1997 in Kanpur, Lucknow, Chandigarh, Jaipur. By 1998, there were some 40 POPs in the network. Breitband policy was drafted by the government in 2004 which defined broadband "a constant Internet connection with 256 kbit / s and more upload speed." From 2005 onwards, the growth of the country's broadband sector accelerated, but stayed below the government's and relevant agencies' growth projections due to last-mile connectivity resource problems that were primarily wired-line technologies. This bottleneck was eliminated in 2010 when the government auctioned 3 G spectrum, followed by a similarly high-profile 4 G spectrum auction, which set the stage for a vibrant and expanded wireless broadband market. The Internet is currently provided by public or private companies using various forms of technology, such as dial-up (PSTN), xDSL, coaxial cable, Ethernet, FTTH, ISDN, HSDPA (3 G), Wifi and WiMAX, at different speeds and expenses in India.

2.1.9 Media categories and its role in rural development

2.1.9.1 Print Media: Print media includes mass communication through printed material. It includes magazines, newspapers, brochures, booklets, house magazines, periodicals or newsletters, handbills, direct mails, flyers, billboards, press releases and books.

The Press is the most important medium of public opinion, and the value of the Press cannot be underestimated, particularly in the democratic context. Indeed, it's a Democracy sentinel. It's an effective way of ventilating public complaints. Daily newspapers, weeklies, periodicals, magazines, journals, pamphlets and books go a long way to reflect the various shades of public opinion.

Newspapers: Newspapers retained the position as the most common medium to reach a broader audience before appearing on the media scene with electronic

communication. In earlier time, people relied only on newspaper which was widely accepted by mass audience.

Magazines: Magazine are one of the popular form of the Print media. Magazines have loyal readership and many of the magazines are focused on particular genre or on specific topic. Every magazine has specific audience. Magazines are generally categorized into two types Academic and General. Magazine frequency may be weekly, quarterly, bi-monthly, quarterly, half-annual, or annual.

Weekly and monthly periodicals can be used as discussion starters in farmer meetings, these can be used to discuss various issues of farmers, experiences, new researches, development of technologies. We can put some interesting and valuable quiz in periodicals to encourage the farmers.

Booklets and brochures: booklets and brochures are part of a company or organization's advertising literature.

Print Media is one of the oldest forms of Communication and widely used for sharing information. In Agriculture and Rural Development, information and knowledge can be shared with literate farmers and rural people on improved agricultural practices, as well as educating the general rural public. Agricultural Journalism has recently emerged in India. By sharing the technical information, awareness among farmers leads to increasing the productivity of the crops and other allied activities of farming. Agriculture is not only the single occupation of rural people, Animal husbandry, bee keeping, fishing cattle rearing so all these activities need some technical knowledge that can be shared through print media. There are number of magazines available in India. Many of them are printed in regional and national languages which create awareness among rural people. India has Agricultural Magazines in every State, often published in local languages. In addition, the Agricultural Department also promotes the publishing of these agricultural publications, in particular through the Farmers' Association. Some famous Indian magazines include Indian Horticulture, Indian Farming, Kheti, Phal Phool, Ishika, Horticulture Today, Agriculture Today, Agro India, Liesa India, Farm Food and so on.

Some of the important popular newspapers and Magazines available in local Punjabi language for capacity building of rural people are Changi Kheti , Modern Kheti, Krishi Jagran, Sade Pind, Sade Pind Sade Khet (Ajit Newspaper), Kheti Khedan (Punjabi Tribune), Fasal Kranti, Balihari Kudrat and Advisor Magazine. Along with that Punjab Agriculture University Ludhaina, Agricultural Technology Management Agency, Agriculture Department, Govt. of Punjab and Department of Rural Development and Panchayats, Punjab, Print Booklets and Brochures in Punjabi language from time to time according to the needs of rural People are printed and shared.

2.1.9.2 Electronic Media: The sources of the media depends on the electric or electromechanical energy for its working to share and access the information from receiver to sender. Examples of the electronic media- Radio, FM (Frequency Modulator) and TV (Television)

Electronic media also covers CDs and DVDs, as well as new electronic and digital gadgets. By using technical knowledge, we can create creative and interactive media programs which can even help the illiterate farmers on modern agriculture techniques, market demands and weather forecasts in a sensible way.

Radio: Radio is one of the oldest sources of mass communication in electronic media. and very well popular in India since early days. In rural areas where there is absence of regular and reliable power supply, Radio plays an effective role in communication. Many of the programs like ‘Kisanvani’ shows positive impacts in dissemination of information among rural people. Radio is not only the source of entertainment, people relied on the information and knowledge shared by radio. Many of the programmes are broadcasted by State and Central government for development of the rural people. Regional and National programs are telecasted in coordination with the Department of Agriculture and Cooperation of the Ministry of Agriculture. The aim is to inform local farmers in their respective regions on the micro level about regular market prices, weather forecasts, and day-to-day information. 96 All India Radio Station of India are currently telecasting ‘Kisanvani’ across the country.

All AIR Stations broadcast the farm and home programmes. Programs are based on the farming community's everyday needs, incorporating the latest technologies and

expertise for the best agricultural production. Such initiatives raise awareness on ways and means to boost agricultural productivity and help in improving the socio-economic conditions of the rural people. The programs of 30 to 60 minutes are broadcast regularly three times a day i.e. morning, afternoon and evening focusing on the needs of rural women, children and youth. The Farm & Home Units of AIR broadcast composite programs comprising equivalent segments of the rural development scheme and hard-core agricultural programs such as animal husbandry, fisheries, livestock grazing and barren agriculture, as well as segments of job schemes, loans and training facilities, hygiene, nutrition and health, etc.

Children's programs are broadcasted regularly from all AIR National and Local Radio Stations in their respective regional languages. The programme focusses on the age group of 5-7 years and 8-14 years. AIR started many creative and unique programs for the children that help them enhancing their knowledge. These program are like infotainment. The programs in the form of Plays, short stories, films, choral singing, interviews, epic stories, etc. are all part of these broadcasts.

Women's program: All India Radio broadcasts a number of programs focusing on the women of the time and community. To raise the standard and social economic status of the women in country, AIR broadcasts programs that cover health, food and nutrition, family welfare, home management, education and skill training, entrepreneurship, social programs, including adult education, empowerment, gender issue and many more including adult education, empowerment, gender issues, etc. The main motive of these programs us to create social awareness about the rights and privileges of women through the dissemination of legal literacy.

Television: This combines the immediacy of the radio with the versatility of the cinema and can transmit messages over long distances at a fairly low unit cost. Television is a multimedia medium for receiving and transmitting moving images that may be monochrome or colored, with or without sound.

In India, there are hundreds of television channels for music, film, dance, news, etc., but only a few dedicated channels for Indian agriculture, which is the primary livelihood of 70 per cent of the population. Efficient media such as television can be used effectively to increase farmers' knowledge of high-tech farming, improved seeds, farm management and timely weather alerts. DD Kisan is a new 24x7 platform

for the farmers of the country launched by the Government of India on May 26, 2015. The Indian Government dedicated 'DD Kisan' channel to agriculture and related sectors, which disseminates information on modern farming technologies, water conservation and organic farming to farmers in real time, among other facts. Farmers can watch the programs at any time of the day and may also seek advice on various agricultural issues. A show called Mandi Khabar (business news) not only informs farmers about wholesale crop prices, but also about business arrivals and demand. This is a vital knowledge that a farmer should learn, before bringing his crops on the market. The Weather News (Mausam Khabar) not only updates the weather, but also updates tailored techniques to the different agro-climatic parts of the country. Farmers are aware of the chances of rainfall, field readiness, optimum sowing cycle and selection of crop varieties. A weekly debate called Vichar Vimarsh and a regular debate, VadSamvad, addresses topical rural issues while a show called Choupal Charcha tells rural people about government schemes-from sanitation to rural electrification. "Krishi Darshan" is one of DD National's most running programmes on DD National. The programme was launched on 26 January 1967 for 5 days a week from 6.30 pm to 7.30pm. The contents are produced under the Mass Media Funding for Agriculture Extension Scheme in association with the Ministry of Agriculture, Government of India. "Krishi Darshan" comprises features, documentaries and farmer success stories, research reports, evaluations, planned seminars and live telephone discussion. It covers various aspects of agriculture and related activities such as horticulture, livestock production, milk and rural life

'Krishi Darshan' Doordarshan Program plays a very important role in bringing about a shift in the behaviour of farmers through the provision of useful knowledge that contributes to the decision-making process for the adoption of new technology in the connection of above (S N & Joshi, 1992) The vast majority (85 per cent) stated that the present duration was sufficient for the transmission of the Krishi Darshan program. It was also confirmed that almost all of the respondents (98.00%) thought that the contents of the programme were generally timely. As far as the content of the program is concerned, almost all respondents stated it 'mostly' or 'always' right. Approximately one third of the respondents indicated that the Krishi Darshan system was very useful. (Dhillon & Sangha, 1988) In their research on rural and urban TV

viewers found that the majority (59 percent) of respondents watched the Jalandhar Doordarshan programs on a regular basis. Chitrahhar was viewed by 66% of the respondents followed by a feature film (64%). Mera Pind Mere Khet was viewed by 18% of the respondents.

In the Punjab region, the Jalandhar Doordarshan broadcasts a wide range of programs to viewers. It also broadcasts a rural community development program known as "MeraPind Mere Khet" (MPMK), which started in 1974 with the goal of disseminating valuable agricultural knowledge to farmers. It was originally a 15-minute weekly programme, but now the programme is transmitted for a 30-minute duration for 5 days a week. To analyse the content and Impact of Mera Pind Mera Khet (Gill, Sharma, & Sharma, 2015) used statistical tool to find people satisfaction and their views about quality of the programme. It is found that People are very satisfied with the content of the Programme ' Mera Pind Mera Khet'. The presentation of the programme was observed as normal although respondents are not satisfied with the quantity and quality of the visuals. The study concluded that, although the program was found to be useful, important and timely for audiences, more improvement is required in the understanding of the problems and suggestions expressed, particularly in terms of improving the quality of visuals currently being produced.

2.1.9.3 New Media:

New Media is a broad term in Media Studies, which emerged in the later half of the 20th century and involves the amalgamation of conventional media such as video, photography , music, spoken and written word, with the interactive capabilities of digital and computer technology, web-enabled electronic devices and most prominently, the web New media refers to content available on demand over the Internet that can be accessed on any digital gadgets , typically providing input from the user input and creative participation.

New media are digital media, it tends, to be communication and information technologies (ICTs) and they are combinations at their core. In other words New media are interactive platforms that allow user-to - user interaction and communication between users and information, such as the Internet replaces the "one-

to-many" paradigm of traditional mass communication with the possibility of a "many-to-many" communication network. Photos, text and sound are the foundation of the digital media. With the convergence of the technology, the paradigm of mass communication is totally changed with the revolutionary development in New Media technology and tools. The way we connect and communicate with one another has totally changed in terms of connectivity, quality and affordability.

New Media enables a range of advantages for the user, such as making connections around the world easy, providing quick access to communication and knowledge, assisting to learn new things, i.e. new culture and new languages, enabling each person to become a member, enhancing the communication and transmission of messages. The New Media is highly affordable and also encourages understanding of developmental factors. Above all, it creates trust and human interaction among people. Modern communication systems have the ability to bypass a range of stages and sequences in the development process that have existed in earlier decades, because these technologies are not marred and hindered by the limitations of old communication media in terms of accuracy, cost, speed, quality, quantity and timeliness. The change is indispensable as this would enable the management to solve the problem relating to the qualitative improvement of transmission of messages, diffusion of innovation in various spheres of rural development and its accessibility to all, irrespective of any bias.

Social media is a new media sub-set.(Penn C. , 07)The collaborative existence of social media is a distinct category of new media. Social media relies on one main principle that new media does not currently rely on: "Network Effect". The value of a new media asset like a blog is unavoidable, whether that blog has one reader or one billion readers.(Penn C. S., 2019) On the other hand, a social network like Facebook will be useless with a single user. Only by growing the number of users – and participants – can social networks become more valuable. Robert Metcalfe, the founder of Ethernet, came up with the term "Network Effect" which increases the value of the network as a whole with each new node on the network. It is the key difference between New Media and Social Media. Social media needs a network impact, whereas New media does not need it. In order to create importance, Social media refers to digital tools for sharing and discussing information among people,

based on the Internet. It refers to information, opinion, video, audio, and multimedia generated by the user shared and discussed through digital networks.

Social media aspects that make them an essential and reachable tool for developing communication include easy access through smart phones, mass-personal communication and mass-self communication, a wider set of weak links to ensure the receipt of new ideas, a high degree of connectivity, and content sharing across multiple platforms. Some of the Social Media platforms include (social networking sites) like Facebook, Twitter, Instagram, Wechat, Tumbler Google+; Blogs – Bloggers, Gizmodo and Wordpress; Wikis (Wikipedia) Collaborative projects; Social Bookmarking. Some of the most used social Media platforms that provide content for capacity building of rural Punjab are as follows

Famous Indian Youtube channels that provide content for rural people are as :DDKisan, Krishi Darshan, UnnatKisaanUnnat Krishi, Bharti Kissan Union Ekta, Farming Leader, Green TV India, Indian Farmer, India Farming Management.

Youtube Channels with content in Punjabi : Agriculture Information Punjabi, Punjab Agricultural University Official Channel, Youtube Farmer, Punjab Weather, Gurkirpal Singh Dairy Farming, Bright Punjab Express.

Facebook Page based on rural Punjab : Punjab Agricultural University, Punjab Agriculture Organic agriculture group of India, KhetiBadi (Agriculture), Indian Agriculture Professionals (IAP), SADA PUNJAB, Punjab Animal Husbandry Department Activities, (Crops of Punjab)

2.2.1 Skill Development

Skills are crucial to enhancing employability and livelihood prospects, reducing poverty, enhancing productivity and fostering sustainable growth in the environment(ILO, 2011). Skills refer to abilities and talents. Developing skills among individuals is indispensable. If individuals are involved in some role or practice, whether it is the management of household duties, jobs or hobbies, they must focus on the development of skills and abilities. When skills are learned in a proper way, the person must achieve the desired results. Skill development is defined as

identifying your interest in field and knowledge of skill. Skills development is the process of

- (1) Identifying your interest or working area
- (2) Identifying your skill gaps in these areas, and
- (3) Developing and honing these skills.

It's critical because your skills decide your ability to effectively execute your plans. Developing skills is critical to economic and social growth. Skills growth is significant factor in increasing rural employability, competitiveness and income opportunities for rural people. While rural people have played a major role in agriculture and allied rural activities, education barriers and limited training have reduced their opportunities and capacities to engage them in higher remunerative and productive work. Educational and professional training are key components of any plan to improve people's economic conditions. Learning about modern manufacturing techniques and improved processes, business skills, emerging goods and markets, as well as life skills (such as health management, self-confidence, decision-making or conflict management) will make a big difference to many rural communities. It helps in their socio – economic growth. In rural areas, men are considered mainly for jobs or education, and women are considered for household chores, but there is also equal stress on the training of women in rural areas, such as men, as they are more likely to work as home-based micro-entrepreneurs, contributing family members, subsistence farmers or low-paid seasonal employees, in addition to managing their domestic responsibilities. The urban areas of India cannot be compared with their rural areas, where the demands for facilities and needs are at a somewhat different level.

The dynamic factors for economic development in the country and social development are 'Skill' and 'Knowledge'. As India transits into a knowledge-based economy, the country 's emphasis on skills growth is becoming increasingly important, and these skills will contribute to the changing economic environment. To meet the two important objectives of economic growth and sustainable development, there is a need to raise India's GDP (Gross Domestic Product) from 8% to 9% per year. This needs significant progress in a number of areas, including development of

infrastructure, agricultural growth combined with productivity reforms, financial sector growth, a stable business environment and skilled workforce support. Skills transform living standard of people, promote social inclusion and generate prosperity. According to the Report “India's 459 million large labor force began with a serious disadvantage, with barely one-tenth of the workforce receiving any kind of training, whether formal or informal. To be interested in the growth process and to be inclusive, capacity creation needs to take a quantum leap.” (Research, 2010). The Government of India has started number of schemes which train the youth for industry oriented work / skills which will help the people for their securing a better life/livelihood. According to the National Policy on Skills Development and Entrepreneurship 2015, 'the average population age in India by 2020 is estimated to be 29 years compared to 40 years in the USA, 46 years in Europe and 47 years in Japan. In the next 20 years, the labor force in the industrialized world is expected to decline by 4 per cent, while in India it will increase by 32%, creating a need and an opportunity to equip its workforce with the skills and knowledge required to make a significant contribution to India's economic growth.’(Entrepreneurship, 2015) To promote skill development courses, training of new learners as well as the Individuals with previous learning experience or expertise have been evaluated and certified under the Identification of Prior Learning (RPL). Majority of the schemes that provide training and assessment are free of cost or at very genuine rates, the benefits of training are taken by the maximum. Some of the main schemes run by Government of India are:

1. Pradhan Mantri Kaushal Vikas Yojana
2. DeenDayal Upadhyaya Grameen Kaushalya Yojana - DDUGK
3. Financial Assistance for Skill Training of Persons with Disabilities
4. National Apprenticeship Promotion Scheme
5. Craftsmen Training Scheme
6. Apprenticeship training
7. Pradhan Mantri Kaushal Kendra
8. Skill development for minorities
9. Green Skill Development Programme

70% of the Indian population lives in the villages so there is need for emphasis on rural skill development. India's major landmass is part of rural landscape. Rural area does not only produce bread and butter for the nation but also produce rich natural resources. Due to shortage in multidimensional areas, rural people are moving to other urban, sub-urban places in search of livelihood and employment. This relocation in effect adds myriad problems to the entire system. Due to that they are being deprived of financial support, education, infrastructure and employment turns to a sheer wastage of human resource. Rural population spreads throughout country, If they are skill trained, and industries are set up in rural areas it will reduce cost of manufacturing and productivity will increase.

2.2.2 Why Rural People need Skill development?(ILO, 2011)(IFAD, 2019)(Pasa, 2017)(Sanghi, Parvathy, & Khurana, 2015)

1. Financial barriers like tuition fees and transportation cost are major constraints in access to education for rural citizens and along financial, non-financial barriers (e.g. inadequate education and training facilities, rigid training schedules) also impact the rural people.
2. The cost of education and technical courses/degree may be too high to give earnings and unpaid duties that contribute to the survival of their families, particularly for rural children and adults.
3. There's no basic schooling in many rural communities. This often encourages access to technical and training or the advancement of certain skills.
4. Unequal sex relations and stereotypical gender roles suggest specific difficulties in accessing education and training for rural girls and women.
5. The standard of education and training is almost always inadequate. Teachers and trainers can be unqualified, obsolete equipment and technologies and methods of education and training are other constraints in training of people in rural circumstances.
6. Training programs continue to run independently from the labor market and employer requirements in many developed countries, and thus training does not always meet the demand for skills.

7. The threats to rural livelihoods to be managed and mitigated are environmental degradation and climate change. This calls for new, creative growth.
8. Environmental degradation and climate change pose threats to rural livelihoods that need to be handled and minimised. This needs the creation of new, creative solutions which can be shared in skill development trainings

2.2.3 Major Challenges in skill development of rural people(Agarwal, 2012)

Table 2.1 Challenges in skill development of rural people

Availability	<ul style="list-style-type: none"> • The standard of education quality is low and drop rates are high in rural schools that produce learners with low educational qualifications. • Gender bias is one of major drawback in choosing education, Women are mostly affected, they are not able to get vocational training. • Major share of rural employment exists in informal sector, training and other related interventions are not geared to the needs of this sector.
Accessibility	<ul style="list-style-type: none"> • Rural Learners miss out various opportunities on Industrial training that is sponsored by urban or local government agencies. • The number of technical/non technical institutes is low in rural area. • Rural Learners incur higher expenses in training when they join urban centres. • The information regarding trades and skill in demand is not available with rural people. • Lack of proper counselling and guidance for skill development.

Adaptability	<ul style="list-style-type: none"> • There is a lack of a common national qualification framework that sets competency framework for affiliation and for accreditation.
Acceptability	<ul style="list-style-type: none"> • Less number of qualified trainers in rural areas. • There is a need of ICT Infrastructure in rural areas like rural broadband which helps in imparting skill training to rural learners.

Despite a number of concerted efforts, there is always a long way to go to complete the Skills Development Mission due to the existence of some significant core obstacles along the way.

2.2.4 Skill Development and types

The effects of skill training especially in the developing countries are learned from extensive researches on the outcomes of job training. It finds that training contributes to higher wages and performance.(Barrett & O'Connell, 2001). It has also been found that it increases workers' perception of job stability, including better work opportunities and improved likelihood of re-employment. (Bassanini, 2006) . In addition, it has been found that although training does not automatically raise salaries, it may raise employability. This involves both the internal versatility of staff (the number of tasks that can be allocated to them within the firm) and their external mobility (movement to other non-company jobs). According to Mitra (2011), Hard skills show what you know, while soft skills mean who you are.

2.2.5 Hard Skills

Hard skills are technically related skills to perform certain tasks at work and most often take the acquisition of knowledge into account. Hard skills are learned and improved through practice, training, and schooling. Hard skills are vital because they increase employee productivity and efficiency and ultimately enhance employee satisfaction. However, hard skills are not enough for the success of any business. Along with hard skills, employee also needs the soft skills like marketing, negotiating and communication skills which helps to satisfy the customer needs. Hard skills can be provided through training and are quantifiable. Hark skill include abilities and

technical knowledge for a particular task or job. Hard skill are a skill, expertise or technical competence related to the field of the workers, whether engineering or technical(Medina, 2010). Technical skills or '*hard skills*' are often related with the use of mechanical and electrical tools, work-related equipment, and other technical gadgets. The working of hard skill labour can be more easily understood and seen with the naked eye. As per the pattern of training given in India under PMKVY, Make In India, MSDE and other schemes, it can be broadly divided into two types

- a) Technical Training
- b) Non-Technical Training:

Technical Training Skill based Courses offered under PMKVY, Make In India, MSDE and other schemes

Green House Operator, Tractor operator, Micro Irrigation Technician, In-line Checker, Packer, Sewing Machine Operator, Self Employed Tailor, Hand Embroiderer, Pressman, Washing Machine Operator, Machining and Quality Technician, Welding and Quality Technician, Automotive Service Technician, Car Washer and Assistant Service Technician, Auto Driver & Service Technician, Assistant Beauty Therapist, Assistant Hair Stylist, Beauty Therapist, Hair Stylist, Manual Metal Arc Welding/ Shielded Metal Arc Welding Welder, Fitter – Electrical and Electronic Assembly, Fitter Mechanical Assembly, CNC Operator Turning, Draughtsman – Mechanical, Fitter Fabrication, Assistant Electrician, Bar Bender and Steel Fixer, Mason General ,Construction Painter & Decorator, Mason Tiling Housekeeper cum cook, Junior Batching Plant Operator, Junior Mechanic-Hydraulics. Solar Panel Installation Technician, TV Repair Technician, Pickle Making Technician, Jam Jelly & Ketchup Processing Technician, Craft Baker, Baking Technician, Engraving artisan, Front Line Health Worker, Emergency Medical Technician-Basic, Diabetes Educator, Diet Assistant, General Duty Assistant, Home Health Aide, Plasma Cutter, Gas Tungsten Arc Welding, CRM Domestic Non-Voice, Domestic Data entry Operator, Stitching Operator (Footwear), Cutter- Footwear, Shaving Operator, Skiving Operator (Machine), Consignment Tracking Executive, Courier Delivery Executive, Documentation Assistant, Inventory

Clerk, Forklift Operator, Modeller, Animator, Editor, Rotoartist, Sound Editor, Mining - Mechanic / Fitter, Mining - Wire saw Operator, Mining - Loader Operator, Mining - Bulldozer Operator, Mining - HEMM Mechanic, Mine Electrician, Mine Welder, Mining - Safety Operator, Mining Shot Firer/Blaster, Powder Coater, Plumber General, Plumbing After Sales Service, Consumer Energy Meter Technician, Assistant Electricity Meter Reader, Billing & Cash Collector, Assistant Technician - Street Lighting Solutions (Installation & Maintenance), Distribution Lineman, Technician – Distribution Transformer Repair, Attendant Sub-Station (66/11,33/11 KV)-Power Distribution, Junior Rubber Technician / Technical Assistant, Mill Operator, Pneumatic Tyre Moulding Operator, Compression Moulding Operator, Injection Moulding Operator, Material Handling and Storage Operator, Rubber Nursery Worker - General , General Worker - Rubber Plantation, Latex Harvest Technician (Tapper), Handset Repair Engineer, Telecom- Tower Technician, Machine Operator, Coil Dyer, Two Shaft Handloom Weaver, Multi Cuisine Cook,

Non- Technical Training based Courses offered under PMKVY, Make In India, MSDE and other schemes

Home delivery boy, Counter Sales Executive, F & B Service: Steward, Room Attendant, Dealership Tele caller Sales Executive, Plumbing Products Sales Officer, Retail Trainee Associate, Dealership Sales and Value Added Services Executive, Showroom Hostess - Customer Relationship Executive, Assistant Nail Technician, Assistant Spa Therapist, Business Correspondence & Business Facilitator, Accounts Executive - Accounts Payable and Receivable, Mutual Fund Agent, Life Insurance Agent, Debt Recovery Agent, Equity Dealer, Child Caretaker, Elderly Caretaker (Non-Clinical), General Housekeeper, Jewellery Retail - Jewellery Retail Sales Associate, Store Assistant- Life Sciences, Warehouse Picker, Makeup Artist, Hairdresser, Character Designer, Housekeeping Attendant (Manual Cleaning), Retail Sales Associate ,Food & Beverage Service-Steward, Retail Sales Associate, Distributor Salesman, Unarmed Security Guard, Fitness Trainer, Sports Masseur, Life Guard-Pool & Beach , Distributer Sales Rep, Sales Executive Broadband, Customer Care Executive – (Telecom Call Centre),Telecom -In-store promoter, Field Sales Executive - Telecom Plans and Services, Customer Care Executive (Relationship

Centre), House Keeping Attendant (Manual Cleaning), Front Office Associate, Travel Consultant, Street Food Vendor.

2.2.6 Soft Skills

Soft skills are personal qualities that improve an individual's engagement, work performance and career prospects. They give the final touch to personality. These are also called human relation skill. As per Moss and Tilly (1996), soft skills are skills, capabilities and behaviours that contribute to personality, attitude and actions rather than to formal or technical knowledge. They provide engagement and inspiration that are highly appreciated by employers. Soft skills are simply people's unique abilities or personality abilities. In other words "Soft skills are the features and talents of personality and behavior rather than expertise or technological aptitude (Tobin, 2006)."

The need to focus on soft skills training, particularly for educated unemployed young people (both rural and urban) has been highlighted in various discussion boards. Until now, very few academic institutions in our country's current education system have focused on developing soft skills, and as a result, most educated unemployed young people are found to lack in these skills. Soft skills are important not only in formal education or in Technical education. It has important space if anyone wishes to expand his work or start his technical venture. Rural people need it most as they will be able to sell their crops, start their own business and develop their capacities in different sectors.

Soft skills are really necessary as it help

- I. To handle interpersonal relations.
- II. To make the right choices.
- III. To interact efficiently
- IV. To inspire and influence well.
- V. To achieve career advancement.

Kinds of skills for people living in rural communities might be needed by the most to increase productivity, generate income and strengthen local economies capacities

- 1. Hard skills** - Sowing, Care of Livestock, processing of products and non- use of chemicals, harvesting, marketing and commercialization of products to national and international markets. In addition, financial literacy to promote rural livelihoods and Information and Communication (ICT) skills, starting at a young age, to strengthen information and communication literacy.
- 2. Soft skills** : Soft Skills are deemed important in teamwork, bargaining, negotiation, analytical capacity, higher- order thinking, positive self-concept, self-control, decision-making and communication, quality assurance in relation to non-use of child labour, respect for indigenous cultures, environmental preservation, Policies of government, gender equality, skills to identify comparable advantages and potentially profitable sectors in their rural context, bargaining skills.

2.2.7 Media role in Skill development of rural people

To provide technical and vocational training to the rural community is not a fresh problem. For decades, several scholars have pointed out to the rural and urban bias in education systems and there is a urgent need to make similar balance for the development of rural people, whose involvement is crucial to national and international food security and to economic and social growth. It is often proposed that TVET can be a key factor in reducing youth unemployment. TVET programs may provide unique skills to young people that will allow them to compete effectively in the labor market. Although given the strong emphasis put on these initiatives by governments and other organizations, in several countries TVET is still far from achieving its full potential. The media has the power that can unlock the potential of TVET by changing the perceptions of rural people and trained them as per their Availability, Accessibility, Adaptability and Acceptability.

21st century is well known for their revolutionary developments in technologies. These developments are greatly facilitating the flow of knowledge and information. Media can satisfy the demands of the people, it is not merely a source of entertainment but a rich source of infotainment. Knowledge is strength (power). This knowledge comes from information. Information can be new or old but must be useful one. There is always an unquenching thirst for information in every one's life.

Infotainment programmes have led to healing and remedial cure for their audiences and participants. It has been found from various studies that where the exposure of media is maximum, there has been speedier change and growth. (Nagarajan, Sreeram, Anand, Venkataraman, & Bhavani, 2012). The Sakshat Amrita Vocational Education SAVE m-learning application is developed to share the technical information with the tribal and rural people of India who do not have so many resources to take technical training. Application is based on ICT, the training is provided to rural people by means of audio visual instructions who are illiterate or having less formal education. This method provides a solution that addresses limited trainers, time, and resources constraints per pupil. (Anand, Saxena, & Saxena, 2012) explored about e-learning and its impacts on rural areas. E-learning is a highly emerging learning tool nowadays. E-learning attracts the people of those areas who are underdeveloped or less educated. Multimedia tools like DVD, CD are used to deliver knowledgeable content is case of E-learning.(Amin, Inayat, & Salim, 2013)revealed about the effects of Collaborative Web based Vocational Education and Training. As the need of skilled human capital is increasing every day, through e-learning the vocational education and training is disseminated and this method is widely adopted all over the world. The author has found that there are diverse benefits of collaborative web-based learning used for vocational education and learning. Programme “Hunnarbaaz ! Mission Skill India, powered by Skill India Mission” is the first such type of Television show which focused on skill development. NSDC (National Skill Development Corporation is an innovative partner of this ‘Hunnarbaaz’ programme. This programme is broadcasted by Doordarshan and is one of the best top rated day time programme. Programmes highlights the real life success stories, inspiring stories of industrialist/ celebrities, career opportunities, challenging competitions of markets, demands of trades/skills and creates awareness about entrepreneurship and skills in India. (Kak, 2018). The media are able to expose large number of people to messages and generate conversation among audiences and others who were not earlier exposed (Rogers, 2002). Media has contributed a lot to the country to climb up the stairs of development. Number of researches support that media is not merely source of entertainment it can inform, educate and aware the people with their powerful content. Under the present mass media communication, public service advertisements

and programs are a very strong communication force for raising knowledge, persuading acceptance, encouraging engagement and in also enlightened the people for the adoption of new rural development technologies. (Jakstien, Susnien, & Narbutas, 2008) stated that advertising shapes the attitudes of the society and the individual and inevitably influenced customer behaviour. The customer has to contend with a huge amount of information and be able to make a choice, draw conclusions and make important decision. (Atkin & Rice, 2001) noted that television is generally assumed to have massive effects on viewers for a variety of reasons. People spend a deplorable percentage of their waking hours in front of television sets, presumably with proportional effects. Media is one of the most increasingly viewed and used sources of means in communication. It directly or indirectly influences our all-daily activities like personal, social and professional. Media is not restricted to entertainment purpose only. It can provide information in an entertaining way, provide education in entertaining way so the role of media is wide spread. Government of India's, Skill development agencies MSDE Skill India and NSDE have uploaded multiple video on the youtube channel, which gives well exposure to multiple fields. Along with different skill trades benefits and demands, they have also shared success stories of the entrepreneurs who achieved global success with their talent and skills. To promote the skill courses and entrepreneurship they have endorsed celebrities. Government has roped in cricketing legend Sachin Tendulkar to endorse the 'I Support Skill India' campaign, in an attempt to reach out to the youth and build awareness on the importance of skill development. Multiple campaigns started by Government of India to promote skills development in different states to galvanise stakeholders across states, organisations and industries to bring value and respect to skills and standardise the ecosystem to meet human resource requirements nationally and globally. Skills are central to improve employability and livelihood opportunities, reduce poverty, enhance productivity, and promote environmentally sustainable development. As per census data 2001, 72% of the Indian population lives in the villages so there is need for emphasis on rural skill development. Due to increase in population, lots of issues are arises which is also impacts on living style of rural people. So skill development may become healthies solution as per different studies conducted by ministry of skill development and entrepreneurship. In that

modern media tools can play effective roles. The rapid expansion of mobile phones with internet connectivity and low-cost computers has opened up great opportunities for personalized, interactive learning. These new ICT applications will add to the theoretical and practical dimensions of various TVET skills. Emerging technology and modern developments in media have opened new learning methods for farmers to extend their awareness for better practices on agricultural techniques.

2.3.1 Definition of Rural area

Rural areas are sparsely settled places away from the influence of large towns and cities. Such areas are distinct from more intensively urban and sub-urban areas, and also from unsettled lands such as outback or wilderness. People live in village, on farms and in other isolated houses. Living style of rural people is very different from the population living in the urban areas. Services like schools, medical, college, libraries, government departments are limited in resources or in distinct. According to the Reserve Bank of India, locations with population up to 10,000 will be considered as rural area and 10,000 to 100,000 as semi-urban(India, 2016). According to National Bank for Agriculture and Rural Development (NABARD), all locations irrespective of villages or towns, up to a population of 10,000 will be considered as rural. According to the Planning Commission, towns with population up to 15,000 are considered as rural. The National Sample Survey Organisation (NSSO) defines 'rural' as an area with a population density of up to 400 per square kilometre, villages with clear surveyed boundaries but no municipal board, and a minimum of 75% of male working population involved in agriculture and allied activities(censusindia, 2008). Rural areas have an agriculture character, most of their population directly or indirectly depends on agriculture for there living.

By general definition, rural areas are dominated by fields, forests, waters, animal Husbandry and/or deserts. Usually, rural people have agriculture as their main occupation; they are farmers, nomads, cattle herders or fishermen; they deal in animal production, processing and selling of food and non-food products and related services. The rural areas are culturally, socially and economically diverse.

In general, their labour is cheap since there are few job opportunities and many rural communities are ignored. Rural people often lack access to adequate basic social

services because rural areas have a low top priority as compared to metro and urban areas. The rural population plays a critical role in national survival as it provides food and raw material to all the country but the social status of the people is lower than the people living in the urban areas and this discrimination damages their self-identity.

2.3.2 Rural Development

‘Development’ means increasing sufficiency of real human “well being” for all such as comfort, happiness and health. Development is not a simple linear process. It is a multi-dimensional practice that aims to shape society by addressing the entire network of interlinked structures, living impulses that are part of an organic whole.(Haqqani, 2005). Development is the process of improving the living conditions of a society. Improvement is linked to economic and material progress as well as spiritual and human growth (Melkote & Steeves, 2001). Development can also be defined as an act or method of growth within the framework of the resources available. The primary objective in India is to eradicate poverty and all the socio-economic problems that are interlinked. In rural areas of developing countries such as India people's development should be the beginning and not the end. Rural development as a process is continuous in time and space, while rural development activities should be time-bound and targeted. Development, as a process means to empower the poor, reduce exploitation, and oppression by those having economic, social, and political power.(Satya, 2019). It also requires an equal allocation of income, better health care and education for everyone. Development communications are organized initiatives to use communication processes and media to bring about social and economic change, primarily in developing countries. Development is a form of social system that generates higher per capita income and improves living standards through modernized production methods and improved social organizations. The goal of any rural development plan must be to provide food, clothing, shelter, education and health services to everyone, under conditions that ensure universal human dignity.

Rural development is described as an improvement in the living standards of rural people, of low-income groups living in villages and is the process of self-sustaining.

Rural development is a mechanism that leads to a continuous increase in the capacity of rural people to manage their environment, followed by a wider distribution of benefits arising from such management. Rural development can be seen as a mechanism of growing the ability of rural citizens to affect their overall environment and the benefits of the distribution of technological innovations and the involvement of weaker sections.(Singh K. , 2009). As a phenomenon, rural development is the end product of interactions between various physical, technological, economic, social, cultural and institutional factors. The plan is intended to boost the economic and social well-being of a particular category of people – the rural poor. As a discipline, it is multidisciplinary in nature, reflecting the convergence of agricultural, financial, social, behavioural, engineering and management sciences.

Rural development has three parameters with regards to its functions. As a process, it seeks the involvement of citizens in all activities. As a method, it seeks to modernize traditional rural masses through the application of science and technology. The key goal is to raise the living conditions of rural people. (Satya, 2019)

Rural development reflects the overall development of rural areas with a goal to enhancing the standard of living of rural people. The idea is extensive and multidimensional in nature. It includes the production of agricultural and allied operations, the cottage and small-scale industries, traditional crafts, socio-economic infrastructure, rural workforce and the enhancement of community services and facilities. Rural development involves, in addition to agricultural production, a broad range of activities covering all facets of the rural economy. It confers advantages on a variety of groups, such as landless workers, cultivators and rural craftsmen.

2.3.3 Need of Rural Development

The term rural development refers to the overall growth of rural areas in order to enhance the living standard of the rural people or to provide better living facilities in terms of social, economic, health, infrastructure, food, education etc.. People of the rural areas face many problems, so most of the government schemes and policies are focussed on Rural development. Rural people typically suffer from poor infrastructure and advances in technology. Some of the Rural areas do not have basic

amenities or in very poor condition like lacking in facility of clean drinking water, Higher Education, Basic health facilities, road infrastructure etc. In addition to this, Poverty, illiteracy, unemployment, drug addiction, Human security, Gender inequality are some other major areas of concern which become barrier in development of the rural people. The ownership of land and other properties is highly concentrated in the hands of a few. It is actually one of the reasons that the benefits of rural development programs have not been achieved to the extent desired by the rural population targeted for these benefits. Many of the concerns which can be resolved by providing valuable information and awareness. In which, Media is playing a significant role. Due to significant exposure of the media, the rural sector is moving towards empowerment and economic independence.

The majority of the rural population depends on agriculture; there is a need to improve the farming techniques and activity to increase its productivity which helps in reducing the poverty. There is need to diversify the farming activities and to opt other farm activities which can improve their economic conditions, rural industries to be established which can export the product to national and international markets, training to be provided to the farmers to do direct marketing which increases their profit. There is need to improve the basic infrastructure of places like school, college, hospital, sports facilities which helps in rural development. Rural development must be a description of the overall strategy of growth-the development approach and the priority program for all policies. The goals of rural development should not be regarded solely as narrow-minded agricultural and economic growth, it should be balanced so that all other important areas like health, education, sanitation, environment sustainability gets equal attention therefore future generation can take its benefits too. Rural development requires a huge and multi-pronged effort, not only to boost production, but also to create and disseminate jobs and to root out the key causes of poverty, disease, ignorance and injustice.

2.3.4 Role of Media in rural Development

The 20th century has seen the massive effect of digital technology, ranging from the spread of sound recording, motion pictures and radio as worldwide phenomenon to the advent of television as a dominant influence in the almost every sector, to the

Internet boom at the turn of the new century. However, there is a cause for concern in all these trends. Is media really fulfilling its social responsibility?

Schramm in *Mass Media and National development*, listed twelve roles which the mass media can play in the task of national development as recorded in - They are: widening of horizons; focusing attention; raising aspiration; creating climate for development; changing strongly held values; feeding interpersonal channels; conferring status; broadening policy dialogue; enforcing social norms; helping to form tastes; affecting lightly held attitudes and analyzing stronger attitudes; and helping substantially in all kinds of education. (Schramm, *Mass Media and National Development: The Role of Information in the Developing Countries.* , 1964)

Media has contributed a lot to the country to climb up the stairs of development. Media is not only an entertainment but a medium of reflection of the happenings in the country. It has become an essential and important part of our lives. In India, from the only national channel "Doordarshan" to more than 1000 channels that are telecasted today, from black and white cinema to the world of colours on screen and the unimaginable life without internet. Media facilitates village people to fulfill their ICE needs i.e. the needs to be informed, communicated and educated about the technological advancements, government policies, etc. Agriculture is the backbone of our economy. Channels like DD Kisan, Doordarshan Programmes like "Mera Pind Mere Khet", Krishi Darshan, Choupal Charcha, Mausam Khabar, and Mandi Khabar that are basically telecasted for the farmers. They give information about the proper way of practicing agriculture and other important rural issues. There is need to add other agricultural programmes to empower agricultural and rural sector of our country. The information provided by the media can help the farmers on the availability of natural resources, environmental conditions, weather forecasts and about its sustainability and un-sustainability. The information of organic farming, animal husbandry, bee keeping, biodiversity, flora and fauna, fisheries, other local resources and agriculture technologies given by the media help the rural people in expanding their businesses. Media has the potential to improve living standards of people and to bring prosperity and growth in their economic and social lives. Due to advancement in technology the role of mass media is getting doubled in Capacity Building of rural people. Mass media has been used to promote development

programs by delivering messages or recommendations to motivate the people to support development projects.(Berrigan, 1993). The new developments, latest technology in agriculture and information of allied activities must be shared with the farmers to increase productivity and it helps the rural people in expanding business and that is easily achieved with mass media sources. The network should be created in which problems of farmers and researchers must be shared. We have multiple platforms of new media and that are pocket friendly which can create such groups with minimum or no investment. The shared information and new developments can help rural or farmer communities which can help them in increasing agriculture productivity which in turn leads to improvement in their economic status. Rural Development is multi-sector development phenomenon. The information of various sectors is also to be disseminated to the people by the vehicle of mass media. Sometime small information can save their lots of resources and help them in improving socio-economic conditions.

2.4.1 Concept of Capacity Building

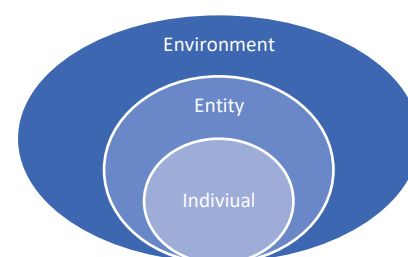
Before describing capacity building, it is important to understand the word 'capacity' and 'capacity building.' Capacity is defined as collective skill and ability of organisations to achieve a particular process either inside or outside the organisation.(Morgan & Brinkerhoff, 2010)whereas capability is defined as the knowledge, skills and attitudes of individuals. Capacity Building is not as simple as it looks. There are number of definitions which describe the meaning of Capacity Building. In Capacity Building, the major stress is upon "methodologies, approaches and strategies" which seeks to improve performance of individual at different social levels. Capacity building is therefore about transitions that empower leaders, people, communities and organizations. If it does not take you to change that is created, driven and maintained by those who are supposed to benefit from it, then it cannot be said to have enhanced potential, even though it has served a legitimate development function. (Wignaraja, 2009). Different authors and researchers have defined capacity building as (Morgan P. , 1997). The method by which individuals, groups and organizations develop their ability to perform their tasks and produce the desired results over time. In this definition two important points are highlighted: firstly,

capacity development is largely an internal process of development and growth, secondly, action taken towards capacity-development should be result oriented. Therefore, capacity building is the availability of resources, the efficiency and effectiveness with which societies deploy those resources to identify and pursue their development goals on a sustainable basis.(Behrens, Agapitova, & Otoo, 2009).

2.4.2 Capacity Building and types

Based on different definitions, capacity building is divided into three broad categories, Capacity building of

1. Individuals,
2. Entity (Community& Organisations)
3. Environment



This model of capacity building is adapted from UNDP,1998 (Matachi, 2006) and also followed by (Enemark, 2003)and(VicHealth). The following table (1) summarises the types and levels of capacity building.

Table 2.2 **Capacity Building and types**

Level	Elements on which the capacity is based	Method and resources	Outcomes
Individual	Knowledge, skills, value, attitude, health, awareness, etc.	Formal workshops, educational training, personal skills and qualified staff.	Changed awareness and perceptions, increased motivation, increased solidarity, cohesion and beliefs.
Entity	Human resources	Function, infrastructure and resources	Demands of material, cultural or social nature,

Community & Organisation	Physical resources machineries, apparatuses	Mission and strategy, function, competencies, processes, structure, infrastructure and resources (human, financial and information).	Ability to collaborate, ability to manage change, innovation and learning.
	Intellectual resources (organizational strategy, strategic planning, production technology, program management, process management, inter-institutional linkage, etc.)		
Environment	Formal institutions Development of Policies, rules and law	Policies legal/regulatory framework, management and accountability, perspective and resources.	Ability to collaborate, ability to manage change, Innovation and learning.
	Informal institutions (customs, norms, etc)		
	Social capital, social infrastructure, etc. Capacities of individuals and organizations under the environment.		

Capacity at the individual level comprises skills, values, attitude, knowledge, health & awareness, etc. These capacity skills can be developed through different ways like formal and informal types of training, On-the-Job-Training (OJT), formal and informal education, workshops, seminars independent reading, etc. Although many researches have been conducted to promote the sustainable agriculture, due to the lack of proper individual training, its real implementation is not achieved so far as its

success also involves the collaboration and improvement of other sectors. This is one of the main reasons of failure of rural development programmes . The Capability building involves(Hossain & Chapelle, 2012) :

1. Learning of how to do – the ability to do something more effectively, for example, to run a farm or business;
2. Learning of how to learn – the opportunity to analyse and reflect on the learning process and to generalize it to certain contexts, e.g. to understand one's own thinking habits, its positives and drawbacks, and methods of learning more effectively;
3. Learning of how to critically assess the essential assumptions that underpin what is taught and how it is taught – the capacity to distinguish and critique strategic assumptions (of self and others).

The main aim of individual capacity building is to enable a person to understand their responsibilities towards decision-making in implementing rural development programmes more efficiently. Individual level Capacity building is often defined as human resource development and is considered the most important element of Capacity Building. The outcomes of the individual capacity buildings that it helps the individual in personal mastery, values clarification, work/life balance, integrated vision, communication skills, confidence & personality development, civic engagement, conflict management skills and knowledge of community assets. These qualities help in improving the personality of the individual. Their skills can be improved by giving them training in their desired area of learning such as, technical, non-technical and soft skills.

2.4.3 Importance of Individual Capacity building in Rural Development

Capacity at the individual level is the most essential aspect of capacity. This is the basis for organizational capability and relates to the individual's ability and desire to make goals and to accomplish them by the use of one's own experience and skills. (JICA 2004)(Matachi, 2006) Rural Capacity building (Individual) is a continuing process, of equipping rural people with the understanding, skills, access to information, knowledge and training that brings improvement in their performance, circumstances and lives of the people by developing their abilities in the desired dimensions.

In majority of developments, 'Capacity Development' is the heart of the development process as this is one of the most important areas of any agency to focus on (OECD 1997, 2000). In the foregone days, 'Development' process meant the assistance to any poor area or project in the form of financial resources, technology development, physical resources or specialised skill training or technical education. After that support, the company or government, who was helping for the project assumed that this help or assistance would boom their economy and development of that area would take place, and they would hold their support. Sometimes this strategy used to become successful but in most of the cases, it failed or they were again dependent on aid for their development. The few main reasons for the failure of these schemes were advancement in technology, shortage of funds and lack of time to time skill development workshops. In the present time of changing technology and institutional changes, improving capabilities of individuals is more important. Due to increase of population, the aid (financial) factor for development of multiple areas is also being reduced, so instead of focusing on large projects, improving the capabilities of individuals needs more stress. Capacity development is a continuous process and needs time to time support. If Capacity development strategies are not properly planned or focused, the gap between rich and poor will never be bridged.

A number of countries in the world have remained poor and still have gaps in their development. Often rural based communities become dependent on government sectors, donors and NGO's for their support and growth, but maintaining these projects is another critical task as maintenance cost of these projects is usually high. For sustainable rural development, we need equal attention towards individual, community and environment capacity building along with development of all allied rural sectors. (Horton, 1999) added that "investment alone cannot lead to the desired level of development." It is therefore important to create the capacity of local individuals, communities and organisations as they must have the potential and the responsibility to solve their problems and to strengthen their communities.

Punjab played a prominent role in agriculture during the glorious days of the Green Revolution. Punjab is well known for the best performance in Green Revolution. Agriculture in Punjab developed at a fast growth rate of 5.7% between 1971 - 72 to

1985-86, That was more than twice the rate of all-India growth (2.31%) over that period. (Gulati, Roy, & Hussain, 2017) This was an eye-catching performance of Punjab, the first major achievement was the huge surplus production of wheat, followed by a sharp increase in rice production, which enabled India to free itself from Public Law 480. “Food for Peace” food aid and its associated political strings. Punjab played a critical role in maintaining India's much-needed food security. The main objective of the Green Revolution was to maintain self-sufficiency in the production of food grain. In Punjab, there are total 12581 inhabited villages. Major portion of Punjab’s population is living in rural areas. To meet economic and social needs of rural people, special interest should be focused on their capacity building. If they live healthy, it will surely improve the economic statistics of the country and particularly of Punjab.

Punjab agriculture has been the biggest player of India's Green Revolution, and Punjab farmers are appreciated all over the world for their hard work and excellent performance during the Green Revolution. While development of cities has changed significantly over the last 20 years, on the other hand rural areas have not seen this kind of progress. Rural areas are also supporting Indian Economy directly or indirectly. In order to expand it, the rural economy needs to expand. For that, individual capacity building is to be focused on which would better the socio-economic conditions and skills of rural people. In Punjab, more than 75% people are directly or indirectly dependent on agriculture sector. For any development organization that is operational in developing countries, the main goal is building capacity at individuals, local, state and national level (OECD 2000). Development organisations tend to transfer only funding and modern technology to farmers or to provide formal education to rural communities (Horton, 2002), whereas Individual capacity building programs in rural areas help the people to develop their abilities and skills which empowers them both socially and economically.

2.4.4 Capacity building of rural people through skill development and vocational training

Capacity Building not only helps the rural people to learn new skills and improve their current skills, but also helps an entrepreneur to generate income. In ancient

times, only knitting, spinning, and netting was known as women's skill, but now women's skill continue to develop very quickly, and some more skills are added to women's skills other than those listed above, such as beauty salon, computer, craft skills, new stitching techniques etc. The Government of India has launched the National Skills Development Policy and the National Skills Development Mission in 2009 to provide the developing workforce with skills training, vocational training and entrepreneurship .Training supports income generation and local growth, highlighting the importance of skills and experience in creating new economic and job opportunities for the poor, underpaid, unemployed and informal workers. Training for rural economic development underlines the vital role of skills and experience in developing new economic and job opportunities. It helps to enhance the opportunity to make efficient use of knowledge and skills in the community in which they live and work, it offers additional skills and other resources required to increase income and efficiency and to improve their own living conditions. Education always brings prosperity in the life of the people, in building confidence, provides multiple opportunities, enhances the knowledge and helps in self-development but skills make the liberty meaningful by enabling one to achieve success. Skills and education improve the capacity of individuals to implement new technologies in farming and increase agriculture productivity (Hartl M., 2009). There is a huge gulf between the skills required and the available skills if India to make global presence in industry and make strong economy then the gap between required and available to be fill. According to a Survey conducted by NSDC, there is a huge demand for skilled workers at all stages of the food processing industry, particularly for people with short-term experience and education below the 10th/12th standard Skills and start-up knowledge are the prerequisites for an entrepreneur. The lack of education and skill is the pestilence that we need to tackle in the current system, and the quicker we do so, the better for those concerned. Farmers' suicides tend to have risen in several States in recent years. This is especially the case in Andhra Pradesh and Karnataka, and is one of the darker sides of Indian agriculture (Sainath 2004). A research on the liberalization and suicide of farmers in India shows that crop failure and debt are the key and causative factors, though social and psychological factors also contribute to the issue (Rao 2003).According to a Report, "the sharp decline in actual production,

the price uncertainty due to trade liberalization and the increase in costs due to domestic liberalization, the fall in credit and non-farm jobs have worsened the crisis." It is therefore important to promote the other allied rural sectors by providing technical and vocational education skills to rural people so that they can improve their economic conditions and do not rely solely on their crops for their livelihoods. Policies need to be established for both unskilled and skilled workers, and youth employment is an important focus area. The shape of businesses and jobs is changing with the development of new technologies. A significant portion of the educated population has little or no employment skills, making them mostly unemployable. The skills of the rural population would boost the economy and GDP growth (Gross Domestic Product) and have a cascading impact on job opportunities for rural entrepreneurship. Rural entrepreneurship is the way to boost rural people's quality of living. Rural people need to be trained to reduce rural migration, reduce poverty and eliminate unemployment.

2.4.5 Role of media in Capacity Building of rural people

The role and efforts of the media in reforming, reorganizing, training and strengthening a society are imperative. In empowering rural people media can play key role in creating awareness and dissemination of information. Mass media is instrumental for altering people's mindsets and building an environment for modernization, change and growth that will effectively produce better standards of living and improve social conditions.(Schramm, Mass Media and National Development: , 1964)(Kumar, 1994).The effect of mass media on rural development can be generalized from the influence of various media elements on their viewers. Usually, mass communication executes functions similar to the act of mass media. The role of media for the individual includes: information, entertainment, education, publicity, public discourse and discussion, promotion of culture, social interactions, encouragement and mobilization and integration(Ojobor, 387-414). Media and community are interconnected. Without community, media is nothing and without media, community is unaware and alienated. Media and community are based on communication process. Rural development is not just about agricultural growth and it is not self- sufficient on its own to ensure economic growth in rural areas. Other sectors or dimensions come into play in the process of rural growth, such as

health, education and economic activities outside the agricultural sector. Rural development is multi-sectoral. It embraces a variety economic and social sectors. Ministry of Rural Development also laid emphasis on multi-sectoral development to bring change in the socio- economic status of people. Initially, main thrust for development was laid on agriculture, industry, communication, education, health and allied sectors.(Sustainable Development Goals, n.d.) (Development, n.d.).The impact of Krishi Darshan, Sada Pind Sada Khet, DD Kisan programmes are never to be ignored. 'Krishi Darshan' Doordarshan Program plays a very important role in bringing about a shift in the behaviour of farmers through the provision of useful knowledge that contributes to the decision-making process for the adoption of new technology in the connection of above (S N & Joshi, 1992). To analyse the content and Impact of Mera Pind Mera Khet the authors used statistical tool to find people satisfaction and their views about quality of the programme. It is found that people are very satisfied with the content of the Programme ' Mera Pind Mera Khet'. (Gill, Sharma, & Sharma, 2015). (Mishra, 1967) It proved that there was a substantial increase in awareness from 10.12 per cent to 28.15 per cent among farmers exposed to agricultural television. The average knowledge gain was recorded to be 20.27 per cent and the retention of knowledge acquired after 15 and 30 days was also important, i.e. 79.04 and 67.44 per cent respectively. (Sinha, 1970) It stated that the achievement, encouragement and ability of farmers to change had a significant relationship with the acquisition of knowledge from farm television. (Cherian and Chandra, 1989), observed that television helped men and women to gain significant amount of knowledge about green leafy vegetables, polio, vaccination and leprosy. Another research was carried out in 1987(Singh & Singh, 1987)on the reactions of the farming community to the Jalandhar Doordarshan Kendra agricultural programmes. The research showed that the farmers were profoundly involved in their work and realized that they did not have enough expertise.(Bisht, Sah, & Raut, 2014)explored how Radio serves as an effective tool in rural farming. The farmers attain knowledge about the latest technologies from the programs broadcasted by the farm school that can help in agricultural operations and also develop their farming skills.(Kaur, 2014)The research was conducted to assess comparative media reach and to find its

impact on rural regions of the Punjab. Approximately 60% of the rural Respondents said that the TV was most satisfying media, while 15% thought Radio was the most satisfying. (Mittal & Mehar, 2012)revealed how social networking helps rural people get developed and out of other ICT modes, mobile phones are the most recent and most preferred mode of conveying and collecting information.(Das & Patra, 2010)explored about an “e-Grama” tool used for capacity building and bridge the digital divide in rural India. The Author has discussed the methods to bridge the gap of digital divide and has also raised the issues related to digital divide. The role and efforts of the media in reforming, reorganizing, training and strengthening society are imperative.After Independence, in every five-year plan , Government laid stress on improving communication, so that development should be fast paced on fast speed in country. Media continues to be an important factor, with its ability to appeal to people's minds.The media now receives a large proportion of our time and plays an essential role in ensuring security, democratic values and integration, boosting a nation's growth and development through information, voice raising and awareness against misunderstandings. Media gives the voiceless a voice and enables the rural communities to play an active role in their growth. Information through media can reach to the masses, different modes have different strengths which make the information system stronger. With development of new technologies, it makes revolution in two-way communication process and leads to development of people by solving doubts and providing quick feedback. Numerous development programmes that broadcasted on different modes of media have made a significant contribution to the improvement in rural people's way of life. Some of the programmes focused on Agriculture, Education, Skill Training, Health, Family Planning, Women rights, Gender Inequality, marital values, environment, human rights, law and order, democracy, religious teachings, cultural issues and the other. Capacity building among individuals has begun with awareness of the right to information that can be created by the different modes of Electronic, Print and New media. Combined with relevant content, accessibility and capacity-building steps, the media also helped to raise awareness of governance and inspire people to develop their livelihoods by exchanging knowledge and information on various rural domains.

2.4.5 What are the important areas where rural people of Punjab are in need of capacity building?

Rural development is not just about agricultural growth and it is not enough on its own to ensure economic growth in rural areas. Other sectors or dimensions come into play in the process of rural growth, such as health, education, economic, sanitation, environment and the most important 'knowledge and awareness'. Rural development is multi-sectoral. It is a choice influenced by time, space and culture. It embraces a variety of different economic and social sectors. Ministry of Rural Development also laid emphasis on multi-sectoral development to bring change in socio- economic status of people. Initially, main thrust for development was laid on agriculture, industry, communication, education, health and allied sectors. (Sustainable Development Goals, n.d.) (Development, n.d.). As a strategy, it is designed to improve the economic and social well-being of a specific group of people – the rural poor. The strategy for Rural Development in the State of Punjab can be seen in the expenditure pattern for various Development Schemes from 1965-66 till date. The expenditure pattern on Health, Education, Infrastructure, Communication, Industries sectors always been focused. (Malhotra, 2007). The focus of rural development in Punjab has mostly been along the same lines as followed by the Central Government. The State Government in its Document on the Tenth Five Year Plan (2002-07),Eleven and Twelve five year plan ,Annual Plan 2013-14, Vision 2030 laid stress on(Department of Planning, Government of Punjab , 2020) “ The government's program centred on reducing intra-regional imbalances, creating sustainable jobs, enhancing quality of life by providing better health care services, sanitation, clean drinking water, education and greater access to food. This aims to put greater focus on enhancing the performance of the state on social metrics to balance its economic growth”. So on the basis of Annual Plan and last Five Year Plan it is found that the basis of development are health, education, economic, sanitation and environment and most important from all 'Knowledge and Awareness' of Panchayats, Local Bodies, Rural schemes & General Awareness.

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Chapter - 3

REVIEW OF LITERATURE

The main agenda of Capacity Building Programme is to bring improvement in the quality of life of rural people. Capacity building is the process of equipping individuals with the understanding, skills and access to information, knowledge and training that enables them to perform effectively. The people of rural Punjab need information of various sectors which collectively help in their overall development to perform efficiently and improve their socio-economic conditions. They do not require information of agricultural sector only. It is multi-sectoral. It consists of a variety of sectors which lead to development and bring harmony in their life. Economy, Health, Education, Sanitation, General Awareness, Environmental and Infrastructure are of some important sectors for development. Most of the times rural people often become dependent on government sectors, donors and NGO's for their support and growth but this is for a limited period, after which they again become dependent. If we want long term changes and improvements in life of rural people then capacity building programs are helpful. For this media plays crucial role in capacity building and skill development.

The growth of the mass media has spread rapidly in the developing world in the past three decades, particularly in Internet, cable and satellite television. Such media outlets introduce audiences to new ideas and forms of life in the outside world that may influence perceptions and behaviors. India was not out of this mass media movement. Mass media has the capacity to communicate or distribute, facts or news rapidly and conventional media can supplement these efforts by having a greater effect on the motivational, behavioral and attitudinal dimensions of rural people. Radio, television, newspaper, internet and the modern social media may all be considered to be influential media.

(Singh, Singh, & Malhotra, 2016) examined about the information needs and seeking behavior of farmers of Punjab. To derive the result of the study, the author has used primary data. So that farmers can achieve maximum of their dairy products, it is necessary to provide them with relevant and timely information about the market and

other important information. To find out the source of information and their effectiveness, a structures questionnaire was prepared it was found from the study that the major information required by the farmers are regarding subsidy schemes of the government and health aspects of the livestock. Public libraries in the villages were found to an be helpful for good collection of information for the farmers, but the government of Punjab has not yet enacted the legislation of library. It can be concluded from the study that in order to make farmers achieve best from the dairy farming, proper and timely information system should be made available. Another study conducted to know the requirement and need of farmers by (Patel, Chittamuru, Jain, & Dave, 2010) explored about the interactive voice forum “AvaajOtalo” for farmers in rural India. To respond to the questions, issues and problems of the farmers related to the agriculture through the most famous feature of the voice forum called “Avaaj Otalo”. This forum does not just provide prompt and appropriate advice related to agriculture, but it has also become the social space for interaction and open discussion with experts and peers. In the rural developing world, the best medium for online communities is the voice medium. Finally, it was concluded that, productivity of agriculture can be increased by AvaajOtalo, it is being cheaped to provide the extension, hence government should be more on that type of projects. Similar to above study the voice medium like Radio/FM can be effectively used for rural farming. (Bhatnagar , Ganju, & Hazra, 2012) conducted similar type of research in two districts of Rajasthan that is Jaipur and Jhunjhunu. Empirical approach has been used by the author to find the result of the study. In India, where the primary activity of rural population is agriculture and where most of the farmers are uneducated and live in remote areas of the village, in such cases radio plays a very important role in spreading the information related to the agriculture and also the knowledge-based programs for the farmers. Television being an audio-visual medium to communicate have more potential to provide information even in the remote areas by the help of nation-wide Television network. As per the data collected from the respondents, 92.27% of the farmers were aware about the radio program "Kheti Ri Batan", followed by “KrashaRiBatan” 92.05%, “Gram Deep” 86.75%, “Krishi Lok” 85.76% and lastly “Panihari” 80.79%. (Bisht, Sah, & Raut, 2014) explored how Radio serves as an effective tool in rural farming. As radio is an economic medium that can be

categorized as mass media as the large number of listeners use it, hence it has a special status in a developing country like India. Radio is the most popular and useful media as it is flexible, rapid, potential and capable to broadcast programs useful for the need of mass population. Programs that are of interest of farmers and helpful in their farming are being broadcasted by All India Radio. As per the study of the author these programs help to promote food production from agriculture and develop agricultural economy. The farmers attain knowledge about the latest technologies from the programs broadcasted by the farm school that can help in agricultural operations and also develop their farming skills. Hence, it can be concluded from the study that radio serves as an effective tool for the farmers. The researcher discussed the scope of Radio in improving the farming techniques. On similar basis the (Hanumantha, Lakshmi, Krishnateja, & Rahul, 2017) studied about the awareness among farmers regarding farm-based mass media in Andhra Pradesh. As per the study, most popular program among farmers was the “Kissanvani”. This program was broadcasted by All India Radio station and as per the response of the respondents, it was found that major number of respondents have knowledge about the name, timing and the duration of the program. 95% of the farmers were aware the name of the program “Kissanvani” that is been broadcasted by All India Radio in Nellore city. Regarding other 96.67% were familiar about TV program ‘E-T.V’ farm, next comes the “Sakshi” TV program regarding which 95% of people were aware about. So different studies revealed that people are interested in perceiving content related to agriculture and rural development.

Connect on to above study (Murty & Abhinov, 2009) conducted an empirical study on 540 farmers in the Krishna district of Andhra Pradesh to find reliable source of media and awareness about various rural programs. Electronic media has been identified as the most reliable source of information. In the study, Researcher found that over 70% of people who had television and radio sets are aware of the short messages and advertisements about agricultural programs and the names of the programs that have transmitted in these media. Another study conducted by in Hisar and Sonipat district of the Haryana on the behavior of farmers towards the farm telecast in Haryana. The objective of the study was to find the awareness of the farmers regarding the farm television programs, a structured questionnaire was

prepared. With reference to the “Krishi Darshan Program” of television, the viewing frequency of the farmers were found low for 45%, High for 28% and Medium for 26%. With reference to the frequency of viewing the KDP, the one who watch it casually are 37%, frequent viewers were 36%, Regular viewers were 21.50% and the one who never watch it were only 5%. It is recommended that in order to boost the confidence and interest of farmers towards farming media should broadcast programs related to knowledge, information and skill development of the farmers. (Development, 2011) To find the impact of the TV program in Rural and agriculture development the study was conducted by choosing Doordarshan Varanasi TV channel. DD VNS broadcast different types of programs for its viewers such as rural and agricultural development programs, sports, youth, current affairs, social, child, women empowerment and cultural programs etc. For sampling two villages of varansi were taken. 75% people watch agricultural and cultural programs. 70% respondents said that the information concern with the crops, disease, causes and cure is useful. 45% say that the programmes concerned with women education and family planning are beneficial while 35% are unable to give any opinion. Overall people satisfied with programme that telecasted on Electronic media. (Choudhury, 2011) studied about the use and role of media in development communication using descriptive approach. Study revealed that development communication is a kind of favor media experts are doing to common people. Common people can have easy access opening several mass media is necessary to be opened. According to the study of the author the information through media is not available to everyone and the communication development is not been shared equally by everybody in the society and all these things are the main obstacle in the field of development. In a developing country like India, development communication has not yet gained the due importance. As per the result of the study, a regulatory framework needs to be developed so that broadcasting of public service can include state owned media and also the non-commercial broadcasting. (Nazar & Hassan, 2011) examined the role of television in enhancing agricultural knowledge among farmers. The author has used empirical approach to find the preference of respondents in receiving information from mass media. As per the response of the respondents the major number of audiences use mass media as Television 96.27% followed by Radio 94.40%, Internet 39.13%, Mobile 20.49%, and

least number of respondents prefer Computer 5.59%. In providing information to large number of people in an efficient manner the broadcasting media is fully able and here Television was found to be the most effective and important channel. The author found that the timings of some of the programs were not suitable for the farmers, hence that led them to be dependent upon other sources for the information related to agriculture which may be biased. (Kaur, 2014) conducted a study to assess comparative media reach and its impact on rural regions of the Punjab. For qualitative survey 100 respondents are randomly selected. The study found that 99 percent of respondents had availability of TV in homes. 73% and 66% people daily access radio, and newspapers respectively. TV was significantly used for watching news, series and agricultural programmes whereas the radio used for listening the music. 56% of the respondents felt that the mass media affected social and cultural values both negatively and positively. Approximately 60% of the rural respondents said that the TV was most satisfying media, 15% thought radio was the most satisfying. Thus, it was concluded from this study that television is very popular, effective and most satisfactory in rural Punjab mass media. (Ganiee, 2014) studied about the rural development programmes in India. Socio-economic strains are been getting displayed in the deprivation of economy and poverty in urban areas because of the effects of unemployment, poverty and improper infrastructure of rural areas. The world of technology and media undoubtedly change the life of rural people by giving the knowledge and information through there communication channel. (Haloi, 2015) emphasized that media has a vital role in the development of the society in different layouts simultaneously it has some issues as well that needs to be looked after. Statistical tool was used to find out the significance and influence of media in rural development. The researcher found that the people of media industry need to concentrate on the advancement of rural areas. For the enhancement of rural areas, rural media needs to be involved like local press, local radio station, and rural programs on television as it will help making contact with rural people and they will also feel connected with the media. The author found about the positive sides of media from the respondents' feedback. The study revealed that television helps in changing the traditional mindset of people that which can contribute in their holistic development. (Ojobor, 2015) examined about the role of mass-media in rural

development. The author conducted the study in 'Umundu' and 'Nike' rural area using structured questionnaire to collect the response of the respondents. Study found that Radio is the most preferred mass media as it reaches large number audience, print media reinforce broadcasting, whereas face to face communication helps in changing the behavior. The study concludes that 60% of population depends upon mass-media and 40% depends upon traditional media to receive information related to the development. To know the role of electronic media in the rural development (Yadav, 2015) conducted descriptive study. There were times when there was a big difference between rural and urban section of the society and people did not think more than a daily newspaper. Today we have an urban taste in rural areas. It was found that media is a powerful tool that can make good changes and develop the rural India. There are good number of farmers who are listen and watch the rural development programs. (Devi, 2016) studied the role of mass media in development of rural areas. The main goal of development communication is to adopt developmental practices by the rural people. Author found that impact of media message given for adoption of modern practices on agriculture and rural development is encouraging. The author revealed that adoption depend upon the literacy of people, it is noticed that educated people are the major adopters as compared to illiterate people. It can be concluded from the study that the awareness created by mass-media large number of respondents have already adopted modern practices which have ultimately resulted in the development of the community. (Nandakumar, Ravichamy, & Chellappan, 2017) explored about how television is effective in distributing information related to farming. In the paper author found that what rural people like to watch on television, major number of people like to watch Drama 29.3%, news 28.3% and agricultural related programs 18%. The other major finding of the research was that due to shortage of electricity and non-compatibility of timing with the farmers there is low trend of watching agricultural related programs but they are interested to watch in there free time. Community Radio is one of powerful medium to reach local communities. (Nirmala, 2018) on the role of community radio in promoting Agriculture and farming techniques. Study reveals that farmers can carry radio set with them when they go to work in the fields and listen to it, as radios are small and easy to carry, they are affordable and accessible and can run through battery. In order to convey any

agriculture related messages or information to the listeners Radio was found to be the best and effective source. The researcher discussed about various community radio programmes that regarding new technologies, weather, agricultural related, market and new techniques of farming and it revealed that it became very famous and popular among farmers and agricultural community listening it very interestingly. In another research conducted by (Pathak, 2019) analysed about the community radio movement in India and its challenges and opportunities. The author collected data from “Ministry of Information” and Broadcasting website to find out the institutions where community radio stations are operating in India. To address the issues of local population community radio is considered as a developing tool. In order to create awareness, communicating information community radio was found to be a development tool. In accordance with this research community radio operating in India are utilized by 52% Educational Institutions, 41% by NGOs followed by Krishi Vigyan Kendra 4% and State Agriculture University 3%. Community radio is really a means of grass-root communication according to UNESCO that makes the most endangered to take part in decision making to bring positive changes in the lives. According to UNESCO, community radio operates in the community and for the community. Hence, from the study it can be concluded that the community radio becomes powerful tool for communication as if the content available in local language and they understand the problem of local problems too which were easy for both of them to find the solutions. (Backhaus, 2019) studied how community radio is the extension of rural knowledge sharing. The most critical role of community radio is to share and spread technical knowledge of agriculture among farmers. The community radio is known to expand its sharing of information and knowledge by strengthening present and creating new relationships within the community it served. With reference to the aspect of social connection in Indigenous Knowledge Communication Systems (IKCS), community radio plays role in building and maintaining communities. Hence, it can be concluded that, the focus should be on present local knowledge communication and spreading of information can result in the development of rural India.

A voice portal for citizen journalism in rural India plays major role in sustainable development of rural people. (Khalid, Ahmed, & Shayiq, 2019) studied about the technology CGNetSwara for the sustainable development in Rural India. As per the study of the author, another word for journalism of public issues in the rural areas of central India is CGNetSwara. CGNetSwara is playing a vital role in rural areas of India where mainstream media is not able to reach. CGNetSwara is playing a role to alternate media with the commitment on honesty, growth and equality. The local language of local people is used to raise their local problem by usage and acceptance of Mobile Radio in the rural region. The developmental problems and issues of local areas are being addressed by CGNetSwara and Radio Bultoo. They have several benefits like cost is low, rely on present diffusion of mobile phone, based on verbal communication, content is appropriate and in local language like Gondi and interactive in nature. CGNetSwara is a low-cost interactive initiative and is effortlessly repeatable and has great significance in creation of awareness, improvement in governance. Therefore, CGNetSwara and Radio Bultoo are considered to be useful in maintaining sustainable development of rural areas in India.

Television is recognized as the foremost means of communication with the rural poor in developing countries. (Jirli, 2003) highlighted that the role of media is not only to transmit information regarding modern farm technologies but also to promote rural entrepreneurship for overall agricultural development. Entrepreneurial awareness regarding available technologies, resource support system and about market potential has to be spread systematically among farmers. T.V. and Radio networks can develop special programme to highlight advantages of entrepreneurship in agriculture. Stories of successful entrepreneurs depicted in Krishi Darshan would go a long way in motivating rural people to take to entrepreneurship. (Dev, 2004) studied about how to make rural India shine. There have been improvements in the physical infrastructure and foreign exchange reserve in the post-liberalization period. According to the author, despite the fact that there were some indicators that were showing improvements, but still the rural India was not shining. For the real development of rural India areas that need to be developed are rural investments (both public and

private), technological developments, employment scheme for rural people, agricultural development, proper management of water, reformations of rural institutions, education system, health system, etc. Hence, as per the study until and unless all these sectors are not developed rural India will not shine. (Upadhyay, Kumar, Raghuvanshi, & Singh, 2011) studied how the accessibility of media helps woman to gather information about food and nutrition. This study was carried in Uttarakhand state of India to find out the use of mass media by rural woman. The response of rural woman was collected from a structured questionnaire that was prepared for the research. Major number of women that responded to the survey were of the age group of 25 to 35 years of age, all these respondents were found to be able individuals who can give good contribution in the productivity of society and family. The author found that Television, radio, print media was the existing media possessed by rural women. TV 88.15% appeared as most utilized media followed by radio 59.65%. It was concluded from the study that huge number of respondents favoured that information related to nutrition was very much required by rural woman. Television is capable of drawing viewers from all ages, from the literate and the illiterate and from all strata of society. In the light of above study (Johnson, 2012) also studied how media literacy empowers the woman of rural India. Author has used analytical approach to derive the result of the study. The skills of critical thinking that a woman obtains from media is very important in this world of Internet. For the successful development of woman on India and the improvement in the knowledge of media, below are the factors that are important: 1. Literacy of Media 2. Academic education in media should be made compulsory by the government 3. Textbooks and audio-visual sources should be made available 4. With the help of NGOs and self-help groups training should be provided to woman 5. Workshops of media literacy needs to be organised for woman of rural areas. In today's world the learning is much beyond just writing and reading. As per the understanding of the author, woman should be capable to read and understand the messages related to knowledge and entertainment in this media saturated world. Indian women are very much dependent on the television that sometimes have social effects on their lives which also lead to their development and progress. It is clear that role of television is not for entertaining only but it provides information in entertainment mode too. (Roy ,

2012)also examined that rural education system of India needs to be ICT enabled. The condition of rural education is still very poor at present stage. The rapid development technological field is Information and Communication Technology (ICT). As ICT is very rapidly developing field the author of the study has emphasized on the national policy of ICT with reference to education, more attention has been paid by the policy makers on rural students and their standard of education while implementing ICT education programme. To improve, knowledge, education and technological development, this is a great opportunity for rural students. The major challenge to start ICT programmes in rural areas is the infrastructure specifically internet connection, but some trainings, offline media content and education can be provided without internet connection as well in initial period.

(Saravanan & Devadas, 2015) studied the function and character of television in the development and advancement of women in rural area using an empirical approach. The author found that as a mass-medium television puts deep influence on the society. Further the author found that there are various types on programs that are covered by television like empowerment of women in the areas like education, health, social, culture, economical, rights, freedom etc help in creating awareness among rural woman. The empirical study of the research show that there is “Increased awareness about new fashion” mean value 4.75, “Knowledge of balance diet / nutrition during pregnancy period” mean value 4.47 and “Influence on inter-caste marriage” mean value 4.41. The research shows that along with the entertainment television also spread awareness and knowledge to the rural women which will ultimately help in their development. (Akter & Mezbah-ul-Islam, 2016) examined how television serves as a medium of information for rural development using a structured questionnaire. Along with other multiple communication channels, TV facility also exists in the rural Dinajpur district. Mass media like newspaper, television, radio and personal contact are the channels that are being used commonly to receive day to day information. Awareness related to health, education and agriculture can be done by using these channels. Television is found to be the most popular mode of communication, as it has the ability to inspire people and touch their emotions and they get hypnotized. Regarding the awareness among rural people about the type of program they like to watch are: “News (general/agricultural)” 61.33%,

“Religious programmes” 43.33%, “Talk shows reflecting important national and international issues” 36%. As Television has the ability to disseminate information about growth and complement the extension effort. On the similar topic of the research another research conducted by (Bhandari, 2017) explored the role of television in making social changes in India Woman. In the lives of woman, television plays a very important role as it is the major source of education as well as entertainment for both learned and illiterate woman of India. According to the author television has positive and at the same time negative effects in the lives of woman. Indian woman are very much dependent on the television that sometimes have social effects on their lives which also leads to their development and progress. It can be concluded from the study that television as a mass media has brought positive changes in the lives of Indian woman and is source of their development. (Bhatt & Singh, 2017) revealed about the habits of watching television among rural woman in Garhwal district. The author has used empirical approach to find the result of the research. As Garhwal is a hilly station there is less scope for newspaper and magazine, so Television is the major source of information for domestic and international news and entertainment for woman in rural areas of India for everyone, either they are educated or illiterate, working woman or housewives young or elder people. On surveying about the kind of programme watched by women. As per the response it was found that most of the women like to watch Serial and Entertainment programs by 74%, followed by Educational, Health and Science programs was 10%, News and Current affairs programs 9%, Sports and Business program 3%, Law and crime based programs 2%. It is found that major number of viewers like to watch entertainment channels but some programs contain valuable information which is helpful in personal development, followed by science channels and the most viewed channel is Hindi channel. In the light of above study (Bhandari, 2017) explored the role of television in making social changes in India Woman. In the lives of woman, television plays a very important role as it is the major source of education as well as entertainment for both learned and illiterate woman of India. It was found that television has positive and at the same time negative effects in the lives of woman. Women have gained new status and developed social prestige as television as a mass-media has come up and facilitated for this development. It can be concluded from the study that television as

a mass media has brought positive changes in the lives of Indian woman and is source of their development.

The social media gives farmers opportunities to create and share the content within and outside the community which encourages co-learning. As now the social media is widely used by the farmers as well because mobile technology has taken revolution in this field. (Rai & Shahila, 2013) also explored about how rural India is next frontier of social media network. There is no doubt that social media has affected lives of many rural people. By selling their crops online, the problem of middlemen has been eliminated and lot of opportunities has also been provided by the social media to farmers. In healthcare sector as well, there are innumerable success stories. The area where the social media have not yet achieved required success is rural politics. Therefore, to accelerate growth of rural India, it is necessary to learn new ways to combine human and social infrastructure. Another study conducted on new media mode by (Thakur & Chander, 2017) revealed about the case of WhatsApp in Himachal Pradesh, where the use of social media was made for livestock advisory services. The response generated through WhatsApp was fairly good. To find out the potential of WhatsApp in sharing and spreading information related to agriculture and animal husbandry among livestock owners, the author has undertaken the experimental study. WhatsApp is found to be the most preferred choice of information centre to seek information. The second choice was the Veterinary centre. Social media helped farmers to make sound assessments and take timely decisions regarding their livestock ventures. Thus, it was concluded that the state development department should promote the use of social media among farmers which can help them in their development in farming. In connection with above (Thakur & Chander , 2018) examined how social media is being used for the extension of agriculture, an evidence has been taken from India. YouTube, WhatsApp, Facebook are the popular social media tools that are being used to spread information and knowledge related to agriculture and its subsectors like, horticulture, crops, dairy farming etc. in India as per the study of the author. Most of the pages, account and channels are run by the individuals. Good number of people are following the content. The ability of social media platforms such as Twitter, WhatsApp and YouTube, among others, is not yet

fully explored by agricultural extensions and development departments to reach farmers in India.

The media are able to expose large number of people to messages and generate conversation among audiences and others who were not earlier exposed (Rogers, 2002). Various theories and research suggest that mass communication can act as a positive agent of social change for some people while impeding and obstructing change for others (Johnson, 2000). (Prasad B. , 2005) described the world of technological modernization, mass media, which includes electronic and print media, is deeply embedded in the society. The purpose of the media is to spread awareness and let the general public know what is happening around them. (Moorthi, 2012) author describes in his book that mass media have been considered as potential agencies for the development of people. In this way, television and radio have the power to overcome the literacy barrier and hence their interaction with the illiterates may be higher. Media has contributed a lot to the country to climb up the stairs of development. Number of researches support that media is not merely source of entertainment it can inform, educate and aware the people with their powerful content. Under the present mass media communication, public service advertisements and programs are a very strong communication force for raising knowledge, persuading acceptance, encouraging engagement and in also enlightened the people for the adoption of new rural development technologies. (Jakstien, Susnien, & Narbutas, 2008)stated that advertising shapes the attitudes of the society and the individual and inevitably influenced customer behaviour. The customer has to contend with a huge amount of information and be able to make a choice, draw conclusions and make important decision. (Atkin & Rice, 2001) noted that television is generally assumed to have massive effects on viewers for a variety of reasons. People spend a deplorable percentage of their waking hours in front of television sets, presumably with proportional effects. Media is one of the most increasingly viewed and used sources of means in communication. It directly or indirectly influences our all-daily activities like personal, social and professional. The message which is developed with intention to bring positive change or aware the society is often known as Public service announcements or Public Service Advertisements. Public Service Advertisements (PSAs)can be defined as commercials or advertisements intended to

educate, advise or encourage activities that serve a larger community about a particular public health or social issues. (Werb, et al., 2010) As the message in PSA are crafted in such a way that it can leave a long-lasting impact in their minds and should also be able to compel people to think about these issues, whether they relate to social, health or encourage harmony among people. Public service campaigns often adopt emotional or fear appeals to discourage socially undesirable behaviours. (Singh & Singh, 2017) PSA's is important component of campaigns to change the mind of the audience with social and emotional message. (Dillard & Peck, 2000). Public service advertisements are disseminating the messages of the issues like rural development in general and agriculture, health care, education, environment, drinking water, water conservation and sanitation, food and nutrition, rural housing, employment, empowerment of women and children and other welfare programs in particular. Public service announcements should offer information to citizens and expand community awareness. Another study conducted by (Melanie, Brian, Nichter, & Gary, 2003) to find the impact of Anti-Smoking Advertising on youth Smoking researcher found that anti-smoking advertising appeared to have more reliable positive effects on those on in pre adolescence by preventing commencement of smoking. PSA's can help in reinforcing the message to youth. On the same path another, the research conducted by (J, Durkin, & Wakefield, 2009) revealed that emotionally evocative advertisements and ads that include personalised tales about the consequences of smoking and stopping pledge initiatives to encourage the reduction of smoking and minimise socio-economic differences in smoking. So, role of Public service advertisement can never be overlooked for rural development. There are multiple areas where rural people are seeking information for their personal growth which can be fulfilled with the help of Public service advertisements. Media is not only source of entertainment, but it is also a significant source of information, including health content. (Ghanta, 2012) explored how electronic media helps in providing health information. This study is related to the messages that are related to health and are broadcasted on television and radio. The channels of radio and television were chosen randomly that were used for this analysis. The author has used descriptive approach to find the result of the study. After analyzing various communication media, it was found that all types of media sources provide health

related information and news, but the politics is the most preferred area of news for all media types. The next preferred type of news is related crime, accident and after that social life and culture. Mostly the health awareness and information messages given in advertisement. Beauty Antiseptics, Baby products, General Medicine and health products advertisement are often shown in advertisement. Study concluded with suggestion that government should prepare some health awareness advertisement that should be broadcasted at Prime time. Health-promoting radio programs should help the objective of the mobilized communities and individuals to improve health. So, (Jackson & Ross, 2013) explored how radio programming is helpful in health and social development. They found that there are very a smaller number of the health program presenter who share quality information and solution as per the demand of the community. To make arrangement of social marketing and health communication training to those agencies which are engaged in the diseases and social issues there was still a big scope. (Ivanovic, 2014) revealed that development of media literacy is important in this modern education system Media is known to be an important part of present and it will definitely be important and necessary in future. On the similar lines (Kumar & Anderson, 2015) studied about the role of mobile phones in the maternal health in rural India. The author has studied about the habits related to mobile media among the women of rural India in consideration of projecting health. An initiative has been taken with regards to public health, the target was to spread health related information for women who were pregnant, mothers who were lactating and the information for the new born babies by making short films. The study found that mobile media was helpful for women in the maternity period by providing them with various information as per their requirement. (Harikumar & Augustine, 2017) explored about the role of mass media in the development of rural health communication in Kerala. To attain knowledge about health, people consider media as a best source of information and with the help of media they get routine consultation with their doctor. Modern living style and habit of people has raised health issues and threats related to health. The results revealed that approx. 6.8% of the sample have average level of reliability on media for health awareness. 26% have greater level of reliable while 6% do not rely at all on media for health and awareness. To explore more about media use in the health of rural people,

mobile play's significant role. At present mobile phones are the most used and preferred form of media used by people even by the uneducated and low-income class of the population. Mobile phone is easily available, accessible and low-cost tool to collect data including the data of health-care. (Gupta, Mahajan, Singh, & Deepti, 2017) revealed how television creates awareness about health in rural and urban areas. It is about four decades since when the television is in existence. Mostly all the programs are related to the entertainment but some of the programs are related to health as well. Another way to sell health products are through advertisements on the television. Empirical approach has been used by the author to derive the result of the study. Almost all the respondents watch television in both rural (94%) and urban (100%) areas. There are some people who do not watch television may be due to non-availability of television sets or lack of interest. Hence, government should make this mode of media to educate people and to create awareness among people related to health. In another study conducted by (Hazra, 2017) about the role of communication and how it improves the health of rural woman. Communication provides knowledge and information which creates awareness among woman and help them improving their health. The emphasis was also given on print materials and outdoor advertisement. Approximately 82.18% of sample opted Television to be the most popular medium of gaining information and knowledge. 66.25% of the respondents preferred mobile phones and 25.78% preferred Newspaper. In the addition to above study (Sahoo, 2018) studied how mobile phones can be used to deliver healthcare services in Odisha. The effectiveness of initiatives of the mHealth in the different areas of problems have been proved by the different studies and projects organized in the third world countries. Other mHealth in initiatives like mShakti and mDrishti have been applied in India, impressively. Health and development of children and women can be tracked and monitored with the real-time and accurate data was provided by the proper implementation of mHealth. Thus, it can be concluded that in order to bridge the health divide of Odisha which was facing lot of difficulties in delivery of health services can be fulfilled by mHealth as it was found really potential. In the light of above study (Madanian, Parry, & Airehrour, 2019) examined how mobile devices are useful in healthcare system in India. The main purpose of this study is to find out the issues and challenges related to the healthcare system in India

and big-data analytics technologies. The main focus is on mHealth (mobile health). Thus, the uses of mobile phones in healthcare has become important and strategic and is useful in the development in the countries of low and middle class income, and have been used in monitoring the health of patients, survey of health, creating health awareness among people.

(Singh, 2004) explored about the services provided by IT services and its role in the development of rural India. It is found by the author that using IT to deliver services to rural population is now commercially feasible as the costs is comparatively low as compared to the previous methods of delivery. It was concluded from the study that providing services and information with the help of Information Technology is easy, quick and the cost is also low. The result of the study showed that delivering information regarding market, education and other information have a positive impact on the rural population. (Thorp, 2009) explored the role of media in rural development and agriculture. The author used empirical approach to find out the results of the research. A structured questionnaire was developed to find out the obstacles that are coming in the way of media and making it unable to collect proper and up-to-date information. Some of the major constraints were: “difficulties to understand the information and non-qualified journalists” 17.6%, “lack for funding for research or collecting, getting, sharing information” 14.9%, “difficulties to collect or get the information up-to-date information” 8.6%. It is found by the author that new media and ICT are helpful in the agricultural sector in different ways by providing information and new ideas. (Chachhar & Osman, 2012)the main focus of the study is rural informative programs on satellite television as in developing and developed countries. Author feels that this is the best way of communication. In study they found some issues related to the use of ICT specifically in the areas where there is problem of accessibility, availability and acceptance by farmers. As per the response of the respondents, the type of program viewers like to watch on television are “Agricultural-related programs” (41%), then “News programs” (18%), “Drama programs” (16%), “Educational programs” (14.5%). In another research by (Thadaboina, 2009) On the other hand to find the importance of the ICT in accelerating the socio -economic condition of the rural people, Government of India with collaboration of NIC launched a project in two districts of Maharashtra in which

they cover 70 villages of two districts Sangli and Kohlapur. They established computer centers which provide information regarding agriculture, animal husbandry land records, and other rural development schemes, cultivation, veterinary information. Data collected from customers who visit these centers for the information program researchers found that 80% of the respondents were highly satisfied from the information they received from information points, 17% are satisfied and there was very low percentage of respondents who were dissatisfied. It means information through ICT empowering the rural people. Usage of ICT in various sectors is increasing day by day (Singh N. , 2006) revealed about the role of ICT in rural development of India. In order to provide ICT based services in India, this research has surveyed many initiatives. The author has used descriptive approach to derive the result of the study. As per the author there are large number of services that can be made available to the households of rural areas even at low income levels. There are opportunities to create niches, but at the same time challenges for the organizations in the implementations by posing choices. Health, agriculture, education, market and even rural development got good impact of ICT. It was concluded from the study that ICT in the long run will deliver rich information to the rural population, it may provide information related to market, education, agriculture, health etc., all these are going to have only positive impact on the rural population. (Mittal & Mehar, 2012) revealed how social networking helps rural people develop and out of ICT modes, mobile phones are the most recent and most preferred mode of conveying and collecting information. The results yielded that increased usage of mobile phones and the services that are based on mobile phones assist the availability of knowledge and information and in addition it creates awareness, education, technology knowledge, knowledge about good health, knowledge of market etc. All these services will help in the development and growth of rural areas. Authors adopted analytical approach of the study and further revealed that the adoption of mobile phones by rural people is still in early stage and people are trying to get convinced about its use in their daily life. It was found that the farmers do want to adopt the mobile phones and they would like to use it for the information related to agricultures, health, social and government. (Shah)–revealed how Information Technology works as an inspiration for sustainable development in rural India.

According to author our society has received several benefits from Information and communication technology. Changes have always received direction from tools like internet, television and radio. Access to information plays an important role and is the reason for the development of the society and the same is applicable for rural areas as well. There has been great influence on the development of society by the use of internet technology and application of IT in various fields. If internet is made available properly in urban as well as in rural areas and the necessary actions were taken for the same, then internet will have a great future in India as it will bring a great change in the way how people save, play, learn and work. (Raghuprasad, 2013) revealed about the analysis done to know about the knowledge level of farmers with reference to the use of ICT tools for farm communication in the state of Karnataka. The author has used empirical approach to find the result of the study. Information related to agriculture needs to be properly organized and clarified to spread right information at the right time to right user. The study revealed that 30.83% of the respondents have low level of knowledge about ICT tools, 35% have medium level of knowledge and 34.17% have High level of information. Because of the mobility and accessibility of mobile phone and TV, most of the farmers depend on them for the wide range of information related to the agriculture. Positive impact can be created on the production system of the country by spreading information related to market and other agriculture related information through television and mobile phones. Hence, it can be concluded that the arrangement and availability of ICT tools can bring huge difference and development in agricultural sector of the country. (Chepngeno & Biwott, 2015) examined about the communication media and how it effects the youth of rural areas. To provide information to youths through mass media has been utilized. It has been found that there is a considerable relationship between the mode of communication utilized to communicate an invention and its adoption in the rural areas. (Haenssger, 2017) examined about the struggle for digital inclusion in rural areas. The author has explored about the diffusion of mobile phones and the households of rural India and their access to restorative healthcare. It has been noticed that, the households have been experiencing disadvantages in accessing healthcare facilities if there is diffusion of mobile phones in their environment. Use of mobile phone in relation to health facilities and its diffusion will lead to its proper use among

the population. For poor people in rural areas, more mobile phones are required to let them sustain and improve their reach to healthcare, was concluded from the study. Households are constantly in pressure to maintain the level of healthcare who have not yet able to manage and acquire mobile phones. On the same path another study conducted by (Pandey, 2017) explored the role of Information and Communication Technology in the development of agriculture. To find out the habits of farmers in relation to the use of ICT it was found that, only 11% of the farmers were making use of the internet. Only 17% of the farmers were accessing media for the knowledge related to the agriculture. Rest of the population was using media for the purpose of entertainment, knowledge and news. On the other hand, about 38% of the viewers are aware about the channel “DD Kisan”. Around 63.3% of the people are watching this channel on regular basis, those who think the programs of the channel are relevant for the agricultural extension are 97.50%. Around 12.50% of the farmers are using ICT to know about the climate and information of weather. It is found that the people are interested in using of ICT technologies for their development due to non-availability of training and expensive resource they are not very well aware and not able to use maximum potential.

Digitalization is revolutionizing the world economy. (Sood, 2001) examined about the problems and possibilities of digital development. A new perspective is provided by the digital development by which future direction of Indian economy can be imagined. (Das & Patra, 2010) explored about an “e-Grama” tool used for capacity building and bridge the digital divide in rural India. In this paper, the author has shared his experience of “e-Grama” project that was being implemented both in developed and underdeveloped rural areas of Orissa state in India. According to author’s experience, without the involvement and help of government it is very difficult to sustain any project. The author has discussed the methods to bridge the gap of digital divide and have also raised the issues related to digital divide. The members of youth club as a bridge between digital divide and digital unite. They carry out different activities to create awareness regarding ICT among villagers. Youth club members try to motivate students of college in the village to join computer courses of low costs that are being provided at “e-Grama” IT platforms. Thus, from the study it was understood that awareness needs to be created regarding

the benefits of ICT and e-literacy among the rural people is necessary and it needs to spread across the country. Today Information and Communication Technologies (ICTs) have the potential to transform agriculture in rural areas. Smartphones and software have come in with amazing inventions. (Rego, Kumar, & Mukherjee, 2013) explored how the digital divides and capacity building is to be carried out in rural India. Empirical approach has been used by the author to reach at the result of the study. Telecommunication is known to be a part of Information Technology. The research emphasized that a considerable impact has been made by telecommunication on the entire economic system of India. The author found that due to communication through mobile phones and as there is increase in several applications in telephony the telecommunication technology has converged. The result of empirical study shows that during the last decade the tele-density has shown a significant growth-rate, which shows the significant impact in using of telecommunication for capacity building. In the light of above study (Mehta, 2016) studied the impact of mobile phone on the livelihood of rural people. As reported by the rural people, there are various uses of mobile phones. By the use of mobile phone farmers have found improvement in their knowledge, agricultural product, and other information like market price of the products. With the help of primary data, the author has derived the result of the research. Regarding the occupational profile of mobile users, it was found that 40% were self-employed, 22% were domestic workers, 19% were casual workers, 10% were regular workers and 9% were others. With reference to purpose of mobile phone usage, 96% use for social networking, 20% economic purpose, 10% livelihood skills and 7% for other uses. Improvement had been found in the marketing as farmers were using mobile phones and have better price information. Thus, the usage of mobile phones made farmers more knowledgeable about market, agriculture related information new schemes of government etc. (Agrawal & Prasad, 2013) examined how the use of ICT can be helpful in the development of skills among rural people. The author studied how the technology can be useful in the technical and vocational education system as it improves the learning methods, involves flexibility, provokes teamwork and results in immediate transfer of skills. The investigator reported a framework with advantages of professional education and technology were also suggested like it “increases job opportunities”, “good career opportunities”, “personal

development”, “Innovative skills and inventive thinking”. Limitations in the expansion of technology like “Lack of Infrastructure/ Programme”, “Lack of Government Fund”, “Shortage of Trained Personnel”. The result of the study showed that the use of technology education has been changed from passive to active, from formal to informal, from instructor driven to student driven.

In another research on ICT and rural development, (Singh C. , 2011) highlights the opposed viewpoint that ICT alone will not be able to bring results in rural development without using traditional media tools. Digital technologies must be used with traditional media, which are the key to rural growth. At the global and local levels, the ICT-led framework offers the new dimensions for collaborating with indigenous powers. (Prasad K. , 2012) studied about the modernizing government by e-governance policy through digital democracy in India. Media and use of ICT is necessary in e-governance as found from both empirical and theoretical study conducted by the author. When compared with the developed country, in a developing country like India it is little different in terms of motivation for the adoption of e-governance. Author of the study emphasized that, for the improvement of citizen-government interaction and administrative reforms, e-governance was known to be a key element. People must be motivated to make use of ICT tools for the interaction between government and citizens, Internet access alone is not enough. Akshaya e-literacy project conducted in Kerala was found to be great effort taken with regards to education, capacity building, literacy skills etc.

(Goria, Bihani, & Mahawar, 2018)revealed about the empowerment of farmers through digital media, according to the author in order to encourage farmers to be more ICT friendly, several measures have been taken by the Indian government and “INAERS”. As there is limited manpower in India for the expansion of agriculture, the modern technology and agricultural research is out of reach of most of the farmers. The author has also revealed that to reconstruct India into a knowledge economy and digital qualified society, Indian government has started the “Digital India Programme”. By the use of digital media in the extension system of agriculture, the problems and challenges of farmers can be easy resolved. Educated and un-educated farmers both can easily understand the literature of multilingual and multimedia. Hence, from the study it can be concluded that, for the transfer of

information and knowledge to farmers related to the agriculture and in order to attain the Sustainable Development Goals of India, the media can play an important role.

On the usage of mobile (Dhillon, 2014) explored how mobile banking helps to achieve financial inclusion in rural India. Mobile banking provides information like security prices, services of portfolio management, stock prices, alert messages on account activity, fund transfer and payments etc. (Koshy & Kumar, 2016) revealed about the attitude of farmers toward “Kisan Call Centre”. By collecting the responses of the farmer respondents using questions author found that farmers were in favour of “Kisan call center” because of its easiness, time saving, quick response and better than traditional systems of queries. KCC was found to be positively influencing the attitude of farmers because they are fully satisfied and utilizing KCC in proper manner, but the hindrances were found to be having negative impact on the respondents. The farmers felt that solutions provided through KCC are very helpful mean value=4.00 and the benefits received from KCC are as good as most other organizations offer to farmers. The also agreed that KCC provides new methods for solving field problems. (Kadam, 2016) explored about the initiatives taken for sustainable development. The author has revealed how capacity building assists local people by developing the local actor’s agency to take action for development of their community, provokes more participation of actors of local areas by the creation of “Community Based Organization” (CBOs). In order to achieve sustainable results, re-doing of developmental efforts and regimentation are necessary that can be achieved with agency of local actors, participation of community and enthusiasm of “Community Based Organization” (CBOs). To summarize, initiatives taken for capacity building were filled with the aim of inspiring ownership by the community, regimentation at local level and comprehending re-creatability to achieve desired results.

The role of media in green revolution can never be ignored. (Chikaire & Ani, 2015) studied that how the media can help farmers in their agriculture advancement and development. With the changing time the needs and the socio-economic features of the farmers are changing. The authors argued that in order to ensure that farmers are being provided by the initial extension job training the capacity building is very essential, at the same time it also ensures that the changes in the job and needs of the

client are also coped up. In case there is a demand of follow-up in the training which carry overhead-costs then it shall be fixed up by the trainers as it will make sure that the trainees are stable and complete the trainings. The research revealed that there need to be steady and proper funding of the extension training sessions by the organization or agencies. The teaching centers and institutions that are already existing should be upgraded so that they also share instruction and information over different modes of media. (Gangopadhyay, Mukhopadhyay, & Singh, 2017) studied about the strategies to alleviate poverty from India. According to author the main goal of development of rural India is to diminish poverty, improvement in the livelihoods of rural people both socially and environmentally by the help of improved access to assets and services. Encouragement, promotion and assistance of voluntary actions are the primary responsibilities assigned to the Ministry, for the implementation of projects and for the improvements of rural prosperousness. Promotion of voluntary efforts with the focus on rural development by introducing new technologies and acting as a nodal point for coordination of all the actions took for the creation and distribution of technologies necessary for the development of rural India and also the promotion of programmes focused for saving environmental and natural resources. In rural areas, currently, the dissemination of technology is irregular and slow. In rural areas the development of technologies and the efforts of the organizations could not produce good results. Media play an important role in forming the positive attitudes of the public towards the environment. (Kapoor, 2011) studied about the role of mass media in creating awareness of environment along with skill development. Spreading information regarding new technologies for the agriculture and creating environmental awareness, the mass media is playing a vital role. This study was carried out in the state of Allahabad for the rural people of Shringverpur village, as per the response of the respondents, it was found that, 26% of the people use radio as media, 39.5% watch television, 7.5% read newspaper, 10% attend seminars and meeting to attain knowledge and around 17% attend campaigns and practical demonstrations. Action plans need to be taken and environmental awareness programs needs to be introduced in rural areas to educate local people and communities and teach them how to save our natural resources and by learning modern technology skills from media we can improve our socio-economic conditions

too. Similar as per above research, (Sousa, Nicolay, & Home, 2018) studied about the videos that are available on mobile phones and their usage in agriculture. As per the author, farmers have already accepted “third generation (3G)” mobile phones and also have the skills to use the same. Farmers found 3G mobile phones as an essential tool to acquire agricultural related information and knowledge. To share the information on a single and flat platform among the rural people, the use of videos is beneficial. Farmers are able to implement innovative ideas and practices with the help of useful videos. It can be concluded from the study that to contribute in the agricultural related information the communication strategy which involves videos on mobile phones are very effective. in coming time mobile as an important source of information.

Government of India started various projects to raise the education level of the people of India with the use of various media technology. Special emphasis give on rural areas. (Nathan, 2009) investigated the role of education and training in women empowerment can be achieved with the help of education and training. This case study is carried out in Andhra Pradesh. With the help of proper and systematic training, guidance and marketing it is possible to create entrepreneurs from rural areas and that is proved by The Swarnajayanthi Gram SwarozgarYojana (SGSY) and it has also proved that to create entrepreneurs it is not essential to have high level of education. In fact the one have high education are not fit to be entrepreneurs as they have detrimental factor and are more worried about risks involved. The National Institute of Fashion Technology (NIFT) is an absolute combination for implementing such schemes like Swarnajayanthi Gram SwarozgarYojana (SGSY). The reason for the same is under this partnership the accountability factor is more controlling. To make the trainings and guidance of woman in making them a successful entrepreneur, it is essential to have strong marketing network as concluded from the study. (Grunfeld & Ng, 2013)studied about the multimedia approach in Open Distance Learning for Agricultural Training in Cambodia. Advanced ICT that includes software for Open Distance Learning have given new scope to farmers to enhance their knowledge about new and improved techniques related to the agriculture. In this study, the author has focused on the outcome of the learning relationship between participation in three various approaches of learning. (Subramaniam, 2014)revealed about the poor Dalit women of North Karnataka. Mahila Samakhya sees education as

a medium for empowering women. Mahila Samakhya's education is not only about teaching literacy, but about building women's knowledge and skills so as to affect change in their lives and society. Mahila Samakhya aims to bring about a shift in the views of women and society regarding the traditional roles of women. This involves empowering women, particularly those from socially and economically disadvantaged groups, to address and deal with the problems they face – loneliness, lack of self-confidence, patriarchal social norms, and the struggle for survival – all of which impede their learning. The author discuss the role of Information and knowledge in developing capacities of MSK's. (Mishra, 2015)examined how English language can be taught in an innovative way with the help of technology in rural India. But author here is not trying to withdraw text-books from the classrooms. The technical gadgets or tools are the substitutes of books. Just to make teaching of English language more relaxed and easier rather than exhaustive, these new technical methods are being suggested and used. By the efforts of both, the teacher and the learner, the teaching of technology-integrated language can be made fruitful. It is the role of teachers to control technology with proper planning. Thus, technical troubles have remedies still teachers are far beyond this technology as they are ocean of knowledge. (Akhtar, 2015)explored about the role of ICT in improving in the English Language skills among the Learners. The methods that are used in teaching English language are tradition and less interesting and also less motivating. Thus, it is important to make use new and modern techniques and tools like Information and Communication Technology (ICT) in order to improve and develop understanding of Basic English skills that is LSRW (Listening, Speaking, Reading and Writing) of English Language at school level. (Chen & Chindarkar, 2016) explored about the skill trainings on rural women. The author has used the primary survey data collected from two sub-districts of Gujarat. Skill trainings have found to have good impact on employment and income of rural women. Status of women within households has also have impact from skill trainings. Women of the “barefoot mechanism training programme” operated by SEWA in Gujarat has been surveyed for the study. The result of the study showed that the participation in the training programme has maximized the possibility of woman to be engaged in the employment by 46% when compared to those of household’s farms. Thus, it was concluded from the study that,

skill training has positive effects on women and help them to enter into entrepreneurship and join jobs matching with their skills. In connection with above study (Kanchan & Varshney, 2016) studied about the strategies and initiatives for skill development. Presently in India, around 80% of the rural and urban population do not possess any marketable skills. Thus, to make India the global hub of skilled manpower, it is necessary to bridge this gap by the help of initiatives for skill development. There are still some drawbacks, even after so many efforts and investment done to shape up the skills of the labor force. Besides white and blue collar, India urgently needs Grey collar- the knowledge workers that includes ICT skills, problem solving skills, communication skills and rust collar workers in this unorganized sector such s constructions and agriculture. Hence, the result of the study shows that, changes are required in the educational system, it needs to be renovated as well as importance should be given to the skill development. In the connection of above (Tripathi & Singh, 2017) revealed how skill development can promote rural entrepreneurship. To reduce rural migration, rural entrepreneurship is very important. In order to achieve decent livelihood and to reduce rural migrations, the urgent need is to develop skills of the rural population. Mentioned in the study, government has started many strategic programs to attain decent livelihood with the help of skill development of rural population, in-spite of so many schemes, programs and trainings, India is still considered as underdeveloped country. People in rural sector are still unaware about these schemes of the government, hence it is very necessary to create awareness among rural people regarding these programs of skill development that are beneficial for them to achieve decent livelihood.

(Riaz & Siddique, 2014) explored that how media can help in the skill development in rural areas and it can be concluded from the results that the SDT (Skill development Training) provided by Rural support Programmes was considered useful by rural women and empowered them in certain areas as decision making, self-reliance and confidence building. The author identified strengths, weaknesses and recommendations for the improvement of SDT. The use of sufficient audio-visual equipment in the trainings was an area which required much attention. Similar on the path of above research (Adwani & Dubey, 2016) revealed how electronic media helps in the development of skills. Awareness needs to be created among people to

develop their skills. To find out the result of the study, the author has used primary data. As per the result of the study, Electronic media was found to be more powerful as compared to print or any other media in promoting skills. As discussed in previous studies researcher (Tripathi & Singh, 2017) also stressed on how skill development can promote rural entrepreneurship. To reduce rural migration, rural entrepreneurship is very important. In order to achieve decent livelihood and to reduce rural migrations, the urgent need is to develop skills of the rural population. As per the study of the author, government has started many strategic programs to attain decent livelihood with the help of skill development of rural population, in spite of so many schemes, programs and trainings, India is still considered as underdeveloped country. People in rural sector are still unaware about these schemes of the government, hence it is very necessary to create awareness among rural people regarding these programs of skill development that are beneficial for them to achieve decent livelihood. There are lot of developments in media technologies. 21st century brings revolutionary changes in technology and in approaches of education.

(Akshay & Sreeram, 2012) revealed about the mobile vocational education in rural India. The author has used descriptive approach to find the result of the study. The Sakshat Amrita Vocational Education (SAVE) mobile learning application has the benefits of liquid and flexibility. The advantages of m-learning are the flexible timing of classes, and interactive learning experience. M-learning is low cost as it does not require any delivery of course material and the dependency of physical presence of the trainers. The SAVE m-learning application is user-focused for the rural and tribal people of India. With the help of user-centered ICT based technology, people who were having little or no formal education were able to learn vocational skills. Thus, it can be concluded that SAVE application is effective and useful to attract new users and help in increasing the reach and access of vocational education. In the connection of this application (Sheshadri & B., 2016) studied about the vocational education training in rural India. The result of the study shows that in conveying complicated concepts and skills the vocational education upgraded by multimedia and technology is very effective and useful. The study further confirms that vocational education training through media also decrease the dependency on expert trainers and save the time to complete training in flexible manner. (Inayat, Amin, & Inayat, 2013) revealed

about the effects of Collaborative Web based vocational Education and training. As the need of skilled human capital is increasing every day, through e-learning the vocational education and training is widely been adopted all over the world. The author has found that there are diverse benefits of collaborative web-based learning that has been used for vocational education and learning. The learning experience, importance and satisfactions of the participant gets enhanced with the group activities and communication with instructor. By making learners communicate with each other cooperate in problem solving and sharing the knowledge, this collaboration is achieved. Hence, it can be concluded from the study that, proper and timely feedback of the instructor, collaborative group activity and adequate support material can improve the learning outcome of the participant as well as their satisfaction. (Anand & Saxena, 2012) explored about e-learning and its impacts on rural areas. E-learning is a highly emerging learning tool nowadays. The author has used primary data to find the result of the study. A structured questionnaire was prepared to find the problems associated to E-learning in rural areas are: Internet facility – 27%, Non-availability of suitable infrastructure- 26%, funding problem- 22%, financial capacity-20%, Inefficiency of IT-17%. As the result of the study shows that there are many issues associated to e-learning, but as it is very useful for the population in their development, hence using e-learning and making it available and comfortable for the people of rural areas is important. (Sumbawati & Wibawa, 2018) explored about the development of Vocational Interactive multimedia based on mobile learning. The author has used primary data to derive the result of the study. The learning based on interactive multimedia can improve and enhance the learning process, it may either online or through video-conferencing and another way is face-to-face process. On the basis of data analysis and discussion, the author has found that, regarding the feasibility of material and media feasibility: that is 75.71%, and 74.25% respectively. The entire feasibility of the m-learning is rated as feasible or at the level of 74.88%. The level of achievement is at the level 61 to 80%. Regarding the response of students with reference to the instructional m-learning media based and its feature of ease of use is at the level of 81.25%, and usability is at 77.5% level. The study shows that vocational training through interactive media is very helpful in learning. In the light of above.

Thus, in this introductory chapter it is examined the all available literature related to media and its role in capacity building and skill development of rural people. To fill up the void created by other researchers the present study tries to find out the need of rural people, their interest in different PSAs and Programmes, satisfaction level and reasons of not aware.

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Chapter - 04

Framework of Study

A systematic way of resolving a problem is the research methodology. The processes used by researchers to describe the analysis and to explain a phenomenon are essentially comprised. It offers a research work plan.

This chapter focuses on the method used to solve the identified problems and provides descriptions of the context of research design, research gaps, declares the issue and thus extracts the research objectives. This chapter makes the problem statement and consequently derives the objectives of research. Following the operational definitions, the hypotheses of the study could be described. The study scope with a reference to the target audience will be outlined in detail. Details related to instrument development, data collection process and pilot study results. For their relevance and application, the selection of analytical instruments would be discussed. The chapter concludes with the planning for review of the data sets.

4.1 Statement of the Research problem

The problem statement is as under:

“Role of Media in Capacity Building and Skill Development in Rural Punjab”

4.2 Research Gaps

From the ‘Review of Literature’ it is clear that information plays a significant role in improving the farmers' conditions. They are in need of different information for their development. The early researchers have attempted to find the impact of the Media program in Rural and agriculture development by focusing on different modes of media in their study like Print Media, Electronic Media, ICT and New media. From the above studies it is concluded that

1. There are no or very few studies on Media and its role in enhancing the rural people knowledge and information as per the available content in Punjab region.
2. After reviewing various studies, it is found that there is no direct research that highlights the role of media in Punjab's rural growth,

3. There are several reports that illustrate the effects of public service advertising and services, but it is difficult to find any research that addresses rural people's capacity building and growth.
4. Very few researchers have thrown light on Punjab's rural people preferred source of media and their satisfaction regarding informative and agriculture content available on different media.
5. Very few works done by the researchers to find the people interest in media content for skill development and are they interest to learn from media.

The present study captioned " Role of Media in Capacity Building and Skill Development in Rural Punjab" fills the research gap by focusing on the role of Media in Capacity Building in the area of Health, Environmental Hygiene, Economic Development and awareness about Government polices /Schemes along with Skill Development of Hard and soft skills.

4.3 Research Questions

1. What are capacity building areas in rural Punjab?
2. What are the areas of skill enhancement among rural people in Punjab?
3. Which mode of media is preferred by rural people to seek information on capacity building and skill development?
4. Are the rural people of Punjab interested in seeking information from media regarding capacity building and skill development in their fields of interest?
5. Are the people of rural Punjab interested in gaining knowledge of various skills from media?
6. Why do the rural people lack information regarding various capacity building areas and skills even though there is availability of multiple media channels?
7. Are the rural people of Punjab satisfied with the content and information given by media on capacity building and skill development?
8. Do they really watch Public Service Advertisement and Capacity building programs given by State/ Central Government and NGO's?

4.4 The Study's Objectives

- 1) To identify the capacity building areas required in rural Punjab.
- 2) To identify the skill development sectors in rural Punjab.
- 3) To understand the role of media for capacity building and skill development in rural Punjab.
- 4) To examine the challenges and propose the solutions with respect to media on capacity building and skill development in rural Punjab.

4.5 Definitions of Concepts Used

1. **Capacity:** Capacity is defined as collective skill and ability of organisations to achieve a specific process, inside or outside the organization.
2. **Capability :** capability is defined as the knowledge, skills and attitudes of individuals.
3. **Capacity Building:** Capacity building is about transformations that empower leaders, individuals, societies and organizations. In all development efforts, it includes strengthening of processes, systems and rules that influence collective and individual behaviour and performance.
4. **Individual Capacity Building:** are the skills, experience and knowledge that allow each person to perform effectively. Some of these are acquired through formal / informal education, on-the-job training, (OJT), non-formal or informal training, through doing and observing.
5. **Rural Capacity building:** It is a continuing process of providing rural people with knowledge, skills, access to information, training that brings improvement in their performance, circumstances and life of the people by developing their abilities in desired dimensions.
6. **Communication:** Communication involves the exchange of a message or information from a sender to a receiver.
7. **Mass Communication:** Mass communication is “transmission of communication with public using electronic and mechanical components to share the thought with masses.”
8. **Print Media:** The Print Media means of mass communication in the form of printed publications, such as magazines and newspapers.

- 9. Electronic Media:** Electronic media as all the impersonal means of communication through which auditory and visual messages or both are transmitted directly to the viewer.
- 10. New Age Media:** New media refers to content available on demand over the Internet, which can be viewed on any digital platform, usually including interactive user input and creative participation.
- 11. Skill:** A skill is an ability to perform an activity in a competent manner within a given amount of time, energy, or both.
- 12. Hard Skill:** **Hard** skills are knowledge, expertise or technological competence relevant to the labour force, whether engineering or professional.
- 13. Soft Skill:** Soft skills are skills, capabilities and behaviours that contribute to personality, attitude and actions rather than to formal or technical knowledge.
- 14. Rural:** rural areas are dominated by fields, forests, waters, Animal Husbandry or deserts. According to NABARD – all areas, irrespective of villages or towns, should be classified as rural up to a population of 10,000.

4.6 Hypothesis

1. People are in need of knowledge regarding Education, Health, Environmental Hygiene, Economic Development and awareness about Government policies /Schemes for their capacity building.
2. People of rural Punjab are in need to develop and update their Technical, Non-Technical and Soft skills to improve socio-economic conditions.
3. People of Rural Punjab are interested in perceiving media content for updating their knowledge and awareness.
4. Media plays a key role in informing and educating in skill development and capacity building of rural people in Punjab.
5. People of rural Punjab are not satisfied with the content and information given by media related to capacity building and skill training.
6. Media, through information and awareness is not able to change people's perception.

7. Rural people are not interested in watching Public Service Advertisement given by State/ Central Government and NGO's

5.7 Research design/ Method

For this study 60 inhabited villages of Punjab will be taken. This is further divided into three zones that are Majha, Malwa and Doaba. 20 villages from each zone and 10 participants from each village. In total 600 responses are collected from 60 different villages. Snowball sampling procedure will be used for data collection.

Table 4.1 Research design/ Method

Research design :	Descriptive
Methodology :	Survey
Sampling procedure:	Non-probability (Convenience& Snowball Sampling)
Sampling unit	Rural Population
Sample size:	600 Respondents
Villages Covered	60 (20 From each zone – Majha, Malwa and Doaba)
Tool of data collection:	Questionnaire (Primary Data) Secondary data wherever required

4.8 Sample

Data for this research were obtained from the 60 different villages of Punjab as per planned research methodology. From each region of Malwa, Majha and Doaba 20 villages are choosed on non-probability based sampling.

	Frequency	Percentage
Majha	200	33.3
Malwa	200	33.3

Doaba	200	33.3
Total	600	100

Selected villages cover 16 districts of Punjab.

		Frequency	Percentage
1.	Amritsar	121	20.2
2.	Bathinda	7	1.2
3.	Fazilka	21	3.5
4.	Ferozepur	61	10.2
5.	Gurdaspur	22	3.7
6.	Hoshiarpur	27	4.5
7.	Jalandhar	97	16.2
8.	Kapurthala	20	3.3
9.	Ludhiana	13	2.2
10.	Mansa	7	1.2
11.	Moga	45	7.5
12.	Nawanshahar	32	5.3
13.	Patiala	36	6
14.	Sangrur	10	1.7
15.	SBS Nagar	24	4
16.	Tarn Taran	57	9.5
	Total	600	100

Villages from the Majha regions are Sur Singh, Khadur Sahib, Goindwal, Harike, Pandori, Harse Chhina, Manawala, Bohru, Iban Kalan, Jagdev Kalan, MiranKot Kalan,

Basarke Gillan, Heir, Bachiwind Kathu Nangal, Ramdas, Bal kalan, Dhapai, Naushehra Pannuan, Gurdas Nangal.

Villages from the Malwa region are as Bhucho Kalan Amir Khas, Tiwana, Chak Saido Ke, Chak Dhumaal, Bahmani Wala, Guruhar Sahai, Abohar, Jalalabad, Jhorran, Kaunke, Lakha, Tamkot, Bassian, Manuke, Ajitwal, Sidhuwal, Ucha Gaon, Kalyan, Sohian

Villages from the Doaba regions are as Tanda Ram Sahai, Bajwara, Kakkon, Tehang, Panjgrain, Bilga, PanjDhera, Nagar, Chhokran, Akalpur, Nurpur, Sarai Khas, Hamira, Kapurthala, Niana, Sojowal, Manewal, Kahlon, Rahon, Balowal

4.8.1 Populations under study:

The most dominating group in the state of Punjab is the Sikh population followed by the Hindus. 378 Male and 222 Female were sample from 60 different villages of Punjab for the present study.

	Frequency	Percentage
Male	378	63
Female	222	37
Total	600	100

In which 37 are under age of 18,106 were from 18-24 age group,146 from 25 – 34 age group,155 from 35 - 44 that were maximum respondents participated range, 94 from 45 to 54 age group, 47 from 55-64 age group and 15 respondents were above age of 65.

Under 18	6.17%	37
18-24	17.67%	106
25-34	24.33%	146
35-44	25.83%	155
45-54	15.67%	94
55-64	7.83%	47
65+	2.50%	15

4.8.2 Sample Method

Sampling methods are generally divided into two forms 'Probability' and 'Non-probability' sampling. The sampling of probability is also called representative sampling (Kothari, 2004).

In this approach, the probability of selecting is known for a given case. The non-probability sampling method is also known as judgmental sampling. In this sampling method, the probability of selecting is unknown. The probability sampling can be random, cluster, systematic or stratified. The common types of non-probability sampling are purposive and convenience sampling

Non-probability sampling is often known by various terms, such as judgmental sampling, deliberate sampling and purposeful sampling for this method of sampling, the respondents for the study are chosen purposefully by the researcher; their choice of interests remains supreme. In other words, in the context of the non-probability of sampling, the investigators purposively choose the particular units of the universe to make up a sample on the basis that the small mass that they so select from the large one will be typical or reflective of the whole. For example, if the media habits of people living in a state are to be studied; a few towns and villages may be selected for intensive study on the principle that they may be representative of the whole state. Therefore, the judgment of the study organizers plays an important part in this sampling process (Kothari, 2004). Since this sampling method involves the personal opinion of the researchers, it is difficult to estimate the error of sampling. (Kothari, 2004) It indicates that there is a bias in this form of sampling, which can be large or small; thus, this approach is not used for studies of great significance but is ideal for studies by individual researchers due to its advantage of saving time and money.

In convenience sampling, the researcher selects particular elements or respondents as they are available, willing and are expected to provide some useful insights about research questions or hypothesis. Since the researcher cannot predict this, the sample is a true reflection of the population.

In snowball sampling, the researcher asks the participants to name other potential participants, which can become the part of the sample.

Non-Probability method of convenience & snowball sampling have been used in the present study because this method does not have any bias to estimate the probability

that each element in the population would have to be included in the sample and there are considerable time and money constraints. It is very difficult to approach faraway villages and approach the selected participants for responses as some respondent not agree to share personal information so Non – Probability sampling method is utilized.

4.9 Research tool

There are three sections in the questionnaire, the first section deals with the demographic profile of the respondents, the second part of the questionnaire aims at Media and Audience viewership pattern, in third section - Media Role and Awareness in Capacity Building of Rural People along with skill areas is highlighted.

4.9.1 Administration of the Questionnaire

Questionnaires were filled by the rural people of Punjab. Majority of the respondents were personally approached by the researcher and got the questionnaires duly filled from them using interview method. The questionnaire design is based on online form. Some of the respondents filled out the questionnaire with very keen interest in these questionnaires and responded on the shared link of the form for remaining researcher personally contacted them with reference of respondents.

4.9.2 Pre-test to design the Questionnaire

The degree to which the instrument measures what it intends to measure is the validity of the measuring instrument. To Find ‘Reliability and Validation of Questionnaire’ four different methods are utilized:

1. Face Validation
2. Cronbach’s alpha
3. Kaiser-Meyer-Olkin Measure Test
4. Bartlett's test of sphericity

Face Validation: Validation: Face validity refers to subjective assessments of the presentation and usefulness of the survey tool of the researcher as to whether the items in the instrument appear relevant, reasonable, unambiguous and clear. (Leedy & Ormrod, 2015) The opinion of experts finalized the instruments which includes face validity and content validity. For this purpose, opinion of 12 experts Doctorates, of different disciplines was collected.

Cronbach's Alpha: The internal consistency reliability model based on an instrument's average inter-item correlation " The closer Cronbach's alpha coefficient is to 1.0, the greater the internal accuracy of the objects in the scale. (Darren & Paul, 2003) state the following thumb rules: : “ $> .9$ – Excellent, $> .8$ – Good, $> .7$ – Acceptable, $> .6$ – Questionable, $> .5$ – Poor, and $< .5$ – Unacceptable” (p. 231).

Table 4.5 Cronbach's alpha coefficient Result

Cronbach's alpha coefficient	No. of Items
.796	26

Kaiser-Meyer-Olkin Measure Test: The KMO shall calculate the appropriateness of the sampling, which should be greater than 0.5 for a sufficient study of the variables to be carried out (IBM, 2020), (Chan & Idris, 2017). When any pair of variables has a value of less than this, we consider removing one of them from the analysis.

Bartlett's test of sphericity: The Bartlett Sphericity Test is used to determine whether the k samples have the same variances. This checks if there is a redundancy between variables that can be summed up by some factors. Low values (less than 0.05) of the significance level suggest that a factor analysis may be useful for your data (IBM, 2020), (Cramer & Howitt, 2004).

Table 4.6 KMO and Bartlett's Test result		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.594	
Bartlett's Test of Sphericity	Approx. Chi-Square	643.332
	Df	325
	Sig.	.000

The questionnaire was pretested on a limited but representative sample of 61 respondents in the identified rural areas of Amritsar & Tarn Taran district , to determine the reliability and validity of the tool of data collection. Along with statistical validation, Face validation procedure is also followed as many items are not based on statistics. For Face validation process, 12 Experts like Doctorates, Researchers and Scientist, Rural Development Grade I officers from different fields their opinion have been taken, feedbacks are incorporated. The responses to the items in the questionnaire

were checked and unclear items were modified. The modified questionnaire was finalized and used for data collection.

4.10 Study Variables

Variables are those which differ from person to person and can be quantified by the use of a measuring instrument. The variance of the sample or category can be determined in terms of numerical values. The attribute or trait of behavioural science that can be computed is referred to as variable (Singh, 2006). The analysis involves two sets of variables, namely dependent variables and independent variables. The variables in these two sets are given below:

4.10.1 Independent Variable

This includes:

1. Gender
2. Age
3. Occupation
4. Education
5. Region

4.10.2 Dependent Variable

1. Education
2. Environmental Hygiene and Sanitation
3. Economic development
4. Panchayats, Local Bodies & General Awareness
5. Health & Medical awareness

4.11 Data Analysis

The statistical procedures used are based on the suitability to examine the objectives of the research using SPSS statistical package.

Quantitative data are taken from the responses of the respondents to the present study. Various mathematical methods are used to analyze the data gathered, keeping in mind the complexity of the problem, the objectives and the hypotheses. Both descriptive and inferential statistics shall be used. The percentage and frequency of descriptive statistics are estimated to illustrate the characteristics of the respondents.

In inferential statistics Chi square test is computed to determine the significant mean differences and factor

4.11.1 Chi Square Analysis: Chi square is a non-parametric test of statistical significance. The Chi-Square test is most widely used to assess Independence Tests by using cross tabulation (also known as a bivariate table). The Chi Square method is widely used for measuring the relationship between categorical variables. Cross tabulation shows the distributions of two categorical variables at the same time as the intersections of the variable types appear in the cells of the table. (Bolboacă & Jantschi, 2011) The Independence Test assesses whether there is a correlation between the two variables by comparing the observed pattern of cell responses to the pattern predicted if the variables were completely independent of each other. The null hypothesis of the Chi-Square test is that there is no association between the population and the categorical variables; they are separate.

Any approximately conducted test of statistical significance lets one know the degree of confidence that one can have in accepting or refusing a hypothesis. Calculating the Chi-Square statistic and comparing it to the critical value of the Chi-Square distribution helps the researcher to determine whether the observed cell counts are substantially different from the predicted cell counts.

$$\sum_{i=1}^n \frac{(O_i - E_i)^2}{E_i}$$

Where,

O_i = the observed frequency (the observed counts in the cells)

E_i = Expected frequency if there was no relationship between the variables

As seen in the formula, the Chi-Square equation is based on the difference between what is currently found in the data and what would be predicted if there were really no relationship between the variables. The measured value is compared to the table value with the degree of freedom at the defined level of significance. If the observed value is greater than the table value, there is a substantial relationship between the variables, and if the observed value is less than the table value, it is not considered to be significant. The 'degree of freedom' is defined as the number of observations in the final

calculation which are free to differ after certain limitations have been made. (Sullivan, 2020)

Degrees of freedom= (columns - 1) x (rows - 1)

Levels of significance: The 5 percent level is commonly used

4.11.2 Factor Analysis: Factor analysis is a method of interdependence, the primary purpose of which is to identify the underlying function of the factors in the analysis. (Shrestha, 2020) This approach analyzes the interrelationship between a large number of variables and groups them according to their common core dimensions as factors with minimized information loss. (Hair, Michael, & Brunsveld, 2020). Factor analysis is performed on the correlation matrix of the variables observed. The factor is the weighted mean of the original variables. The Factor Analyst aims to find a few variables that could contribute to the development of the initial correlation matrix. Factors are created by explaining the difference between measured and correlated variables in a potential small number of unobserved variables. This approach explores these variations in relation to unobserved latent variables. The observed variables are modelled as a linear combination of potential factors, plus error terms. Through providing an analytical estimation of the layout of the variables examined, the study of the component provides an unbiased basis for the development of the summed scale. (Eshima & Borroni, 2021) Factor analysis is classified into two types: Exploratory Factor Analysis (EFA) and Confirmatory Factor Analysis (CFA) (Byrne, 2010; Williams et al., 2010).

4.11.3 Statistical Procedure Used

After collection of data, the data were entered into Microsoft Excel 2007 and converted into SPSS 25.0 version statistical software and analyzed by using Factor Analysis and Chi-square test. Significance was set at a 5 percent significance point ($p < 0.05$).

4.12 Limitations of the study

1. The study may not be made uniformly applicable to all the villages of Punjab as Punjab has 12581 inhabited villages with regional variations in

entrepreneurial talents, infrastructural facilities and socio-economic conditions.

2. It is very difficult to collect data from the rural respondents. Respondents of the age of 30 above are not ready to share the information.
3. The study is limited to selected villages, so respondents living in villages near border belt and undeveloped regions might have different perceptions.
4. Capacity Building and Skill development is a very vast area of study, here only media role in information and awareness of Capacity building role is considered.
5. Cost and time are also one of the problems of the study.

4.13 Significance of the study

This study is significant because media plays a substantial role in developing rural resources and motivating the masses for adopting new technologies. It has the potential to expand creative horizons, to concentrate attention, to enhance expectations, and to create an environment for growth. 21st century is well known for its revolutionary developments in technologies. These developments are greatly facilitating the flow of knowledge and information. Media can satisfy the demands of the people, it is not merely source of a entertainment but rich source of infotainment. Knowledge is strength (power). This knowledge comes from information. Information can be new or old but must be useful one. There is always an unquenching thirst for information in each one of our lives. Rural lives are enhanced through effective participation of media and rural people. Rural people do not depend merely on Agriculture for their subsistence. For their improvement in socio economic conditions they equipped with the information and knowledge of other domains such as Economic, Health, Education, Sanitation, Awareness, Environmental and Infrastructure. Sometime very small information and knowledge can save heavy losses. Strengthened livelihood builds a positive image of Rural people by recognizing their contribution to the society and economy. So the conclusions of this study might be helpful for the government to know the interest of people in media programs and the areas where people are looking for the information for their capacity building.

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CHAPTER - 05

Data Analysis & Interpretations

5.1 Data analysis

A study design is the plan, structure and strategy of investigation conceived by the researchers to obtain answers to the research questions and to control variance. As a plan it provides an overview of the scheme or program of the research. It provides outline of what the researchers will do from writing the hypotheses and their operational implications to the final analyses of data. As a structure of the research, it is more specific. It is the outline and the paradigm of the operations of the variables. As a strategy, it includes methods to be used to gather and analyse the data. In other words, strategy means how the research objectives will be achieved and how the problems encounter during the research will be met with. The study design serves two basic purposes that it provides answers to the research questions and controls variances if any.

The study being a field study is conducted under an Ex-Post-Facto research condition. Field studies are ex-post-facto scientific inquiries aimed at discovering the relations and interaction among sociological variables in real social structures. There are two types of field studies: The Exploratory and Hypothesis Testing. The exploratory type seeks what is, rather than predicts relationship to be found. Field studies are strong in realism, significance, strength of variables, theory orientation and heuristic quality. The exploratory type has three main purposes – to discover significant variables in field situations; to discover relations among variables; and to lay the groundwork for later more systematic and rigorous testing of hypothesis.

The data was analysed keeping in view the study objectives. Both descriptive and inferential data analysis was carried out. Independent variables like age, gender, education, occupation and zones from the state of Punjab were considered for analysis against the responses given on the questionnaire. The questions in the questionnaire deal with access to mass media, average time spent on mass media, language preferences, need and access to information on health and hygiene, education, general awareness, need for technical and soft skills for social and economic development of

rural populace.

Table 5.1: The following table provides analysis design of the study:

LEVEL	SCALE	PROCESS	DATA TREATMENT	STATISTICAL TESTS
3	Interval	Measured equal interval	Parametric	Factor Analysis
1	Nominal	Classified and counted	Non-parametric	Chi-Square
1	Nominal	Classified and counted	Non-parametric	Descriptive
1	Nominal	Classified and counted	Non-parametric	Ranking

5.1.1 Inferential data analysis

Inferential data was analysed considering independent variables such as age, gender, education, occupation and zones against the responses given on access to mass media, average time spent on mass media, language preferences, need and access to information on health and hygiene, education, general awareness, need for technical and soft skill for social and economic development of rural populace. Chi-square test was applied to test the degree of difference or association between the independent and dependent variable.

5.1.2 Data analysis and interpretation

The data is analysed on the basis of responses given to access to mass media, average time spent on mass media, language preferences, need and access to information on health and hygiene, need for skill training, role and effectiveness of public service advertisements in informing and educating the rural population. Chi-square was used as a test of independence to understand the relationship between the independent variables and their responses to questions.

5.2 Descriptive Data Analysis:

5.2.1 Sample profile

A sample of 600 respondents was drawn from the three zones and 16 districts were selected for the study. Selection of districts from three zones is based on Majha,

Malwaand Doaba regions of Punjab. A separate table is given below, where in the sample representation from each district is described.

Table 5.2: Gender wise distribution of sample

Gender		
	Frequency	Percentage
Male	378	63
Female	222	37
Total	600	100

Out of the 600 respondents, 378 were males constituting 63 percent and 222 females constituting 37 percent of the total sample.

The age wise distribution in the sample drawn is as follows.

Table 5.3: Age wise distribution of the sample

Age		
	Frequency	Percentage
Under 18	37	6.2
18-24	106	17.7
25-34	146	24.3
35-44	155	25.8
45-54	94	15.7
55-64	47	7.8
65+	15	2.5
Total	600	100

A maximum of 155 respondents constituting 25.80 percent were in the age group of 35-44 years, followed by 146 (24.30 percent) in the age group of 25-34 and 107 (17.70 percent) in the age group of 18-24. Further, 94 respondents were in the age group of 45-54, followed by 47 (7.80 percent) in the age group of 55-64 and 6.20 percent (37) in the age group of less than 18 years. A very small percentage of the sample that is only 2.50 percent were in the age group of more than 65 years.

Table 5.4: Distribution of sample based on the educational qualification

Education		
	Frequency	Percentage
1-8 th	39	6.5
9 th -10 th	88	14.7
12 th -DIP	226	37.7

Grad/Abv	237	39.5
Others	10	1.7
Total	600	100

Out of the total sample of 600 respondents, 237 (39.50 percent) were graduates and above, followed by 226 (37.70 percent) who were educated up to 12 grade or were diploma holders. This shows that more than 75 percent of the respondents were educated. About 14.70 percent had completed 10th grade and 6 percent had education upto 8th grade only.

Table: 5.5: Distribution of the sample based on the occupation

Occupation		
	Frequency	Percentage
Service	195	32.5
Trader/Market	115	19.2
Agricultural	152	25.3
Others	138	23
Total	600	100

A total of four categories were developed for occupation groups. A total of 195 (32.50 percent) were in service, followed by 25.3 percent engaged in agriculture and 19.20 percent in business. About 23 percent of the respondents (138) belonged to other occupations.

Table 5.6: Zone wise distribution of the sample

Zone		
	Frequency	Percentage
Majha	200	33.3
Malwa	200	33.3
Doaba	200	33.3
Total	600	100

Of the 600 respondents selected as sample, equal number of 33.30 percent belonged to the three zones – Majha, Malwa and Doaba regions.

Table 5.7: District wise distribution of the sample

District		
	Frequency	Percentage
Amritsar	121	20.2

Bathinda	7	1.2
Fazilka	21	3.5
Ferozepur	61	10.2
Gurdaspur	22	3.7
Hoshiarpur	27	4.5
Jalandhar	97	16.2
Kapurthala	20	3.3
Ludhiana	13	2.2
Mansa	7	1.2
Moga	45	7.5
Nawanshahar	32	5.3
Patiala	36	6
Sangrur	10	1.7
SBS Nagar	24	4
Tarn Taran	57	9.5
Total	600	100

Out of 22 districts of the Punjab, 16 districts were covered for the study. A maximum of 20.20 percent were from Amritsar district, followed by 16.20 percent were from Jalandhar, 10.20 percent from Ferozepur, 9.50 percent from Tarn Taran and 7.50 percent from Moga. The other districts had representation between of the sample ranging from 1 to 7.50 percent.

5.3 Media habits of the respondents

This part of the questionnaire was used to elicit information from the respondents on the media use and media preferences. Basically, the questions dealt with seeking answer on most preferred medium as source for information and entertainment. The responses provide base for further questioning on various aspects related to the study objectives. The respondents were asked to indicate their preference by marking on four points from highest to lowest.

5.3.1 Most preferred source for information

To find the opinion of the respondents regarding preferred source of information from different modes of media, responses recorded are analyzed as under.

5.3.1.1 Newspaper as source of Information

Table 5.8: Newspaper reading habit

Newspaper reading		
	Frequency	Percentage

Very high	171	28.5
High	250	41.7
Low	161	26.8
Very low	18	3
Total	600	100

From table 5.8, it is evident that a majority of the respondents (41.70 %) said that newspapers are high on their preference as a source of information followed by 28.50 percent holding newspapers as very high source of information and 26.80 percent reporting it as their low in preference. A mere 3 percent rated newspaper as very low source of information. The data clearly indicates that around 70 percent of the respondents hold newspapers as high to very high source for information.

5.3.1.2 Television as source of Information

Table 5.9: Television viewing habit

TV viewing		
	Frequency	Percentage
Very high	191	31.8
High	242	40.3
Low	153	25.5
Very low	14	2.3
Total	600	100

Table 5.9 indicates that around 72 percent of the respondents hold television as high to very high as their source of information. Classifying further, 40.30 percent hold TV as high source followed by 31.80 percent stating TV as the most preferred source for information. Around 25.5 percent consider TV as low source of information and a very small percentage (2.30 percent) stated TV as very low source of information.

5.3.1.3 Radio/FM as source of Information

Table 5.10: Radio listening habit

Radio/FM listening		
	Frequency	Percentage
Very high	8	1.3
High	20	3.3
Low	129	21.5
Very low	443	73.8
Total	600	100

The most surprising finding is that 73.80 percent of the respondents stated that radio as a least preferred medium for information and 21.50 percent rated it as low. Just about 3.3 percent say radio as high and 1.3 percent rate radio as very high source of information. This behaviour of considering radio as low source of information is intriguing. This may be due to the fact that radio has a very low listenership as a source of information. Radio, these days has become more a source of entrainment than a source of information.

5.3.1.4 Internet as source of Information

Table 5.11: Internet usage habit

Internet/Social Media usage		
	Frequency	Percentage
Very high	230	38.3
High	88	14.7
Low	157	26.2
Very low	125	20.8
Total	600	100

When it comes to internet as a themost preferred source of information, 53 percent on the respondents stated it as high to very high source of information. Surprisingly 38.30 percent say internet as very high and 14.7 percent say as high source of information. Moreover, 26.20 percent said internet a low and 20.80 percent say it as very low source of information. The data clearly indicates that internet is being considered as rich source of information by more than 50% of the sample. This may be due to the fact that internet as source is easily accessible on mobile phones and is available 24x7.

5.3.1.5: Ranking of media as a preferred source of information

Table 5.12: Mean and Rank of media as a preferred source of information

Statistics		
Variable	Mean	Rank
Newspaper/Magazine	2.04	2
TV	1.98	1
Radio/FM	3.68	4
Internet/Social Media	2.30	3

N=600(Rank your choices,1=highest to 4= lowest for each audience viewership pattern)

The respondents were asked to rank the most preferred media for information on

various social and economic issues. As per the analysed data, television was the most preferred medium with a mean score of 1.98. This was followed by newspaper and magazines (mean 2.04) and internet with a mean of 2.30. In general, radio is considered as a cheapest and readily available source of communication, but according to data, radio was ranked the least preferred medium. The findings indicate that, TV is the most preferred medium and internet is ranked as third in preference.

5.3.2 Most preferred source for entertainment

To find the opinion of the respondents regarding preferred source of entertainment from different modes of media, responses recorded as under:

5.3.2.1 Newspaper as source of Entertainment

Table 5.13: Preference of newspaper as a medium of entertainment

Newspaper/Magazine		
	Frequency	Percentage
Very high	43	7.2
High	126	21
Low	250	41.7
Very low	181	30.2
Total	600	100

N=600

The analysed data has revealed the majority of the respondents do not consider newspapers as a medium for entertainment. That is 41.70 percent consider newspapers as low and 30.20 percent consider it as very low source of entertainment. Among others, 7.2 percent consider newspapers as very high and 21 percent consider it as high source of entertainment. The data clearly indicates that more than 70 percent of the respondents do not consider newspapers a source of entertainment.

5.3.2.2 Television as source of Entertainment

Table 5.14: Preference of television as a medium of entertainment.

TV		
	Frequency	Percentage
Very high	281	46.8
High	239	39.8
Low	70	11.7

Very low	10	1.7
Total	600	100

N=600

TV traditionally being considered as a medium of entertainment, put together around 86 percent of the respondents consider TV as a medium of entertainment. Among them, 39.80 percent consider it as high and 46.80 percent consider TV as high source for entertainment. On the other hand, 11.70 percent consider TV as low on entertainment and only 1.70 percent think TV as a very poor source of entertainment.

5.3.2.3 Radio/FM as source of Entertainment

Table 5.15: Preference of radio as a medium of entertainment

Radio/FM		
	Frequency	Percentage
Very high	8	1.3
High	63	10.5
Low	222	37
Very low	307	51.2
Total	600	100

N=600

When it comes to radio as a medium of entertainment more than 88 percent of the respondents consider it as low or very low source medium of entertainment. A very small, that is only 10.50 percent of the sample ranked radio as a high source medium for entertainment, followed by a merely 1.30 percent considering radio very high source of entertainment.

5.3.2.4 Internet as source of Entertainment

Table 5.16: Preference of internet as a medium of entertainment

Internet/Social Media		
	Frequency	Percentage
Very high	268	44.7
High	172	28.7
Low	58	9.7
Very low	102	17
Total	600	100

The most surprising finding is that more than 73 percent of the respondents considered usage of internet as high to very high source of entertainment. Among them 44.70 percent agreed that internet is a very high source of entertainment, while 28.70 percent rated it high on its entertainment value. About 17.00 percent of the respondents said internet as a source is very low in entertainment and 9.70 percent feel that it has low entertainment value. Respondents opining internet as the most preferred source for entertainment may be due to the fact that using internet helps on operating for social media platforms and availability of multiple applications with high entertainment content.

5.3.3: Ranking of media as a preferred source of information

Table 5.17: Ranking of media as a preferred source of entertainment

Statistics		
Variable	Mean	Rank
Newspaper/Magazine	2.95	3
TV	1.68	1
Radio/FM	3.38	4
Internet/Social Media	1.99	2

N=600(Rank your choices,1=highest to 4= lowest for each audience viewership pattern)

To a question on the most preferred medium of entertainment, findings has revealed that, television was ranked as the most preferred medium with a mean score of 1.68. This was followed by internet as next most preferred source of entertainment. Internet is preferred because of the multi-media entertainment channels and extensive use of social media platforms. Print media, newspapers and magazines were ranked third in preference. Traditionally radio is considered as a medium of entertainment with a variety of programmes for entertainment. However, the data has shown that radio as a least preferred medium of entertainment. These findings indicate that radio as a medium of entertainment has lost its relevance.

5.4:Objective: To classify the capacity building areas required in rural Punjab.

5.4.1: Hypothesis: People are in need of knowledge and information regarding Health, Education, Economic Development, General Awareness about Government polices Schemes and Environmental Hygienefor their capacity building.

5.4.2: Major problems in the villages

A series of questions were asked to respondents to understand restraints that are affecting the development and deterring the much-needed skill development in rural areas. The questions dealt with some critical areas like illiteracy, drug addiction, unemployment, sanitation, gender inequality, and infrastructure and so on. The data analyzed as follows:

Table 5.18: Major problems in village as per recorded responses

Major problems	No		Yes		Total
	Frequency	Percentage	Frequency	Percentage	Percentage
Illiteracy	311	51.8	289	48.2	100
Drugs Addiction	322	53.7	278	46.3	100
Unemployment	164	27.3	436	72.7	100
Sanitation	481	80.2	119	19.8	100
Casteism	449	74.8	151	25.2	100
Gender Inequality	299	49.8	301	50.2	100
Medical and health facilities	272	45.3	328	54.7	100
Infrastructure	486	81	114	19	100
Superstition	472	78.7	128	21.3	100
Lack of Awareness in Government Policy	213	35.5	387	64.5	100

N = 600

The table indicates the perception of respondents regarding major issues in the development of the Punjab. One of the basic problems affecting Indian social and economic development is low literacy levels among rural population. The state of Punjab being at higher literacy level of 51.8% percent do agree that illiteracy is a problem in development of skills, while 48.20 percent agree that literacy levels hamper development of skills among rural people.

Drug addiction is a major issue in the state of Punjab. However, 53.70 percent of the respondents do not agree that drug addiction hampers development of skills. This may be due to the understanding that drug addiction is more of a social issue and a personal. Nearly 46.30 percent feel that drug addiction retard development.

Unemployment being a core issue in India and every state of the union, 72.70 of the respondents consider unemployment as a core issue hindering development. However, 27.30 percent disagree with it.

The data further shows 80.00 percent are not considering sanitation as an issue in development, while 20% percent consider it as a problem in the way of development of Punjab. It may be considered that sanitation is a learnt behaviour and Punjab as a state is quite developed in health and hygiene.

Casteism is a plague in socially complex country like India. However, Punjab represents a very unified picture on development. Accordingly the data shows that nearly 75 percent of the respondents do not agree to casteism as impediment to development. About 25 percent of the respondents feels it as an obstacle in the development of Punjab.

Regarding gender inequality as a problem in the development of Punjab almost 50% of the sample consider it as an obstacle 50% having opposite opinion.

In rural areas availability of medical and health facilities are always a challenge. According to the data, 54.7 percent of the respondents receive it as a challenge while 45.3 percent do not take it as a challenge in the development of Punjab agree to the lack of it. There is lack of quality Medical and Health facilities in small villages and villages that far away from cities are facing difficulties in taking quality medical and health facilities. This is one of the important areas of concern.

Infrastructure is the backbone of any development process. As Punjab state has better infrastructure in place and has developed economy, 81 percent of the respondents do not agree and only 19 percent of them agree.

Nearly 79 percent of the respondents feel that superstitions do not hamper development. However, 21 percent agree to it. This may be due to the fact that Punjab is socially developed state with a better worldwide exposure.

Lack of awareness on government policies and schemes among rural population is a retardant in the process of development. A robust media and government efforts in informing and educating masses would be vital for development. The analysed data reveals that 35.5 percent do not agree to the fact, that there is a lack of awareness and 64.5 percent agree to it.

5.4.3 Interest of Rural People for Need of Information, Knowledge and Skills for Capacity Building in different areas.

To know the interest of rural people for need of information, knowledge and skills for Capacity Building, multiple questions are asked. It also helps to find which areas they are looking more for the need of capacity building for their personal development.

5.4.3.1 Need of information, knowledge and skills for Capacity Building in Health /Medical

Table 5.19 Interested for Capacity Building in Health/Medical

	Frequency	Percentage
Definitely	296	49.3
Very Probably	213	35.5
Probably	77	12.8
Possibly	14	2.3
Probably Not	0	0
Total	600	100

When asked about the information and knowledge required related to Health and Medical condition 49.3 % people feel that they are definitely in the need of knowledge, skills etc. In the field of medical and health 35.3 % say very probably, 12.8% says probably and only 2.3 says possibly and 0% say probably not. It clearly shows that 100% people are in need of capacity building in this area ranging from low to high. To fulfil this media PSA and programs can help in disseminating information and knowledge. To find out the need of capacity building in health /medical with respect to demographic variables chi-square test was applied. The result are presented and interpreted as below.

Table 5.20: Need for information on skills and knowledge related to Health / Medical

			Definitely	Very Probably	Probably	Possibly	Total
Age	Under 18	Count	20	10	7	0	37
		% within Age	54.1%	27.0%	18.9%	0.0%	100.0%
		% within infor. and skill related to Health/Medical	6.8%	4.7%	9.1%	0.0%	6.2%
		% of Total	3.3%	1.7%	1.2%	0.0%	6.2%
	18-24	Count	64	20	19	3	106
		% within Age	60.4%	18.9%	17.9%	2.8%	100.0%
		% within infor. and skill related to Health/Medical	21.6%	9.4%	24.7%	21.4%	17.7%
		% of Total	10.7%	3.3%	3.2%	0.5%	17.7%
	25-34	Count	76	53	16	1	146
		% within Age	52.1%	36.3%	11.0%	0.7%	100.0%
		% within infor. and skill related to Health/Medical	25.7%	24.9%	20.8%	7.1%	24.3%
		% of Total	12.7%	8.8%	2.7%	0.2%	24.3%
	35-44	Count	68	64	19	4	155
		% within Age	43.9%	41.3%	12.3%	2.6%	100.0%
		% within infor. and skill related to Health/Medical	23.0%	30.0%	24.7%	28.6%	25.8%
		% of Total	11.3%	10.7%	3.2%	0.7%	25.8%
	45-54	Count	53	33	6	2	94
		% within Age	56.4%	35.1%	6.4%	2.1%	100.0%
		% within infor. and skill related to Health/Medical	17.9%	15.5%	7.8%	14.3%	15.7%
		% of Total	8.8%	5.5%	1.0%	0.3%	15.7%
	55-64	Count	13	25	5	4	47
		% within Age	27.7%	53.2%	10.6%	8.5%	100.0%
		% within infor. and skill related to Health/Medical	4.4%	11.7%	6.5%	28.6%	7.8%
		% of Total	2.2%	4.2%	0.8%	0.7%	7.8%
	65+	Count	2	8	5	0	15
		% within Age	13.3%	53.3%	33.3%	0.0%	100.0%
		% within	0.7%	3.8%	6.5%	0.0%	2.5%
		% of Total	0.3%	1.3%	0.8%	0.0%	2.5%
Total	Count	296	213	77	14	600	
	% within Age	49.3%	35.5%	12.8%	2.3%	100.0%	
	% within infor. and skill related to Health/Medical	100.0%	100.0%	100.0%	100.0%	100.0%	
	% of Total	49.3%	35.5%	12.8%	2.3%	100.0%	
Gender	Male	Count	168	154	45	11	378
		% within Gender	44.4%	40.7%	11.9%	2.9%	100.0%
		% within	56.8%	72.3%	58.4%	78.6%	63.0%
		% of Total	28.0%	25.7%	7.5%	1.8%	63.0%
	Female	Count	128	59	32	3	222
		% within Gender	57.7%	26.6%	14.4%	1.4%	100.0%
		% within	43.2%	27.7%	41.6%	21.4%	37.0%
		% of Total	21.3%	9.8%	5.3%	0.5%	37.0%
Total	Count	296	213	77	14	600	
	% within Gender	49.3%	35.5%	12.8%	2.3%	100.0%	
	% within infor. and skill related to Health/Medical	100.0%	100.0%	100.0%	100.0%	100.0%	
	% of Total	49.3%	35.5%	12.8%	2.3%	100.0%	

			Do you think rural people of Punjab need basic information, skills and knowledge in the field of Health/Medical?				Total
			Definitely	Very Probably	Probably	Possibly	
Education	1-8th	Count	14	17	7	1	39
		% within Education	35.9%	43.6%	17.9%	2.6%	100.0%
		% within infor. and skill related to Health/Medical	4.7%	8.0%	9.1%	7.1%	6.5%
		% of Total	2.3%	2.8%	1.2%	0.2%	6.5%
	9th-10th	Count	36	34	15	3	88
		% within Education	40.9%	38.6%	17.0%	3.4%	100.0%
		% within infor. and skill related to Health/Medical	12.2%	16.0%	19.5%	21.4%	14.7%
		% of Total	6.0%	5.7%	2.5%	0.5%	14.7%
	12th-DIP	Count	100	93	32	1	226
		% within Education	44.2%	41.2%	14.2%	0.4%	100.0%
		% within infor. and skill related to Health/Medical	33.8%	43.7%	41.6%	7.1%	37.7%
		% of Total	16.7%	15.5%	5.3%	0.2%	37.7%
	Grad/Abv	Count	143	65	20	9	237
		% within Education	60.3%	27.4%	8.4%	3.8%	100.0%
		% within infor. and skill related to Health/Medical	48.3%	30.5%	26.0%	64.3%	39.5%
		% of Total	23.8%	10.8%	3.3%	1.5%	39.5%
	Others	Count	3	4	3	0	10
		% within Education	30.0%	40.0%	30.0%	0.0%	100.0%
		% within infor. and skill related to Health/Medical	1.0%	1.9%	3.9%	0.0%	1.7%
		% of Total	0.5%	0.7%	0.5%	0.0%	1.7%
Total	Count	296	213	77	14	600	
	% within Education	49.3%	35.5%	12.8%	2.3%	100.0%	
	% within infor. and skill related to Health/Medical.	100.0%	100.0%	100.0%	100.0%	100.0%	
	% of Total	49.3%	35.5%	12.8%	2.3%	100.0%	
Occupation	Service	Count	96	73	20	6	195
		% within Occupation	49.2%	37.4%	10.3%	3.1%	100.0%
		% within.	32.4%	34.3%	26.0%	42.9%	32.5%
		% of Total	16.0%	12.2%	3.3%	1.0%	32.5%
	Trader/Market Player	Count	44	57	14	0	115
		% within Occupation	38.3%	49.6%	12.2%	0.0%	100.0%
		% of Total	7.3%	9.5%	2.3%	0.0%	19.2%
	Agricultural	Count	69	55	22	6	152
		% within Occupation	45.4%	36.2%	14.5%	3.9%	100.0%
		% of Total	11.5%	9.2%	3.7%	1.0%	25.3%
	Others	Count	87	28	21	2	138
		% within Occupation	63.0%	20.3%	15.2%	1.4%	100.0%
		% within.	29.4%	13.1%	27.3%	14.3%	23.0%
		% of Total	14.5%	4.7%	3.5%	0.3%	23.0%
	Total	Count	296	213	77	14	600
		% within Occupation	49.3%	35.5%	12.8%	2.3%	100.0%
% within infor. and skill related to Health/Medical.		100.0%	100.0%	100.0%	100.0%	100.0%	
% of Total		49.3%	35.5%	12.8%	2.3%	100.0%	

			Do you think rural people of Punjab need basic information, skills and knowledge in the field of Health/Medical ?				Total
			Definitely	Very Probably	Probably	Possibly	
zone	Majha	Count	104	70	20	6	200
		% within zone	52.0%	35.0%	10.0%	3.0%	100.0%
		% within infor. and skill related to Health/Medical.	35.1%	32.9%	26.0%	42.9%	33.3%
		% of Total	17.3%	11.7%	3.3%	1.0%	33.3%
	Malwa	Count	77	78	41	4	200
		% within zone	38.5%	39.0%	20.5%	2.0%	100.0%
		% within infor. and skill related to Health/Medical.	26.0%	36.6%	53.2%	28.6%	33.3%
		% of Total	12.8%	13.0%	6.8%	0.7%	33.3%
	Doaba	Count	115	65	16	4	200
		% within zone	57.5%	32.5%	8.0%	2.0%	100.0%
		% within infor. and skill related to Health/Medical.	38.9%	30.5%	20.8%	28.6%	33.3%
		% of Total	19.2%	10.8%	2.7%	0.7%	33.3%
Total	Count	296	213	77	14	600	
	% within zone	49.3%	35.5%	12.8%	2.3%	100.0%	
	% within infor. and skill related to Health/Medical.	100.0%	100.0%	100.0%	100.0%	100.0%	
	% of Total	49.3%	35.5%	12.8%	2.3%	100.0%	

N= 600

The above data is about the need of rural people for basic information, skills and knowledge in the field of Health/Medical among age group of under 18 to above 65. The data reveal that 49.3 percent people definitely need basic information, skills and knowledge in the field of Health/Medical, 35.5 percent people very probably need basic information, skills and knowledge in the field of Health/Medical, 12.8 percent people probably need basic information, skills and knowledge in the field of Health/Medical and rest of 2.3 percent people possibly need basic information, skills and knowledge in the field of Health/Medical. In the age group of 25 to 34, highest 12.3 percent definitely need basic information, skills and knowledge in the field of Health/Medical, 8.8 percent are very probably need basic information, skills and knowledge in the field of Health/Medical, 2.7 percent probably need basic information, skills and knowledge in the field of Health/Medical and rest of 0.2 percent possibly need basic information, skills and knowledge in the field of Health/Medical. In the age group of 35 to 44, about 11.3 percent definitely need basic information, skills and knowledge in the field of Health/Medical, 10.7 percent very probably need basic information, skills and knowledge in the field of Health/Medical, 3.2 percent probably need basic information,

skills and knowledge in the field of Health/Medical and even less than 1% possibly need basic information, skills and knowledge in the field of Health/Medical. In the age group of 18 to 24, about 10.7 percent definitely need basic information, skills and knowledge in the field of Health/Medical, 3.3 percent are very probably need basic information, skills and knowledge in the field of Health/Medical, 3.2 percent probably need basic information, skills and knowledge in the field of Health/Medical and rest of 0.5 percent possibly need basic information, skills and knowledge in the field of Health/Medical. In the age group of above 65, only about 0.3 percent definitely need basic information, skills and knowledge in the field of Health/Medical, 1.3 percent are very probably need basic information, skills and knowledge in the field of Health/Medical, 0.8 percent probably need basic information, skills and knowledge in the field of Health/Medical. The data shows a significant difference between age groups of under 18 to above 65 on need basic information, skills and knowledge in the field of Health/Medical. To establish the significance of difference between age group of under 18 to above 65 to need basic information, skills and knowledge in the field of Health/Medical, Chi-square test was applied.

Chi-Square Tests			
	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	51.851 ^a	18	.000
Likelihood Ratio	52.680	18	.000
Linear-by-Linear Association	5.753	1	.016
N of Valid Cases	600		
a. 9 cells (32.1%) have expected count less than 5. The minimum expected count is .35.			

H₀ – There is no significant difference between the respondents of various age group on need of basic information, skills and knowledge in the field of Health/Medical.

H_a – Age group of under 18 to above 65 differ significantly on the need of basic information, skills and knowledge in the field of Health/Medical

Cal X^2 Val 51.851 (df 18) \geq Tab Val 28.87 at 0.05 level of significance

The analysed data reveals that there is significant relationship between age group of ‘under 18 to above 65’ with regards to basic information, skills and knowledge in the field of ‘Health/Medical’ among the people. The null hypothesis of no significant difference is rejected as the age factor plays an important role in the need of basic information, skills and knowledge in the field of ‘Health/Medical’ among the people.

Furthermore, the results yielded that respondents from different ‘age group’ has different level of needs to understand the ‘Health and Medical’ awareness programme, this indicates that basic information on ‘Health and Medical’ awareness which may further be helpful to them in their health and development.

Gender: The data deals with rural people of Punjab on need basic information, skills and knowledge in the field of Health/Medical. Among male respondents, 28 percent definitely need basic information, skills and knowledge in the field of Health/Medical, 25.7 percent very probably need basic information, skills and knowledge in the field of Health/Medical, 7.5 percent probably need basic information, skills and knowledge in the field of Health/Medical and rest of 1.8 percent possibly need basic information, skills and knowledge in the field of Health/Medical. Out of females about 21.3 percent definitely need basic information, skills and knowledge in the field of Health/Medical, 9.8 percent very probably need basic information, skills and knowledge in the field of Health/Medical, 5.3 percent probably need basic information, skills and knowledge in the field of Health/Medical and only 0.5 percent possibly need basic information, skills and knowledge in the field of Health/Medical. The data shows a significant difference between male and female on need basic information, skills and knowledge in the field of Health/Medical. To establish the significance of difference between males and females on the need of basic information, skills and knowledge in the field of Health/Medical, Chi-square test was applied.

Chi-Square Tests			
	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	14.996^a	3	.002
Likelihood Ratio	15.358	3	.002
Linear-by-Linear Association	4.346	1	.037
N of Valid Cases	600		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 5.18.

H₀ – There is no significant difference between males and females on need for basic information, skills and knowledge in the field of Health/Medical.

H_a – Male and female differ significantly on basic information, skills and knowledge in the field of Health/Medical.

$\text{Cal } X^2 \text{ Val } 14.996 \text{ (df } 3) \geq \text{Tab Val } 7.820 \text{ @ at } 0.05 \text{ level of significance}$

The analysed data reveals that there is significant difference between ‘male and female’

with regards to the need of basic information, skills and knowledge in the field of ‘Health/Medical’. Therefore the null hypothesis that there is no significant difference is rejected. Further results revealed that ‘genders’ have different level needs to knowledge with regards to health and medical areas.

Education: The data on the need of basic information, skills and knowledge in the field of Health/Medical with respect to the education level of respondents. Out of the respondents who are graduate, the highest 23.8 percent definitely need basic information, skills and knowledge in the field of Health/Medical, 10.8 percent very probably need basic information, skills and knowledge in the field of Health/Medical, 3.3 percent probably need basic information, skills and knowledge in the field of Health/Medical and rest of 1.5 percent possibly need basic information, skills and knowledge in the field of Health/Medical. Among respondents with secondary education as their qualification, about 16.7 percent definitely need basic information, skills and knowledge in the field of Health/Medical, 15.5 percent very probably need basic information, skills and knowledge in the field of Health/Medical, 5.3 percent probably need basic information, skills and knowledge in the field of Health/Medical and rest of 3.2 percent possibly need basic information, skills and knowledge in the field of Health/Medical. Among others educated, lowest about 0.5 percent definitely need basic information, skills and knowledge in the field of Health/Medical, 0.7 percent very probably need basic information, skills and knowledge in the field of Health/Medical, 0.5 percent probably need basic information, skills and knowledge in the field of Health/Medical and rest of 0.0 percent possibly need basic information, skills and knowledge in the field of Health/Medical. To establish the significance of difference among educated person on basic information, skills and knowledge in the field of Health/Medical, Chi-square test was applied.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	32.360^a	12	.001
Likelihood Ratio	33.816	12	.001
Linear-by-Linear Association	8.353	1	.004
N of Valid Cases	600		

a. 6 cells (30.0%) have expected count less than 5. The minimum expected count is .23.

H₀ – There is no significant difference among educated persons on the need basic information, skills and knowledge in the field of Health/Medical.

H_a – Educated persons differ significantly on the need of basic information, skills and knowledge in the field of Health/Medical.

Cal X^2 Val 32.360 (df 12) \geq Tab Val 21.03 at 0.05 level of significance

The analysed data reveals that there is significant relationship among ‘educated person’ with regards to basic information, skills and knowledge in the field of ‘Health/Medical’ among the people. The null hypothesis of no significant difference is rejected as ‘education’ plays an important role in need of basic information, skills and knowledge in the field of ‘Health/Medical’ among the people. Furthermore, the table says that people with different levels of education had different understanding on Health and Medical awareness programme, this indicates that ‘education’ increases persons desires about basic information on ‘Health and Medical’ awareness programme.

Occupation: From the table 5.20 it is further clear that rural people of Punjab belonging to different occupations vary in their need for basic knowledge information and skills related to health and medical field. Among service sector, 16 percent definitely need basic information, skills and knowledge in the field of Health/Medical, 12.2 percent very probably need basic information, skills and knowledge in the field of Health/Medical, 3.3 percent probably need basic information, skills and knowledge in the field of Health/Medical and rest of 1 percent possibly need basic information, skills and knowledge in the field of Health/Medical. Among traders, about 7.3 percent definitely need basic information, skills and knowledge in the field of Health/Medical, 9.5 percent are very probably need basic information, skills and knowledge in the field of Health/Medical, 2.3 percent probably need basic information, skills and knowledge in the field of Health/Medical and rest of 0.0 percent possibly need basic information, skills and knowledge in the field of Health/Medical. Among agriculture service, 11.5 percent definitely need basic information, skills and knowledge in the field of Health/Medical, 9.2 percent very probably need basic information, skills and knowledge in the field of Health/Medical, 3.7 percent probably need basic information, skills and knowledge in the field of Health/Medical and nearly of 1.0 percent possibly need basic information, skills and knowledge in the field of Health/Medical. The data shows a significant difference among professionals on the basic information, skills and knowledge in the field of Health/Medical. To establish the significance of difference

among professionals on basic information, skills and knowledge in the field of Health/Medical, Chi-square test was applied and results are presented as below.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	31.505^a	9	.000
Likelihood Ratio	34.724	9	.000
Linear-by-Linear Association	.873	1	.350
N of Valid Cases	600		

a. 4 cells (25.0%) have expected count less than 5. The minimum expected count is 2.68.

H₀ – There is no significant difference among various professional on the need of basic information, skills and knowledge in the field of Health/Medical.

H_a – Various Professionals differ significantly on need of basic information, skills and knowledge in the field of Health/Medical.

Cal X^2 Val 31.505 (df 9) \geq Tab Val 16.92 at 0.05 level of significance
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The analysed data reveals that there is a significant relationship among ‘professional’ with regards to basic information, skills and knowledge in the field of ‘Health/Medical’. Therefore the null hypothesis that there is no significant difference is rejected as ‘occupation’ plays an important role in understanding the basic needs of information, skills and knowledge in the field of Health/Medical. Furthermore, the table says that professionals have different needs to understand the ‘Health and Medical’ awareness programme, this indicates that basic information on ‘Health and Medical’ awareness programme helps in their ‘occupation’ development.

Zone: On the basis of data collected from three zones of Punjab reveal that 17.3 percent people from Majha zone region need basic information, skills and knowledge in the field of Health/Medical definitely, around 12 percent are need basic information, skills and knowledge in the field of Health/Medical very probably, 3.3 percent people need basic information, skills and knowledge in the field of Health/Medical probably and rest of about 1.0 percent people need basic information, skills and knowledge in the field of Health/Medical possibly. In Zone II (Malwa) about 12.8 percent people need basic information, skills and knowledge in the field of Health/Medical definitely, 13 percent very probably are need basic information, skills and knowledge in the field of Health/Medical, 6.8 percent probably people need basic information, skills and knowledge in the field of Health/Medical and rest of about 0.7 percent people possibly need basic information, skills and knowledge in the field of Health/Medical. On the

other hand, In Zone III (Doaba) 19.2 percent people need basic information, skills and knowledge in the field of Health/Medical definitely, around 10.8 percent are need basic information, skills and knowledge in the field of Health/Medical very probably, 2.7 percent people need basic information, skills and knowledge in the field of Health/Medical probably and rest of about 0.7 percent people possibly need basic information, skills and knowledge in the field of Health/Medical. To establish the significance of difference between three Zone of Majha, Malwa, and Doaba with regard to the need of basic information, skills and knowledge in the field of Health/Medical, Chi-square test was applied.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	23.585^a	6	.001
Likelihood Ratio	23.059	6	.001
Linear-by-Linear Association	1.468	1	.226
N of Valid Cases	600		

a. 3 cells (25.0%) have expected count less than 5. The minimum expected count is 4.67.

H₀ – There is no significant difference between three Zones of Majha, Malwa and Doaba on need of basic information, skills and knowledge in the field of Health/Medical.

H_a – All three Zone of Majha, Malwa and Doaba differ significantly on the need basic information, skills and knowledge in the field of Health/Medical

$$\text{Cal } X^2 \text{ Val } 23.585 \text{ (df } 6) \geq \text{Tab Val } 12.59 \text{ at } 0.05 \text{ level of significance}$$

The data revealed that there is significant difference among three Zones of Punjab Majha, Malwa and Doaba’ with regards to need basic information, skills and knowledge in the field of ‘Health/Medical’ among the people. The null hypothesis that there is no significant difference is rejected as ‘Zone’ (place of living) plays an important role in need of the basic information, skills and knowledge in the field of ‘Health/Medical’ among the people of these three zones. Furthermore data indicates that respondents with different place of living have different levels of knowledge, information and need of skills in health and medical field.

5.4.3.2 Need of information, knowledge and skills for Capacity Building in Education

Table 5.21 Interested for Capacity Building in Education

Do you think rural people of Punjab need basic information, skills and knowledge in the field of Education?		
	Frequency	Percentage
Definitely	275	45.8
Very Probably	177	29.5
Probably	134	22.3
Possibly	14	2.3
Probably Not	0	0
Total	600	100

When asked about the information and knowledge required for education, 45.8 % people feel that they are definitely in the need of knowledge and 29.5 % say very probably, 22.3% says probably and only 2.3 says possibly they are in the of the skills, informamation in field of education. It clearly shows that 100% people are in need of capacity building in this area ranging from low to high. As education is one of the key areas of concern in development, many evidences and researches show positive impact of education in improving socio-economic conditions of the people. To find out the need of capacity building in Education with respect to demographic variables Chi-square test was applied. The results are presented and interpreted as below.

Table 5.22: Need for information on skills and knowledge on Education

			Do you think rural people of Punjab need basic information, skills and knowledge in the field of Education ?				Total
			Definitely	Very Probably	Probably	Possibly	
Age	Under 18	Count	15	14	6	2	37
		% within Age	40.5%	37.8%	16.2%	5.4%	100.0%
		% within infor. & skills in field of Education ?	5.5%	7.9%	4.5%	14.3%	6.2%
		% of Total	2.5%	2.3%	1.0%	0.3%	6.2%
	18-24	Count	58	29	17	2	106
		% within Age	54.7%	27.4%	16.0%	1.9%	100.0%
		% within infor. & skills in field of Education ?	21.1%	16.4%	12.7%	14.3%	17.7%
		% of Total	9.7%	4.8%	2.8%	0.3%	17.7%
	25-34	Count	76	40	28	2	146
		% within Age	52.1%	27.4%	19.2%	1.4%	100.0%
		% within infor. & skills in field of Education ?	27.6%	22.6%	20.9%	14.3%	24.3%
		% of Total	12.7%	6.7%	4.7%	0.3%	24.3%
	35-44	Count	67	48	36	4	155
		% within Age	43.2%	31.0%	23.2%	2.6%	100.0%
		% within infor. & skills in field of Education ?	24.4%	27.1%	26.9%	28.6%	25.8%
		% of Total	11.2%	8.0%	6.0%	0.7%	25.8%
	45-54	Count	42	26	25	1	94
		% within Age	44.7%	27.7%	26.6%	1.1%	100.0%
		% within infor. & skills in field of Education ?	15.3%	14.7%	18.7%	7.1%	15.7%
		% of Total	7.0%	4.3%	4.2%	0.2%	15.7%
	55-64	Count	14	17	14	2	47
		% within Age	29.8%	36.2%	29.8%	4.3%	100.0%
		% within infor. & skills in field of Education ?	5.1%	9.6%	10.4%	14.3%	7.8%
		% of Total	2.3%	2.8%	2.3%	0.3%	7.8%
	65+	Count	3	3	8	1	15
		% within Age	20.0%	20.0%	53.3%	6.7%	100.0%
		% within infor. & skills in field of Education ?	1.1%	1.7%	6.0%	7.1%	2.5%
		% of Total	0.5%	0.5%	1.3%	0.2%	2.5%
Total	Count	275	177	134	14	600	
	% within Age	45.8%	29.5%	22.3%	2.3%	100.0%	
	% within infor. & skills in field of Education ?	100.0%	100.0%	100.0%	100.0%	100.0%	
	% of Total	45.8%	29.5%	22.3%	2.3%	100.0%	
Gender	Male	Count	157	115	95	11	378
		% within Gender	41.5%	30.4%	25.1%	2.9%	100.0%
		% within infor. & skills in field of Education ?	57.1%	65.0%	70.9%	78.6%	63.0%
		% of Total	26.2%	19.2%	15.8%	1.8%	63.0%
	Female	Count	118	62	39	3	222
		% within Gender	53.2%	27.9%	17.6%	1.4%	100.0%
		% within infor. & skills in field of Education ?	42.9%	35.0%	29.1%	21.4%	37.0%
		% of Total	19.7%	10.3%	6.5%	0.5%	37.0%
Total	Count	275	177	134	14	600	
	% within Gender	45.8%	29.5%	22.3%	2.3%	100.0%	
	% within infor. & skills in field of Education ?	100.0%	100.0%	100.0%	100.0%	100.0%	
	% of Total	45.8%	29.5%	22.3%	2.3%	100.0%	

			Do you think rural people of Punjab need basic information, skills and knowledge in the field of Education				Total
			Definitely	Very Probably	Probably	Possibly	
Education	1-8th	Count	12	13	12	2	39
		% within Education	30.8%	33.3%	30.8%	5.1%	100.0%
		% within infor. & skills in field of Education ?	4.4%	7.3%	9.0%	14.3%	6.5%
		% of Total	2.0%	2.2%	2.0%	0.3%	6.5%
	9th-10th	Count	33	28	23	4	88
		% within Education	37.5%	31.8%	26.1%	4.5%	100.0%
		% within infor. & skills in field of Education ?	12.0%	15.8%	17.2%	28.6%	14.7%
		% of Total	5.5%	4.7%	3.8%	0.7%	14.7%
	12th-DIP	Count	97	66	59	4	226
		% within Education	42.9%	29.2%	26.1%	1.8%	100.0%
		% within infor. & skills in field of Education ?	35.3%	37.3%	44.0%	28.6%	37.7%
		% of Total	16.2%	11.0%	9.8%	0.7%	37.7%
	Grad/Abv	Count	129	65	39	4	237
		% within Education	54.4%	27.4%	16.5%	1.7%	100.0%
		% within infor. & skills in Education ?	46.9%	36.7%	29.1%	28.6%	39.5%
		% of Total	21.5%	10.8%	6.5%	0.7%	39.5%
	Others	Count	4	5	1	0	10
		% within Education	40.0%	50.0%	10.0%	0.0%	100.0%
		% within infor. & skills in field of Education ?	1.5%	2.8%	0.7%	0.0%	1.7%
		% of Total	0.7%	0.8%	0.2%	0.0%	1.7%
Total	Count	275	177	134	14	600	
	% within Education	45.8%	29.5%	22.3%	2.3%	100.0%	
	% within infor. & skills in field of Education ?	100.0%	100.0%	100.0%	100.0%	100.0%	
	% of Total	45.8%	29.5%	22.3%	2.3%	100.0%	
Occupation	Service	Count	79	69	44	3	195
		% within Occupation	40.5%	35.4%	22.6%	1.5%	100.0%
		% within infor. & skills in field of Education ?	28.7%	39.0%	32.8%	21.4%	32.5%
		% of Total	13.2%	11.5%	7.3%	0.5%	32.5%
	Trader/Market Player	Count	46	37	30	2	115
		% within Occupation	40.0%	32.2%	26.1%	1.7%	100.0%
		% within infor. & skills in field of Education ?	16.7%	20.9%	22.4%	14.3%	19.2%
		% of Total	7.7%	6.2%	5.0%	0.3%	19.2%
	Agricultural	Count	64	45	38	5	152
		% within Occupation	42.1%	29.6%	25.0%	3.3%	100.0%
		% within infor. & skills in field of Education ?	23.3%	25.4%	28.4%	35.7%	25.3%
		% of Total	10.7%	7.5%	6.3%	0.8%	25.3%
	Others	Count	86	26	22	4	138
		% within Occupation	62.3%	18.8%	15.9%	2.9%	100.0%
		% within infor. & skills in field of Education ?	31.3%	14.7%	16.4%	28.6%	23.0%
		% of Total	14.3%	4.3%	3.7%	0.7%	23.0%
	Total	Count	275	177	134	14	600
		% within Occupation	45.8%	29.5%	22.3%	2.3%	100.0%
		% within infor. & skills in field of Education ?	100.0%	100.0%	100.0%	100.0%	100.0%
		% of Total	45.8%	29.5%	22.3%	2.3%	100.0%

			Do you think rural people of Punjab need basic information, skills and knowledge in the field of Education ?				Total
			Definitely	Very Probably	Probably	Possibly	
zone	Majha	Count	91	62	43	4	200
		% within zone	45.5%	31.0%	21.5%	2.0%	100.0%
		% within infor. & skills in field of Education ?	33.1%	35.0%	32.1%	28.6%	33.3%
		% of Total	15.2%	10.3%	7.2%	0.7%	33.3%
	Malwa	Count	71	71	49	9	200
		% within zone	35.5%	35.5%	24.5%	4.5%	100.0%
		% within infor. & skills in field of Education ?	25.8%	40.1%	36.6%	64.3%	33.3%
		% of Total	11.8%	11.8%	8.2%	1.5%	33.3%
	Doaba	Count	113	44	42	1	200
		% within zone	56.5%	22.0%	21.0%	0.5%	100.0%
		% within infor. & skills in field of Education ?	41.1%	24.9%	31.3%	7.1%	33.3%
		% of Total	18.8%	7.3%	7.0%	0.2%	33.3%
Total	Count	275	177	134	14	600	
	% within zone	45.8%	29.5%	22.3%	2.3%	100.0%	
	% within infor. & skills in field of Education ?	100.0%	100.0%	100.0%	100.0%	100.0%	
	% of Total	45.8%	29.5%	22.3%	2.3%	100.0%	

N= 600

The data reveals the basic need of rural people of Punjab for basic information, skills and knowledge in the field of Education among age group of under 18 to above 65. The data reveal that 45.8 percent people definitely need basic information, skills and knowledge in the field of Education, 29.5 percent people very probably need basic information, skills and knowledge in the field of 'Education', 22.3 percent people probably need basic information, skills and knowledge in the field of Education and rest of 2.3 percent people possibly need basic information, skills and knowledge in the field of Education. In the age group of 25 to 34, highest 12.7percent definitely need basic information, skills and knowledge in the field of Education, 6.7 percent people very probably need basic information, skills and knowledge in the field of Education, 4.7 percent people probably need basic information, skills and knowledge in the field of Education and rest of 0.3 percent people possibly need basic information, skills and knowledge in the field of Education. In the age group of 35 to 44, about 11.2 percent definitely need basic information, skills and knowledge in the field of Education, 8 percent people very probably need basic information, skills and knowledge in the field of Education, 6 percent people probably need basic information, skills and knowledge in the field of Education and rest of 0.3 percent people possibly need basic information, skills and knowledge in the field of Education. In the age group

of above 65, lowest about 0.5 percent definitely need basic information, skills and knowledge in the field of Education, 0.5 percent people very probably need basic information, skills and knowledge in the field of Education, 1.3 percent people probably need basic information, skills and knowledge in the field of Education and rest of 0.2 percent people possibly need basic information, skills and knowledge in the field of Education. The data shows a significant difference between age groups of under 18 to above 65 on the need of basic information, skills and knowledge in the field of Education. To establish the significance of difference between age groups of under 18 to above 65 to need basic information, skills and knowledge in the field of Education, Chi-square test was applied.

Chi-Square Tests			
	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	27.415 ^a	18	.072
Likelihood Ratio	25.816	18	.104
Linear-by-Linear Association	11.569	1	.001
N of Valid Cases	600		
a. 9 cells (32.1%) have expected count less than 5. The minimum expected count is .35.			

H₀ – There is no significant difference among the respondents of various age groups on need of basic information, skills and knowledge in the field of Education.

H_a – Various Age Group differ significantly on the need of basic information, skills and knowledge in the field of Education

$\text{Cal } x^2 \text{ Val } 27.415 \text{ (df } 18) \leq \text{Tab Val } 28.87 \text{ at } 0.05 \text{ level of significance}$
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The analysed data reveals that there is significant relationship between age groups of ‘under 18 to above 65’ with regards to basic information, skills and knowledge in the field of ‘Education’ among the people. The null hypothesis of no significant difference is rejected as age factor plays an important role in basic information, skills and knowledge in the field of ‘Education’ among the people. In the others words, table shows that age groups have different requirement to understanding on ‘Education development and Awareness programme’, this shows that people encourage their basic information on Education development and Awareness for their academic growth.

Gender: In the given data of rural people of Punjab on need basic information, skills and knowledge in the field of Education. The data reveals that 45.8 percent people definitely need basic information, skills and knowledge in the field of Education, 29.5 percent people very probably need basic information, skills and knowledge in the field of Education, 22.3 percent people probably need basic information, skills and knowledge in the field of Education and rest of 2.3 percent people possibly need basic information, skills and knowledge in the field of Education. Among males 26.2 percent definitely need basic information, skills and knowledge in the field of Education, 19.2 percent people very probably need basic information, skills and knowledge in the field of Education, 15.8 percent people probably need basic information, skills and knowledge in the field of Education and rest of 1.8 percent people possibly need basic information, skills and knowledge in the field of Education. Among females about 19.7 percent definitely need basic information, skills and knowledge in the field of Education, 10.3 percent people very probably need basic information, skills and knowledge in the field of Education, 6.5 percent people probably need basic information, skills and knowledge in the field of Education and rest of 0.5 percent people possibly need basic information, skills and knowledge in the field of Education. To establish the significance of difference between males and females to need basic information, skills and knowledge in the field of Education, Chi-square test was applied.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	9.455^a	3	.024
Likelihood Ratio	9.633	3	.022
Linear-by-Linear Association	9.390	1	.002
N of Valid Cases	600		
a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 5.18.			

H₀ – There is no significant difference between males and females on need for basic information, skills and knowledge in the field of Education.

H_a – Males and females differ significantly on the need of basic information, skills and knowledge in the field of Education.

Cal X2 Val 9.455 (df 2) \geq Tab Val 7.820 at 0.05 level of significance

The analysed data reveals that there is significant difference between male and female with regards to need basic information, skills and knowledge in the field of Education. The null hypothesis that there is no significant difference is rejected as gender plays an important role in basic information, skills and knowledge in the field of Education. In the others words, table shows male and female have different require to understand on Education development and Awareness programme, this shows that gender encourage needs about basic information on Education development and Awareness for their career growth.

Education: The data on the need of basic information, skills and knowledge in the field of Education with respect to different levels of education among respondents. The data reveals that respondents who are graduates, highest 21.5 percent definitely need basic information, skills and knowledge in the field of Education, 10.8 percent people are very probably need basic information, skills and knowledge in the field of Education, 6.5 percent people probably need basic information, skills and knowledge in the field of Education and rest of 0.7 percent people possibly need basic information, skills and knowledge in the field of Education. Among respondents with secondary education as their qualification, about 16.2 percent definitely need basic information, skills and knowledge in the field of Education, 11 percent people are very probably need basic information, skills and knowledge in the field of Education, 9.8 percent people probably need basic information, skills and knowledge in the field of Education and rest of 0.7 percent people possibly need basic information, skills and knowledge in the field of Education. Among others educated, lowest about 0.7 percent definitely need basic information, skills and knowledge in the field of Education, 0.8 percent people are very probably need basic information, skills and knowledge in the field of Education, 0.2 percent people probably need basic information, skills and knowledge in the field of Education and rest of 0.0 percent people possibly need basic information, skills and knowledge in the field of Education. To establish the significance of difference among educated persons on basic information, skills and knowledge in the field of Education, Chi-square test was applied.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	21.426^a	12	.044
Likelihood Ratio	21.192	12	.048
Linear-by-Linear Association	15.724	1	.000
N of Valid Cases	600		

a. 6 cells (30.0%) have expected count less than 5. The minimum expected count is .23.

H₀ – There is no significant difference among persons with different education qualification on the need of basic information, skills and knowledge in the field of Education.

H_a – Persons with different education qualification differ significantly on the need of basic information, skills and knowledge in the field of Education.

$$\text{Cal } X^2 \text{ Val } 21.426 \text{ (df } 12) \geq \text{Tab Val } 21.03 \text{ at } 0.05 \text{ level of significance}$$

The analysed data reveals that there is significant difference among ‘educated person’ with regards to basic information, skills and knowledge in the field of ‘Education’ among the people. The null hypothesis of no significant difference is rejected, indicating that respondents with different qualifications vary in their need of information, knowledge and skills in field of education. This shows that education encourage person needs about basic information on Education development and Awareness.

Occupation: From the table 5.22 it is further clear that rural people of Punjab belonging to different occupations vary in their needs for basic knowledge, information and skills related to education. Among service sector, 13.2 percent definitely need basic information, skills and knowledge in the field of Education, 11.5 percent people very probably need basic information, skills and knowledge in the field of Education, 7.3 percent people probably need basic information, skills and knowledge in the field of Education and rest of 0.5 percent people possibly need basic information, skills and knowledge in the field of Education. Among traders, about 7.7 percent definitely need basic information, skills and knowledge in the field of Education, 6.2 percent people very probably need basic information, skills and knowledge in the field of Education, 5 percent people probably need basic information, skills and knowledge in the field of Education and rest of 0.3 percent people possibly need basic information, skills and knowledge in the field of Education. Among agriculture sector, 10.7 percent definitely need basic information, skills and knowledge in the field of Education, 7.5 percent people very probably need basic information, skills and knowledge in the field

of Education, 6.3 percent people probably need basic information, skills and knowledge in the field of Education and rest of 0.8 percent people possibly need basic information, skills and knowledge in the field of Education. The data shows a significant difference among professionals on basic information, skills and knowledge in the field of Education. To establish the significance of difference among professionals on basic information, skills and knowledge in the field of Education, Chi-square test was applied.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	23.810^a	9	.005
Likelihood Ratio	23.954	9	.004
Linear-by-Linear Association	5.072	1	.024
N of Valid Cases	600		
a. 4 cells (25.0%) have expected count less than 5. The minimum expected count is 2.68.			

H₀ – There is no significant difference among various professionals on need of basic information, skills and knowledge in the field of Education.

H_a – Various Professionals differ significantly on the need of basic information, skills and knowledge in the field of Education.

Cal X^2 Val 23.810 (df 9) \geq Tab Val 16.92 at 0.05 level of significance
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The analysed data reveals that there is a significant relationship among ‘professionals’ with regards to basic information, skills and knowledge in the field of ‘Education’. The null hypothesis of no significant difference is rejected as profession plays an important role in looking basic information, skills and knowledge in the field of Education. Thus, the table shows that different persons belonging to different occupation have different needs of understanding on Education Development and Awareness programme, this shows that professionals encourage their basic information on Education development and Awareness.

Zone: Given data reveals the need of rural people of Punjab about basic information, skills and knowledge in the field of Education in three zones. The data reveals that 45.8 percent people in all three zones definitely need basic information, skills and knowledge in the field of Education, 29.5 percent very probably need basic

information, skills and knowledge in the field of Education, 22.3 percent people probably need basic information, skills and knowledge in the field of Education and rest of about 2.3 percent people need basic information, skills and knowledge in the field of Education possibly. In Zone I (Majha) 15.2 percent people definitely need basic information, skills and knowledge in the field of Education, around 10.3 percent very probably need basic information, skills and knowledge in the field of Education, 7.2 percent people probably need basic information, skills and knowledge in the field of Education and rest of about 0.7 percent people possibly need basic information, skills and knowledge in the field of Education. In Zone II (Malwa) about 11.8 percent people definitely need basic information, skills and knowledge in the field of Education, 11.8 percent are very probably need basic information, skills and knowledge in the field of Education, 8.2 percent people probably need basic information, skills and knowledge in the field of Education and rest of about 1.5 percent people possibly need basic information, skills and knowledge in the field of Education. On the other hand in Zone III (Doaba) 18.8 percent people definitely need basic information, skills and knowledge in the field of Education, around 7.3 percent are very probably need basic information, skills and knowledge in the field of Education, 7.3 percent people probably need basic information, skills and knowledge in the field of Education and rest of about 0.2 percent people possibly need basic information, skills and knowledge in the field of Education. To establish the significance of difference between three Zones of Majha, Malwa, and Doaba with regard to need basic information, skills and knowledge in the field of Education, Chi-square test was applied and results are presented as below.

Chi-Square Tests			
	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	23.678^a	6	.001
Likelihood Ratio	24.446	6	.000
Linear-by-Linear Association	2.838	1	.092
N of Valid Cases	600		

a. 3 cells (25.0%) have expected count less than 5. The minimum expected count is 4.67.

H₀ – There is no significant difference among three Zone of Majha, Malwa and Doaba on need basic information, skills and knowledge in the field of Education.

H_a – All three Zones of Majha, Malwa and Doaba differ significantly on need basic information, skills and knowledge in the field of Education.

Cal X^2 Val 23.678 (df 6) \geq Tab Val 12.59 at 0.05 level of significance
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The data revealed that there is significant difference among three Zones of Punjab Majha, Malwa and Doaba’ with regards to need of basic information, skills and knowledge in the field of ‘Education’ among the people. The null hypothesis that there is no significant difference is rejected as ‘Zone’ (place of living) plays an important role in need of the basic information, skills and knowledge in the field of ‘Education’ among the people of these three zones. Furthermore data indicates that respondents with different place of living have different levels of knowledge, information and need of skills in field of ‘Education’. This shows that people encourage their basic information on Education development and Awareness for their academic growth.

5.4.3.3 Need of information, knowledge and skills for Capacity Building in Economic Development Activities

Table 5.23 Interested for Capacity Building in Economic Development

Do you think rural people of Punjab need basic information, skills and knowledge in the field of Economic Development?		
	Frequency	Percentage
Definitely	274	45.7
Very Probably	189	31.5
Probably	116	19.3
Possibly	19	3.2
Probably Not	2	0.3
Total	274	45.7

When asked about the information and knowledge required related to Economic Development, 45.7 % people feels they are definitely in the need of knowledge and 31.5 % say very probably, 19.3% says probably, 3.2 says possibly and 0.3% say probably not. It clearly shows that majority of the people need low to high information in field of ‘Economic Development’. As some time, small information or activities add to the knowledge that helps in improving socio-economic conditions. Information regarding subsidies, Loan, employment are very few examples of this. To understand the responses results in more details with respect to demographic variables Chi-square test was applied. The results are presented and interpreted as below.

Table 5.24: Need for information on skills and knowledge on economic development

			Do you think rural people of Punjab need basic information, skills and knowledge in the field of Economic Improvements ?					Total
			Definitely	Very Probably	Probably	Possibly	Probably Not	
Age	Under 18	Count	17	12	6	2	0	37
		% within Age	45.9%	32.4%	16.2%	5.4%	0.0%	100.0%
		% within Rural people need basic infor. skills and knowledge in the field of Economic Improvements	6.2%	6.3%	5.2%	10.5%	0.0%	6.2%
		% of Total	2.8%	2.0%	1.0%	0.3%	0.0%	6.2%
	18-24	Count	59	32	12	2	1	106
		% within Age	55.7%	30.2%	11.3%	1.9%	0.9%	100.0%
		% within Rural people need basic infor. skills and knowledge in the field of Economic Improvements	21.5%	16.9%	10.3%	10.5%	50.0%	17.7%
		% of Total	9.8%	5.3%	2.0%	0.3%	0.2%	17.7%
	25-34	Count	72	50	22	2	0	146
		% within Age	49.3%	34.2%	15.1%	1.4%	0.0%	100.0%
		% within Rural people need basic infor. skills and knowledge in the field of Economic Improvements	26.3%	26.5%	19.0%	10.5%	0.0%	24.3%
		% of Total	12.0%	8.3%	3.7%	0.3%	0.0%	24.3%
	35-44	Count	62	48	37	8	0	155
		% within Age	40.0%	31.0%	23.9%	5.2%	0.0%	100.0%
		% within Rural people need basic infor. skills and knowledge in the field of Economic Improvements	22.6%	25.4%	31.9%	42.1%	0.0%	25.8%
		% of Total	10.3%	8.0%	6.2%	1.3%	0.0%	25.8%
	45-54	Count	43	27	21	3	0	94
		% within Age	45.7%	28.7%	22.3%	3.2%	0.0%	100.0%
		% within Rural people need basic infor. skills and knowledge in the field of Economic Improvements	15.7%	14.3%	18.1%	15.8%	0.0%	15.7%
		% of Total	7.2%	4.5%	3.5%	0.5%	0.0%	15.7%
	55-64	Count	16	15	13	2	1	47
		% within Age	34.0%	31.9%	27.7%	4.3%	2.1%	100.0%
		% within Rural people need basic infor. skills and knowledge in the field of Economic Improvements	5.8%	7.9%	11.2%	10.5%	50.0%	7.8%
		% of Total	2.7%	2.5%	2.2%	0.3%	0.2%	7.8%
	65+	Count	5	5	5	0	0	15
		% within Age	33.3%	33.3%	33.3%	0.0%	0.0%	100.0%
		% within Rural people need basic infor. skills and knowledge in the field of Economic Improvements	1.8%	2.6%	4.3%	0.0%	0.0%	2.5%
		% of Total	0.8%	0.8%	0.8%	0.0%	0.0%	2.5%
Total	Count	274	189	116	19	2	600	
	% within Age	45.7%	31.5%	19.3%	3.2%	0.3%	100.0%	
	% within Rural people need basic infor. skills and knowledge in the field of Economic Improvements	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
	% of Total	45.7%	31.5%	19.3%	3.2%	0.3%	100.0%	

			Do you think rural people of Punjab need basic information, skills and knowledge in the field of Economic Development					Total
			Definitely	Very Probably	Probably	Possibly	Probably Not	
Gender	Male	Count	161	131	74	12	0	378
		% within Gender	42.6%	34.7%	19.6%	3.2%	0.0%	100.0%
		% within Rural people need basic infor. skills and knowledge in the field of Economic Improvements	58.8%	69.3%	63.8%	63.2%	0.0%	63.0%
		% of Total	26.8%	21.8%	12.3%	2.0%	0.0%	63.0%
	Female	Count	113	58	42	7	2	222
		% within Gender	50.9%	26.1%	18.9%	3.2%	0.9%	100.0%
		% within Rural people need basic infor. skills and knowledge in the field of Economic Improvements	41.2%	30.7%	36.2%	36.8%	100.0%	37.0%
		% of Total	18.8%	9.7%	7.0%	1.2%	0.3%	37.0%
Total	Count	274	189	116	19	2	600	
	% within Gender	45.7%	31.5%	19.3%	3.2%	0.3%	100.0%	
	% within Rural people need basic infor. skills and knowledge in the field of Economic Improvements	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
	% of Total	45.7%	31.5%	19.3%	3.2%	0.3%	100.0%	
Education	1-8th	Count	10	13	14	2	0	39
		% within Education	25.6%	33.3%	35.9%	5.1%	0.0%	100.0%
		% within Rural people need basic infor. skills and knowledge in the field of Economic Improvements	3.6%	6.9%	12.1%	10.5%	0.0%	6.5%
		% of Total	1.7%	2.2%	2.3%	0.3%	0.0%	6.5%
	9th-10th	Count	40	25	21	1	1	88
		% within Education	45.5%	28.4%	23.9%	1.1%	1.1%	100.0%
		% within Rural people need basic infor. skills and knowledge in the field of Economic Improvements	14.6%	13.2%	18.1%	5.3%	50.0%	14.7%
		% of Total	6.7%	4.2%	3.5%	0.2%	0.2%	14.7%
	12th-DIP	Count	88	82	47	9	0	226
		% within Education	38.9%	36.3%	20.8%	4.0%	0.0%	100.0%
		% within Rural people need basic infor. skills and knowledge in the field of Economic Improvements	32.1%	43.4%	40.5%	47.4%	0.0%	37.7%
		% of Total	14.7%	13.7%	7.8%	1.5%	0.0%	37.7%
	Grad/Abv	Count	132	65	32	7	1	237
		% within Education	55.7%	27.4%	13.5%	3.0%	0.4%	100.0%
		% within Rural people need basic infor. skills and knowledge in the field of Economic Improvements	48.2%	34.4%	27.6%	36.8%	50.0%	39.5%
		% of Total	22.0%	10.8%	5.3%	1.2%	0.2%	39.5%
	Others	Count	4	4	2	0	0	10
		% within Education	40.0%	40.0%	20.0%	0.0%	0.0%	100.0%
		% within Rural people need basic infor. skills and knowledge in the field of Economic Improvements	1.5%	2.1%	1.7%	0.0%	0.0%	1.7%
		% of Total	0.7%	0.7%	0.3%	0.0%	0.0%	1.7%
	Total	Count	274	189	116	19	2	600
		% within Education	45.7%	31.5%	19.3%	3.2%	0.3%	100.0%
		% within Rural people need basic infor. skills and knowledge in the field of Economic Improvements	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
		% of Total	45.7%	31.5%	19.3%	3.2%	0.3%	100.0%

			Do you think rural people of Punjab need basic information, skills and knowledge in the field of Economic Development ?					Total
			Definitely	Very Probably	Probably	Possibly	Probably Not	
Occupation	Service	Count	91	58	40	6	0	195
		% within Occupation	46.7%	29.7%	20.5%	3.1%	0.0%	100.0%
		% within Rural people need basic infor. skills and knowledge in the field of Economic Improvements	33.2%	30.7%	34.5%	31.6%	0.0%	32.5%
		% of Total	15.2%	9.7%	6.7%	1.0%	0.0%	32.5%
	Trader/Market Player	Count	44	40	28	2	1	115
		% within Occupation	38.3%	34.8%	24.3%	1.7%	0.9%	100.0%
		% within Rural people need basic infor. skills and knowledge in the field of Economic Improvements	16.1%	21.2%	24.1%	10.5%	50.0%	19.2%
		% of Total	7.3%	6.7%	4.7%	0.3%	0.2%	19.2%
	Agricultural	Count	57	60	29	6	0	152
		% within Occupation	37.5%	39.5%	19.1%	3.9%	0.0%	100.0%
		% within Rural people need basic infor. skills and knowledge in the field of Economic Improvements	20.8%	31.7%	25.0%	31.6%	0.0%	25.3%
		% of Total	9.5%	10.0%	4.8%	1.0%	0.0%	25.3%
	Others	Count	82	31	19	5	1	138
		% within Occupation	59.4%	22.5%	13.8%	3.6%	0.7%	100.0%
		% within Rural people need basic infor. skills and knowledge in the field of Economic Improvements	29.9%	16.4%	16.4%	26.3%	50.0%	23.0%
		% of Total	13.7%	5.2%	3.2%	0.8%	0.2%	23.0%
Total	Count	274	189	116	19	2	600	
	% within Occupation	45.7%	31.5%	19.3%	3.2%	0.3%	100.0%	
	% within Rural people need basic infor. skills and knowledge in the field of Economic Improvements	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
	% of Total	45.7%	31.5%	19.3%	3.2%	0.3%	100.0%	
Zone	Majha	Count	88	61	44	6	1	200
		% within zone	44.0%	30.5%	22.0%	3.0%	0.5%	100.0%
		% within Rural people need basic infor. skills and knowledge in the field of Economic Improvements	32.1%	32.3%	37.9%	31.6%	50.0%	33.3%
		% of Total	14.7%	10.2%	7.3%	1.0%	0.2%	33.3%
	Malwa	Count	89	64	41	6	0	200
		% within zone	44.5%	32.0%	20.5%	3.0%	0.0%	100.0%
		% within Rural people need basic infor. skills and knowledge in the field of Economic Improvements	32.5%	33.9%	35.3%	31.6%	0.0%	33.3%
		% of Total	14.8%	10.7%	6.8%	1.0%	0.0%	33.3%
	Doaba	Count	97	64	31	7	1	200
		% within zone	48.5%	32.0%	15.5%	3.5%	0.5%	100.0%
		% within Rural people need basic infor. skills and knowledge in the field of Economic Improvements	35.4%	33.9%	26.7%	36.8%	50.0%	33.3%
		% of Total	16.2%	10.7%	5.2%	1.2%	0.2%	33.3%
Total	Count	274	189	116	19	2	600	
	% within zone	45.7%	31.5%	19.3%	3.2%	0.3%	100.0%	
	% within Rural people need basic infor. skills and knowledge in the field of Economic Improvements	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
	% of Total	45.7%	31.5%	19.3%	3.2%	0.3%	100.0%	

N= 600

Age:Data shows the need of rural people of Punjab for basic information, skills and knowledge in the field of Economic Development among age group of under 18 to above 65. The data reveals that 45.7 percent people definitely need basic information, skills and knowledge in the field of Economic Development , 31.5 percent people very probably need basic information, skills and knowledge in the field of Economic Development , 19.3 percent people probably need basic information, skills and knowledge in the field of economic Development ,3.2 percent people possibly need basic information, skills and knowledge in the field of Economic Development and rest 0.3 percent people probably do not need basic information, skills and knowledge in the field of economic Development . In the age group of 25 to 34, highest 12percent definitely need basic information, skills and knowledge in the field of Economic Development , 8.3 percent people very probably need basic information, skills and knowledge in the field of Economic Development ,3.7 percent people probably need basic information, skills and knowledge in the field of Economic Development ,0.3 percent people possibly need basic information, skills and knowledge in the field of Economic Development and rest 0.0 percent people probably do not need basic information, skills and knowledge in the field of Economic Development . In the age group of 35 to 44, about 10.3 percent definitely need basic information, skills and knowledge in the field of Economic Development , 8 percent people are very probably need basic information, skills and knowledge in the field of Economic Development ,6.2 percent people probably need basic information, skills and knowledge in the field of Economic Development ,1.3 percent people possibly need basic information, skills and knowledge in the field of Economic Development and rest 0.0 percent people probably do not need basic information, skills and knowledge in the field of Economic Development . In the age group of above 65, lowest about 0.8 percent definitely need basic information, skills and knowledge in the field of Economic Development , 0.8 percent people very probably need basic information, skills and knowledge in the field of Economic Development , 0.8 percent people probably need basic information, skills and knowledge in the field of Economic Development and 0.0 percent people possibly need basic information, skills and knowledge in the field of Economic Development. The data shows a significant difference among age group of under 18 to above 65 on need basic information, skills

and knowledge in the field of Economic Development. To establish the significance of difference between age group of under 18 to above 65 to need basic information, skills and knowledge in the field of Economic Development, Chi-square test was applied.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	29.215 ^a	24	.212
Likelihood Ratio	28.536	24	.238
Linear-by-Linear Association	9.360	1	.002
N of Valid Cases	600		

a. 16 cells (45.7%) have expected count less than 5. The minimum expected count is .05.

H₀ – There is no significant difference between the respondents of various age groupson need of basic information, skills and knowledge in the field of Economic Development.

H_a– Various Age Group differ significantly on the need of basic information, skills and knowledge in the field of Economic Development.

$$\text{Cal } X^2 \text{ Val } 29.215 \text{ (df } 24) \leq \text{Tab Val } 36.42 \text{ at } 0.05 \text{ level of significance}$$

The analyzed data reveals that there is significant relationship among age groups of ‘under 18 to above 65’ with regards to basic information, skills and knowledge in the field of ‘Economic Development’ among the people. The null hypothesis of no significant difference is rejected as age factor plays an important role in basic information, skills and knowledge in the field of Economic Development among the people. In addition to this, the table assures that respondents from different groups have different needs to understand on Economic development and Awareness Programme, This results in the fact that people’s basic information on Economic development helps them in their economic growth.

Gender: In the given data shows the need of rural people for basic information, skills and knowledge in the field of Economic Development. Among male respondents 26.8 percent definitely need basic information, skills and knowledge in the field of Economic Development, 21.8 percent very probably need basic information, skills and knowledge in the field of Economic Development, 12.3 percent probably need basic information, skills and knowledge in the field of Economic Development, 2.0 percent possibly need basic information, skills and knowledge in the field of Economic

Development and rest of 0.0 percent probably do not need basic information, skills and knowledge in the field of Economic Development. Out of females about 18.8 percent definitely need basic information, skills and knowledge in the field of Economic Development, 9.7 percent very probably need basic information, skills and knowledge in the field of Economic Development, 7.0 percent probably need basic information, skills and knowledge in the field of Economic Development, 1.2 percent possibly need basic information, skills and knowledge in the field of Economic Development and rest of 0.3 percent probably do not need basic information, skills and knowledge in the field of Economic Development. The data shows a significant difference between male and female on basic information, skills and knowledge in the field of Economic Development. To establish the significance of difference between males and females to need basic information, skills and knowledge in the field of Economic Development, Chi-square test was applied.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	8.782 ^a	4	.067
Likelihood Ratio	9.412	4	.052
Linear-by-Linear Association	.721	1	.396
N of Valid Cases	600		
a. 2 cells (20.0%) have expected count less than 5. The minimum expected count is .74.			

H₀ – There is no significant difference between males and females on need basic information, skills and knowledge in the field of Economic Development.

H_a – Males and females differ significantly on need of basic information, skills and knowledge in the field of Economic Development.

Cal X2 Val 8.782 (df 4) ≤ Tab Val 9.490 at 0.05 level of significance

The analysed data reveals that there is no significant relationship between ‘male and female’ with regards to the need of basic information, skills and knowledge in the field of ‘Economic Development’. The null hypothesis of no significant difference is accepted as male and female have similar opinions on basic information, skills and knowledge in the field of ‘Economic Development’. In addition table assures that gender have different needs to understand on Economic development and Awareness programme. This result in the fact, that male and female increases their desires about basic information on Economic development for their Professional Development.

Education: The data on the need of basic information, skills and knowledge in the field of Economic Development was analyzed with respect to the level of education of respondents. Out of the respondents who are graduates, the highest 22 percent definitely need basic information, skills and knowledge in the field of Economic Development , 10.8 percent people very probably need basic information, skills and knowledge in the field of Economic Development , 5.3 percent people probably need basic information, skills and knowledge in the field of Economic Development , 1.2 percent people possibly need basic information, skills and knowledge in the field of Economic Development and rest 0.2 percent people probably do not need basic information, skills and knowledge in the field of Economic Development . Among respondents with secondary education as their qualification, about 14.7 percent definitely need basic information, skills and knowledge in the field of Economic Development , 13.7 percent people very probably need basic information, skills and knowledge in the field of Economic Development , 7.8 percent people probably need basic information, skills and knowledge in the field of Economic Development , 1.5 percent people possibly need basic information, skills and knowledge in the field of Economic Development and rest 0.0 percent people probably do not need basic information, skills and knowledge in the field of Economic Development . Among other educated persons, the lowest about 0.7 percent definitely need basic information, skills and knowledge in the field of Economic Development , 0.7 percent people are very probably need basic information, skills and knowledge in the field of Economic Development , 0.3 percent people probably need basic information, skills and knowledge in the field of Economic Development , 0.0 percent people possibly need basic information, skills and knowledge in the field of Economic Development and rest 0.0 percent people probably do not need basic information, skills and knowledge in the field of Economic Development . The data shows a significant difference among educated persons on basic information, skills and knowledge in the field of Economic Development. To establish the significance of difference among educated persons on basic information, skills and knowledge in the field of Economic Development, Chi-square test was applied.

Chi-Square Tests			
	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	30.395^a	16	.016
Likelihood Ratio	30.925	16	.014
Linear-by-Linear Association	13.136	1	.000
N of Valid Cases	600		

a. 11 cells (44.0%) have expected count less than 5. The minimum expected count is .03.

H₀ – There is no significant difference among persons with different education levels on the need of basic information, skills and knowledge in the field of Economic Development

H_a– Persons with different education levels differ significantly on the need of basic information, skills and knowledge in the field of Economic Development.

Cal X^2 Val 30.395 (df 16) \geq Tab Val 26.30 at 0.05 level of significance

The analysed data reveals that there is significant difference with regards to basic information, skills and knowledge in the field of ‘Economic Development’ among the people with different level of education. The null hypothesis of no significant difference is rejected, indicating that respondents with different qualifications vary in their knowledge, information and skills in field of Economic Development. In addition table also assures that different levels of education helps differently on Economic development and Awareness Programme, this results that education increases person desires about need of basic information on ‘Economic development’.

Occupation: From the table 5.24 it is further clear that rural people of Punjab belonging to different occupations vary in their needs for basic knowledge, information and skills related to Health and Medical field. Among the service sector, 15.2 percent definitely need basic information, skills and knowledge in the field of Economic Development , 9.7 percent people very probably need basic information, skills and knowledge in the field of Economic Development , 6.7 percent people probably need basic information, skills and knowledge in the field of Economic Development while only 1.0 percent people possibly need basic information, skills and knowledge in the field of Economic Development . On the other hand, among traders, about 7 percent definitely need basic information, skills and knowledge in the field of Economic Development , 6.7 percent people are very probably need basic information, skills and knowledge in the field of Economic Development , 4.7 percent people probably need basic information, skills and knowledge in the field of Economic Development , 0.3

percent people possibly need basic information, skills and knowledge in the field of Economic Development and rest 0.2 percent people probably not need basic information, skills and knowledge in the field of Economic Development. Among the agriculture sector, 9.5 percent definitely need basic information, skills and knowledge in the field of Economic Development, 10.0 percent people very probably need basic information, skills and knowledge in the field of Economic Development, about 10 percent people probably need basic information, skills and knowledge in the field of Economic Development, 1 percent people possibly need basic information, skills and knowledge in the field of Economic Development and rest 0.0 percent people probably do not need basic information, skills and knowledge in the field of Economic Development. To establish the significance of difference among professional on basic information, skills and knowledge in the field of Economic Development, Chi-square test was applied and results are presented as below.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	24.352^a	12	.018
Likelihood Ratio	25.181	12	.014
Linear-by-Linear Association	1.717	1	.190
N of Valid Cases	600		

a. 7 cells (35.0%) have expected count less than 5. The minimum expected count is .38.

H₀ – There is no significant difference among professionals on basic information, skills and knowledge in the field of Economic Development.

H_a – Professionals differ significantly on the basic information, skills and knowledge in the field of Economic Development.

Cal X^2 Val 24.352 (df 12) \geq Tab Val 21.03 at 0.05 level of significance

The data revealed that there is a significant difference among ‘professional’ with regards to basic information, skills and knowledge in the field of ‘Economic Development’. The null hypothesis of no significant difference is rejected as profession plays an important role in basic information, skills and knowledge in the field of ‘Economic Development’. The table also assures that professionals have different needs to understand the Economic development and Awareness programme, This results in the fact that basic information on ‘Economic development’ helps in development of their ‘occupation’ as well.

Zone: On the basis of data collected from three different zones of Punjab reveals that

In Zone I (Majha) 14.7 percent people definitely need basic information, skills and knowledge in the field of Economic Development , 10.2 percent are very probably need basic information, skills and knowledge in the field of Economic Development , 7.3 percent people probably need basic information, skills and knowledge in the field of Economic Development , about 1.0 percent people possibly need basic information, skills and knowledge in the field of Economic Development and rest of about 0.2 percent people probably not need basic information, skills and knowledge in the field of Economic Development whilein Zone II (Malwa) about 14.8 percent people definitely need basic information, skills and knowledge in the field of Economic Development, 10.7 percent are very probably need basic information, skills and knowledge in the field of Economic Development , 6.8 percent people probably need basic information, skills and knowledge in the field of Economic Development , about 1.0 percent people possibly need basic information, skills and knowledge in the field of Economic Development and rest of about 0.0 percent people probably not need basic information, skills and knowledge in the field of Economic Development on the other handin Zone III (Doaba) 16.2 percent people definitely need basic information, skills and knowledge in the field of Economic Development , 10.7 percent are very probably need basic information, skills and knowledge in the field of Economic Development , 5.2 percent people probably need basic information, skills and knowledge in the field of Economic Development , about 1.2 percent people possibly need basic information, skills and knowledge in the field of Economic Development and rest of about 0.2 percent people probably not need basic information, skills and knowledge in the field of Economic Development. To establish the significance of difference among three Zones of Majha, Malwa, and Doaba with regard to need basic information, skills and knowledge in the field of Economic Development, Chi-square test was applied and results are as below.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	4.130 ^a	8	.845
Likelihood Ratio	4.823	8	.776
Linear-by-Linear Association	1.296	1	.255
N of Valid Cases	600		

a. 3 cells (20.0%) have expected count less than 5. The minimum expected count is .67.

H₀ – There is no significant difference between three Zones of Majha, Malwa and

Doaba on need of basic information, skills and knowledge in the field of Economic Development.

H_a – All the three Zones of Majha, Malwa and Doaba differ significantly on need of basic information, skills and knowledge in the field of Economic Development.

Cal X^2 Val 4.130 (df 8) \leq Tab Val 15.51 at 0.05 level of significance

The analysed data reveals that there is no significant relationship between three ‘Zones of Majha, Malwa and Doaba’ with regards to basic information, skills and knowledge in the field of ‘Economic Development’ among the people. The null hypothesis of no significant difference is accepted as all the three Zone of Majha, Malwa, and Doaba have similar basic information, skills and knowledge in the field of Economic Development among the people of these three zones. In addition table assures that place of living has different needs to understand the Economic development and Awareness programme,

5.4.3.4 Need of information, knowledge and skills for Capacity Building in General Awareness (Panchayats, Local Bodies, Policies & other basic information)

Table 5.25 Interested for Capacity Building in General Awareness

Do you think rural people of Punjab need basic information, skills and knowledge in the field of General awareness?		
	Frequency	Percentage
Definitely	256	42.7
Very Probably	186	31
Probably	138	23
Possibly	19	3.2
Probably Not	1	0.2
Total	600	100

When asked about the information and knowledge required related to General awareness 42.7 % people feels they are definitely in the need of knowledge, information regarding general awareness and 31.0% say very probably, 23% says probably, 3.2 says possibly and 0.2% say probably not. It clearly shows that majority of the people need ‘General awareness about Panchayats, Local Bodies, Policies & other basic information’. As some time, small information or activities add to the knowledge that helps in improving socio-economic conditions. To understand the responses results in more details with respect to demographic variabls chi-square test was applied. The results are presented and interpreted as below.

Table 5.26: Need for information on skills and knowledge on General Awareness

			Do you think rural people of Punjab need basic information, skills and knowledge in the field of General Awareness?					Total
			Definitely	Very Probably	Probably	Possibly	Probably Not	
Age	Under 18	Count	11	14	11	1	0	37
		% within Age	29.7%	37.8%	29.7%	2.7%	0.0%	100.0%
		% within infor. & knowledge General Awareness and other basic activities	4.3%	7.5%	8.0%	5.3%	0.0%	6.2%
		% of Total	1.8%	2.3%	1.8%	0.2%	0.0%	6.2%
	18-24	Count	50	26	25	5	0	106
		% within Age	47.2%	24.5%	23.6%	4.7%	0.0%	100.0%
		% within infor. & knowledge General Awareness and other basic activities	19.5%	14.0%	18.1%	26.3%	0.0%	17.7%
		% of Total	8.3%	4.3%	4.2%	0.8%	0.0%	17.7%
	25-34	Count	71	45	22	7	1	146
		% within Age	48.6%	30.8%	15.1%	4.8%	0.7%	100.0%
		% within infor. & knowledge General Awareness and other basic activities	27.7%	24.2%	15.9%	36.8%	100.0%	24.3%
		% of Total	11.8%	7.5%	3.7%	1.2%	0.2%	24.3%
	35-44	Count	64	50	37	4	0	155
		% within Age	41.3%	32.3%	23.9%	2.6%	0.0%	100.0%
		% within infor. & knowledge General Awareness and other basic activities	25.0%	26.9%	26.8%	21.1%	0.0%	25.8%
		% of Total	10.7%	8.3%	6.2%	0.7%	0.0%	25.8%
	45-54	Count	42	25	25	2	0	94
		% within Age	44.7%	26.6%	26.6%	2.1%	0.0%	100.0%
		% within infor. & knowledge General Awareness and other basic activities	16.4%	13.4%	18.1%	10.5%	0.0%	15.7%
		% of Total	7.0%	4.2%	4.2%	0.3%	0.0%	15.7%
	55-64	Count	14	21	12	0	0	47
		% within Age	29.8%	44.7%	25.5%	0.0%	0.0%	100.0%
		% within infor. & knowledge General Awareness and other basic activities	5.5%	11.3%	8.7%	0.0%	0.0%	7.8%
		% of Total	2.3%	3.5%	2.0%	0.0%	0.0%	7.8%
	65+	Count	4	5	6	0	0	15
		% within Age	26.7%	33.3%	40.0%	0.0%	0.0%	100.0%
		% within infor. & knowledge General Awareness and other basic activities	1.6%	2.7%	4.3%	0.0%	0.0%	2.5%
		% of Total	0.7%	0.8%	1.0%	0.0%	0.0%	2.5%
Total	Count	256	186	138	19	1	600	
	% within Age	42.7%	31.0%	23.0%	3.2%	0.2%	100.0%	
	% within infor. & knowledge General Awareness and other basic activities	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
	% of Total	42.7%	31.0%	23.0%	3.2%	0.2%	100.0%	

Gender	Male	Count	149	130	90	9	0	378
		% within Gender	39.4%	34.4%	23.8%	2.4%	0.0%	100.0%
		% within infor. & knowledge General Awareness and other basic activities	58.2%	69.9%	65.2%	47.4%	0.0%	63.0%
		% of Total	24.8%	21.7%	15.0%	1.5%	0.0%	63.0%
	Female	Count	107	56	48	10	1	222
		% within Gender	48.2%	25.2%	21.6%	4.5%	0.5%	100.0%
		% within infor. & knowledge General Awareness and other basic activities	41.8%	30.1%	34.8%	52.6%	100.0%	37.0%
		% of Total	17.8%	9.3%	8.0%	1.7%	0.2%	37.0%
Total	Count	256	186	138	19	1	600	
	% within Gender	42.7%	31.0%	23.0%	3.2%	0.2%	100.0%	
	% within infor. & knowledge General Awareness and other basic activities	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
	% of Total	42.7%	31.0%	23.0%	3.2%	0.2%	100.0%	
Education	1-8th	Count	12	14	11	1	1	39
		% within Education	30.8%	35.9%	28.2%	2.6%	2.6%	100.0%
		% within infor. & knowledge General Awareness and other basic activities	4.7%	7.5%	8.0%	5.3%	100.0%	6.5%
		% of Total	2.0%	2.3%	1.8%	0.2%	0.2%	6.5%
	9th-10th	Count	27	37	24	0	0	88
		% within Education	30.7%	42.0%	27.3%	0.0%	0.0%	100.0%
		% within infor. & knowledge General Awareness and other basic activities	10.5%	19.9%	17.4%	0.0%	0.0%	14.7%
		% of Total	4.5%	6.2%	4.0%	0.0%	0.0%	14.7%
	12th-DIP	Count	92	69	58	7	0	226
		% within Education	40.7%	30.5%	25.7%	3.1%	0.0%	100.0%
		% within infor. & knowledge General Awareness and other basic activities	35.9%	37.1%	42.0%	36.8%	0.0%	37.7%
		% of Total	15.3%	11.5%	9.7%	1.2%	0.0%	37.7%
	Grad/Abv	Count	120	62	44	11	0	237
		% within Education	50.6%	26.2%	18.6%	4.6%	0.0%	100.0%
		% within infor. & knowledge General Awareness and other basic activities	46.9%	33.3%	31.9%	57.9%	0.0%	39.5%
		% of Total	20.0%	10.3%	7.3%	1.8%	0.0%	39.5%
	Others	Count	5	4	1	0	0	10
		% within Education	50.0%	40.0%	10.0%	0.0%	0.0%	100.0%
		% within infor. & knowledge General Awareness and other basic activities	2.0%	2.2%	0.7%	0.0%	0.0%	1.7%
		% of Total	0.8%	0.7%	0.2%	0.0%	0.0%	1.7%
Total	Count	256	186	138	19	1	600	
	% within Education	42.7%	31.0%	23.0%	3.2%	0.2%	100.0%	
	% within infor. & knowledge General Awareness and other basic activities	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
	% of Total	42.7%	31.0%	23.0%	3.2%	0.2%	100.0%	

			Do you think rural people of Punjab need basic information, skills and knowledge in the field of General Awareness ?					Total
			Definitely	Very Probably	Probably	Possibly	Probably Not	
Occupation	Service	Count	79	62	46	8	0	195
		% within Occupation	40.5%	31.8%	23.6%	4.1%	0.0%	100.0%
		% within infor. & knowledge General Awareness	30.9%	33.3%	33.3%	42.1%	0.0%	32.5%
		% of Total	13.2%	10.3%	7.7%	1.3%	0.0%	32.5%
	Trader/Market Player	Count	43	40	30	2	0	115
		% within Occupation	37.4%	34.8%	26.1%	1.7%	0.0%	100.0%
		% within infor. & knowledge General Awareness and other basic activities	16.8%	21.5%	21.7%	10.5%	0.0%	19.2%
		% of Total	7.2%	6.7%	5.0%	0.3%	0.0%	19.2%
	Agricultural	Count	59	50	39	3	1	152
		% within Occupation	38.8%	32.9%	25.7%	2.0%	0.7%	100.0%
		% within infor. & knowledge General Awareness	23.0%	26.9%	28.3%	15.8%	100.0%	25.3%
		% of Total	9.8%	8.3%	6.5%	0.5%	0.2%	25.3%
	Others	Count	75	34	23	6	0	138
		% within Occupation	54.3%	24.6%	16.7%	4.3%	0.0%	100.0%
		% within infor. & knowledge General Awareness and other basic activities	29.3%	18.3%	16.7%	31.6%	0.0%	23.0%
		% of Total	12.5%	5.7%	3.8%	1.0%	0.0%	23.0%
Total	Count	256	186	138	19	1	600	
	% within Occupation	42.7%	31.0%	23.0%	3.2%	0.2%	100.0%	
	% within infor. & knowledge General Awareness and other basic activities	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
	% of Total	42.7%	31.0%	23.0%	3.2%	0.2%	100.0%	
Zone	Majha	Count	76	60	54	9	1	200
		% within zone	38.0%	30.0%	27.0%	4.5%	0.5%	100.0%
		% within infor. & knowledge General Awareness	29.7%	32.3%	39.1%	47.4%	100.0%	33.3%
		% of Total	12.7%	10.0%	9.0%	1.5%	0.2%	33.3%
	Malwa	Count	70	73	49	8	0	200
		% within zone	35.0%	36.5%	24.5%	4.0%	0.0%	100.0%
		% within infor. & knowledge General Awareness	27.3%	39.2%	35.5%	42.1%	0.0%	33.3%
		% of Total	11.7%	12.2%	8.2%	1.3%	0.0%	33.3%
	Doaba	Count	110	53	35	2	0	200
		% within zone	55.0%	26.5%	17.5%	1.0%	0.0%	100.0%
		% within infor. & knowledge General Awareness	43.0%	28.5%	25.4%	10.5%	0.0%	33.3%
		% of Total	18.3%	8.8%	5.8%	0.3%	0.0%	33.3%
Total	Count	256	186	138	19	1	600	
	% within zone	42.7%	31.0%	23.0%	3.2%	0.2%	100.0%	
	% within infor. & knowledge General Awareness and other basic activities	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
	% of Total	42.7%	31.0%	23.0%	3.2%	0.2%	100.0%	

N= 600

Age: Given data shows the need of rural people of Punjab for basic information, skills and knowledge in the field of General Awareness among age groups of under 18 to above 65. The data reveals that 42.7 percent people definitely need basic information, skills and knowledge in the field of General Awareness, 31.0 percent people very probably do need basic information, skills and knowledge in the field of General Awareness, 23 percent people probably need basic information, skills and knowledge in the field of General Awareness, 3.2 percent people possibly need basic information, skills and knowledge in the field of General Awareness and rest 0.2 percent people probably not need basic information, skills and knowledge in the field of General Awareness. In the age group of 25 to 34, highest 11.8 percent definitely need basic information, skills and knowledge in the field of General Awareness, 7.5 percent people very probably need basic information, skills and knowledge in the field of General Awareness, 3.7 percent people probably need basic information, skills and knowledge in the field of General Awareness, 1.2 percent people possibly need basic information, skills and knowledge in the field of General Awareness and rest 0.2 percent people probably do not need basic information, skills and knowledge in the field of General Awareness. In the age group of 35 to 44, about 10.7 percent definitely need basic information, skills and knowledge in the field of General Awareness, 8.3 percent people are very probably need basic information, skills and knowledge in the field of General Awareness, 6.2 percent people probably need basic information, skills and knowledge in the field of General Awareness, 0.7 percent people possibly need basic information, skills and knowledge in the field of General Awareness and rest 0.0 percent people probably do not need basic information, skills and knowledge in the field of General Awareness. In the age group of above 65, lowest about 0.7 percent definitely need basic information, skills and knowledge in the field of General Awareness, 0.8 percent people very probably need basic information, skills and knowledge in the field of General Awareness, 1.0 percent people probably need basic information, skills and knowledge in the field of General Awareness, 0.0 percent people possibly need basic information, skills and knowledge in the field of General Awareness and rest 0.0 percent people probably do not need basic information, skills and knowledge in the field of General Awareness. The data shows a significant difference between age groups of under 18 to above 65 on need basic information, skills and knowledge in the

field of General Awareness. To establish the significance of difference between age group of under 18 to above 65 to need basic information, skills and knowledge in the field of General Awareness, Chi-square test was applied.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	26.526 ^a	24	.327
Likelihood Ratio	28.330	24	.246
Linear-by-Linear Association	.225	1	.635
N of Valid Cases	600		

a. 16 cells (45.7%) have expected count less than 5. The minimum expected count is .03.

H₀ – There is no significant difference between various age groups on need of basic information, skills and knowledge regarding General Awareness.

H_a – Various Age Group differ significantly on the need of basic information, skills and knowledge regarding General Awareness.

$$\text{Cal } X^2 \text{ Val } 26.56 \text{ (df } 4) \leq \text{Tab Val } 36.42 \text{ at } 0.05 \text{ level of significance}$$

The analysed data reveals that there is significant difference between ‘age group of under 18 to above 65’ with regards to the basic information, skills and knowledge in the field of ‘General Awareness’ among the people. The null hypothesis of no significant difference is rejected as age factor plays an important role in basic information, skills and knowledge in the field of General Awareness among the people. In others words, table indicates that different ‘age group’ have different needs to understand the problems through ‘Panchayats, Local Bodies and General Awareness programme’. This shows that through grass root base programmes it help people in their social development.

Gender: As per the Males and females data in ‘Table 5.26’ regarding need of basic information, skills and knowledge regarding General Awareness. The data reveals that 42.7 percent people definitely need basic information, skills and knowledge in the field of General Awareness, 31.0 percent people very probably need basic information, skills and knowledge in the field of General Awareness, 23.0 percent people probably need basic information, skills and knowledge in the field of General Awareness, 3.2 percent people possibly need basic information, skills and knowledge in the field of General

Awareness and rest of 0.2 percent people probably do not need basic information, skills and knowledge in the field of General Awareness. Among males 24.8 percent definitely need basic information, skills and knowledge in the field of General Awareness, 21.7 percent very probably need basic information, skills and knowledge in the field of General Awareness, 15.0 percent probably need basic information, skills and knowledge in the field of General Awareness, 1.5 percent possibly need basic information, skills and knowledge in the field of General Awareness. Among female about 17.8 percent definitely need basic information, skills and knowledge in the field of General Awareness, 9.3 percent are very probably need basic information, skills and knowledge in the field of General Awareness, 8.0 percent probably need basic information, skills and knowledge in the field of General Awareness, 1.7 percent possibly need basic information, skills and knowledge in the field of General Awareness and rest of 0.2 percent probably do not need basic information, Skills and Knowledge in the field of General Awareness. The data shows a significant difference between males and females on the need of basic information, skills and knowledge in the field of General Awareness. To establish the significance of difference between males and females on the need basic information, skills and knowledge in the field of General Awareness, Chi-square test was applied and represented as below.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	10.303^a	4	.036
Likelihood Ratio	10.590	4	.032
Linear-by-Linear Association	.515	1	.473
N of Valid Cases	600		
a. 2 cells (20.0%) have expected count less than 5. The minimum expected count is .37.			

H₀ – There is no significant difference between males and females on the need of basic information, skills and knowledge regarding General Awareness.

H_a – Males and females differ significantly on basic information, skills and knowledge regarding General Awareness.

$\text{Cal } X^2 \text{ Val } 10.303 \text{ (df } 2) \geq \text{Tab Val } 9.490 \text{ at } 0.05 \text{ level of Significance}$

The analysed data reveals that there is significant difference between ‘male and female’

with regards to need for basic information, skills and knowledge in the field of 'General Awareness'. The null hypothesis of no significant difference is rejected as 'gender' plays an important role in basic information, skills and knowledge in the field of 'General Awareness'. In others words, the table indicates that different genders have different needs in understanding problems analytically through 'Panchayats, Local Bodies and General Awareness programme'. This shows that 'males and females 'are encouraged to know more through grass root level programmes for their practical knowledge.

Education: The data on the need of basic information, skills and knowledge regarding general awareness was analyzed with respect to the level of education of respondents. Out of the respondents who are graduates, highest 20 percent definitely need basic information, skills and knowledge in the field of General Awareness, 10.3 percent people very probably need basic information, skills and knowledge in the field of General Awareness, 7.3 percent people probably need basic information, skills and knowledge in the field of General Awareness, 1.8 percent people possibly need basic information, skills and knowledge in the field of General Awareness and rest 0.0 percent people probably do not need basic information, skills and knowledge in the field of General Awareness. Among respondents with secondary education as their qualification, about 15.3 percent definitely need basic information, skills and knowledge in the field of General Awareness, 11.5 percent people very probably need basic information, skills and knowledge in the field of General Awareness, 9.7 percent people probably need basic information, skills and knowledge in the field of General Awareness, 1.2 percent people possibly need basic information, skills and knowledge in the field of General Awareness and rest 0.0 percent people probably do not need basic information, skills and knowledge in the field of General Awareness. Among others educated, the lowest about 0.8percent definitely need basic information, skills and knowledge in the field of General Awareness, 0.7 percent people very probably need basic information, skills and knowledge in the field of General Awareness, 0.2 percent people probably need basic information, skills and knowledge in the field of General Awareness, 0.0 percent people possibly need basic information, skills and knowledge in the field of General Awareness and rest 0.0 percent people probably do not need basic information, skills and knowledge in the field of General Awareness.

The data shows a significant difference among educated person on basic information, skills and knowledge in the field of General Awareness. To establish the significance of difference among educated persons on basic information, skills and knowledge in the field of General Awareness, Chi-square test was applied and results and results represented as below.

Chi-Square Tests			
	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	37.724^a	16	.002
Likelihood Ratio	31.928	16	.010
Linear-by-Linear Association	7.705	1	.006
N of Valid Cases	600		

a. 11 cells (44.0%) have expected count less than 5. The minimum expected count is .02.

H₀ – There is no significant difference among educated person on need basic information, skills and knowledge in the field of General Awareness.

H_a – Educated person differ significantly on need basic information, skills and knowledge in the field of General Awareness.

$$\text{Cal } X^2 \text{ Val } 37.724 \text{ (df } 16) \geq \text{Tab Val } 26.30 \text{ at } 0.05 \text{ level of significance}$$

The analysed data reveals that there is significant relationship among ‘educated person’ with regards to basic information, skills and knowledge in the field of ‘General Awareness’ among the people. The null hypothesis of no significant difference is rejected as ‘education’ plays an important role in basic information, skills and knowledge in the field of ‘General Awareness’ among the people. In the others words, the table indicates that different levels of education helps in understanding problems analytically through ‘Panchayats, Local Bodies and General Awareness programme’. This shows that education encourage persons needs to know more through grass root level.

Occupation: In the given data of rural people of Punjab on the need of basic information, skills and knowledge in the field of General Awareness among different occupations. Among the service sector, 13.2 percent definitely need basic information, skills and knowledge in the field of General Awareness, 10.3 percent people very probably need basic information, skills and knowledge in the field of General Awareness, 7.7 percent people probably need basic information, skills and knowledge in the field of General Awareness, 1.3 percent people possibly need basic information, skills and knowledge in the field of General Awareness. Among traders, 7.2 percent

definitely need basic information, skills and knowledge in the field of General Awareness, 6.7 percent people very probably need basic information, skills and knowledge in the field of General Awareness, 5 percent people probably need basic information, skills and knowledge in the field of General Awareness, 0.3 % people possibly need basic information, skills and knowledge in the field of General Awareness and rest 0.0 percent people probably do not need basic information, skills and knowledge in the field of General Awareness. Among agriculture sector, 9.8 percent definitely need basic information, skills and knowledge in the field of General Awareness, 8.3 percent people very probably need basic information, skills and knowledge in the field of General Awareness, 6.5 percent people probably need basic information, skills and knowledge in the field of General Awareness, 0.5 percent people possibly need basic information, skills and knowledge in the field of General Awareness and rest 0.2 percent people probably do not need basic information, skills and knowledge in the field of General Awareness. To establish the significance of difference among professionals on basic information, skills and knowledge in the field of General Awareness, Chi-square test was applied and results are presented as below.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	17.350 ^a	12	.137
Likelihood Ratio	17.323	12	.138
Linear-by-Linear Association	3.071	1	.080
N of Valid Cases	600		
a. 7 cells (35.0%) have expected count less than 5. The minimum expected count is .19.			

H₀ – There is no significant difference among various professionals on need of basic information, skills and knowledge in the field of General Awareness.

H_a – Different Professionals differ significantly on need of basic information, skills and knowledge in the field of General Awareness.

Cal X^2 Val 17.350 (df 12) \leq Tab Val 21.03 at 0.05 level of significance

The analysed data reveals that there is no significant relationship among ‘professionals’ with regards to basic information, skills and knowledge in the field of ‘General Awareness’. The null hypothesis of no significant difference is accepted as ‘professionals’ have similar opinion on basic information, skills and knowledge in the field of ‘General Awareness’. In others words, the table indicates that professional have

different needs to understand the problems through 'Panchayats, Local Bodies and General Awareness programme'. This shows that grass root base programmes helps the 'professionals' in their occupation at ground level.

Zone: On the basis of data collected from three zones of Punjab for interest and need of basic information, skills and knowledge for General Awareness. Data reveals that Zone I (Majha) 12.7 percent people definitely need basic information, skills and knowledge in the field of General Awareness, 10.0 percent very probably need basic information, skills and knowledge in the field of General Awareness, 9.0 percent people probably need basic information, skills and knowledge in the field of General Awareness, about 1.5 percent people possibly need basic information, skills and knowledge in the field of General Awareness and rest of about 0.0 percent people need basic information, skills and knowledge in the field of General Awareness probably not while in Zone II (Malwa) about 11.7 percent people definitely need basic information, skills and knowledge in the field of General Awareness, 12.2 percent very probably need basic information, skills and knowledge in the field of General Awareness, 8.2 percent people probably need basic information, skills and knowledge in the field of General Awareness, 1.3 percent people possibly need basic information, skills and knowledge in the field of General Awareness and rest of about 0.0 percent people need basic information, skills and knowledge in the field of General Awareness probably not. On the other hand in Zone III (Doaba) 18.3 percent people definitely need basic information, skills and knowledge in the field of General Awareness, 8.8 percent very probably need basic information, skills and knowledge in the field of General Awareness, 5.8 percent people probably need basic information, skills and knowledge in the field of General Awareness, 0.3 percent people possibly need basic information, skills and knowledge in the field of General Awareness and rest of about 0.0 percent people probably not need basic information, skills and knowledge in the field of General Awareness. The data shows a significant difference between three Zones of Majha, Malwa, and Doaba on basic information, skills and knowledge in the field of General Awareness. To establish the significance of difference among three Zones of Majha, Malwa, and Doaba with regard to need basic information, skills and knowledge in the field of General Awareness, Chi-square test was applied.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	24.973^a	8	.002
Likelihood Ratio	25.838	8	.001
Linear-by-Linear Association	15.642	1	.000
N of Valid Cases	600		
a. 3 cells (20.0%) have expected count less than 5. The minimum expected count is .33.			

H₀ – There is no significant difference between three Zones of Majha, Malwa and Doaba on basic information, skills and knowledge in the field of General Awareness.

H_a – All three Zones of Majha, Malwa and Doaba differ significantly on basic information, skills and knowledge in the field of General Awareness.

Cal X^2 Val 24.973 (df 8) \geq Tab Val 15.51 at 0.05 level of significance

The data reveals that there is difference among three zones of Punjabi.e. Majha, Malwa and Doaba’ with regards to need of basic information, skills and knowledge in the field of ‘General Awareness’ among the people. The null hypothesis of no significant difference is rejected as ‘place of living (Zone)’ plays an important role in basic information, skills and knowledge in the field of ‘General Awareness’ among the people of these three zones. In the others words, the table indicates that people belonging to places of living have different needs to understand the problems through Panchayats, Local Bodies and General Awareness programme. This shows that grass root base programme help people in their social development.

5.4.3.5 Need of information, knowledge and skills for Capacity Building in Environmental Hygiene and Sanitation

Table 5.27 Interested for Capacity Building in Environmental Hygiene and Sanitation

	Frequency	Percentage
Definitely	243	40.5
Very Probably	190	31.7
Probably	130	21.7
Possibly	32	5.3
Probably Not	5	0.8
Total	600	100

When asked about the information and knowledge required related to Environmental

Hygiene and Sanitation 40.5 % people feel that they are definitely in the need of knowledge and 31.7 % say very probably, 21.7% says probably, 5.3 says possibly and only 0.8% say probably not. It clearly shows that majority of the people need information and awareness about Environmental Hygiene and Sanitation. Information of Environmental hygiene or sanitation thus helps to minimize the incidence of diseases that are usually acquired or transmitted by excreta or polluted water, food and drink, protecting food from pollution and ensuring safe housing, both of which affect the safety of the human environment. This Information may help in improving health which is main factor for rural development. To find out the need of capacity building in Environmental Hygiene and Sanitation with respect to demographic variables chi-square test was applied. The results are presented and interpreted as below.

Table 5.28: Need for information on skills and knowledge on Environmental Hygiene and Sanitation

			Do you think rural people of Punjab need basic information, skills and knowledge in the field of Environmental Hygiene and sanitation?					Total
			Definitely	Very Probably	Probably	Possibly	Probably Not	
Age	Under 18	Count	8	14	13	2	0	37
		% within Age	21.6%	37.8%	35.1%	5.4%	0.0%	100.0%
		% within Rural people need basic infor. skills and knowledge in the field of Environ Hygiene&sani.	3.3%	7.4%	10.0%	6.3%	0.0%	6.2%
		% of Total	1.3%	2.3%	2.2%	0.3%	0.0%	6.2%
	18-24	Count	54	20	22	8	2	106
		% within Age	50.9%	18.9%	20.8%	7.5%	1.9%	100.0%
		% within Rural people need basic infor. skills and knowledge in the field of Environ Hygiene&sani.	22.2%	10.5%	16.9%	25.0%	40.0%	17.7%
		% of Total	9.0%	3.3%	3.7%	1.3%	0.3%	17.7%
	25-34	Count	69	46	23	6	2	146
		% within Age	47.3%	31.5%	15.8%	4.1%	1.4%	100.0%
		% within Rural people need basic infor. skills and knowledge in the field of Environ Hygiene&sani.	28.4%	24.2%	17.7%	18.8%	40.0%	24.3%
		% of Total	11.5%	7.7%	3.8%	1.0%	0.3%	24.3%
	35-44	Count	64	47	38	5	1	155
		% within Age	41.3%	30.3%	24.5%	3.2%	0.6%	100.0%
		% within Rural people need basic infor. skills and knowledge in the field of Environ Hygiene&sani.	26.3%	24.7%	29.2%	15.6%	20.0%	25.8%
		% of Total	10.7%	7.8%	6.3%	0.8%	0.2%	25.8%
	45-54	Count	35	36	18	5	0	94
		% within Age	37.2%	38.3%	19.1%	5.3%	0.0%	100.0%
		% within Rural people need basic infor. skills and knowledge in the field of Environ Hygiene&sani.	14.4%	18.9%	13.8%	15.6%	0.0%	15.7%
		% of Total	5.8%	6.0%	3.0%	0.8%	0.0%	15.7%
	55-64	Count	12	20	13	2	0	47
		% within Age	25.5%	42.6%	27.7%	4.3%	0.0%	100.0%
		% within Rural people need basic infor. skills and knowledge in the field of Environ Hygiene&sani.	4.9%	10.5%	10.0%	6.3%	0.0%	7.8%
		% of Total	2.0%	3.3%	2.2%	0.3%	0.0%	7.8%
65+	Count	1	7	3	4	0	15	
	% within Age	6.7%	46.7%	20.0%	26.7%	0.0%	100.0%	
	% within Rural people need basic infor. skills and knowledge in the field of Environ.& Hygiene	0.4%	3.7%	2.3%	12.5%	0.0%	2.5%	
	% of Total	0.2%	1.2%	0.5%	0.7%	0.0%	2.5%	
Total	Count	243	190	130	32	5	600	
	% within Age	40.5%	31.7%	21.7%	5.3%	0.8%	100.0%	

		% within Rural people need basic infor. skills and knowledge in the field of Environ Hygiene&sani.	100.0	100.0%	100.0%	100.0%	100.0%	100.0%
		% of Total	40.5%	31.7%	21.7%	5.3%	0.8%	100.0%
			Do you think rural people of Punjab need basic information, skills and knowledge in the field of Environmental Hygiene and sanitation?					Total
			Definitely	Very Probably	Probably	Possibly	Probably Not	
Gender	Male	Count	136	130	89	21	2	378
		% within Gender	36.0%	34.4%	23.5%	5.6%	0.5%	100.0%
		% within Rural people need basic infor. skills and knowledge in the field of Environ Hygiene&sani.	56.0%	68.4%	68.5%	65.6%	40.0%	63.0%
		% of Total	22.7%	21.7%	14.8%	3.5%	0.3%	63.0%
	Female	Count	107	60	41	11	3	222
		% within Gender	48.2%	27.0%	18.5%	5.0%	1.4%	100.0%
		% within Rural people need basic infor. skills and knowledge in the field of Environ Hygiene&sani.	44.0%	31.6%	31.5%	34.4%	60.0%	37.0%
		% of Total	17.8%	10.0%	6.8%	1.8%	0.5%	37.0%
Total		Count	243	190	130	32	5	600
		% within Gender	40.5%	31.7%	21.7%	5.3%	0.8%	100.0%
		% within Rural people need basic infor. skills and knowledge in the field of Environ Hygiene&sani.	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
		% of Total	40.5%	31.7%	21.7%	5.3%	0.8%	100.0%
Education	1-8th	Count	9	14	11	3	2	39
		% within Education	23.1%	35.9%	28.2%	7.7%	5.1%	100.0%
		% within Rural people need basic infor. skills and knowledge in the field of Environ Hygiene&sani.	3.7%	7.4%	8.5%	9.4%	40.0%	6.5%
		% of Total	1.5%	2.3%	1.8%	0.5%	0.3%	6.5%
	9th-10th	Count	25	31	25	7	0	88
		% within Education	28.4%	35.2%	28.4%	8.0%	0.0%	100.0%
		% within Rural people need basic infor. skills and knowledge in the field of Environ Hygiene&sani.	10.3%	16.3%	19.2%	21.9%	0.0%	14.7%
		% of Total	4.2%	5.2%	4.2%	1.2%	0.0%	14.7%
	12th-DIP	Count	77	79	55	14	1	226
		% within Education	34.1%	35.0%	24.3%	6.2%	0.4%	100.0%
		% within Rural people need basic infor. skills and knowledge in the field of Environ Hygiene&sani.	31.7%	41.6%	42.3%	43.8%	20.0%	37.7%
		% of Total	12.8%	13.2%	9.2%	2.3%	0.2%	37.7%
	Grad/Abv	Count	127	62	38	8	2	237
		% within Education	53.6%	26.2%	16.0%	3.4%	0.8%	100.0%
		% within Rural people need basic infor. skills and knowledge in the field of Environ Hygiene&sani.	52.3%	32.6%	29.2%	25.0%	40.0%	39.5%
		% of Total	21.2%	10.3%	6.3%	1.3%	0.3%	39.5%
	Others	Count	5	4	1	0	0	10
		% within Education	50.0%	40.0%	10.0%	0.0%	0.0%	100.0%
		% within Rural people need basic infor. skills and knowledge in the field of Environ. & Hygiene	2.1%	2.1%	0.8%	0.0%	0.0%	1.7%
		% of Total	0.8%	0.7%	0.2%	0.0%	0.0%	1.7%
Total		Count	243	190	130	32	5	600
		% within Education	40.5%	31.7%	21.7%	5.3%	0.8%	100.0%

		% within Rural people need basic infor. skills and knowledge in the field of Environ. & Hygiene	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
		% of Total	40.5%	31.7%	21.7%	5.3%	0.8%	100.0%
			Do you think rural people of Punjab need basic information, skills and knowledge in the field of Environmental Hygiene and sanitation?					Total
			Definitely	Very Probably	Probably	Possibly	Probably Not	
Occupation	Service	Count	73	68	47	7	0	195
		% within Occupation	37.4%	34.9%	24.1%	3.6%	0.0%	100.0%
		% within Rural people need basic infor. skills and knowledge in the field of Environ Hygiene&sani.	30.0%	35.8%	36.2%	21.9%	0.0%	32.5%
		% of Total	12.2%	11.3%	7.8%	1.2%	0.0%	32.5%
	Trader/Market Player	Count	38	38	33	6	0	115
		% within Occupation	33.0%	33.0%	28.7%	5.2%	0.0%	100.0%
		% within Rural people need basic infor. skills and knowledge in the field of Environ. & Hygiene	15.6%	20.0%	25.4%	18.8%	0.0%	19.2%
		% of Total	6.3%	6.3%	5.5%	1.0%	0.0%	19.2%
	Agricultural	Count	57	52	29	11	3	152
		% within Occupation	37.5%	34.2%	19.1%	7.2%	2.0%	100.0%
		% within Rural people need basic infor. skills and knowledge in the field of Environ. & Hygiene	23.5%	27.4%	22.3%	34.4%	60.0%	25.3%
		% of Total	9.5%	8.7%	4.8%	1.8%	0.5%	25.3%
	Others	Count	75	32	21	8	2	138
		% within Occupation	54.3%	23.2%	15.2%	5.8%	1.4%	100.0%
		% within Rural people need basic infor. skills and knowledge in the field of Environ. & Hygiene	30.9%	16.8%	16.2%	25.0%	40.0%	23.0%
		% of Total	12.5%	5.3%	3.5%	1.3%	0.3%	23.0%
Total	Count	243	190	130	32	5	600	
	% within Occupation	40.5%	31.7%	21.7%	5.3%	0.8%	100.0%	
	% within Rural people need basic infor. skills and knowledge in the field of Environ. & Hygiene	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
	% of Total	40.5%	31.7%	21.7%	5.3%	0.8%	100.0%	
Zone	Majha	Count	77	57	49	14	3	200
		% within zone	38.5%	28.5%	24.5%	7.0%	1.5%	100.0%
		% within Rural people need basic infor. skills and knowledge in the field of Environ. & Hygiene	31.7%	30.0%	37.7%	43.8%	60.0%	33.3%
		% of Total	12.8%	9.5%	8.2%	2.3%	0.5%	33.3%
	Malwa	Count	58	77	53	12	0	200
		% within zone	29.0%	38.5%	26.5%	6.0%	0.0%	100.0%
		% within Rural people need basic infor. skills and knowledge in the field of Environ. & Hygiene	23.9%	40.5%	40.8%	37.5%	0.0%	33.3%
		% of Total	9.7%	12.8%	8.8%	2.0%	0.0%	33.3%
	Doaba	Count	108	56	28	6	2	200
		% within zone	54.0%	28.0%	14.0%	3.0%	1.0%	100.0%
		% within Rural people need basic infor. skills and knowledge in the field of Environ. & Hygiene	44.4%	29.5%	21.5%	18.8%	40.0%	33.3%
		% of Total	18.0%	9.3%	4.7%	1.0%	0.3%	33.3%
Total	Count	243	190	130	32	5	600	
	% within zone	40.5%	31.7%	21.7%	5.3%	0.8%	100.0%	

	% within Rural people need basic infor. skills and knowledge in the field of Environ. & Hygiene	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	% of Total	40.5%	31.7%	21.7%	5.3%	0.8%	100.0%

Age :The given data is about rural people of Punjab on their need of basic information, skills and knowledge in the field of Environmental Hygiene and Sanitation among age group of under 18 to above 65. The data reveals that 40.5 percent people definitely need basic information, skills and knowledge in the field of Environmental Hygiene and Sanitation, 31.7 percent people very probably need basic information, skills and knowledge in the field of Environmental Hygiene and Sanitation, 21.7 percent people probably need basic information, skills and knowledge in the field of Environmental Hygiene and Sanitation, 5.3 percent people possibly need basic information, skills and knowledge in the field of Environmental Hygiene and Sanitation and rest 0.8 percent people probably not need basic information, skills and knowledge in the field of Environmental Hygiene and Sanitation. In the age group of 25 to 34, highest 11.5 percent definitely need basic information, skills and knowledge in the field of Environmental Hygiene and Sanitation, 7.7 percent people very probably need basic information, skills and knowledge in the field of Environmental Hygiene and Sanitation, 3.8 percent people probably need basic information, skills and knowledge in the field of Environmental Hygiene and Sanitation, 1.0 percent people possibly need basic information, skills and knowledge in the field of Environmental Hygiene and Sanitation and rest 0.3 percent people probably do not need basic information, skills and knowledge in the field of Environmental Hygiene and Sanitation. In the age group of 35 to 44, about 10.7 percent definitely need basic information, skills and knowledge in the field of Environmental Hygiene and Sanitation, 7.8 percent people very probably need basic information, skills and knowledge in the field of Environmental Hygiene and Sanitation, 6.3 percent people probably need basic information, skills and knowledge in the field of Environmental Hygiene and Sanitation, 0.8 percent people possibly need basic information, skills and knowledge in the field of Environmental Hygiene and Sanitation and rest 0.2 percent people probably not need basic information, skills and knowledge in the field of Environmental Hygiene and Sanitation. In the age group of above 65, lowest about 0.2 percent definitely need basic information, skills and knowledge in the field of General Awareness, 1.2 percent people very probably need basic information, skills and knowledge in the field of

General Awareness, 0.5 percent people probably need basic information, skills and knowledge in the field of Environmental Hygiene and Sanitation, 0.7 percent people possibly need basic information, skills and knowledge in the field of Environmental Hygiene and Sanitation and rest 0.0 percent people probably do not need basic information, skills and knowledge in the field of Environmental Hygiene and Sanitation. The data shows a significant difference between age groups of under 18 to above 65 on need basic information, skills and knowledge in the field of Environmental Hygiene and Sanitation. To establish the significance of difference between age group of under 18 to above 65 to need basic information, skills and knowledge in the field of Environmental Hygiene and Sanitation, Chi-square test was applied.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	51.334^a	24	.001
Likelihood Ratio	49.585	24	.002
Linear-by-Linear Association	1.481	1	.224
N of Valid Cases	600		
a. 12 cells (34.3%) have expected count less than 5. The minimum expected count is .13.			

H₀ – There is no significant difference between age groups of under 18 to above 65 on the need of basic information, skills and knowledge in the field of Environmental Hygiene and Sanitation.

H_a – Age group of under 18 to above 65 differ significantly on need of basic information, skills and knowledge in the field of Environmental Hygiene and Sanitation.

Cal X^2 Val 51.334 (df 24) \geq Tab Val 36.42 at 0.05 level of significance

The analysed data reveals that there is significant relationship between age group of ‘under 18 to above 65’ with regards to basic information, skills and knowledge in the field of ‘Environmental Hygiene and Sanitation’ among the people. The null hypothesis of no significant difference is rejected as the ‘age’ factor plays an important role in basic information, skills and knowledge in the field of ‘Environmental Hygiene and Sanitation’ among the people. In addition to this, the table assures that age group has different requirement about ‘Environmental Hygiene and Sanitation programme’, this result that basic understanding on ‘Environmental Hygiene and Sanitation’ it helps people in their conservational growth.

Gender: In the given data of rural people of Punjab shows their need basic information, skills and knowledge in the field of Environmental Hygiene and Sanitation. The data reveals that 40.5 percent people definitely need basic information, skills and knowledge in the field of Environmental Hygiene and Sanitation, 31.7 percent people very probably need basic information, skills and knowledge in the field of Environmental Hygiene and Sanitation, 21.7 percent people probably need basic information, skills and knowledge in the field of Environmental Hygiene and Sanitation, 5.3 percent people possibly need basic information, skills and knowledge in the field of Environmental Hygiene and Sanitation and rest of 0.8 percent people probably do not need basic information, skills and knowledge in the field of Environmental Hygiene and Sanitation. Among male 27.8 percent definitely need basic information, skills and knowledge in the field of Environmental Hygiene and Sanitation, 21.7 percent very probably need basic information, skills and knowledge in the field of Environmental Hygiene and Sanitation, 14.8 percent probably need basic information, skills and knowledge in the field of Environmental Hygiene and Sanitation, 3.5 percent possibly need basic information, skills and knowledge in the field of Environmental Hygiene and Sanitation and rest of the 0.3 percent probably do not need basic information, skills and knowledge in the field of Environmental Hygiene and Sanitation. Among females about 17.8 percent definitely need basic information, skills and knowledge in the field of Environmental Hygiene and Sanitation, 10 percent very probably need basic information, skills and knowledge in the field of Environmental Hygiene and Sanitation, 6.8 percent probably need basic information, skills and knowledge in the field of Environmental Hygiene and Sanitation, 1.8 percent possibly need basic information, skills and knowledge in the field of Environmental Hygiene and Sanitation and rest of 0.5 percent probably do not need basic information, skills and knowledge in the field of Environmental Hygiene and Sanitation. The data shows a significant difference between males and females on basic information, skills and knowledge in the field of Environmental Hygiene and Sanitation. To establish the significance of difference between males and females to need basic information, skills and knowledge in the field of Environmental Hygiene and Sanitation, Chi-square test was applied.

Chi-Square Tests			
	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	10.445^a	4	.034
Likelihood Ratio	10.375	4	.035
Linear-by-Linear Association	3.957	1	.047
N of Valid Cases	600		

a. 2 cells (20.0%) have expected count less than 5. The minimum expected count is 1.85.

H₀ – There is no significant difference between males and females on the need of basic information, skills and knowledge in the field of Environmental Hygiene and Sanitation.

H_a – Males and females differ significantly on basic information, skills and knowledge in the field of Environmental Hygiene and Sanitation.

Cal X2 Val 10.445 (df 2) ≥ Tab Val 9.490 at 0.05 level of significance
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The analysed data reveals that there is significant relationship between male and female with regards to the need of basic information, skills and knowledge in the field of Environmental Hygiene and Sanitation. The null hypothesis of no significant difference is rejected as ‘gender’ plays an important role in basic information, skills and knowledge in the field of ‘Environmental Hygiene and Sanitation’. In addition the table also assures that males and females have different requirements about Environmental Hygiene and Sanitation programme. This results are the fact that gender increases their desires about basic understanding on ‘Environmental Hygiene and Sanitation’.

Education: The given data shows the need of rural people of Punjab for basic information, skills and knowledge in the field of Environmental Hygiene and Sanitation among educated persons. The data reveals that 40.5 percent people definitely need basic information, skills and knowledge in the field of Environmental Hygiene and Sanitation, 31.7 percent people are very probably need basic information, skills and knowledge in the field of Environmental Hygiene and Sanitation, 21.7 percent people probably need basic information, skills and knowledge in the field of Environmental Hygiene and Sanitation, 5.3 percent people possibly need basic information, skills and knowledge in the field of Environmental Hygiene and Sanitation and rest 0.8 percent people probably do not need basic information, skills and knowledge in the field of Environmental Hygiene and Sanitation. Among graduates, the highest 21.2 percent definitely need basic information, skills and knowledge in the

field of Environmental Hygiene and Sanitation, 10.3 percent people are very probably need basic information, skills and knowledge in the field of Environmental Hygiene and Sanitation, 6.3 percent people probably need basic information, skills and knowledge in the field of Environmental Hygiene and Sanitation, 1.3 percent people possibly need basic information, skills and knowledge in the field of Environmental Hygiene and Sanitation and the rest 0.3 percent of people probably do not need basic information, skills and knowledge in the field of Environmental Hygiene and Sanitation. Among those who have 12 class, about 12.8 percent definitely need basic information, skills and knowledge in the field of Environmental Hygiene and Sanitation, 13.2 percent people are very probably need basic information, skills and knowledge in the field of Environmental Hygiene and Sanitation, 9.2 percent people probably need basic information, skills and knowledge in the field of Environmental Hygiene and Sanitation, 2.3 percent people possibly need basic information, skills and knowledge in the field of Environmental Hygiene and Sanitation and rest 0.2 percent of people probably do not need basic information, skills and knowledge in the field of Environmental Hygiene and Sanitation. Among others educated, lowest about 0.8 percent definitely need basic information, skills and knowledge in the field of General Awareness, 0.7 percent people are very probably need basic information, skills and knowledge in the field of General Awareness, 0.2 percent people probably need basic information, skills and knowledge in the field of Environmental Hygiene and Sanitation, 0.0 percent people possibly need basic information, skills and knowledge in the field of Environmental Hygiene and Sanitation and rest 0.0 percent people probably not need basic information, skills and knowledge in the field of Environmental Hygiene and Sanitation. The data shows a significant difference among educated person on basic information, skills and knowledge in the field of Environmental Hygiene and Sanitation. To establish the significance of difference among educated person on basic information, skills and knowledge in the field of Environmental Hygiene and Sanitation, Chi-square test was applied.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	43.898^a	16	.000
Likelihood Ratio	41.086	16	.001
Linear-by-Linear Association	27.153	1	.000
N of Valid Cases	600		

a. 11 cells (44.0%) have expected count less than 5. The minimum expected count is .08.

H₀ – There is no significant difference among educated persons on basic information, skills and knowledge in the field of Environmental Hygiene and Sanitation.

H_a – Educated persons differ significantly on basic information, skills and knowledge in the field of Environmental Hygiene and Sanitation.

Cal X^2 Val 43.898 (df 16) \geq Tab Val 26.30 at 0.05 level of significance

The analysed data reveals that there is significant relationship among ‘educated persons’ with regards to basic information, skills and knowledge in the field of ‘Environmental Hygiene and Sanitation’ among the people. The null hypothesis of no significant difference is rejected as education plays an important role in basic information, skills and knowledge in the field of ‘Environmental Hygiene and Sanitation’ among the people. In addition to this, the table assures that different levels of education helps to understand the ‘Environmental Hygiene and Sanitation’ programme differently, This result that ‘education’ increases person desires about basic information on ‘Environmental Hygiene and Sanitation’.

Occupation: The given data is of rural people of Punjab on need of basic information, skills and knowledge in the field of Environmental Hygiene and Sanitation on the basis of their professions. The data reveals that 40.5 percent people definitely need basic information, skills and knowledge in the field of Environmental Hygiene and Sanitation, 31.7 percent people are very probably need basic information, skills and knowledge in the field of Environmental Hygiene and Sanitation, 21.7 percent people probably need basic information, skills and knowledge in the field of Environmental Hygiene and Sanitation, 5.3 percent people possibly need basic information, skills and knowledge in the field of Environmental Hygiene and Sanitation and rest 0.8 percent people probably do not need basic information, skills and knowledge in the field of Environmental Hygiene and Sanitation. Among the service sector, 12.2 percent definitely need basic information, skills and knowledge in the field of Environmental Hygiene and Sanitation, 11.3 percent people very probably need basic information, skills and knowledge in the field of Environmental Hygiene and Sanitation, 7.8 percent people probably need basic information, skills and knowledge in the field of Environmental Hygiene and Sanitation, 1.2 percent people possibly need basic

information, skills and knowledge in the field of Environmental Hygiene and Sanitation and rest 0.0 percent people probably do not need basic information, skills and knowledge in the field of Environmental Hygiene and Sanitation. Among traders, about 6.3 percent definitely need basic information, skills and knowledge in the field of Environmental Hygiene and Sanitation, 6.3 percent people very probably need basic information, skills and knowledge in the field of Environmental Hygiene and Sanitation, 5.5 percent people probably need basic information, skills and knowledge in the field of Environmental Hygiene and Sanitation, 1 percent people possibly need basic information, skills and knowledge in the field of Environmental Hygiene and Sanitation and rest 0.0 percent people probably do not need basic information, skills and knowledge in the field of Environmental Hygiene and Sanitation. Among the agriculture sector, 9.5 percent definitely need basic information, skills and knowledge in the field of General Awareness, 8.7 percent people are very probably need basic information, skills and knowledge in the field of General Awareness, 4.8 percent people probably need basic information, skills and knowledge in the field of Environmental Hygiene and Sanitation, about 2 percent people possibly need basic information, skills and knowledge in the field of Environmental Hygiene and Sanitation and rest 0.5 percent people probably do not need basic information, skills and knowledge in the field of Environmental Hygiene and Sanitation. The data shows a significant difference among professional on basic information, skills and knowledge in the field of Environmental Hygiene and Sanitation. To establish the significance of difference among professional on basic information, skills and knowledge in the field of Environmental Hygiene and Sanitation, Chi-square test was applied.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	27.109^a	12	.007
Likelihood Ratio	28.802	12	.004
Linear-by-Linear Association	1.745	1	.187
N of Valid Cases	600		
a. 4 cells (20.0%) have expected count less than 5. The minimum expected count is .96.			

H₀ – There is no significant difference among professionals on basic information, skills and knowledge in the field of Environmental Hygiene and Sanitation.

H_a – Professional differ significantly on basic information, skills and knowledge in the field of Environmental Hygiene and Sanitation.

Cal X^2 Val 27.109 (df 12) \geq Tab Val 21.03 at 0.05 level of significance

The analysed data reveals that there is a significant relationship among ‘professional’ with regards to basic information, skills and knowledge in the field of ‘Environmental Hygiene and Sanitation’. The null hypothesis of no significant difference is rejected as profession plays an important role on basic information, skills and knowledge in the field of ‘Environmental Hygiene and Sanitation’. In addition to this, the table also assures that professional have different requirements about ‘Environmental Hygiene and Sanitation’ programme, This result is that basic understanding on Environmental Hygiene and Sanitation helps in their occupational growth.

Zone: The given data is about rural people of Punjab on their need for basic information, skills and knowledge in the field of Environmental Hygiene and Sanitation in three zones. The data reveals that 40.5 percent people in all three zones need basic information, skills and knowledge in the field of Environmental Hygiene and Sanitation definitely, 31.7 percent very probably need basic information, skills and knowledge in the field of Environmental Hygiene and Sanitation, 21.7 percent people probably need basic information, skills and knowledge in the field of Environmental Hygiene and Sanitation, about 5.3 percent people possibly need basic information, skills and knowledge in the field of Environmental Hygiene and Sanitation and rest of about 0.8 percent people probably not need basic information, skills and knowledge in the field of Environmental Hygiene and Sanitation. In Zone I (Majha) 12.8 percent people definitely need basic information, skills and knowledge in the field of Environmental Hygiene and Sanitation, 9.5 percent very probably need basic information, skills and knowledge in the field of Environmental Hygiene and Sanitation, 8.2 percent people probably need basic information, skills and knowledge in the field of Environmental Hygiene and Sanitation, about 2.3 percent people possibly need basic information, skills and knowledge in the field of Environmental Hygiene and Sanitation and rest of about 0.5 percent people probably not. need basic information, skills and knowledge in the field of Environmental Hygiene and Sanitation In Zone II (Malwa) about 9.7 percent people definitely need basic information, skills

and knowledge in the field of Environmental Hygiene and Sanitation, 12.8 percent people very probably need basic information, skills and knowledge in the field of Environmental Hygiene and Sanitation, 8.8 percent people probably need basic information, skills and knowledge in the field of Environmental Hygiene and Sanitation, about 2.0 percent people possibly need basic information, skills and knowledge in the field of Environmental Hygiene and Sanitation and rest of about 0.0 percent people probably not need basic information, skills and knowledge in the field of Environmental Hygiene and Sanitation. In Zone III (Doaba) 18.0 percent people definitely need basic information, skills and knowledge in the field of Environmental Hygiene and Sanitation, 9.3 percent people very probably need basic information, skills and knowledge in the field of Environmental Hygiene and Sanitation, 4.7 percent people probably need basic information, skills and knowledge in the field of Environmental Hygiene and Sanitation, about 1.0 percent people possibly need basic information, skills and knowledge in the field of Environmental Hygiene and Sanitation and rest of about 0.3 percent people probably not need basic information, skills and knowledge in the field of Environmental Hygiene and Sanitation. The data shows a significant difference between three Zones of Majha, Malwa, and Doaba on basic information, skills and knowledge in the field of Environmental Hygiene and Sanitation. To establish the significance of difference between three Zones of Majha, Malwa, and Doaba with regard to need of basic information, skills and knowledge in the field of Environmental Hygiene and Sanitation, Chi-square test was applied.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	34.533^a	8	.000
Likelihood Ratio	36.618	8	.000
Linear-by-Linear Association	13.875	1	.000
N of Valid Cases	600		

a. 3 cells (20.0%) have expected count less than 5. The minimum expected count is 1.67.

H₀ – There is no significant difference among three Zone of Majha, Malwa and Doaba on basic information, skills and knowledge in the field of Environmental Hygiene and Sanitation.

H_a – All three Zone of Majha, Malwa and Doaba differ significantly on basic information, skills and knowledge in the field of Environmental Hygiene and

Sanitation.

Cal X^2 Val 34.533 (df 8) \geq Tab Val 15.51 at 0.05 level of significance
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The analysed data reveals that there is significant relationship between three ‘Zone of Majha, Malwa and Doaba’ with regards to basic information, skills and knowledge in the field of ‘Environmental Hygiene and Sanitation’ among the people. The null hypothesis of no significant difference is rejected as place of living plays an important role in basic information, skills and knowledge in the field of ‘Environmental Hygiene and Sanitation’ among the people of these three ‘zones’ of Punjab. In addition table also assures that place of living has different requirements about Environmental Hygiene and Sanitation programme, this result that basic understanding on Environmental Hygiene and Sanitation it helps people in their conservational growth.

5.4.4 Causes that create deterrents in rural developments other than social issues

A series of questions were asked to respondents to understand the restraints that are affecting the development and deterring the much-needed skill development in rural areas. The questions dealt with some critical areas like lack of information, unwillingness, poor understanding, no confidence, poor thinking and lack of motivation. The data analyzed is detailed as follows.

Table 5.29: Restraints in rural developments

Deterrents in rural developments	No		Yes		Total Percentage
	Frequency	Percentage	Frequency	Percentage	
Lack of Information	329	54.8	271	45.2	100
Unwillingness	325	54.2	275	45.8	100
Poor Understanding	349	58.2	251	41.8	100
Lack of Confidence	394	65.7	206	34.3	100
Deprived social status	458	76.3	142	23.7	100
Lack of Motivation	436	72.7	164	27.3	100

Among the many reasons on under development, lack information is one of the main issues. The data has indicated that 45.20 percent agree to it and the remaining 54.80 percent do not think so.

Though development is very important in rural areas, the basic unwillingness to accept the change is a major deterrent. According to the data 54.20 percent of the respondents do not opine unwillingness to accept change is the problem. However, 45.80 percent say that the lack of will to accept change is a deterrent in development.

Besides unwillingness, another factor which hampers development of rural population is their very poor understanding of the concept of development or change. According to the data presented, 41.80 percent agree that poor understanding is a hurdle, while 58.20 percent do not agree.

Coupled with unwillingness and poor state of understanding, lack of confidence in dealing with change is another major blocking stone in rural areas. Accordingly, 65.70 percent do not think so, but 34.30 percent agree that lack of confidence is an issue hampering development.

In rural areas, the most important social issue is the deprivation of social status, which is a hindrance in development. Some 23.70 percent of the respondents expressed that low economic and social status is an impediment to development. However, 76.30 percent of them disagreed about deprived social status

The final factor is the lack of motivation among the rural people which hinders change and development. The analysed data shows that 72.70 percent do not subscribe to the opinion, while 27.30 agree to it.

5.4.5 Interest wise Ranking to learn from capacity Building programs

To know the interest areas, where the respondents look for more information, knowledge and skills, ranking based question were asked and analysis of responses reveals the following information table.

Table 5.30: Interest wise Ranking to learn from capacity Building programs if organized through media sources.

Statistics		
Variable	Mean	Rank
Education	2.34	1
Environmental Hygiene and Sanitation	3.84	5
Economic development	2.59	2
Panchayats, Local Bodies & General Awareness	3.42	4
Health & Medical awareness	2.81	3

N=600 (Rank your choices, 1=highest to 5= lowest for each audience viewership pattern)

A variety of programmes are planned to enhance the capacity building of rural population and delivered through media. Media has been considered to play an important role in informing and educating the masses and bringing about change. According to the data analyzed, information on education through is ranked as the most sought after with mean score of 2.34. Information on economic development was another way followed by health and medical awareness. However, providing general awareness programmes local bodies was ranked fourth with a mean score of 3.42. Environmental awareness was ranked fifth and the least with a mean score of 3.84. The findings reveal that education, economic development and health are the most preferred areas of information among rural masses.

5.5 Objective: To identify the skill development sectors in rural Punjab.

5.5.1 Hypothesis: People of rural Punjab are in need to develop and update their Hard Skills (Technical & Non-Technical Training) and Soft skills to improve socio-economic conditions

5.5.2 Willingness and Interest in Hard Skills (based on Technical Training) to learn

A series of questions were asked to respondents about their willingness to learn and take up technical skills. Given below is the explanation of the willingness of adopting technical skills.

Table 5.31: Most preferred technical skills accepted in different fields

Technical Skills	No		Yes		Total
	Frequency	Percentage	Frequency	Percentage	Percentage
Agriculture	400	66.7	200	33.3	100
Automotive	510	85	90	15	100
Construction	528	88	72	12	100
Food Processing	398	66.3	202	33.7	100
Furniture and Fitting	486	81	114	19	100
Animal Husbandry	435	72.5	165	27.5	100
Handicrafts	477	79.5	123	20.5	100
IT, Media & Entertainment	459	76.5	141	23.5	100
Cooking and baking skills	551	91.8	49	8.2	100
Not interested yet	519	86.5	81	13.5	100

N = 600

Of the 600 respondents, 33.30 percent were interested in learning and adopting technical skills in the field of agriculture, while 66.70 percent were not interested.

Among the 600 respondents, only 15.00 percent were interested in learning and adopting technical skills in the field of automotive works, while 85.00percent were not interested

Among the 600 respondents, only 12.00 percent were interested in learning and adopting technical skills in the field of construction, while 88.00 percent were not interested.

Of the 600 respondents, 33.70 percent were interested in learning and adopting technical skills in the field of food processing, while 66.30percent were not interested
 Of the 600 respondents, about 19.00 percent were interested in learning and adopting technical skills in the field of furniture works, while 81.00 percent were not interested.

Of the 600 respondents, 27.50 percent were interested in learning and adopting technical skills in the field of animal husbandry, while 72.50percent were not interested.

Of the 600 respondents, 20.50 percent were interested in learning and adopting technical skills in the field of handicrafts, while 79.50percent were not interested.

Of the 600 respondents, 23.50 percent were interested in learning and adopting technical skills in the field of handicrafts, while 76.50percent were not interested.

Cooking and baking skill are one of the most sought-after technical skills for self-employment in rural areas. To this question, only about 8.2 percent said yes and majority 91.80 percent said no. It is not surprising that majority of the rural masses are not interested in baking skills.

There was a sizable number of respondents who did not evince any interest in learning technical skills for their livelihood. Some 13.50 percent of the respondents who are not interested in technical skills, may be interested in non-technical skills. However most, 86.5 percent evinced interest in technical skills.

5.5.2.1 Preferred way to learn Hard Skills (Based on Technical Training)

To know the Preferred way to learn Hard skills (Based on Technical Training) a series of questions were asked from the respondents, given below is the explanation of the responses after analyzing.

Table 5.32: Most preferred media on taking up technical skills

Media preference on taking up technical skills		
	Frequency	Percentage
Internet/Social Media	238	39.7
Television	162	27
Workshop (Ordinary Class	119	19.8
Not Interested	81	13.5
Total	600	100

N=600

To a question on the most preferred medium for understanding and taking up technical skills, 39.70 percent of the respondents said they would prefer internet and social media platforms. Some 27 percent considered to prefer television as medium for learning

technical skills. Another 19.80 opined that conducting workshops and formal classroom mode would be preferable in learning technical skills. About 13.5 percent did not evince any interest in understanding and acquiring technical skills.

5.5.3 Willingness and Interest in Hard Skills (based on Non-Technical Training) to learn

A series of questions were asked to respondents about their willingness to learn and take up non- technical skills. Given below is the explanation of the willingness to take up Hard Skills (based on Non-Technical Training).

Table 5.33: Most preferred non- technical skills accepted in different fields

Non-Technical Skills	No		Yes		Total
	Frequency	Percentage	Frequency	Percentage	Percentage
Telecom	519	86.5	81	13.5	100
Tourism & Hospitality	448	74.7	152	25.3	100
Security	531	88.5	69	11.5	100
Retail/BFSI	467	77.8	133	22.2	100
Others	253	42.2	347	57.8	100
Not interested yet	376	62.7	224	37.3	100

N=600

Of the 600 respondents, 13.50 percent were interested in learning and adopting non-technical skills in the field of telecom, while 86.50 percent were not interested

Of the 600 respondents, 25.30 percent were interested in learning and adopting non-technical skills in the field of tourism and hospitality, while 74.70 % were not interested

Of the 600 respondents, 11.50 percent were interested in learning and adopting non-technical skills in the field of security works, while 88.50 percent were not interested

Of the 600 respondents, 22.20 percent were interested in learning and adopting non-technical skills in the field of retail business, while 77.80 percent were not interested

To a question on acquiring small business skills, more than 42.2 percent of the respondents disagreed on it whereas 57.8 were interested in other non-technical training like Insurance Agent, Delivery Boy, Counter Assistant, Room Attendant and other areas. This may be help in getting better job opportunities in nearby areas of residence who are unable to move far or having socio economic problems.

To a question on interest shown in skills, there was a sizable number of respondents who did not evince any interest in learning non-technical skills for their livelihood. Some 39.20 percent of the respondents, who are not interested in non-technical skills, may be interested in technical skills. However most, 62.70 percent evinced interest in technical skills.

5.5.3.1 Preferred way to learn Hard Skills (Based on Non-Technical Training)

To know the preferred way to learn Hard skills (Based on Non-Technical Training) a question was asked from respondents, given below is the explanation of the responses that collected after analyzing.

Table 5.34: Most preferred media on taking up non-technical skills

	Frequency	Percentage
Internet/Social Media	185	30.8
Television	52	8.7
Workshop (Ordinary Class Room	139	23.2
Not Interested	224	37.3
Total	600	100

N=600

To a question on the most preferred medium for understanding and taking non-technical skills, 30.80 percent of the respondents said they would prefer internet and social media platforms. Some 8.70 percent considered to prefer television as medium for learning non-technical skills. Another 23.20 said that conducting workshops and formal classroom mode would be preferable in learning non-technical skills. A great majority 37.30 percent did not evince any interest in understanding and acquiring non-technical skills.

5.5.4 Willingness and Interest in Soft Skills to learn

A series of questions were asked to respondents about their willingness to learn and take up soft skills. Given below is the explanation of the willingness to take up adopting soft skills.

Table 5.35: Most preferred Soft Skills to learn

Non-Technical Skills	No		Yes		Total
	Frequency	Percentage	Frequency	Percentage	Percentage
Communication Skills	423	70.5	177	29.5	100
English language skills	401	66.8	199	33.2	100
Presentation and behavioral Skills	484	80.7	116	19.3	100
Interpersonal skills	539	89.8	61	10.2	100
Computer Literacy	438	73	162	27	100
Not interested	358	59.7	242	40.3	100

N=600

Of the 600 respondents, 29.50 percent were interested in learning and adopting soft skills in the field of communication skills, while 70.50 percent were not interested.

Of the 600 respondents, 33.20 percent were interested in learning and adopting soft skills in the field of language skills, while 66.80 percent were not interested.

Of the 600 respondents, 19.30 percent were interested in learning and adopting soft skills in the field of behavior skills, while 80.70 percent were not interested.

Of the 600 respondents, 10.20 percent were interested in learning and adopting soft skills in the field of interpersonal, while 89.80 percent were not interested.

Of the 600 respondents, 27.00 percent were interested in learning and adopting soft skills in the field of computer literacy, while 73.00 percent were not interested.

To a question on interest shown in skills there was a sizable number of respondents who did not evince any interest in soft skills for their livelihood. Some 40.30 percent of the respondents, who are not interested in soft skills, may be interested in technical or non-technical skills. However most, 59.70 percent evinced interest in soft skills.

5.5.4.1 Preferred way to learn Soft Skills

To know the preferred way to learn soft skills a question is asked from respondents, given below is the explanation of the responses that collected after analyzing.

Table 5.36: Most preferred media on taking up soft skills

	Frequency	Percentage
Internet/Social Media	211	35.2
Television	36	6
Workshop (Ordinary	111	18.5
Not Interested	242	40.3
Total	600	100

N=600

To a question on the most preferred medium for understanding and taking up soft skills, 35.20 percent of the respondents said they would prefer internet and social media platforms. Some 6.00 percent considered to prefer television as medium for learning soft skills. Another 18.50 preferred conducting workshops and formal classroom mode would be preferable in learning soft skills. About 40.30 percent did not evince any interest in understanding and acquiring soft skills.

5.5.5 Willingness and Interest in learning skills (On basis of Independent Variables)

To know the interest in Hard Skills (Technical and Non – Technical Training) and Soft Skills. Chi-square test was used to understand the relationship between the independent variables and responses to interest in skills.

**Table 5.37: Willingness for training in Hard Skills
(Based on Technical Training)**

			Technical Skills		Total
			No	Yes	
Age	Under 18	Count	12	25	37
		% within Age	32.4%	67.6%	100.0%
		% within Technical Skills	8.1%	5.5%	6.2%
		% of Total	2.0%	4.2%	6.2%
	18-24	Count	32	74	106
		% within Age	30.2%	69.8%	100.0%
		% within Technical Skills	21.5%	16.4%	17.7%
		% of Total	5.3%	12.3%	17.7%
	25-34	Count	33	113	146
		% within Age	22.6%	77.4%	100.0%
		% within Technical Skills	22.1%	25.1%	24.3%
		% of Total	5.5%	18.8%	24.3%
	35-44	Count	39	116	155
		% within Age	25.2%	74.8%	100.0%
		% within Technical Skills	26.2%	25.7%	25.8%
		% of Total	6.5%	19.3%	25.8%
	45-54	Count	23	71	94
		% within Age	24.5%	75.5%	100.0%
		% within Technical Skills	15.4%	15.7%	15.7%
		% of Total	3.8%	11.8%	15.7%
	55-64	Count	7	40	47
		% within Age	14.9%	85.1%	100.0%
		% within Technical Skills	4.7%	8.9%	7.8%
		% of Total	1.2%	6.7%	7.8%
	65+	Count	3	12	15
		% within Age	20.0%	80.0%	100.0%
		% within Technical Skills	2.0%	2.7%	2.5%
		% of Total	0.5%	2.0%	2.5%
Total	Count	149	451	600	
	% within Age	24.8%	75.2%	100.0%	
	% within Technical Skills	100.0%	100.0%	100.0%	
	% of Total	24.8%	75.2%	100.0%	
Gender	Male	Count	77	301	378
		% within Gender	20.4%	79.6%	100.0%
		% within Technical Skills	51.7%	66.7%	63.0%
		% of Total	12.8%	50.2%	63.0%
	Female	Count	72	150	222
		% within Gender	32.4%	67.6%	100.0%
		% within Technical Skills	48.3%	33.3%	37.0%
		% of Total	12.0%	25.0%	37.0%
Total	Count	149	451	600	
	% within Gender	24.8%	75.2%	100.0%	
	% within Technical Skills	100.0%	100.0%	100.0%	
	% of Total	24.8%	75.2%	100.0%	
Education	1-8 th	Count	5	34	39
		% within Education	12.8%	87.2%	100.0%
		% within Technical Skills	3.4%	7.5%	6.5%
		% of Total	0.8%	5.7%	6.5%
	9th-10th	Count	14	74	88
		% within Education	15.9%	84.1%	100.0%
		% within Technical Skills	9.4%	16.4%	14.7%
		% of Total	2.3%	12.3%	14.7%
	12th-DIP	Count	55	171	226
		% within Education	24.3%	75.7%	100.0%
		% within Technical Skills	36.9%	37.9%	37.7%
		% of Total	9.3%	38.8%	37.7%

		% of Total	9.2%	28.5%	37.7%
	Grad/Abv	Count	73	164	237
		% within Education	30.8%	69.2%	100.0%
		% within Technical Skills	49.0%	36.4%	39.5%
		% of Total	12.2%	27.3%	39.5%
	Others	Count	2	8	10
		% within Education	20.0%	80.0%	100.0%
		% within Technical Skills	1.3%	1.8%	1.7%
		% of Total	0.3%	1.3%	1.7%
Total		Count	149	451	600
		% within Education	24.8%	75.2%	100.0%
		% within Technical Skills	100.0%	100.0%	100.0%
		% of Total	24.8%	75.2%	100.0%
Occupation	Service	Count	57	138	195
		% within Occupation	29.2%	70.8%	100.0%
		% within Technical Skills	38.3%	30.6%	32.5%
		% of Total	9.5%	23.0%	32.5%
	Trader/Market Player	Count	24	91	115
		% within Occupation	20.9%	79.1%	100.0%
		% within Technical Skills	16.1%	20.2%	19.2%
		% of Total	4.0%	15.2%	19.2%
	Agricultural	Count	18	134	152
		% within Occupation	11.8%	88.2%	100.0%
		% within Technical Skills	12.1%	29.7%	25.3%
		% of Total	3.0%	22.3%	25.3%
	Others	Count	50	88	138
		% within Occupation	36.2%	63.8%	100.0%
		% within Technical Skills	33.6%	19.5%	23.0%
		% of Total	8.3%	14.7%	23.0%
Total		Count	149	451	600
		% within Occupation	24.8%	75.2%	100.0%
		% within Technical Skills	100.0%	100.0%	100.0%
		% of Total	24.8%	75.2%	100.0%
Zone	Majha	Count	53	147	200
		% within zone	26.5%	73.5%	100.0%
		% within Technical Skills	35.6%	32.6%	33.3%
		% of Total	8.8%	24.5%	33.3%
	Malwa	Count	47	153	200
		% within zone	23.5%	76.5%	100.0%
		% within Technical Skills	31.5%	33.9%	33.3%
		% of Total	7.8%	25.5%	33.3%
	Doaba	Count	49	151	200
		% within zone	24.5%	75.5%	100.0%
		% within Technical Skills	32.9%	33.5%	33.3%
		% of Total	8.2%	25.2%	33.3%
Total		Count	149	451	600
		% within zone	24.8%	75.2%	100.0%
		% within Technical Skills	100.0%	100.0%	100.0%
		% of Total	24.8%	75.2%	100.0%

N=600

Age: The given data shows the interest of people in 'Technical Skills' among age group of 'under 18 to above 65'. The data reveals that 24.8 percent people are not willing or having interest in learning Technical skills whereas 75.2 percent people are willing in learning Technical skills. Looking into the table, it is clear that in the age group of 35 to 44, highest 6.5 percent are not interested in learning Technical Skills, whereas 19.3

percent are interested in learning Technical Skills. In the age group of 25 to 34, 5.5 percent are not interested in learning Technical Skills, whereas 18.8 percent are interested in learning Technical Skills. In the age group of 18 to 24, 5.3 percent people are not interested in learning Technical Skills, whereas 12.3 percent people are interested in learning Technical Skills. In the age group of above 65, lowest 0.5 percent people are not interested in learning Technical Skills, whereas 2.0 percent people are interested in learning Technical Skills. The data shows a significant difference between respondents of different age groups on willingness to learn Technical Skills. To establish the significance of difference between age group of 'under 18 to above 65' on learning 'Technical Skills', Chi-square test was applied.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	5.853 ^a	6	.440
Likelihood Ratio	6.025	6	.420
Linear-by-Linear Association	3.514	1	.061
N of Valid Cases	600		
a. 1 cells (7.1%) have expected count less than 5. The minimum expected count is 3.73.			

H₀ – There is no significant difference in willingness of learning technical skills of respondents of different age groups.

H_a – Respondents of different age groups differ significantly on willingness of learning technical skills.

$$\text{Cal } x^2 \text{ Val } 5.853 \text{ (df } 6) \leq \text{Tab Val } 12.59 \text{ at } 0.05 \text{ level of significance}$$

The analysed data reveals that there is no significant difference among age group of under 18 to above 65 with regards to willingness to learn Technical Skills. The null hypothesis of no significant difference is accepted as respondents of all age groups of under 18 to above 65' have similar levels of willingness to learn Technical Skills. In the others words, respondents of all age groups are showing similar levels of interest in learning technical skills. Learning and implementation of Technical skills improve their social and economic condition, which supports them to achieve success in their professional development.

Gender: The given data shows the interest of 'males and females' of rural Punjab on Technical Skills. Among male 12.8 percent are not interested in Technical Skills, whereas 50.2 percent are interested in Technical Skills. Among female about 12 percent

are not interested in Technical Skills, whereas 25 percent are interested in Technical Skills. The data shows a significant difference between males and females in learning interest on Technical Skills. To establish the significance of difference between interest of males and females in learning Technical Skills, Chi-square test was applied.

Chi-Square Tests					
	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	10.901 ^a	1	.001		
Continuity Correction ^b	10.265	1	.001		
Likelihood Ratio	10.684	1	.001		
Fisher's Exact Test				.001	.001
Linear-by-Linear Association	10.883	1	.001		
N of Valid Cases	600				
a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 55.13.					
b. Computed only for a 2x2 table					

H₀ – There is no significant difference between willingness of males and females respondents in learning Technical Skills.

H_a – Males and females respondents differ significantly on willingness to learn Technical Skills

$$\text{Cal } x^2 \text{ Val } 10.901 \text{ (df } 1) \geq \text{Tab Val } 3.840 \text{ at } 0.05 \text{ level of significance}$$

The analysed data revealed that there is significant relationship between ‘males and females’ with regards to ‘Technical Skills’. The null hypothesis of no significant difference is rejected, indicating that males and females respondents vary in their willingness to learn about technical skills.

Education: The given data shows the interest of rural respondents with different level of education in willingness to learn 'Technical Skills'. The data revealed that 24.8 percent people are not interested in learning Technical Skills, 75.2 percent people are interested in learning 'Technical Skills'. Among graduate highest 12.2 percent are not interested in learning Technical Skills, whereas 27.3 percent are interested in learning Technical Skills. Among respondents with secondary education as their qualification, 9.2 percent are not interested in learning Technical Skills, whereas 28.5 percent are interested in learning 'Technical Skills'. Among others educated, lowest 0.3

percent are not interested in learning Technical Skills, whereas 1.3 percent are interested in learning Technical Skills. The data shows a significant difference among interest of rural respondents with different level of education in willingness to learn 'Technical Skills'. To establish the significance of difference among the interest of educated person on 'Technical Skills', Chi-square test was applied.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	11.447^a	4	.022
Likelihood Ratio	12.078	4	.017
Linear-by-Linear Association	9.746	1	.002
N of Valid Cases	600		
a. 1 cells (10.0%) have expected count less than 5. The minimum expected count is 2.48.			

H₀ – There is no significant difference in the interest of respondents in learning technical skills with respect to their educational qualification.

H_a – Respondents with different level of education differ significantly on willingness to learn Technical Skills.

$\text{Cal } x^2 \text{ Val } 11.447 \text{ (df } 4) \geq \text{Tab Val } 9.49 \text{ at } 0.05 \text{ level of significance}$
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The analysed data reveals that there is significant difference in the interest of learning among respondents of various levels of education. Hence, the null hypothesis of no significant difference is rejected as people with different level of education qualification vary in their interest in learning about technical skills.

Occupation: The data in the table 5.37 reflects the interest of rural different professionals in learning Technical Skills. Among Service sector, 9.5 percent are not interested in learning Technical Skills, whereas 23 percent are interested in learning Technical Skills. Among Trader, 4 percent are not interested in learning Technical Skills, whereas 15.2 percent are interested in learning Technical Skills. Among Agriculture sector, 3 percent are not interested in learning Technical Skills, whereas 22.2 percent are interested in learning Technical Skills. Among others, 8.3 percent are not interested in learning Technical Skills, whereas 14.7 percent are interested in learning Technical Skills. The data shows a significant difference among respondents with different occupation on willingness to learn Technical Skills. To establish the significance of difference among different occupation on willingness to learn Technical Skills, Chi-square test was applied.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	26.337^a	3	.000
Likelihood Ratio	27.851	3	.000
Linear-by-Linear Association	.065	1	.799
N of Valid Cases	600		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 28.56.

H₀ – There is no significant difference in the interest of respondents on learning technical skills on the basis of their occupation.

H_a – Respondents with different occupation differ significantly on willingness to learn Technical Skills.

Cal x^2 Val 26.337 (df 3) \geq Tab Val 7.82 at 0.05 level of significance

The analysed data revealed that there is significant difference in interest of respondents of different occupation in learning technical skills. The null hypothesis of no significant difference is rejected as respondents of different occupation vary in their interest about learning technical skills.

Zone: The given data shows interest of people living in different zones in learning Technical Skills. The data reveal that 24.8 percent people in all three zone are not interested in learning technical skills, where as 75.2 percent people are interested in learning technical skills. In Zone I (Majha) 8.8 percent people are not interested in learning technical skills, where as 24.5 percent people are interested in learning technical skills. In Zone II (Malwa) 7.8 percent people are not interested in learning technical skills, where as 25.5 percent people are interested in learning technical skills. In Zone III (Doaba) approximately 8.2% are not interested in learning technical skills, where as 24.2 percent people are technical skills. Moreover, to establish the significance of difference between people of three Zone of ‘Majha, Malwa, and Doaba’ with regard to interest in ‘technical skills’ knowledge, Chi-square test was applied and results are tabulated as below.

Chi-Square Tests			
	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	.500 ^a	2	.779
Likelihood Ratio	.498	2	.780
Linear-by-Linear Association	.214	1	.644
N of Valid Cases	600		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 49.67.

H₀ – There is no significant difference among respondents of Majha, Malwa and Doaba in their interests about learning technical skills.

H_a – Respondents of Majha, Malwa and Doaba differ significantly in willingness to learn technical skills.

Cal X^2 Val .500 (df 2) \leq Tab Val 5.99 at 0.05 level of significance

The analysed data revealed that there is no significant difference in interests of respondents from Majha, Malwa and Doaba regions in willingness to learn technical skills. Hence, the null hypothesis of no significant difference is accepted in this case. In other words it can be said that people of different regions do not vary in their interests in learning technical skills. In the others words, table shows that in spite of living in any place Technical Skills is an essential feature to all people with regards to improve their social and economic condition, which supports them to achieve success in their professional development.

**Table 5.38: Willingness for training in Hard Skills
(Based on Non- Technical Training)**

			Non-Technical Skills		Total
			No	Yes	
Age	Under 18	Count	25	12	37
		% within Age	67.6%	32.4%	100.0%
		% within Non-Technical Skills	5.8%	7.1%	6.2%
		% of Total	4.2%	2.0%	6.2%
	18-24	Count	64	42	106
		% within Age	60.4%	39.6%	100.0%
		% within Non-Technical Skills	14.8%	24.9%	17.7%
		% of Total	10.7%	7.0%	17.7%
	25-34	Count	112	34	146
		% within Age	76.7%	23.3%	100.0%
		% within Non-Technical Skills	26.0%	20.1%	24.3%
		% of Total	18.7%	5.7%	24.3%
	35-44	Count	113	42	155
		% within Age	72.9%	27.1%	100.0%
		% within Non-Technical Skills	26.2%	24.9%	25.8%
		% of Total	18.8%	7.0%	25.8%
	45-54	Count	65	29	94
		% within Age	69.1%	30.9%	100.0%
		% within Non-Technical Skills	15.1%	17.2%	15.7%
		% of Total	10.8%	4.8%	15.7%
	55-64	Count	38	9	47
		% within Age	80.9%	19.1%	100.0%
		% within Non-Technical Skills	8.8%	5.3%	7.8%
		% of Total	6.3%	1.5%	7.8%
65+	Count	14	1	15	
	% within Age	93.3%	6.7%	100.0%	
	% within Non-Technical Skills	3.2%	0.6%	2.5%	
	% of Total	2.3%	0.2%	2.5%	
Total	Count	431	169	600	
	% within Age	71.8%	28.2%	100.0%	
	% within Non-Technical Skills	100.0%	100.0%	100.0%	
	% of Total	71.8%	28.2%	100.0%	
Gender	Male	Count	274	104	378
		% within Gender	72.5%	27.5%	100.0%
		% within Non-Technical Skills	63.6%	61.5%	63.0%
		% of Total	45.7%	17.3%	63.0%
	Female	Count	157	65	222
		% within Gender	70.7%	29.3%	100.0%
		% within Non-Technical Skills	36.4%	38.5%	37.0%
		% of Total	26.2%	10.8%	37.0%
Total	Count	431	169	600	
	% within Gender	71.8%	28.2%	100.0%	
	% within Non-Technical Skills	100.0%	100.0%	100.0%	
	% of Total	71.8%	28.2%	100.0%	
Education	1-8 th	Count	37	2	39
		% within Education	94.9%	5.1%	100.0%
		% within Non-Technical Skills	8.6%	1.2%	6.5%
		% of Total	6.2%	0.3%	6.5%
	9 th -10 th	Count	67	21	88
		% within Education	76.1%	23.9%	100.0%
		% within Non-Technical Skills	15.5%	12.4%	14.7%
		% of Total	11.2%	3.5%	14.7%
	12 th -DIP	Count	158	68	226
		% within Education	69.9%	30.1%	100.0%
		% within Non-Technical Skills	36.7%	40.2%	37.7%
		% of Total	26.3%	11.3%	37.7%

	Grad/Abv	Count	162	75	237
		% within Education	68.4%	31.6%	100.0%
		% within Non-Technical Skills	37.6%	44.4%	39.5%
		% of Total	27.0%	12.5%	39.5%
	Others	Count	7	3	10
		% within Education	70.0%	30.0%	100.0%
		% within Non-Technical Skills	1.6%	1.8%	1.7%
% of Total		1.2%	0.5%	1.7%	
Total	Count	431	169	600	
	% within Education	71.8%	28.2%	100.0%	
	% within Non-Technical Skills	100.0%	100.0%	100.0%	
	% of Total	71.8%	28.2%	100.0%	
Occupation	Service	Count	132	63	195
		% within Occupation	67.7%	32.3%	100.0%
		% within Non-Technical Skills	30.6%	37.3%	32.5%
		% of Total	22.0%	10.5%	32.5%
	Trader/Market Player	Count	87	28	115
		% within Occupation	75.7%	24.3%	100.0%
		% within Non-Technical Skills	20.2%	16.6%	19.2%
		% of Total	14.5%	4.7%	19.2%
	Agricultural	Count	112	40	152
		% within Occupation	73.7%	26.3%	100.0%
		% within Non-Technical Skills	26.0%	23.7%	25.3%
		% of Total	18.7%	6.7%	25.3%
	Others	Count	100	38	138
		% within Occupation	72.5%	27.5%	100.0%
		% within Non-Technical Skills	23.2%	22.5%	23.0%
		% of Total	16.7%	6.3%	23.0%
Total	Count	431	169	600	
	% within Occupation	71.8%	28.2%	100.0%	
	% within Non-Technical Skills	100.0%	100.0%	100.0%	
	% of Total	71.8%	28.2%	100.0%	
zone	Majha	Count	139	61	200
		% within zone	69.5%	30.5%	100.0%
		% within Technical Skills	32.3%	36.1%	33.3%
		% of Total	23.2%	10.2%	33.3%
	Malwa	Count	130	70	200
		% within zone	65.0%	35.0%	100.0%
		% within Technical Skills	30.2%	41.4%	33.3%
		% of Total	21.7%	11.7%	33.3%
	Doaba	Count	162	38	200
		% within zone	81.0%	19.0%	100.0%
		% within Technical Skills	37.6%	22.5%	33.3%
		% of Total	27.0%	6.3%	33.3%
Total	Count	431	169	600	
	% within zone	71.8%	28.2%	100.0%	
	% within Technical Skills	100.0%	100.0%	100.0%	
	% of Total	71.8%	28.2%	100.0%	

N=600

Age: The given data shows the interest of people in ‘Non-Technical Skills’ (hard skills) among age group of ‘under 18 to above 65’. The data reveals that 71.8 percent people are not interested in learning Non-Technical Skills, 28.2 percent people are interested in learning Non-Technical Skills. In the age group of 35 to 44, highest 18.8 percent are not interested in learning Non-Technical Skills, whereas 7.0 percent are interested in

learning Non-Technical Skills. In the age group of 25 to 34, 18.7 percent are not interested in learning Non-Technical Skills; where as 5.7 percent are interested in learning Non-Technical Skills. In the age group of 18 to 24, 10.7 percent are not interested in learning Non-Technical Skills, whereas 7.0 percent are interested in learning Non-Technical Skills. In the age group of above 65, lowest 2.3 percent are not interested in learning Non-Technical Skills, whereas 0.2 percent is interested in learning Non-Technical Skills. The data shows a significant difference between different age groups on interest in learning ‘Non-Technical Skills’. To establish the significance of difference between age groups from under 18 to above 65 on Non-Technical Skills, Chi-square test was applied.

Chi-Square Tests			
	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	14.664 ^a	6	.023
Likelihood Ratio	15.445	6	.017
Linear-by-Linear Association	5.662	1	.017
N of Valid Cases	600		
a. 1 cells (7.1%) have expected count less than 5. The minimum expected count is 4.23.			

H₀ – There is no significant difference in willingness of learning non-technical skills of respondents of different age groups.

H_a – Respondents of different age groups differ significantly on willingness of learning non-technical skills.

Cal X^2 Val 14.664 (df 6) \geq Tab Val 12.59 at 0.05 level of significance
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The analysed data reveals that there is significant relationship between different age groups with regards to willingness to learning Non-Technical Skills. The null hypothesis of no significant difference is rejected as respondents of different age groups have different interest in willingness to learn Non-Technical Skills. In addition, table states that ‘age’ is the factor to acquire skills which supports the people to achieve their economic growth. Hence it is an essential need of the day to have specific skills knowledge in their profession.

Gender: The given data shows the interest of ‘male and females’ of rural Punjab on Non-Technical Skills (Hard Skills). The data reveals that 71.8 percent people are not interested in learning Non-Technical Skills, 28.2 percent people are interested in

learning Non-Technical Skills. Among male 45.7 percent are not interested in learning Non-Technical Skills, whereas 17.3 percent are interested in learning Non-Technical Skills. Among female about 26.2percent are not interested in learning Non-Technical Skills, whereas 10.8 percent are interested in learning Non-Technical Skills. The data shows a significant difference between males and females on Non-Technical Skills. To establish the significance of difference between males and females on Non- Technical Skills, Chi-square test was applied.

Chi-Square Tests					
	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.216 ^a	1	.642		
Continuity Correction ^b	.137	1	.711		
Likelihood Ratio	.215	1	.643		
Fisher's Exact Test				.640	.354
Linear-by-Linear Association	.215	1	.643		
N of Valid Cases	600				
a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 62.53.					
b. Computed only for a 2x2 table					

H₀ – There is no significant difference between willingness of males and females respondents in learning Non-technical Skills.

H_a – Males and females respondents differ significantly on willingness to learn Non-technical Skills

$\text{Cal } X^2 \text{ Val } .216 \text{ (df } 1) \leq \text{Tab Val } 3.840 \text{ at } 0.05 \text{ level of significance}$

The analysed data reveals that there is no significant association between gender with regards to interest in learning Non-Technical Skills. The null hypothesis of no significant difference is accepted as ‘Gender’ (males and females) have similar opinion on ‘Non-Technical Skills’.

Education: The given data shows interest of Punjab’s rural people regarding Non-Technical Skills among educated person. The data reveals that 71.8 percent people are not interested in learning Non-Technical Skills, 28.2 percent people are interested in learning Non-Technical Skills. Out of the respondents who are graduates, highest 27percent are not interested in learning Non-Technical Skills, whereas 12.5 percent are interested in learning Non-Technical Skills. Among respondents with secondary

education as their qualification, 26.3 percent are not interested in learning Non-Technical Skills, whereas 11.3 percent are interested in learning Non-Technical Skills. Among others educated, lowest 1.2 percent are not interested in learning Non-Technical Skills, whereas 0.5 percent are interested in learning Non-Technical Skills. The data shows a significant difference among educated person on Non-Technical Skills. To establish the significance of difference among educated person on interested in learning Non-Technical Skills, Chi-square test was applied.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	12.883^a	4	.012
Likelihood Ratio	16.413	4	.003
Linear-by-Linear Association	8.972	1	.003
N of Valid Cases	600		

a. 1 cells (10.0%) have expected count less than 5. The minimum expected count is 2.82.

H₀ – There is no significant difference in the interest of respondents in learning Non-technical skills with respect to their educational qualification.

H_a – Respondents with different level of education differ significantly on willingness to learn Non-technical Skills.

Cal X^2 Val 12.883 (df 4) \geq Tab Val 9.49 at 0.05 level of significance

The analysed data reveals that there is significant relationship among educated person with regards to interested in learning ‘Non-Technical Skills’. The null hypothesis of no significant difference is rejected indicating that respondent’s attaining different level of education varies in their interest in learning Non-Technical Skills.

Occupation: The given data shows interest of Punjab’s rural people regarding Non-Technical Skills among different occupation. In the given data of Non-Technical Skills among professional. The data reveal that 71.8 percent people are not interested in learning Non-Technical Skills, 28.2 percent people are interested in learning Non-Technical Skills. Among Service sector, 22percent are not interested in learning Non-Technical Skills, whereas 10.5 percent are interested in learning Non-Technical Skills. Among Trader, 14.5 percent are not interested in learning Non-Technical Skills, whereas 4.7 percent are interested in learning Non-Technical Skills. Among Agriculture sector, 18.7 percent are not interested in learning Non-Technical Skills, whereas 6.7 percent are interested in learning Non-Technical Skills. Among others, 16.7 percent

are not interested in learning Non-Technical Skills, whereas 6.3 percent are interested in learning Non-Technical Skills. The data shows a significant difference among professional on Non-Technical Skills. To establish the significance of difference among ‘professional’ on interest in learning ‘Non-Technical Skills’, Chi-square test was applied.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2.766 ^a	3	.429
Likelihood Ratio	2.750	3	.432
Linear-by-Linear Association	.973	1	.324
N of Valid Cases	600		
a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 32.39.			

H₀ – There is no significant difference in the interest of respondents on learning non-technical skills on the basis of their occupation.

H_a – Respondents with different occupation differ significantly on willingness to learn Non- technical Skills.

$\text{Cal } X^2 \text{ Val } 2.766 \text{ (df } 3) \leq \text{Tab Val } 7.82 \text{ at } 0.05 \text{ level of significance}$

The analysed data revealed that there is no significant difference in interest of respondents of different occupation in learning technical skills. The null hypothesis of no significant difference is accepted as respondents of different occupation have similar level of interest about learning non-technical skills.

Zone:The given data shows interest of Punjab rural people living in three different zones in learning Non-Technical Skills. The data reveals that 71.8 percent of people in all three zone are not interested in learning non-technical skills, whereas only 28.2 percent people are interested in learning non-technical skills. In Zone I (Majha) 23.2 percent people are not interested in learning non-technical skills, whereas only 10.2 percent people are interested in learning non-technical skills. In Zone II (Malwa) 21.7 percent people are not interested in learning non-technical skills, whereas only 11.7 percent people are non-technical skills. In Zone III (Doaba) approximately 27 are not interested in learning non-technical skills, whereas only 6.3 percent people are interested in learning non-technical skills. The data shows a significant difference

between three ‘Zones of Majha, Malwa, and Doaba’ on non-technical skills. To establish the significance of difference between three Zones of Majha, Malwa, and Doaba with regard to non-technical skills, Chi-square test was applied:

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	13.460^a	2	.001
Likelihood Ratio	13.940	2	.001
Linear-by-Linear Association	6.525	1	.011
N of Valid Cases	600		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 56.33.

H₀ – There is no significant difference among respondents of Majha, Malwa and Doaba in their interests about learning Non-technical skills.

H_a – Respondents of Majha, Malwa and Doaba differ significantly in willingness to learn Non-technical skills.

Cal X^2 Val 13.460 (df 2) \geq Tab Val 5.99 at 0.05 level of significance

The analysed data revealed that there is significant association in interests of respondents from Majha, Malwa and Doaba regions in willingness to learn technical skills. Hence, the null hypothesis of no significant difference is rejected in this case. In other words it can be said that people of different regions vary in their interests in learning non- technical skills. In addition, the table states that place is the factor to acquire skills which supports the people to achieve their economic growth. Hence it is an essential need of the day to have specific skills knowledge in their profession

Table 5.39: Willingness for training in Soft Skills

			Soft Skills		Total
			No	Yes	
Age	Under 18	Count	16	21	37
		% within Age	43.2%	56.8%	100.0%
		% within Soft Skills	3.6%	13.4%	6.2%
		% of Total	2.7%	3.5%	6.2%
	18-24	Count	72	34	106
		% within Age	67.9%	32.1%	100.0%
		% within Soft Skills	16.3%	21.7%	17.7%
		% of Total	12.0%	5.7%	17.7%
	25-34	Count	100	46	146
		% within Age	68.5%	31.5%	100.0%
		% within Soft Skills	22.6%	29.3%	24.3%
		% of Total	16.7%	7.7%	24.3%
	35-44	Count	120	35	155
		% within Age	77.4%	22.6%	100.0%
		% within Soft Skills	27.1%	22.3%	25.8%
		% of Total	20.0%	5.8%	25.8%
	45-54	Count	76	18	94
		% within Age	80.9%	19.1%	100.0%
		% within Soft Skills	17.2%	11.5%	15.7%
		% of Total	12.7%	3.0%	15.7%
	55-64	Count	44	3	47
		% within Age	93.6%	6.4%	100.0%
		% within Soft Skills	9.9%	1.9%	7.8%
		% of Total	7.3%	0.5%	7.8%
	65+	Count	15	0	15
		% within Age	100.0%	0.0%	100.0%
		% within Soft Skills	3.4%	0.0%	2.5%
		% of Total	2.5%	0.0%	2.5%
Total		Count	443	157	600
		% within Age	73.8%	26.2%	100.0%
		% within Soft Skills	100.0%	100.0%	100.0%
		% of Total	73.8%	26.2%	100.0%
Gender	Male	Count	297	81	378
		% within Gender	78.6%	21.4%	100.0%
		% within Soft Skills	67.0%	51.6%	63.0%
		% of Total	49.5%	13.5%	63.0%
	Female	Count	146	76	222
		% within Gender	65.8%	34.2%	100.0%
		% within Soft Skills	33.0%	48.4%	37.0%
		% of Total	24.3%	12.7%	37.0%
Total		Count	443	157	600
		% within Gender	73.8%	26.2%	100.0%
		% within Soft Skills	100.0%	100.0%	100.0%
		% of Total	73.8%	26.2%	100.0%
Education	1-8th	Count	35	4	39
		% within Education	89.7%	10.3%	100.0%
		% within Soft Skills	7.9%	2.5%	6.5%
		% of Total	5.8%	0.7%	6.5%
	9th-10th	Count	72	16	88
		% within Education	81.8%	18.2%	100.0%
		% within Soft Skills	16.3%	10.2%	14.7%
		% of Total	12.0%	2.7%	14.7%
	12th-DIP	Count	167	59	226
		% within Education	73.9%	26.1%	100.0%
		% within Soft Skills	37.7%	37.6%	37.7%
		% of Total	27.8%	9.8%	37.7%
Grad/Abv	Count	163	74	237	

		% within Education	68.8%	31.2%	100.0%
		% within Soft Skills	36.8%	47.1%	39.5%
		% of Total	27.2%	12.3%	39.5%
	Others	Count	6	4	10
		% within Education	60.0%	40.0%	100.0%
		% within Soft Skills	1.4%	2.5%	1.7%
		% of Total	1.0%	0.7%	1.7%
Total		Count	443	157	600
		% within Education	73.8%	26.2%	100.0%
		% within Soft Skills	100.0%	100.0%	100.0%
		% of Total	73.8%	26.2%	100.0%
Occupation	Service	Count	136	59	195
		% within Occupation	69.7%	30.3%	100.0%
		% within Soft Skills	30.7%	37.6%	32.5%
		% of Total	22.7%	9.8%	32.5%
	Trader/Market Player	Count	94	21	115
		% within Occupation	81.7%	18.3%	100.0%
		% within Soft Skills	21.2%	13.4%	19.2%
		% of Total	15.7%	3.5%	19.2%
	Agricultural	Count	127	25	152
		% within Occupation	83.6%	16.4%	100.0%
		% within Soft Skills	28.7%	15.9%	25.3%
		% of Total	21.2%	4.2%	25.3%
	Others	Count	86	52	138
		% within Occupation	62.3%	37.7%	100.0%
		% within Soft Skills	19.4%	33.1%	23.0%
		% of Total	14.3%	8.7%	23.0%
Total		Count	443	157	600
		% within Occupation	73.8%	26.2%	100.0%
		% within Soft Skills	100.0%	100.0%	100.0%
		% of Total	73.8%	26.2%	100.0%
zone	Majha	Count	133	67	200
		% within zone	66.5%	33.5%	100.0%
		% within Soft Skills	30.0%	42.7%	33.3%
		% of Total	22.2%	11.2%	33.3%
	Malwa	Count	144	56	200
		% within zone	72.0%	28.0%	100.0%
		% within Soft Skills	32.5%	35.7%	33.3%
		% of Total	24.0%	9.3%	33.3%
	Doaba	Count	166	34	200
		% within zone	83.0%	17.0%	100.0%
		% within Soft Skills	37.5%	21.7%	33.3%
		% of Total	27.7%	5.7%	33.3%
Total		Count	443	157	600
		% within zone	73.8%	26.2%	100.0%
		% within Soft Skills	100.0%	100.0%	100.0%
		% of Total	73.8%	26.2%	100.0%

N=600

Age:The given data shows the interest of Punjab's rural people in learning 'Soft Skills' among age group from under 18 to above 65. The data revealed that 73.8 percent people are not interested in learning Soft Skills, 26.2 percent people are interested in learning Soft Skills. In the age group of 35 to 44, highest 20 percent are not interested in learning Soft Skills, whereas 5.8 percent are interested in learning Soft Skills. In the age group of 25 to 34, 16.7 percent are not interested in learning Soft Skills, whereas 7.7 percent

are interested in learning Soft Skills. In the age group of 18 to 24, 12percent are not interested in learning Soft Skills, whereas 5.7 percent are interested in learning Soft Skills.In the age group of above 65, lowest 2.5 percent are not interested in learning Soft Skills. The data shows a significant difference between respondents of different age groups and interest in learning Soft Skills. To establish the significance of difference between age groups and willingness to learn Soft Skills, Chi-square test was applied.

Chi-Square Tests			
	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	40.257 ^a	6	.000
Likelihood Ratio	44.458	6	.000
Linear-by-Linear Association	35.059	1	.000
N of Valid Cases	600		
a. 1 cells (7.1%) have expected count less than 5. The minimum expected count is 3.93.			

H₀ – There is no significant difference in willingness of learning softl skills of respondents of different age groups.

H_a – Respondents of different age groups differ significantly on willingness in learning soft skills.

Cal x^2 Val 40.257 (df 6) \geq Tab Val 12.59 at 0.05 level of significance
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The analysed data revealed that there is significant association between age groups and willingness to learn Soft Skills. The null hypothesis of no significant difference is rejected indicating that different age groups have different level of interest in learning Soft Skills. In other words, the table says that as ‘soft skills’ are always an important aspect in increasing economic conditions of people, it helps people to achieve success in their skills development.

Gender: The given data shows the interest of ‘males and females’ in learning ‘soft Skills’. The data reveals that 73.8 percent people are not interested in learning Soft Skills, 26.2 percent people are interested in learning Soft Skills. Among male 49.5 percent are not interested in learning Soft Skills, whereas 13.5 percent are interested in learning Soft Skills. Among female about 24.3 percent are not interested in learning Soft Skills, whereas 12.7 percent are interested in learning Soft Skills. The data shows a significant difference between males and females on Soft Skills. To establish the

significance of difference between males and females on Soft Skills, Chi-square test was applied.

Chi-Square Tests					
	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	11.871^a	1	.001		
Continuity Correction ^b	11.218	1	.001		
Likelihood Ratio	11.645	1	.001		
Fisher's Exact Test				.001	.000
Linear-by-Linear Association	11.851	1	.001		
N of Valid Cases	600				
a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 58.09.					
b. Computed only for a 2x2 table					

H₀ – There is no significant difference between willingness of males and females respondents in learning Soft Skills.

H_a – Males and females respondents differ significantly on willingness to learn Soft Skills

$\text{Cal } X^2 \text{ Val } 11.871 \text{ (df } 1) \geq \text{Tab Val } 3.840 \text{ at } 0.05 \text{ level of significance}$

The analysed data revealed that there is significant relationship between ‘males and females’ with regards to ‘Soft Skills’. The null hypothesis of no significant difference is rejected, indicating that males and females respondents vary in their willingness to learn about soft skills. In the others words, table says that ‘male and female’ have different level of needs to understanding ‘Soft Skills’, this displays that gender encourage person’s needs about basic information on ‘Soft Skills’.

Education: The given data shows the interest of respondents with different level of educational qualification and willingness to learn ‘Soft Skills’. Among respondents with secondary education as their qualification, highest 27.8percent are not interested in learning Soft Skills, whereas 9.8 percent are interested in learning Soft Skills. Out of the respondents who are graduates, 27.2 percent are not interested in learning Soft Skills, whereas 12.3 percent are interested in learning Soft Skills. Among others educated, lowest 1.4 percent are not interested in learning Soft Skills, whereas 2.5 percent are interested in learning Soft Skills. The data shows a significant difference among respondents with different level of educational qualification and interest in

learning ‘Soft Skills’. To establish the significance of difference among educated persons on Soft Skills, Chi-square test was applied.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	12.142^a	4	.016
Likelihood Ratio	13.231	4	.010
Linear-by-Linear Association	11.908	1	.001
N of Valid Cases	600		
a. 1 cells (10.0%) have expected count less than 5. The minimum expected count is 2.62.			

H₀ – There is no significant difference in the interest of respondents in learning soft skills with respect to their educational qualification.

H_a – Respondents with different level of education differ significantly on willingness to learn soft Skills.

$\text{Cal } X^2 \text{ Val } 12.142 \text{ (df } 4) \geq \text{Tab Val } 9.49 \text{ at } 0.05 \text{ level of significance}$
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The analysed data revealed that there is significant difference in the interest of learning among respondents of various levels of education. Hence, the null hypothesis of no significant difference is rejected as people with different level of education qualification vary in their interest in learning about soft skills. In the others words, table says that different level of education requirement understanding on ‘Soft Skills’. This displays that education encourage person’s needs about basic information on ‘Soft Skills’.

Occupation: The given data shows the interest of rural people having different occupations in learning ‘Soft Skills’. The data reveals that 73.8 percent people are not interested in learning Soft Skills, 26.2 percent people are interested in learning Soft Skills. Among Service sector, 22.7 percent are not interested in learning Soft Skills, whereas 9.8 percent are interested in learning Soft Skills. Among Trader, 15.7 percent are not interested in learning Soft Skills, whereas 3.5 percent are interested in learning Soft Skills. Among Agriculture sector, 21.2 percent are not interested in learning Soft Skills, whereas 4.2 percent are interested in learning Soft Skills. Among others 14.3 percent are not interested in learning Soft Skills, whereas 8.7 percent are interested in learning Soft Skills. The data shows a significant difference among different ‘professionals’ on learning ‘Soft Skills’. To establish the significance of difference

among professional on Soft Skills, Chi-square test was applied.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	22.311^a	3	.000
Likelihood Ratio	22.611	3	.000
Linear-by-Linear Association	.521	1	.470
N of Valid Cases	600		
a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 30.09.			

H₀ – There is no significant difference in the interest of respondents on learning soft skills on the basis of their occupation.

H_a – Respondents with different occupation differ significantly on willingness to learn soft Skills.

Cal X ² Val 22.311 (df 3) ≥ Tab Val 7.82 at 0.05 level of significance.
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The analysed data revealed that there is significant difference in interest of respondents of different occupation in learning soft skills. The null hypothesis of no significant difference is rejected as respondents of different occupation vary in their interest about learning soft skills.

Zone: The given data shows the interest of people living in three different zones in learning ‘Soft Skills’. The data reveals that 73.8 percent people in all three zone are not soft skills, whereas only 26.2 percent people are interested in learning soft skills. In Zone I (Majha) 22.2 percent people are not interested in learning soft skills, whereas only 11.2 percent people are interested in learning soft skills. In Zone II (Malwa) 24 percent people are not interested in learning soft skills, whereas only 9.3 percent people are interested in learning soft skills. In Zone III (Doaba) approximately 28percent people are not soft skills, whereas only 5.7 percent people are interested in learning soft skills. The data shows a significance difference between three Zone of Majha, Malwa, and Doaba on soft skills. To establish the significance of difference between three Zone of Majha, Malwa, and Doaba with regard to interest in learning ‘soft skills’, Chi-square test was applied.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	14.614^a	2	.001
Likelihood Ratio	15.151	2	.001
Linear-by-Linear Association	14.068	1	.000
N of Valid Cases	600		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 52.33.

H₀ – There is no significant difference among respondents of Majha, Malwa and Doaba in their interests about learning soft skills.

H_a – Respondents of Majha, Malwa and Doaba differ significantly in willingness to learn soft skills.

Cal X^2 Val 14.614 (df 2) \geq Tab Val 5.99 at 0.05 level of significance

The analysed data reveals that there is significant relationship between ‘three Zones of Majha, Malwa and Doaba’ with regards to soft skills among the people. The null hypothesis of no significant difference is rejected as ‘place of living’ plays an important role in ‘soft skills’. In other words it can be said that people of different regions vary in their interests in learning soft skills.

Table 5.40: Not Willingness to take any Training

			Not Required		Total
			No	Yes	
Age	Under 18	Count	36	1	37
		% within Age	97.3%	2.7%	100.0%
		% within Not Required	6.2%	4.8%	6.2%
		% of Total	6.0%	0.2%	6.2%
	18-24	Count	106	0	106
		% within Age	100.0%	0.0%	100.0%
		% within Not Required	18.3%	0.0%	17.7%
		% of Total	17.7%	0.0%	17.7%
	25-34	Count	142	4	146
		% within Age	97.3%	2.7%	100.0%
		% within Not Required	24.5%	19.0%	24.3%
		% of Total	23.7%	0.7%	24.3%
	35-44	Count	149	6	155
		% within Age	96.1%	3.9%	100.0%
		% within Not Required	25.7%	28.6%	25.8%
		% of Total	24.8%	1.0%	25.8%
	45-54	Count	88	6	94
		% within Age	93.6%	6.4%	100.0%
		% within Not Required	15.2%	28.6%	15.7%
		% of Total	14.7%	1.0%	15.7%
	55-64	Count	45	2	47
		% within Age	95.7%	4.3%	100.0%
		% within Not Required	7.8%	9.5%	7.8%
		% of Total	7.5%	0.3%	7.8%
65+	Count	13	2	15	
	% within Age	86.7%	13.3%	100.0%	
	% within Not Required	2.2%	9.5%	2.5%	
	% of Total	2.2%	0.3%	2.5%	
Total	Count	579	21	600	
	% within Age	96.5%	3.5%	100.0%	
	% within Not Required	100.0%	100.0%	100.0%	
	% of Total	96.5%	3.5%	100.0%	
Gender	Male	Count	364	14	378
		% within Gender	96.3%	3.7%	100.0%
		% within Not Required	62.9%	66.7%	63.0%
		% of Total	60.7%	2.3%	63.0%
	Female	Count	215	7	222
		% within Gender	96.8%	3.2%	100.0%
		% within Not Required	37.1%	33.3%	37.0%
		% of Total	35.8%	1.2%	37.0%
Total	Count	579	21	600	
	% within Gender	96.5%	3.5%	100.0%	
	% within Not Required	100.0%	100.0%	100.0%	
	% of Total	96.5%	3.5%	100.0%	
Education	1-8th	Count	36	3	39
		% within Education	92.3%	7.7%	100.0%
		% within Not Required	6.2%	14.3%	6.5%
		% of Total	6.0%	0.5%	6.5%
	9th-10th	Count	86	2	88
		% within Education	97.7%	2.3%	100.0%
		% within Not Required	14.9%	9.5%	14.7%
		% of Total	14.3%	0.3%	14.7%
	12th-DIP	Count	219	7	226
		% within Education	96.9%	3.1%	100.0%
		% within Not Required	37.8%	33.3%	37.7%

		% of Total	36.5%	1.2%	37.7%
	Grad/Abv	Count	228	9	237
		% within Education	96.2%	3.8%	100.0%
		% within Not Required	39.4%	42.9%	39.5%
		% of Total	38.0%	1.5%	39.5%
	Others	Count	10	0	10
		% within Education	100.0%	0.0%	100.0%
		% within Not Required	1.7%	0.0%	1.7%
		% of Total	1.7%	0.0%	1.7%
Total		Count	579	21	600
		% within Education	96.5%	3.5%	100.0%
		% within Not Required	100.0%	100.0%	100.0%
		% of Total	96.5%	3.5%	100.0%
Occupation	Service	Count	190	5	195
		% within Occupation	97.4%	2.6%	100.0%
		% within Not Required	32.8%	23.8%	32.5%
		% of Total	31.7%	0.8%	32.5%
	Trader/Market Player	Count	110	5	115
		% within Occupation	95.7%	4.3%	100.0%
		% within Not Required	19.0%	23.8%	19.2%
		% of Total	18.3%	0.8%	19.2%
	Agricultural	Count	147	5	152
		% within Occupation	96.7%	3.3%	100.0%
		% within Not Required	25.4%	23.8%	25.3%
		% of Total	24.5%	0.8%	25.3%
	Others	Count	132	6	138
		% within Occupation	95.7%	4.3%	100.0%
		% within Not Required	22.8%	28.6%	23.0%
		% of Total	22.0%	1.0%	23.0%
Total		Count	579	21	600
		% within Occupation	96.5%	3.5%	100.0%
		% within Not Required	100.0%	100.0%	100.0%
		% of Total	96.5%	3.5%	100.0%
Zone	Majha	Count	195	5	200
		% within zone	97.5%	2.5%	100.0%
		% within Not Required	33.7%	23.8%	33.3%
		% of Total	32.5%	0.8%	33.3%
	Malwa	Count	192	8	200
		% within zone	96.0%	4.0%	100.0%
		% within Not Required	33.2%	38.1%	33.3%
		% of Total	32.0%	1.3%	33.3%
	Doaba	Count	192	8	200
		% within zone	96.0%	4.0%	100.0%
		% within Not Required	33.2%	38.1%	33.3%
		% of Total	32.0%	1.3%	33.3%
Total		Count	579	21	600
		% within zone	96.5%	3.5%	100.0%
		% within Not Required	100.0%	100.0%	100.0%
		% of Total	96.5%	3.5%	100.0%

N=600

Age : The given data of 'Not Required' among age group of 'under 18 to above 65' who are not interested in learning any type of soft skills. The data revealed that 96.5 percent people are said no to 'Not required', 3.5 percent people are said yes to 'Not Required'. In the age group of 35 to 44, highest 24.8 percent people are said no to 'Not Required', 1.0 percent people are said yes to 'Not Required'. In the age group of 25 to 34, 23.7

percent people are said no to 'Not Required', 0.7 percent people are said yes to 'Not Required'. In the age group of 18 to 24, 17.7percent people are said no to 'Not Required', 0.0 percent people are said yes to 'Not Required'.In the age group of above 65, lowest 2.2 percent people are said no to 'Not Required', 0.3 percent people are said yes to 'Not Required'. The data shows a significant difference between age group of 'under 18 to above 65' on 'Not Required'. To establish the significance of difference between age group of 'under 18 to above 65' on Not Required, Chi-square test was applied.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	10.914 ^a	6	.091
Likelihood Ratio	12.461	6	.052
Linear-by-Linear Association	7.176	1	.007
N of Valid Cases	600		

a. 5 cells (35.7%) have expected count less than 5. The minimum expected count is .53.

H₀ – There is no significant difference in willingness not to learn any skills of respondents of different age groups.

H_a – Respondents of different age groups differ significantly on willingness not to learn any skills.

$$\text{Cal X}^2 \text{ Val } 10.914 \text{ (df } 6) \leq \text{Tab Val } 12.59 \text{ at } 0.05 \text{ level of significance}$$

The analysed data reveals that there is no significant relationship between 'age group of under 18 to above 65' with regards to 'Not Required'. The null hypothesis of no significant difference is accepted as age group of 'under 18 to above 65' have similar opinion on 'Not Required'.

Gender: In the given data of rural 'males and females' of Punjab who are not interest in learning any form of skills. The data reveals that 96.5 percent people said 'no' to 'Not required', 28.2 percent people said 'yes' to 'Not Required'. Among male 60.7 percent said 'no' to 'Not Required', 2.3 percent people said 'yes' to 'Not Required'. Among female about 36 percent said 'no' to 'Not Required', 1.2 percent people said 'yes' to 'Not Required'. The data shows a significant difference between males and females on Not Required. To establish the significance of difference between 'maless and female' on 'Not required', Chi-square test was applied.

Chi-Square Tests					
	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.126 ^a	1	.723		
Continuity Correction ^b	.015	1	.901		
Likelihood Ratio	.127	1	.721		
Fisher's Exact Test				.821	.458
Linear-by-Linear Association	.125	1	.723		
N of Valid Cases	600				
a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 7.77.					
b. Computed only for a 2x2 table					

H₀ – There is no significant difference between willingness of males and females respondents in taking no skills.

H_a – Males and females respondents differ significantly on willingness not to take any skill.

$\text{Cal } X^2 \text{ Val } .126 \text{ (df } 1) \leq \text{Tab Val } 3.840 \text{ at } 0.05 \text{ level of significance}$

The analysed data reveals that there is no significant relationship between ‘males and females’ with regards to ‘Not Required.’ The null hypothesis of no significant difference is accepted as ‘males and females’ have similar opinion on ‘Not Required’. In the others words, table says that males and females have different needs on Skills development, this shows that as skills are always an important aspect in improving economic condition of gender, it helps them to perform effectively in their professional development.

Education: The given data of people’s interest not in learning any form of skills ‘Not Required’ among different educated person of rural people in Punjab. The data reveals that 96.5 percent people are said ‘no’ to ‘Not Required’, 3.5 percent people are said ‘yes’ to ‘Not Required.’ Out of the respondents who are graduates, highest 38 percent people are said ‘no’ to ‘Not Required’, 1.5 percent people are said ‘yes’ to ‘Not Required’. Among respondents with secondary education as their qualification, 36.5 percent people are said ‘no’ to ‘Not Required’, 1.2 percent people are said ‘yes’ to ‘Not Required’. Among others educated, lowest 1.7 percent people are said ‘no’ to ‘Not Required’, 0.0 percent people are said yes to ‘Not Required’. The data shows a

significant difference among educated person on Not Required. To establish the significance of difference among educated person on Not Required, Chi-square test was applied.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2.955 ^a	4	.565
Likelihood Ratio	2.859	4	.582
Linear-by-Linear Association	.278	1	.598
N of Valid Cases	600		
a. 3 cells (30.0%) have expected count less than 5. The minimum expected count is .35.			

H₀ – There is no significant difference among educated person on Not Required.

H_a – Educated person differ significantly on Not Required.

$$\text{Cal X}^2 \text{ Val } 2.955 \text{ (df } 4) \leq \text{Tab Val } 9.49 \text{ at } 0.05 \text{ level of significance}$$

The analysed data reveals that there is no significant relationship among ‘educated’ person with regards to ‘Not Required’. The null hypothesis of no significant difference is accepted as ‘educated person’ have similar opinion on ‘Not Required’. In the others words, table says that different level of education requires understanding on Skills development, this shows that education inspire person needs about basic information on Skills.

Occupation: In the given data of ‘Not Required’ among different professional. The data reveals that 96.5 percent people are said ‘no’ to ‘Not Required’, 3.5 percent people are said ‘yes’ to ‘Not Required’. Among Service sector, 31.7 percent people are said ‘no’ to ‘Not Required’, 0.8 percent people are said ‘yes’ to ‘Not Required’. Among Trader, 18.3 percent people are said ‘no’ to ‘Not Required’, 0.8 percent people are said ‘yes’ to ‘Not Required’. Among Agriculture sector, 24.5 percent people are said ‘no’ to Not Required, 0.8 percent people are said ‘yes’ to ‘Not Required’. Among others, 22 percent people are said ‘no’ to ‘Not Required’, 1.0 percent people are said ‘yes’ to ‘Not Required’. The data shows a significant difference among professional on ‘Not Required’. To establish the significance of difference among professional on ‘Not Required’, Chi-square test was applied.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.064 ^a	3	.786
Likelihood Ratio	1.077	3	.783
Linear-by-Linear Association	.540	1	.462
N of Valid Cases	600		

a. 2 cells (25.0%) have expected count less than 5. The minimum expected count is 4.03.

H₀ – There is no significant difference among ‘Occupation’ on Not Required.

H_a – ‘Occupation’ differs significantly on Not Required.

Cal X2 Val 1.064 (df 3) ≤ Tab Val 7.82 at 0.05 level of significance
--

The analysed data reveals that there is no significant relationship among ‘Occupation’ with regards to ‘Not Required’. The null hypothesis of no significant difference is accepted as different ‘Occupation’ have similar opinion on Not Required. As skills are always an important aspect in improving socio economic conditions of people it helps them to perform effectively in their ‘Occupation’. In other words, the table says that as skills are always an important aspect in improving socio-economic conditions of people, it helps them to perform effectively in their ‘Occupation’ as well.

Zone: The given data shows the interest of people living in three different zones of Majha, Malwa and Doaba on ‘not required’. The data reveals that 96.5 percent people in all three zone are ‘no’ to not required they are interested in some form of skills training, where as 3.5 percent people are in no need of any training. In Zone I (Majha) 32.5 percent people are no to ‘not required’, where as 0.8 percent people are not interested in any training. In Zone II (Malwa) 32 percent people are ‘no’ to not required, where as 1.3 percent people are not willing to take any training. In Zone III (Doaba) 32 percent people are ‘no’ to not required, where as 3.5 percent people are not willing to take any training. The data shows a significant difference between three Zone of Majha, Malwa, and Doaba on ‘not required’. To establish the significance of difference between three Zone of Majha, Malwa, and Doaba with regard to not required, Chi-square test was applied.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	.888 ^a	2	.641
Likelihood Ratio	.939	2	.625
Linear-by-Linear Association	.665	1	.415
N of Valid Cases	600		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 7.00.

H₀ – There is no significant difference among respondents of Majha, Malwa and Doaba in their interest not to take any skill.

H_a – Respondents of Majha, Malwa and Doaba differ significantly in in their interest not to take any skill.

$$\text{Cal } X^2 \text{ Val } .500 \text{ (df 2)} \leq \text{Tab Val } 5.99 \text{ at } 0.05 \text{ level of significance}$$

The analysed data reveals that there is no significant relationship between ‘three Zones of Majha, Malwa and Doaba’ with regards to not required among the people. The null hypothesis of no significant difference is accepted as all ‘three Zone of Majha, Malwa, and Doaba’ have a similar not required among the people. In other words, the table says that as skills are always an important aspect in improving socio-economic conditions of people, it helps them to perform effectively in their Livelihood.

5.5.6 Familiarity on information about skill development and educational resources

Table 5.41: Familiarity about Skill Development through educational courses

Skill Development and educational courses		
	Frequency	Percentage
Extremely familiar	37	6.2
Very familiar	181	30.2
Somewhat familiar	252	42
Not so familiar	102	17
Not at all familiar	28	4.7
Total	600	100

To a question on familiarity about programmes on skill development and other educational courses, 42 percent of the respondents said they are somewhat familiar, 30.20 percent of the said they are very familiar and the rest 6.20 percent people asserted that they are extremely familiar with the information. This clearly indicates that

awareness and familiarity is quite satisfactory among the respondents. However, approx. 21 % of the sample is not familiar with skill development programmes and other educational resources.

Table 5.42: Familiarity about Skill Development centers

Are You aware about Skill Development Centers available nearby your Villages		
	Frequency	Percentage
Extremely aware	55	9.2
Very much aware	142	23.7
Somewhat aware	246	41
Not so much aware	140	23.3
Not at all aware	17	2.8
Total	600	100

A query was made to ascertain the respondent's awareness with regard to skill development training centers, 41 percent of the respondents were somewhat aware of the centers, followed by 23.70 percent of them being quite aware and the rest 9.20 percent of respondents being highly aware. However, nearly 26.0 percent of the respondents were not aware about skill development centers. The data clearly indicates that the awareness level about skill development training centers is very good.

5.6 Objective: To understand the role of media in capacity building and skill development in rural Punjab.

The role of media is bigger than it has ever been. The best part is that media is still growing and influencing our lives as the time goes ahead. The media plays a central role in informing the public about what happens in the world. Mass media means technology that is intended to reach a mass audience. It is the primary means of communication used to reach the vast majority of the general public. The most common platforms for mass media are newspapers, radio, television, and the Internet. The general public typically relies on the mass media to provide information regarding political issues, developments, social issues, entertainment, and news in popular culture. The role of mass media is to inform, aware, educate and entertain the people. Media on the whole provides all the necessary details to its masses so that they are aware of everything that is taking place all around the world. The media can shape public opinion by publicizing certain stories or stressing

certain aspects of stories.

In development of any nation we can never ignore the role of communication, as information sharing is one of the important aspects in development. With the help of media, we can share information, knowledge with masses and thus help to shape the opinion of the people. Magic Bullet Theory and two step theory already are in favor of this. To know the role of media, its utilization, trends, frequency to access, preferred language to access, series of questions were asked so that output of study can be used in development model and planning's in selection of media can be made by taking in these considerations in mind. The output may also help state and central government, NGO's and other private agencies in planning of broadcasting various Programs and PSA on different media which can help the rural people in providing information, knowledge, skills and awareness of relevant sources. So in related to above multiple questions asked, Chi-square test was applied to understand the association between the independent variables and responses to frequency of accessing media.

Table 5.43: Frequency of access to television

			How often do you access Television?			Total
			Daily	2-3 times a week	Rarely	
Age	Under 18	Count	21	9	7	37
		% within Age	56.8%	24.3%	18.9%	100.0%
		% within How often do you access Television?	5.0%	8.1%	10.0%	6.2%
		% of Total	3.5%	1.5%	1.2%	6.2%
	18-24	Count	60	27	19	106
		% within Age	56.6%	25.5%	17.9%	100.0%
		% within How often do you access Television?	14.3%	24.3%	27.1%	17.7%
		% of Total	10.0%	4.5%	3.2%	17.7%
	25-34	Count	93	30	23	146
		% within Age	63.7%	20.5%	15.8%	100.0%
		% within How often do you access Television?	22.2%	27.0%	32.9%	24.3%
		% of Total	15.5%	5.0%	3.8%	24.3%
	35-44	Count	109	31	15	155
		% within Age	70.3%	20.0%	9.7%	100.0%
		% within How often do you access Television?	26.0%	27.9%	21.4%	25.8%
		% of Total	18.2%	5.2%	2.5%	25.8%
	45-54	Count	79	9	6	94
		% within Age	84.0%	9.6%	6.4%	100.0%
		% within How often do you access Television ?	18.9%	8.1%	8.6%	15.7%
		% of Total	13.2%	1.5%	1.0%	15.7%
	55-64	Count	42	5	0	47
		% within Age	89.4%	10.6%	0.0%	100.0%
		% within How often do you access Television ?	10.0%	4.5%	0.0%	7.8%
		% of Total	7.0%	0.8%	0.0%	7.8%
	65+	Count	15	0	0	15
		% within Age	100.0%	0.0%	0.0%	100.0%
		% within How often do you access Television ?	3.6%	0.0%	0.0%	2.5%
		% of Total	2.5%	0.0%	0.0%	2.5%
Total	Count	419	111	70	600	
	% within Age	69.8%	18.5%	11.7%	100.0%	
	% within How often do you access Television ?	100.0%	100.0%	100.0%	100.0%	
	% of Total	69.8%	18.5%	11.7%	100.0%	
Gender	Male	Count	283	60	35	378
		% within Gender	74.9%	15.9%	9.3%	100.0%
		% within How often do you access Television ?	67.5%	54.1%	50.0%	63.0%
		% of Total	47.2%	10.0%	5.8%	63.0%
	Female	Count	136	51	35	222
		% within Gender	61.3%	23.0%	15.8%	100.0%
		% within How often do you access Television ?	32.5%	45.9%	50.0%	37.0%
		% of Total	22.7%	8.5%	5.8%	37.0%
Total	Count	419	111	70	600	
	% within Gender	69.8%	18.5%	11.7%	100.0%	
	% within How often do you access Television ?	100.0%	100.0%	100.0%	100.0%	
	% of Total	69.8%	18.5%	11.7%	100.0%	

			How often do you access Television ?			Total
			Daily	2-3 times a week	Rarely	
Education	1-8th	Count	35	2	2	39
		% within Education	89.7%	5.1%	5.1%	100.0%
		% within How often do you access Television ?	8.4%	1.8%	2.9%	6.5%
		% of Total	5.8%	0.3%	0.3%	6.5%
	9th-10th	Count	75	10	3	88
		% within Education	85.2%	11.4%	3.4%	100.0%
		% within How often do you access Television ?	17.9%	9.0%	4.3%	14.7%
		% of Total	12.5%	1.7%	0.5%	14.7%
	12th-DIP	Count	164	41	21	226
		% within Education	72.6%	18.1%	9.3%	100.0%
		% within How often do you access Television ?	39.1%	36.9%	30.0%	37.7%
		% of Total	27.3%	6.8%	3.5%	37.7%
	Grad/Abv	Count	137	58	42	237
		% within Education	57.8%	24.5%	17.7%	100.0%
		% within How often do you access Television ?	32.7%	52.3%	60.0%	39.5%
		% of Total	22.8%	9.7%	7.0%	39.5%
Others	Count	8	0	2	10	
	% within Education	80.0%	0.0%	20.0%	100.0%	
	% within How often do you access Television ?	1.9%	0.0%	2.9%	1.7%	
	% of Total	1.3%	0.0%	0.3%	1.7%	
Total	Count	419	111	70	600	
	% within Education	69.8%	18.5%	11.7%	100.0%	
	% within How often do you access Television ?	100.0%	100.0%	100.0%	100.0%	
	% of Total	69.8%	18.5%	11.7%	100.0%	
Occupation	Service	Count	128	44	23	195
		% within Occupation	65.6%	22.6%	11.8%	100.0%
		% within How often do you access Television ?	30.5%	39.6%	32.9%	32.5%
		% of Total	21.3%	7.3%	3.8%	32.5%
	Trader/Market Player	Count	91	12	12	115
		% within Occupation	79.1%	10.4%	10.4%	100.0%
		% within How often do you access Television ?	21.7%	10.8%	17.1%	19.2%
		% of Total	15.2%	2.0%	2.0%	19.2%
	Agricultural	Count	122	24	6	152
		% within Occupation	80.3%	15.8%	3.9%	100.0%
		% within How often do you access Television ?	29.1%	21.6%	8.6%	25.3%
		% of Total	20.3%	4.0%	1.0%	25.3%
	Others	Count	78	31	29	138
		% within Occupation	56.5%	22.5%	21.0%	100.0%
		% within How often do you access Television?	18.6%	27.9%	41.4%	23.0%
		% of Total	13.0%	5.2%	4.8%	23.0%
Total	Count	419	111	70	600	
	% within Occupation	69.8%	18.5%	11.7%	100.0%	
	% within How often do you access Television?	100.0%	100.0%	100.0%	100.0%	
	% of Total	69.8%	18.5%	11.7%	100.0%	

			How often do you access Television ?			Total
			Daily	2-3 times a week	Rarely	
Zone	Majha	Count	141	35	24	200
		% within zone	70.5%	17.5%	12.0%	100.0%
		% within How often do you access Television ?	33.7%	31.5%	34.3%	33.3%
		% of Total	23.5%	5.8%	4.0%	33.3%
	Malwa	Count	135	44	21	200
		% within zone	67.5%	22.0%	10.5%	100.0%
		% within How often do you access Television ?	32.2%	39.6%	30.0%	33.3%
		% of Total	22.5%	7.3%	3.5%	33.3%
	Doaba	Count	143	32	25	200
		% within zone	71.5%	16.0%	12.5%	100.0%
		% within How often do you access Television ?	34.1%	28.8%	35.7%	33.3%
		% of Total	23.8%	5.3%	4.2%	33.3%
Total	Count	419	111	70	600	
	% within zone	69.8%	18.5%	11.7%	100.0%	
	% within How often do you access Television ?	100.0%	100.0%	100.0%	100.0%	
	% of Total	69.8%	18.5%	11.7%	100.0%	

N= 600

Age : In the given data of access to television in the age group under 18 to above 65. The data reveals that nearly 69.8 percent people watch television daily, 18.50 percent are watch television twice a week and rest of about 11.70 percent people watch television occasionally. In the age group of 35 to 44, highest views about 18 percent people watch television daily, around 5 percent people watch television two to three times a week and around 3 percent watching television rarely. In the age group of 25 to 34, about 15.5 percent people watch television daily, around 5 percent people watch television two to three times a week and rest around 4 percent watch television rarely. In the age group of under 18 about 3.5 percent people watch television every day, 1.5 percent people watch television twice a week and 1.2 percent people hardly watch television. In the age group of above 65, around 2.5 percent people watch television regularly. To establish the significance of difference between various age group of under 18 to above 65 with regard to frequency of watching television, Chi-square test was applied.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	41.294 ^a	12	.000
Likelihood Ratio	51.251	12	.000
Linear-by-Linear Association	36.019	1	.000

N of Valid Cases	600		
a. 3 cells (14.3%) have expected count less than 5. The minimum expected count is 1.75.			

H₀ – There is no significant difference in the frequency of watching television among respondents of various age groups.

H_a – Various age groups differ significantly in frequency of watching television habit.

Cal X^2 Val 41.294 (df 12) \geq Tab Val 21.03 at 0.05 level of significance

The analysed data reveals that there is a significant association between ‘age group of the respondents and their television watching frequency. Hence, the null hypothesis of no significant difference is rejected as different age groups vary on frequency of watching television.

Gender: To a question on access to television, 69.80 percent of respondents said that they access TV daily, 18.50 percent were seeing television two to three times a week and about 11.70 percent rarely. Among males nearly 47 percent would watch TV daily and the rest 10 percent watched two to three times a week followed by around 6 percent watching rarely. Among females nearly 22.70 percent watch daily and the about 8.50 percent watched twice a week and the rest, 5.80 percent watch rarely. The data exhibits significant difference between male and female TV viewing habit. To ascertain the significance of difference between male and female with regard to television watching frequency, Chi-square test was applied.

Chi-Square Tests			
	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	12.594 ^a	2	.002
Likelihood Ratio	12.387	2	.002
Linear-by-Linear Association	11.850	1	.001
N of Valid Cases	600		
a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 25.90.			

H₀ – There is no significant difference between males and females in their television watching frequency.

H_a – Males and females differ significantly in frequency of watching television.

Cal X^2 Val 12.594 (df 2) \geq Tab Val 5.991 at 0.05 level of significance
--

The analyzed data reveals that there is a significant association between gender of the respondents and their TV watching frequency. The null hypothesis of no significant

difference is rejected yielding that males and females vary in frequency of watching Television with more percentage of males watching TV daily in comparison to their female counterparts.

Education: Below is the given data of access to television among educated person. The data reveal that nearly 69.8 percent people watch television daily, 18.50 percent are watch television twice a week and rest of about 11.70 percent people watch television occasionally. Among respondents with secondary education as their qualification, students , highest viewer about 27.3 percent people watch television daily, around 6.8 percent people watch television two to three times a week and rest around 3.5 percent watching television rarely. Among graduates, about 29 percent people watch television daily, around 9 percent people watch television two to three times a week and the rest around 7 percent watching television rarely. Among others educated masses, lowest viewer around 1.3 percent people watch television regularly around 0.0 percent people watch television two to three times a week and rest around 0.3 percent watching television rarely. Further, to establish the significance of difference among educated person with regard to frequency of watching television, Chi-square test was again applied.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	38.834 ^a	8	.000
Likelihood Ratio	43.431	8	.000
Linear-by-Linear Association	29.090	1	.000
N of Valid Cases	600		
a. 3 cells (20.0%) have expected count less than 5. The minimum expected count is 1.17.			

H₀ – There is no significant difference among respondents with different education qualification in their frequency of watching television.

H_a – Respondents with different education qualification differ significantly on frequency of watching television

Cal X^2 Val 38.834 (df 8) \geq Tab Val 15.51 at 0.05 level of significance
--

The data in the table reveals that there is a significant association among education of respondents and frequency of watching Television. The null hypothesis of no significant difference is rejected indicating that watching television frequency vary

with the level of education of respondents. Further the table states that watching television behavior among different level of educated person enhances their knowledge for their academic development.

Occupation: Below is the given data of access to ‘television’ among different ‘Professional’. The data reveals that nearly 69.8 percent people watch television daily, 18.50 percent are watch television twice a week and rest of about 11.70 percent people watching television occasionally. In the service sector, highest viewer about 21.3 percent people watch television daily, around 7.3 percent people watch television two to three times a week and rest around 4 percent watch television rarely. In the trade sector, about 15.2 percent people watch television daily, around 2 percent people watch television two to three times a week and the rest around 2 percent watch television rarely. In the agriculture sector, about 20 percent people watch television every day, 4 percent people watch television twice a week and 1 percent people hardly watch television. The data shows a significant difference among professionals on Television watching habit. To establish the significance of difference between professionals with regard to watching television, Chi-square test was applied.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	33.595 ^a	6	.000
Likelihood Ratio	34.988	6	.000
Linear-by-Linear Association	1.823	1	.177
N of Valid Cases	600		
a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 13.42.			

H₀ – There is no significant difference among respondents of various occupations in their TV watching frequency.

H_a – Respondents of various occupations differ significantly on frequency of watching television.

$\text{Cal } X^2 \text{ Val } 33.595 \text{ (df } 6) \geq \text{Tab Val } 12.59 \text{ at } 0.05 \text{ level of significance}$

The analysed data reveals that there is a significant relationship among respondents of various occupations with regards to frequency of watching Television. The null hypothesis of no significant difference is rejected as respondents of various occupations varies with frequency of watching television behaviour. Further from table of Chi-

Square tests for difference in watching Television frequency of respondents with respect to their occupation, it is clear that there is significant association between independent and dependent variable.

Zone: Further percentage of Television watching frequency was calculated Zone wise and results revealed that nearly 69 percent people in all three zone watch television daily, 18.50 percent are watch television twice a week and rest of about 11.70 percent people watching television occasionally. In Zone I (Majha) 23.50 percent people watch television daily, around 6 percent people watch television two to three times a week and rest 4 percent watch television rarely. In Zone II (Malwa) about 22.5 percent people watch television every day, 7.3 percent people watch television twice a week and 3.5 percent people hardly watch television. In Zone III (Doaba) approximately 24 percent people watch television regularly, around 5.3 percent people watch television thrice a week and 4.2 percent people are not regular viewer of the television. To establish the significance of difference between three Zones of Majha, Malwa, and Doaba with regard to watching television, Chi-square test was applied.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2.728 ^a	4	.604
Likelihood Ratio	2.692	4	.611
Linear-by-Linear Association	.005	1	.942
N of Valid Cases	600		
a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 23.33.			

H₀ – There is no significant difference between three Zones of Majha, Malwa and Doaba in watching television.

H_a – All three Zones of Majha, Malwa and Doaba differ significantly in television watching habit

$$\text{Cal } X^2 \text{ Val } 2.728 \text{ (df } 4) \leq \text{Tab Val } 9.499 \text{ at } 0.05 \text{ level of significance}$$

The results of chi square test analysed data reveal that there is no significant association between the regions of living and frequency of watching Television. Therefore, the null hypothesis of no significant difference is accepted indicating that people from Majha, Malwa, and Doaba watch television with approximately same frequency.

Table 5.44: Frequency of access to Newspaper

			How often do you access Newspaper ?			Total
			Daily	2-3 times a week	Rarely	
Age	Under 18	Count	8	12	17	37
		% within Age	21.6%	32.4%	45.9%	100.0%
		% within How often do you access Newspaper ?	2.9%	5.8%	14.5%	6.2%
		% of Total	1.3%	2.0%	2.8%	6.2%
	18-24	Count	36	43	27	106
		% within Age	34.0%	40.6%	25.5%	100.0%
		% within How often do you access Newspaper ?	13.0%	20.8%	23.1%	17.7%
		% of Total	6.0%	7.2%	4.5%	17.7%
	25-34	Count	65	54	27	146
		% within Age	44.5%	37.0%	18.5%	100.0%
		% within How often do you access Newspaper ?	23.6%	26.1%	23.1%	24.3%
		% of Total	10.8%	9.0%	4.5%	24.3%
	35-44	Count	75	54	26	155
		% within Age	48.4%	34.8%	16.8%	100.0%
		% within How often do you access Newspaper ?	27.2%	26.1%	22.2%	25.8%
		% of Total	12.5%	9.0%	4.3%	25.8%
	45-54	Count	44	34	16	94
		% within Age	46.8%	36.2%	17.0%	100.0%
		% within How often do you access Newspaper ?	15.9%	16.4%	13.7%	15.7%
		% of Total	7.3%	5.7%	2.7%	15.7%
	55-64	Count	37	9	1	47
		% within Age	78.7%	19.1%	2.1%	100.0%
		% within How often do you access Newspaper ?	13.4%	4.3%	0.9%	7.8%
		% of Total	6.2%	1.5%	0.2%	7.8%
65+	Count	11	1	3	15	
	% within Age	73.3%	6.7%	20.0%	100.0%	
	% within How often do you access Newspaper ?	4.0%	0.5%	2.6%	2.5%	
	% of Total	1.8%	0.2%	0.5%	2.5%	
Total	Count	276	207	117	600	
	% within Age	46.0%	34.5%	19.5%	100.0%	
	% within How often do you access Newspaper ?	100.0%	100.0%	100.0%	100.0%	
	% of Total	46.0%	34.5%	19.5%	100.0%	
Gender	Male	Count	186	128	64	378
		% within Gender	49.2%	33.9%	16.9%	100.0%
		% within How often do you access Newspaper ?	67.4%	61.8%	54.7%	63.0%
		% of Total	31.0%	21.3%	10.7%	63.0%
	Female	Count	90	79	53	222
		% within Gender	40.5%	35.6%	23.9%	100.0%
		% within How often do you access Newspaper ?	32.6%	38.2%	45.3%	37.0%
		% of Total	15.0%	13.2%	8.8%	37.0%
Total	Count	276	207	117	600	
	% within Gender	46.0%	34.5%	19.5%	100.0%	
	% within How often do you access Newspaper ?	100.0%	100.0%	100.0%	100.0%	

			How often do you access Newspaper ?			Total
			Daily	2-3 times a week	Rarely	
Education	1-8th	Count	19	6	14	39
		% within Education	48.7%	15.4%	35.9%	100.0%
		% within How often do you access Newspaper ?	6.9%	2.9%	12.0%	6.5%
		% of Total	3.2%	1.0%	2.3%	6.5%
	9th-10th	Count	42	31	15	88
		% within Education	47.7%	35.2%	17.0%	100.0%
		% within How often do you access Newspaper ?	15.2%	15.0%	12.8%	14.7%
		% of Total	7.0%	5.2%	2.5%	14.7%
	12th-DIP	Count	105	86	35	226
		% within Education	46.5%	38.1%	15.5%	100.0%
		% within How often do you access Newspaper ?	38.0%	41.5%	29.9%	37.7%
		% of Total	17.5%	14.3%	5.8%	37.7%
	Grad/Abv	Count	108	79	50	237
		% within Education	45.6%	33.3%	21.1%	100.0%
		% within How often do you access Newspaper ?	39.1%	38.2%	42.7%	39.5%
		% of Total	18.0%	13.2%	8.3%	39.5%
	Others	Count	2	5	3	10
		% within Education	20.0%	50.0%	30.0%	100.0%
		% within How often do you access Newspaper ?	0.7%	2.4%	2.6%	1.7%
		% of Total	0.3%	0.8%	0.5%	1.7%
Total	Count	276	207	117	600	
	% within Education	46.0%	34.5%	19.5%	100.0%	
	% within How often do you access Newspaper ?	100.0%	100.0%	100.0%	100.0%	
	% of Total	46.0%	34.5%	19.5%	100.0%	
Occupation	Service	Count	86	75	34	195
		% within Occupation	44.1%	38.5%	17.4%	100.0%
		% within How often do you access Newspaper ?	31.2%	36.2%	29.1%	32.5%
		% of Total	14.3%	12.5%	5.7%	32.5%
	Trader/Market Player	Count	53	43	19	115
		% within Occupation	46.1%	37.4%	16.5%	100.0%
		% within How often do you access Newspaper ?	19.2%	20.8%	16.2%	19.2%
		% of Total	8.8%	7.2%	3.2%	19.2%
	Agricultural	Count	87	45	20	152
		% within Occupation	57.2%	29.6%	13.2%	100.0%
		% within How often do you access Newspaper ?	31.5%	21.7%	17.1%	25.3%
		% of Total	14.5%	7.5%	3.3%	25.3%
	Others	Count	50	44	44	138
		% within Occupation	36.2%	31.9%	31.9%	100.0%
		% within How often do you access Newspaper ?	18.1%	21.3%	37.6%	23.0%
		% of Total	8.3%	7.3%	7.3%	23.0%
Total	Count	276	207	117	600	
	% within Occupation	46.0%	34.5%	19.5%	100.0%	
	% within How often do you access Newspaper ?	100.0%	100.0%	100.0%	100.0%	
	% of Total	46.0%	34.5%	19.5%	100.0%	
			How often do you access Newspaper ?			Total
			Daily	2-3 times a week	Rarely	

Zone	Majha	Count	116	54	30	200
		% within zone	58.0%	27.0%	15.0%	100.0%
		% within How often do you access Newspaper ?	42.0%	26.1%	25.6%	33.3%
		% of Total	19.3%	9.0%	5.0%	33.3%
	Malwa	Count	66	90	44	200
		% within zone	33.0%	45.0%	22.0%	100.0%
		% within How often do you access Newspaper ?	23.9%	43.5%	37.6%	33.3%
		% of Total	11.0%	15.0%	7.3%	33.3%
	Doaba	Count	94	63	43	200
		% within zone	47.0%	31.5%	21.5%	100.0%
		% within How often do you access Newspaper ?	34.1%	30.4%	36.8%	33.3%
		% of Total	15.7%	10.5%	7.2%	33.3%
Total	Count	276	207	117	600	
	% within zone	46.0%	34.5%	19.5%	100.0%	
	% within How often do you access Newspaper ?	100.0%	100.0%	100.0%	100.0%	
	% of Total	46.0%	34.5%	19.5%	100.0%	

N= 600

Age : Below is the given data of access to Newspaper in the age group from 18 to more than 65. The data reveals that nearly 46 percent people read Newspaper daily, 34.50 percent person read Newspaper twice a week and rest of about 19.5 percent people read Newspaper occasionally. In the age group of 35 to 44, highest viewer about 12.5 percent people read Newspaper regularly, around 9 percent people read Newspaper two to three times a week and rest around 4.5 percent read Newspaper rarely. In the age group of 25 to 34, about 10 percent people read Newspaper every day, around 9 percent people read Newspaper two to three times a week and rest around 4.5percent read Newspaper rarely. In the age group of 45 to 54 about 7.3 percent people read Newspaper as routine, around 6 percent people read Newspaper twice a week and 2.7 percent people hardly read Newspaper. In the age group of above 65, lowest viewer around 2 percent people read Newspaper regularly, around 0.2 percent people read Newspaper two to three times a week and rest around 0.5 percent read Newspaper rarely. The data shows a significant difference between age group of under 18 to above 65 on reading Newspaper habit. To establish the significance of difference between various age groups with regard to frequency of reading newspaper, Chi-square test was applied.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	53.317 ^a	12	.000
Likelihood Ratio	55.561	12	.000
Linear-by-Linear Association	34.527	1	.000
N of Valid Cases	600		

a. 1 cells (4.8%) have expected count less than 5. The minimum expected count is 2.93.

H₀ – There is no significant difference in the frequency of reading newspaper among respondents of various age groups.

H_a – Various age groups differ significantly in frequency of reading newspaper.

Cal X^2 Val 53.317 (df 12) \geq Tab Val 21.03 at 0.05 level of significance

The analyzed data reveals that there is a significant association between various age groups of the respondents and their frequency of reading newspaper. The null hypothesis of no significant difference is rejected as various age groups varies on frequency of reading newspaper. In the others words, table shows that age group has different needs about reading newspaper behaviours; it helps them to improves their knowledge on language and grammar for academic development.

Gender: The question deals with frequency of reading newspaper. The data reveals that in total 46.00 percent of the respondents read newspaper on a daily basis, followed by about 35 percent reading it two or three times a week and about 19 percent reading newspaper rarely. When it comes to gender difference in reading newspaper, 31 percent of the males read daily, 21 percent read it two three times a week and the rest about 11 percent read the newspaper rarely. Considering the females reading the newspaper, about 15 percent read it daily, followed by 13 percent reading it twice or thrice a week and about 9 percent reading it rarely. The data shows that in comparison, there is a difference between male and female with regards to newspaper reading habits. The data also shows the percentage difference between male and female, wherein 63 percent of males and 37 percent of females read newspapers.

Chi-Square Tests			
	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	5.861 ^a	2	.053
Likelihood Ratio	5.815	2	.055
Linear-by-Linear Association	5.817	1	.016
N of Valid Cases	600		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 43.29.

H₀ – There is no significant difference between males and females in their frequency of reading newspaper.

H_a – Males and females differ significantly in frequency of reading newspaper.

$\text{Cal } X^2 \text{ Val } 5.861 \text{ (df } 2) \leq \text{Tab Val } 5.991 \text{ at } 0.05 \text{ level of significance}$
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The test reveals that the calculated value is less than the table critical value. Hence, the null hypothesis of no significant difference between ‘males and females’ cannot be rejected. This means that both ‘males and females’ do not differ significantly in reading ‘newspaper’. In other words, male and females have similar newspaper reading habits and there is no gender difference. In the others words, the table shows that reading ‘newspaper’ habits among gender improves their knowledge on language and grammar.

Education: In the given data of access to Newspaper among educated persons. The data reveals that nearly 46 percent people read Newspaper daily, 34.50 percent person read Newspaper twice a week and rest of about 19.5 percent people read Newspaper occasionally. Among class12, highest viewer about 17.5 percent people read Newspaper regularly, around 14.3 percent people read Newspaper two to three times a week and rest around 5.8 percent read Newspaper rarely. Among graduates, about 18 percent people read Newspaper every day, around 13.2 percent people read Newspaper two to three times a week and rest around 8.3 percent read Newspaper rarely. Among others educated, lowest viewer around 0.3 percent people read Newspaper regularly, around 0.8 percent people read Newspaper two to three times a week and rest around 0.5 percent read Newspaper rarely. The data shows a significant difference among educated persons on reading Newspaper habit. To establish the significance of difference among educated persons with regard to reading Newspaper habit, Chi-square test was applied.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	15.762 ^a	8	.046
Likelihood Ratio	16.121	8	.041
Linear-by-Linear Association	.088	1	.767
N of Valid Cases	600		

a. 3 cells (20.0%) have expected count less than 5. The minimum expected count is 1.95.

H₀ – There is no significant difference among respondents with different education qualification in their frequency of reading newspaper.

H_a – Respondents with different education qualification differ significantly on frequency of reading newspaper.

Cal X^2 Val 15.762 (df 8) \geq Tab Val 15.51 at 0.05 level of significance
--

The analysed data reveals that there is a significant association among ‘educated’ person with regards to reading ‘Newspaper’ behavior. The null hypothesis of no significant difference is rejected indicating that frequency of reading newspaper vary with the level of education of respondents. In the others words, table shows that reading newspaper habits among different level of educated person improves their knowledge on language and grammar development.

Occupation: Below is given data of access to Newspaper among professionals. The data reveals that nearly 46 percent people read Newspaper daily, 34.50 percent person read Newspaper twice a week and rest of about 19.5 percent people read Newspaper occasionally. Among service sector, about 14.3 percent people read Newspaper regularly, around 12.5 percent people read Newspaper two to three times a week and rest around 5.7 percent read Newspaper rarely. Among traders, about 9 percent people read Newspaper every day, around 7 percent people read Newspaper two to three times a week and rest around 3.2 percent read Newspaper rarely. Among Agriculture sector, around 14.5 percent people read Newspaper regularly, around 7.5 percent people read Newspaper two to three times a week and rest around 3.3 percent read Newspaper rarely. The data shows a significant difference among professional on reading Newspaper habit. To establish the significance of difference among professional with regard to Newspaper reading habit, Chi-square test was applied.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	24.621 ^a	6	.000
Likelihood Ratio	23.257	6	.001
Linear-by-Linear Association	2.549	1	.110
N of Valid Cases	600		
a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 22.43.			

H₀ – There is no significant difference among respondents of various occupations in their frequency of reading Newspaper.

H_a – Respondents of various occupations differ significantly on frequency of reading Newspaper.

$$\text{Cal } X^2 \text{ Val } 24.621 \text{ (df } 6) \geq \text{Tab Val } 12.59 \text{ at } 0.05 \text{ level of significance}$$

The analysed data reveals that there is a significant relationship among respondents of various occupations with regards to frequency of reading Newspaper. The null hypothesis of no significant difference is rejected as respondents of various occupations varies with frequency of reading Newspaper. Further from table of Chi-Square tests for difference in reading Newspaper frequency of respondents with respect to their occupation, it is clear that there is significant association between independent and dependent variable.

Zone: Further percentage of newspaper reading frequency was calculated Zone wise and results revealed that 46 percent people in all three-zones read Newspaper daily, 34.50 percent are read Newspaper twice a week and the rest of about 19.50 percent people read Newspaper occasionally. In Zone I (Majha) 19.3.50 percent people read Newspaper daily, 9 percent people read Newspaper two to three times a week and the rest 5 percent people hardly read Newspaper. In Zone II (Malwa) 11 percent people read Newspaper every day, 15 percent people read Newspaper twice a week and 7.3 percent people rarely read Newspaper. In Zone III (Doaba) approximately 16 percent people read Newspaper regularly, around 10.5 percent people read Newspaper thrice a week and 7.2 percent people are not regular reader of the Newspaper. The data shows a significance difference between three Zone of Majha, Malwa, and Doaba on Newspaper reading habit. To establish the significance of difference between three

Zone of Majha, Malwa, and Doaba with regard to reading Newspaper, Chi-square test was applied.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	26.954 ^a	4	.000
Likelihood Ratio	27.141	4	.000
Linear-by-Linear Association	5.228	1	.022
N of Valid Cases	600		
a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 39.00.			

H₀ – There is no significant difference between three Zones of Majha, Malwa and Doaba in Newspaper reading habits.

H_a – All three Zones of Majha, Malwa and Doaba differ significantly in Newspaper reading habit.

$\text{Cal } x^2 \text{ Val } 26.954 \text{ (df } 4) \geq \text{Tab Val } 9.499 \text{ at } 0.05 \text{ level of significance}$

The analysed data reveals that there is a significant association between three Zone of Majha, Malwa and Doaba with regards to reading ‘Newspaper’ habits among them. The null hypothesis of no significant difference is rejected as ‘place of living’ plays an important role in accessibility and reading habits of newspaper. In the others words, table shows that place of living has different needs about reading newspaper behaviors; it helps them to improves their knowledge on language and grammar for academic development.

Table 5.45: Frequency of access to Radio

			How often do you access Radio/FM ?			Total
			Daily	2-3 times a week	Rarely	
Age	Under 18	Count	15	9	13	37
		% within Age	40.5%	24.3%	35.1%	100.0%
		% within How often do you access Radio/FM ?	15.0%	3.9%	4.8%	6.2%
		% of Total	2.5%	1.5%	2.2%	6.2%
	18-24	Count	13	35	58	106
		% within Age	12.3%	33.0%	54.7%	100.0%
		% within How often do you access Radio/FM ?	13.0%	15.3%	21.4%	17.7%
		% of Total	2.2%	5.8%	9.7%	17.7%
	25-34	Count	19	60	67	146
		% within Age	13.0%	41.1%	45.9%	100.0%
		% within How often do you access Radio/FM ?	19.0%	26.2%	24.7%	24.3%
		% of Total	3.2%	10.0%	11.2%	24.3%
	35-44	Count	34	64	57	155
		% within Age	21.9%	41.3%	36.8%	100.0%
		% within How often do you access Radio/FM ?	34.0%	27.9%	21.0%	25.8%
		% of Total	5.7%	10.7%	9.5%	25.8%
	45-54	Count	13	41	40	94
		% within Age	13.8%	43.6%	42.6%	100.0%
		% within How often do you access Radio/FM ?	13.0%	17.9%	14.8%	15.7%
		% of Total	2.2%	6.8%	6.7%	15.7%
	55-64	Count	4	19	24	47
		% within Age	8.5%	40.4%	51.1%	100.0%
		% within How often do you access Radio/FM ?	4.0%	8.3%	8.9%	7.8%
		% of Total	0.7%	3.2%	4.0%	7.8%
	65+	Count	2	1	12	15
		% within Age	13.3%	6.7%	80.0%	100.0%
		% within How often do you access Radio/FM ?	2.0%	0.4%	4.4%	2.5%
		% of Total	0.3%	0.2%	2.0%	2.5%
Total	Count	100	229	271	600	
	% within Age	16.7%	38.2%	45.2%	100.0%	
	% within How often do you access Radio/FM ?	100.0%	100.0%	100.0%	100.0%	
	% of Total	16.7%	38.2%	45.2%	100.0%	
Gender	Male	Count	65	155	158	378
		% within Gender	17.2%	41.0%	41.8%	100.0%
		% within How often do you access Radio/FM ?	65.0%	67.7%	58.3%	63.0%
		% of Total	10.8%	25.8%	26.3%	63.0%
	Female	Count	35	74	113	222
		% within Gender	15.8%	33.3%	50.9%	100.0%
		% within How often do you access Radio/FM ?	35.0%	32.3%	41.7%	37.0%
		% of Total	5.8%	12.3%	18.8%	37.0%
Total	Count	100	229	271	600	
	% within Gender	16.7%	38.2%	45.2%	100.0%	
	% within How often do you access Radio/FM ?	100.0%	100.0%	100.0%	100.0%	
	% of Total	16.7%	38.2%	45.2%	100.0%	

			How often do you access Radio/FM ?			Total
			Daily	2-3 times a week	Rarely	
Education	1-8th	Count	8	16	15	39
		% within Education	20.5%	41.0%	38.5%	100.0%
		% within How often do you access Radio/FM ?	8.0%	7.0%	5.5%	6.5%
		% of Total	1.3%	2.7%	2.5%	6.5%
	9th-10th	Count	14	36	38	88
		% within Education	15.9%	40.9%	43.2%	100.0%
		% within How often do you access Radio/FM ?	14.0%	15.7%	14.0%	14.7%
		% of Total	2.3%	6.0%	6.3%	14.7%
	12th-DIP	Count	44	102	80	226
		% within Education	19.5%	45.1%	35.4%	100.0%
		% within How often do you access Radio/FM ?	44.0%	44.5%	29.5%	37.7%
		% of Total	7.3%	17.0%	13.3%	37.7%
	Grad/Abv	Count	32	73	132	237
		% within Education	13.5%	30.8%	55.7%	100.0%
		% within How often do you access Radio/FM ?	32.0%	31.9%	48.7%	39.5%
		% of Total	5.3%	12.2%	22.0%	39.5%
Others	Count	2	2	6	10	
	% within Education	20.0%	20.0%	60.0%	100.0%	
	% within How often do you access Radio/FM ?	2.0%	0.9%	2.2%	1.7%	
	% of Total	0.3%	0.3%	1.0%	1.7%	
Total		Count	100	229	271	600
		% within Education	16.7%	38.2%	45.2%	100.0%
		% within How often do you access Radio/FM ?	100.0%	100.0%	100.0%	100.0%
		% of Total	16.7%	38.2%	45.2%	100.0%
Occupation	Service	Count	33	74	88	195
		% within Occupation	16.9%	37.9%	45.1%	100.0%
		% within How often do you access Radio/FM ?	33.0%	32.3%	32.5%	32.5%
		% of Total	5.5%	12.3%	14.7%	32.5%
	Trader/Market Player	Count	20	59	36	115
		% within Occupation	17.4%	51.3%	31.3%	100.0%
		% within How often do you access Radio/FM ?	20.0%	25.8%	13.3%	19.2%
		% of Total	3.3%	9.8%	6.0%	19.2%
	Agricultural	Count	23	65	64	152
		% within Occupation	15.1%	42.8%	42.1%	100.0%
		% within How often do you access Radio/FM ?	23.0%	28.4%	23.6%	25.3%
		% of Total	3.8%	10.8%	10.7%	25.3%
	Others	Count	24	31	83	138
		% within Occupation	17.4%	22.5%	60.1%	100.0%
		% within How often do you access Radio/FM ?	24.0%	13.5%	30.6%	23.0%
		% of Total	4.0%	5.2%	13.8%	23.0%
Total		Count	100	229	271	600
		% within Occupation	16.7%	38.2%	45.2%	100.0%
		% within How often do you access Radio/FM ?	100.0%	100.0%	100.0%	100.0%
		% of Total	16.7%	38.2%	45.2%	100.0%

			How often do you access Radio/FM ?			Total
			Daily	2-3 times a week	Rarely	
zone	Majha	Count	32	84	84	200
		% within zone	16.0%	42.0%	42.0%	100.0%
		% within How often do you access Radio/FM ?	32.0%	36.7%	31.0%	33.3%
		% of Total	5.3%	14.0%	14.0%	33.3%
	Malwa	Count	47	78	75	200
		% within zone	23.5%	39.0%	37.5%	100.0%
		% within How often do you access Radio/FM ?	47.0%	34.1%	27.7%	33.3%
		% of Total	7.8%	13.0%	12.5%	33.3%
	Doaba	Count	21	67	112	200
		% within zone	10.5%	33.5%	56.0%	100.0%
		% within How often do you access Radio/FM ?	21.0%	29.3%	41.3%	33.3%
		% of Total	3.5%	11.2%	18.7%	33.3%
Total	Count	100	229	271	600	
	% within zone	16.7%	38.2%	45.2%	100.0%	
	% within How often do you access Radio/FM ?	100.0%	100.0%	100.0%	100.0%	
	% of Total	16.7%	38.2%	45.2%	100.0%	

N= 600

Age: The table 5.45 data revealed that nearly 17 percent people listen Radio/FM daily, 38.20 percent person listen Radio/FM twice a week and rest of about 45.2 percent people listen Radio/FM occasionally. In the age group of 35 to 44, highest viewer about 6 percent people listen Radio/FM regularly, around 11 percent people listen Radio/FM two to three times a week and rest around 9.5 percent listen Radio/FM rarely. In the age group of 25 to 34, about 3.2 percent people listen Radio/FM everyday, around 10 percent people listen Radio/FM two to three times a week and rest around 11 percent listen Radio/FM rarely. In the age group of 45 to 54 about 2.2 percent people listen Radio/FM as routine, around 7 percent people listen Radio/FM twice a week and 7 percent people hardly listen Radio/FM. In the age group of above 65, lowest viewer around 0.3 percent people listen Radio/FM regularly, around 0.2 percent people listen Radio/FM two to three times a week and rest around 2 percent listen Radio/FM rarely. To establish the significance of difference between various age group of respondents with regard to listening Radio/FM habits, Chi-square test was applied.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	38.011^a	12	.000
Likelihood Ratio	36.441	12	.000
Linear-by-Linear Association	1.576	1	.209
N of Valid Cases	600		

a. 1 cells (4.8%) have expected count less than 5. The minimum expected count is 2.50.

H₀ – There is no significant difference in the frequency of listening Radio/FM habits among respondents of various age groups.

H_a – Various age groups differ significantly in frequency of listening Radio/FM habits.

Cal X^2 Val 38.011 (df 12) \geq Tab Val 21.03 at 0.05 level of significance

The analyzed data reveals that there is a significant association between ‘age group of the respondents and their listening Radio/FM frequency. Hence, the null hypothesis of no significant difference is rejected as different age groups varies on frequency of listening Radio/FM. In addition, the table also assures that age group has different desires about listening Radio practices, which helps them to expand their knowledge in the field of information and entertainment.

Gender: The data has revealed that in comparison to other mass media like television and print media, listenership of radio was very poor among the respondents. In total only about 17 percent of would listen to radio daily. Some 38 percent would listen to radio two or three times a week, followed by a majority 45 percent rarely listening to radio broadcast. A similar pattern was observed among male and female respondents. Among the males, there were 10.80 percent listening to radio daily and this was followed by 25.80 percent listening twice or thrice a week and 26.3 percent listening to radio rarely. Among female respondents, around 6 percent would listen to radio daily. This is followed by 12.3 percent listening to radio a couple of times in a week and about 19 percent rarely listening to radio. However, there were higher percentage of males (63 percent) listening to radio where as only 37 percent females listening to it. Gender wise there doesn’t seem to be much of a difference in listening to radio.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	4.894 ^a	2	.087
Likelihood Ratio	4.898	2	.086
Linear-by-Linear Association	2.884	1	.089
N of Valid Cases	600		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 37.00.

H₀ – There is no significant difference between males and females in their frequency of listening Radio/ FM.

H_a – Males and females differ significantly in frequency of listening Radio/ FM.

$$\text{Cal } X^2 \text{ Val } 4.594 \text{ (df } 2) \leq \text{Tab Val } 5.991 \text{ at } 0.05 \text{ level of significance}$$

Chi-square results have revealed that the calculated value is much lower than the table critical value. Hence, the null hypothesis of no significance difference among male and female is not rejected. This means that ‘gender’ is not associated in the apparent difference observed. In addition, table assures that listening ‘Radio’ practices among males and females in updating their information and knowledge on day today happenings.

Education: In the given data of access to Radio/FM among educated persons. The data reveals that nearly 17 percent people listen Radio/FM daily, 38.20 percent person listen Radio/FM twice a week and rest of about 45.2 percent people listen Radio/FM occasionally. Among class students, highest viewer about 7.3 percent people listen Radio/FM regularly, around 17 percent people listen Radio/FM two to three times a week and rest around 13.3 percent listen Radio/FM rarely. Among graduates, about 5.3 percent people listen Radio/FM every day, around 12.0 percent people listen Radio/FM two to three times a week and rest around 22 percent listen Radio/FM rarely. Among others educated, lowest viewer around 0.3 percent people listen Radio/FM regularly, around 0.3 percent people listen Radio/FM two to three times a week and rest around 1.0 percent listen Radio/FM rarely. To establish the significance of difference among educated person with regard to Radio/FM listening habits, Chi-square test was applied.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	21.840^a	8	.005
Likelihood Ratio	22.072	8	.005
Linear-by-Linear Association	7.116	1	.008
N of Valid Cases	600		

a. 3 cells (20.0%) have expected count less than 5. The minimum expected count is 1.67.

H₀ – There is no significant difference among respondents with different education qualification in their frequency of listening Radio/ FM.

H_a – Respondents with different education qualification differ significantly on frequency of listening Radio/ FM.

Cal X^2 Val 21.840 (df 8) \geq Tab Val 15.51 at 0.05 level of significance
--

The analysed data reveals that there is a significant association among ‘educated person’ with regards to listening ‘Radio/FM’ behavior. The null hypothesis of no significant difference is rejected as ‘education’ plays an important role in listening ‘Radio/FM’ habits among the people. In addition, table assures that listening Radio/FM practices among different level of educated person updates their information and knowledge on day today’s happenings around the world.

Occupation: In the given data of access to Radio/FM among different occupations. The data reveals that nearly 17 percent people listen Radio/FM daily, 38.20 percent person listen Radio/FM twice a week and rest of about 45.2 percent people listen Radio/FM occasionally. Among service sector, about 5.5 percent people listen Radio/FM regularly, around 12.3 percent people listen Radio/FM two to three times a week and rest around 15 percent listening Radio/FM rarely. Among traders, about 3.3 percent people listen Radio/FM every day, around 10 percent people listening Radio/FM two to three times a week and rest around 6 percent listen Radio/FM rarely. Among agriculture sector, around 3.8 percent people listening Radio/FM regularly, around 11 percent people listen Radio/FM two to three times a week and rest around 10.7 percent listen Radio/FM rarely. The data shows a significant difference among professional to Radio/FM listening habits. To establish the significance of difference among professional with regard to Radio/FM listening habits, Chi-square test was applied.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	27.325 ^a	6	.000
Likelihood Ratio	28.298	6	.000
Linear-by-Linear Association	3.249	1	.071
N of Valid Cases	600		
a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 19.17.			

H₀ – There is no significant difference among respondents of various occupations in their frequency of listening Radio/FM.

H_a – Respondents of various occupations differ significantly on frequency of listening Radio/FM.

$$\text{Cal } X^2 \text{ Val } 27.35(\text{df } 6) \geq \text{Tab Val } 12.59 \text{ at } 0.05 \text{ level of significance}$$

The analysed data reveals that there is a significant relationship among respondents of various occupations with regards to frequency of listening Radio/FM. The null hypothesis of no significant difference is rejected as different occupation varies on frequency of accessing Radio /FM plays an important role in ‘Radio/FM’ listening habits among the people. Further from table of Chi- Square tests for difference in w frequency of listening Radio/FM of respondents with respect to their occupation, it is clear that there is significant association between independent and dependent variable.

Zone: Further percentage for frequency of listening Radio/FM was calculated Zone wise and results revealed that nearly 17 percent people in all three-zone access radio/FM daily, 38.20 percent are listen to radio/FM twice a week and the rest of about 45.2 percent people listen to radio/FM occasionally. In Zone I (Majha) only 5.30 percent people listen to radio/FM daily, around 14 percent people listen to radio/FM two to three times a week and rest 14 percent listen to radio/FM rarely. In Zone II (Malwa) only 7.8 percent people listen to radio/FM every day, 13 percent people listen to radio/FM twice a week and 12.5 percent people hardly listen to radio/FM. In Zone III (Doaba) approximately 3.5 percent people listen to radio/FM regularly, around 11.2 percent people listen to radio/FM thrice a week and 18.7 percent people are not regular listener to radio/FM. To establish the significance of difference between three Zones

of Majha, Malwa, and Doabawith regard to radio/FM listening habits, Chi-square test was applied.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	20.411^a	4	.000
Likelihood Ratio	20.295	4	.000
Linear-by-Linear Association	7.068	1	.008
N of Valid Cases	600		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 33.33.

H₀ – There is no significant difference between three Zone of Majha, Malwa and Doaba in frequency of listeningRadio/FM

H_a – Respondents from Zones of Majha, Malwa and Doabadiffer significantly in frequency to listen Radio/FM.

Cal X^2 Val 20.411 (df 4) \geq Tab Val 9.499at 0.05 level of significance

The analysed data reveals that there is a significant association between three ‘Zones of Majha, Malwa and Doaba’ with regards to listen to ‘Radio/FM’ habits among them. The null hypothesis of no significant difference is rejected as ‘place of living’ plays important role inaccessibility andlisten habits of ‘Radio/FM’. In addition, the table also assures that place of living has different desires about listening Radio practices, which helps them to expand their knowledge in the field of information and entertainment.

Table 5.46: Frequency of Internet Access

			How often do you access Internet ?			Total
			Daily	2-3 times a week	Rarely	
Age	Under 18	Count	35	1	1	37
		% within Age	94.6%	2.7%	2.7%	100.0%
		% within How often do you access Internet ?	7.4%	1.6%	1.6%	6.2%
		% of Total	5.8%	0.2%	0.2%	6.2%
	18-24	Count	102	3	1	106
		% within Age	96.2%	2.8%	0.9%	100.0%
		% within How often do you access Internet ?	21.4%	4.8%	1.6%	17.7%
		% of Total	17.0%	0.5%	0.2%	17.7%
	25-34	Count	124	14	8	146
		% within Age	84.9%	9.6%	5.5%	100.0%
		% within How often do you access Internet ?	26.1%	22.6%	12.9%	24.3%
		% of Total	20.7%	2.3%	1.3%	24.3%
	35-44	Count	131	18	6	155
		% within Age	84.5%	11.6%	3.9%	100.0%
		% within How often do you access Internet ?	27.5%	29.0%	9.7%	25.8%
		% of Total	21.8%	3.0%	1.0%	25.8%
	45-54	Count	65	14	15	94
		% within Age	69.1%	14.9%	16.0%	100.0%
		% within How often do you access Internet ?	13.7%	22.6%	24.2%	15.7%
		% of Total	10.8%	2.3%	2.5%	15.7%
	55-64	Count	17	11	19	47
		% within Age	36.2%	23.4%	40.4%	100.0%
		% within How often do you access Internet ?	3.6%	17.7%	30.6%	7.8%
		% of Total	2.8%	1.8%	3.2%	7.8%
65+	Count	2	1	12	15	
	% within Age	13.3%	6.7%	80.0%	100.0%	
	% within How often do you access Internet ?	0.4%	1.6%	19.4%	2.5%	
	% of Total	0.3%	0.2%	2.0%	2.5%	
Total	Count	476	62	62	600	
	% within Age	79.3%	10.3%	10.3%	100.0%	
	% within How often do you access Internet ?	100.0%	100.0%	100.0%	100.0%	
	% of Total	79.3%	10.3%	10.3%	100.0%	
Gender	Male	Count	282	47	49	378
		% within Gender	74.6%	12.4%	13.0%	100.0%
		% within How often do you access Internet ?	59.2%	75.8%	79.0%	63.0%
		% of Total	47.0%	7.8%	8.2%	63.0%
	Female	Count	194	15	13	222
		% within Gender	87.4%	6.8%	5.9%	100.0%
		% within How often do you access Internet ?	40.8%	24.2%	21.0%	37.0%
		% of Total	32.3%	2.5%	2.2%	37.0%
Total	Count	476	62	62	600	
	% within Gender	79.3%	10.3%	10.3%	100.0%	
	% within How often do you access Internet ?	100.0%	100.0%	100.0%	100.0%	
	% of Total	79.3%	10.3%	10.3%	100.0%	

			How often do you access Internet ?			Total
			Daily	2-3 times a week	Rarely	
Education	1-8th	Count	16	6	17	39
		% within Education	41.0%	15.4%	43.6%	100.0%
		% within How often do you access Internet ?	3.4%	9.7%	27.4%	6.5%
		% of Total	2.7%	1.0%	2.8%	6.5%
	9th-10th	Count	52	14	22	88
		% within Education	59.1%	15.9%	25.0%	100.0%
		% within How often do you access Internet ?	10.9%	22.6%	35.5%	14.7%
		% of Total	8.7%	2.3%	3.7%	14.7%
	12th-DIP	Count	187	23	16	226
		% within Education	82.7%	10.2%	7.1%	100.0%
		% within How often do you access Internet ?	39.3%	37.1%	25.8%	37.7%
		% of Total	31.2%	3.8%	2.7%	37.7%
	Grad/Abv	Count	214	17	6	237
		% within Education	90.3%	7.2%	2.5%	100.0%
		% within How often do you access Internet ?	45.0%	27.4%	9.7%	39.5%
		% of Total	35.7%	2.8%	1.0%	39.5%
Others	Count	7	2	1	10	
	% within Education	70.0%	20.0%	10.0%	100.0%	
	% within How often do you access Internet ?	1.5%	3.2%	1.6%	1.7%	
	% of Total	1.2%	0.3%	0.2%	1.7%	
Total		Count	476	62	62	600
		% within Education	79.3%	10.3%	10.3%	100.0%
		% within How often do you access Internet ?	100.0%	100.0%	100.0%	100.0%
		% of Total	79.3%	10.3%	10.3%	100.0%
Occupation	Service	Count	165	22	8	195
		% within Occupation	84.6%	11.3%	4.1%	100.0%
		% within How often do you access Internet ?	34.7%	35.5%	12.9%	32.5%
		% of Total	27.5%	3.7%	1.3%	32.5%
	Trader/Market Player	Count	86	11	18	115
		% within Occupation	74.8%	9.6%	15.7%	100.0%
		% within How often do you access Internet ?	18.1%	17.7%	29.0%	19.2%
		% of Total	14.3%	1.8%	3.0%	19.2%
	Agricultural	Count	101	25	26	152
		% within Occupation	66.4%	16.4%	17.1%	100.0%
		% within How often do you access Internet ?	21.2%	40.3%	41.9%	25.3%
		% of Total	16.8%	4.2%	4.3%	25.3%
Others	Count	124	4	10	138	
	% within Occupation	89.9%	2.9%	7.2%	100.0%	
	% within How often do you access Internet ?	26.1%	6.5%	16.1%	23.0%	
	% of Total	20.7%	0.7%	1.7%	23.0%	
Total		Count	476	62	62	600
		% within Occupation	79.3%	10.3%	10.3%	100.0%
		% within How often do you access Internet ?	100.0%	100.0%	100.0%	100.0%
		% of Total	79.3%	10.3%	10.3%	100.0%

			How often do you access Internet?			Total
			Daily	2-3 times a week	Rarely	
Zone	Majha	Count	171	13	16	200
		% within zone	85.5%	6.5%	8.0%	100.0%
		% within How often do you access Internet ?	35.9%	21.0%	25.8%	33.3%
		% of Total	28.5%	2.2%	2.7%	33.3%
	Malwa	Count	140	32	28	200
		% within zone	70.0%	16.0%	14.0%	100.0%
		% within How often do you access Internet ?	29.4%	51.6%	45.2%	33.3%
		% of Total	23.3%	5.3%	4.7%	33.3%
	Doaba	Count	165	17	18	200
		% within zone	82.5%	8.5%	9.0%	100.0%
		% within How often do you access Internet ?	34.7%	27.4%	29.0%	33.3%
		% of Total	27.5%	2.8%	3.0%	33.3%
Total	Count	476	62	62	600	
	% within zone	79.3%	10.3%	10.3%	100.0%	
	% within How often do you access Internet ?	100.0%	100.0%	100.0%	100.0%	
	% of Total	79.3%	10.3%	10.3%	100.0%	

N=600

Age:In the given data of access to Internet in the age group below 18 to above 65. The data reveals that nearly 79.3 percent people access Internet daily, 10.3 percent access Internet twice a week and rest of about 10.3 percent people access Internet occasionally. In the age group of 35 to 44, highest about 22 percent people access Internet regularly, around 3 percent people access Internet two to three times a week and rest around 1 percent access Internet rarely. In the age group of 25 to 34, about 21 percent people access Internet every day, around 2.3 percent people access Internet two to three times a week and rest around 1.3 percent access Internet rarely. In the age group of 45 to 54 about 11 percent people access Internet as routine, around 2.3 percent people access Internet twice a week and 2.5 percent people hardly access Internet. In the age group of above 65, lowest viewer around 0.3 percent people access Internet regularly, around 0.2 percent people access Internet two to three times a week and rest around 2 percent access Internet rarely. To establish the significance of difference between age group of under 18 to above 65 with regards to access Internet habits, Chi-square test was applied.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	179.786^a	12	.000
Likelihood Ratio	137.080	12	.000
Linear-by-Linear Association	112.498	1	.000
N of Valid Cases	600		

a. 6 cells (28.6%) have expected count less than 5. The minimum expected count is 1.55.

H₀ – There is no significant difference between age group of under 18 to above 65 to access Internet habits.

H_a – Age group of under 18 to above 65 differ significantly to access Internet habits.

Cal X^2 Val 179.786 (df 12) \geq Tab Val 21.03 at 0.05 level of significance
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The analysed data reveals that there is a significant association between age group of under 18 to above 65 with regards to access Internet access habits among the people. The null hypothesis of no significant difference is rejected as ‘age groups’ plays an important role in access ‘Internet ‘habits among the people. In the others words, the table also assures that different age group has different requires about surfing internet habits, this indicates that online information helps them in their academic as well as professional development.

Gender: The data analysed shows that internet was the most preferred medium among respondents. Nearly 80 percent of them had access to internet and were using it daily. A small percent (10 percent) would use it occasionally and rarely. This clearly indicated the popularity of Internet among rural population. There were 63 percent of males using internet. Among them 47 percent were using it daily followed by about 8 percent using it occasionally or rarely. Among the females there were 32 percent using it daily and about 2 percent using it rarely.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	14.080^a	2	.001
Likelihood Ratio	14.947	2	.001
Linear-by-Linear Association	13.136	1	.000
N of Valid Cases	600		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 22.94.

H₀ – There is no significant difference between male and female using Internet.

H_a – Male and female differ significantly in using Internet.

$$\text{Cal } x^2 \text{ Val } 14.080 \text{ (df } 2) \geq \text{Tab Val } 5.991 \text{ at } 0.05 \text{ level of significance}$$

The results have shown that the null hypothesis stands rejected and inference drawn is that ‘gender’ has role to play in the use of ‘Internet’. In other words, there is a strong association between ‘gender’ as a variable and the use of Internet. In the others words, the table also assure that surfing internet habits among gender increases their knowledge rapidly on events around the world.

Education:In the given data of access to Internet among educated person. The data reveals that nearly 79.3 percent people access Internet daily, 10.3 percent are access Internet twice a week and rest of about 10.3 percent people access Internet occasionally. Out of the respondents who are graduates, highest about 35 percent people access Internet regularly, around 3.8 percent people access Internet two to three times a week and rest around .7 percent access Internet rarely. Among respondents with secondary education as their qualification, about 31 percent people listen access Internet every day, around 3.8 percent people access Internet two to three times a week and rest around 2.7 percent access Internet rarely. Among others educated, lowest viewer around 1.0 percent people access Internet regularly, around 0.3 percent people access Internet two to three times a week and rest around 0.2 percent access Internet rarely. The data shows a significant difference among educated person to access Internet habits. To establish the significance of difference among educated person with regard to access Internet habits, Chi-square test was applied.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	98.939^a	8	.000
Likelihood Ratio	82.801	8	.000
Linear-by-Linear Association	78.137	1	.000
N of Valid Cases	600		

a. 4 cells (26.7%) have expected count less than 5. The minimum expected count is 1.03.

H₀ – There is no significant difference among educated person to access Internet habits.

H_a – Educated person differ significantly to access Internet habits.

$$\text{Cal } X^2 \text{ Val } 98.939 \text{ (df } 8) \geq \text{Tab Val } 15.51 \text{ at } 0.05 \text{ level of significance}$$

The analysed data reveals that there is a significant association among educated person

with regards to access Internet behavior among the people. The null hypothesis of no significant difference is rejected as ‘education ‘plays an important role in access ‘Internet’ habits among the people. In the others words, the table also assure that surfing internet habits among different level of educated person increases their knowledge rapidly on events around the world.

Occupation: Below is the given data of access to Internet among different professional. The data reveals that nearly 79.3 percent people access Internet daily, 10.3 percent are access Internet twice a week and rest of about 10.3 percent people access Internet occasionally. Among service sector, highest about 27.5 percent people access Internet regularly, around 3.7 percent people access Internet two to three times a week and rest around 1.3 percent access Internet rarely. Among trader, about 14.3 percent people access Internet everyday, around 2 percent people access Internet two to three times a week and rest around 3 percent access Internet rarely. Among agriculture sector, 17 percent people access Internet regularly, around 4 percent people access Internet two to three times a week and the rest around 4.3 percent access Internet rarely. The data shows a significant difference among professional to access Internet habits. To establish the significance of difference among professional with regard to access Internet habits, Chi-square test was applied.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	37.702^a	6	.000
Likelihood Ratio	40.707	6	.000
Linear-by-Linear Association	.640	1	.424
N of Valid Cases	600		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 11.88.

H₀ – There is no significant difference among professional to access Internet habits.

H_a – Professional differ significantly to access Internet habits.

$\text{Cal } X^2 \text{ Val } 37.702 \text{ (df } 6) \geq \text{Tab Val } 12.59 \text{ at } 0.05 \text{ level of significance}$

The analysed data reveals that there is a significant association among professional with regards to access Internet behavior among the people. The null hypothesis of no significant difference is rejected as ‘profession’ plays an important role in access ‘Internet’ habits among the people. In the others words, table assure that professional have different requires about surfing internet habits, this indicates that online

information rapidly pass over to remotest place about new creation and technology.

Zone: In the given data of access Internet in three zone. The data reveals that nearly 79.3 percent people in all three-zones access Internet daily, 10.3 percent are access to Internet twice a week and rest of about 10.3 percent people access to Internet occasionally. In Zone I (Majha) 28.50 percent people access to Internet daily, around 2.2 percent people access to Internet two to three times a week and the rest 2.7 percent access to Internet rarely. In Zone II (Malwa) about 23.5 percent people access to Internet every day, 5.3 percent people access to Internet twice a week and 4.7 percent people hardly access to Internet. In Zone III (Doaba) approximately 27.5 percent people access to Internet regularly, around 3 percent people access to Internet thrice a week and 3 percent people are not regular access to Internet. The data shows a significant difference among three Zones of Majha, Malwa, and Doaba on Internet access habits. To establish the significance of difference between three Zones of Majha, Malwa, and Doaba with regard to Internet access, Chi-square test was applied.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	17.117^a	4	.002
Likelihood Ratio	16.603	4	.002
Linear-by-Linear Association	.380	1	.538
N of Valid Cases	600		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 20.67.

H₀ – There is no significant difference between three Zones of Majha, Malwa and Doaba in access to Internet

H_a – All three Zones of Majha, Malwa and Doaba differ significantly in access to Internet habit.

$$\text{Cal } X^2 \text{ Val } 17.117 \text{ (df } 4) \geq \text{Tab Val } 9.499 \text{ at } 0.05 \text{ level of significance}$$

The analysed data reveals that there is a significant association between three Zones of Majha, Malwa and Doaba with regards to access ‘Internet’ habits among the people. The null hypothesis of no significant difference is rejected as ‘place of living’ plays an important role in accessibility to ‘Internet’ among the people of these three zones. In the other words, the table also assures that ‘place of living’ has different requirements about surfing internet habits, this indicates that online information helps them in their academic as well as professional development.

Table 5.47: Time spent on watching television

			Respondent's time spent on Television-WEEKLY			Total
			0-7 hrs	7-14 hrs	14 hrs more	
Age	Under 18	Count	17	14	6	37
		% within Age	45.9%	37.8%	16.2%	100.0%
		% within Respondent's time spent on TV Weekly	6.6%	6.1%	5.4%	6.2%
		% of Total	2.8%	2.3%	1.0%	6.2%
	18-24	Count	63	36	7	106
		% within Age	59.4%	34.0%	6.6%	100.0%
		% within Respondent's time spent on TV Weekly	24.3%	15.7%	6.3%	17.7%
		% of Total	10.5%	6.0%	1.2%	17.7%
	25-34	Count	77	57	12	146
		% within Age	52.7%	39.0%	8.2%	100.0%
		% within Respondent's time spent on TV Weekly	29.7%	24.9%	10.7%	24.3%
		% of Total	12.8%	9.5%	2.0%	24.3%
	35-44	Count	66	63	26	155
		% within Age	42.6%	40.6%	16.8%	100.0%
		% within Respondent's time spent on TV Weekly	25.5%	27.5%	23.2%	25.8%
		% of Total	11.0%	10.5%	4.3%	25.8%
	45-54	Count	31	39	24	94
		% within Age	33.0%	41.5%	25.5%	100.0%
		% within Respondent's time spent on TV Weekly	12.0%	17.0%	21.4%	15.7%
		% of Total	5.2%	6.5%	4.0%	15.7%
	55-64	Count	5	18	24	47
		% within Age	10.6%	38.3%	51.1%	100.0%
		% within Respondent's time spent on TV Weekly	1.9%	7.9%	21.4%	7.8%
		% of Total	0.8%	3.0%	4.0%	7.8%
	65+	Count	0	2	13	15
		% within Age	0.0%	13.3%	86.7%	100.0%
		% within Respondent's time spent on TV Weekly	0.0%	0.9%	11.6%	2.5%
		% of Total	0.0%	0.3%	2.2%	2.5%
Total	Count	259	229	112	600	
	% within Age	43.2%	38.2%	18.7%	100.0%	
	% within Respondent's time spent on TV Weekly	100.0%	100.0%	100.0%	100.0%	
	% of Total	43.2%	38.2%	18.7%	100.0%	
Gender	Male	Count	131	162	85	378
		% within Gender	34.7%	42.9%	22.5%	100.0%
		% within Respondent's time spent on TV Weekly	50.6%	70.7%	75.9%	63.0%
		% of Total	21.8%	27.0%	14.2%	63.0%
	Female	Count	128	67	27	222
		% within Gender	57.7%	30.2%	12.2%	100.0%
		% within Respondent's time spent on TV Weekly	49.4%	29.3%	24.1%	37.0%
		% of Total	21.3%	11.2%	4.5%	37.0%
Total	Count	259	229	112	600	
	% within Gender	43.2%	38.2%	18.7%	100.0%	
	% within Respondent's time spent on TV Weekly	100.0%	100.0%	100.0%	100.0%	
	% of Total	43.2%	38.2%	18.7%	100.0%	

			Respondent's time spent on TV Weekly			Total
			0-7 hrs	7-14 hrs	14 hrs more	
Education	1-8th	Count	6	12	21	39
		% within Education	15.4%	30.8%	53.8%	100.0%
		% within Respondent's time spent on TV Weekly	2.3%	5.2%	18.8%	6.5%
		% of Total	1.0%	2.0%	3.5%	6.5%
	9th-10th	Count	25	37	26	88
		% within Education	28.4%	42.0%	29.5%	100.0%
		% within Respondent's time spent on TV Weekly	9.7%	16.2%	23.2%	14.7%
		% of Total	4.2%	6.2%	4.3%	14.7%
	12th-DIP	Count	86	102	38	226
		% within Education	38.1%	45.1%	16.8%	100.0%
		% within Respondent's time spent on TV Weekly	33.2%	44.5%	33.9%	37.7%
		% of Total	14.3%	17.0%	6.3%	37.7%
	Grad/Abv	Count	137	77	23	237
		% within Education	57.8%	32.5%	9.7%	100.0%
		% within Respondent's time spent on TV Weekly	52.9%	33.6%	20.5%	39.5%
		% of Total	22.8%	12.8%	3.8%	39.5%
	Others	Count	5	1	4	10
		% within Education	50.0%	10.0%	40.0%	100.0%
		% within Respondent's time spent on TV Weekly	1.9%	0.4%	3.6%	1.7%
% of Total		0.8%	0.2%	0.7%	1.7%	
Total	Count	259	229	112	600	
	% within Education	43.2%	38.2%	18.7%	100.0%	
	% within Respondent's time spent on TV Weekly	100.0%	100.0%	100.0%	100.0%	
	% of Total	43.2%	38.2%	18.7%	100.0%	
Occupation	Service	Count	91	79	25	195
		% within Occupation	46.7%	40.5%	12.8%	100.0%
		% within Respondent's time spent on TV Weekly	35.1%	34.5%	22.3%	32.5%
		% of Total	15.2%	13.2%	4.2%	32.5%
	Trader/Market Player	Count	31	56	28	115
		% within Occupation	27.0%	48.7%	24.3%	100.0%
		% within Respondent's time spent on TV Weekly	12.0%	24.5%	25.0%	19.2%
		% of Total	5.2%	9.3%	4.7%	19.2%
	Agricultural	Count	50	63	39	152
		% within Occupation	32.9%	41.4%	25.7%	100.0%
		% within Respondent's time spent on TV Weekly	19.3%	27.5%	34.8%	25.3%
		% of Total	8.3%	10.5%	6.5%	25.3%
	Others	Count	87	31	20	138
		% within Occupation	63.0%	22.5%	14.5%	100.0%
		% within Respondent's time spent on TV Weekly	33.6%	13.5%	17.9%	23.0%
		% of Total	14.5%	5.2%	3.3%	23.0%
Total	Count	259	229	112	600	
	% within Occupation	43.2%	38.2%	18.7%	100.0%	
	% within Respondent's time spent on TV Weekly	100.0%	100.0%	100.0%	100.0%	
	% of Total	43.2%	38.2%	18.7%	100.0%	

			Respondent's time spent on Television-WEEKLY			Total
			0-7 hrs	7-14 hrs	14 hrs more	
Zone	Majha	Count	109	66	25	200
		% within zone	54.5%	33.0%	12.5%	100.0%
		% within Respondent's time spent on Television-WEEKLY	42.1%	28.8%	22.3%	33.3%
		% of Total	18.2%	11.0%	4.2%	33.3%
	Malwa	Count	70	86	44	200
		% within zone	35.0%	43.0%	22.0%	100.0%
		% within Respondent's time spent on Television-WEEKLY	27.0%	37.6%	39.3%	33.3%
	Doaba	% of Total	11.7%	14.3%	7.3%	33.3%
		Count	80	77	43	200
		% within zone	40.0%	38.5%	21.5%	100.0%
		% within Respondent's time spent on Television-WEEKLY	30.9%	33.6%	38.4%	33.3%
	Total	% of Total	13.3%	12.8%	7.2%	33.3%
Count		259	229	112	600	
% within zone		43.2%	38.2%	18.7%	100.0%	
% within Respondent's time spent on Television-WEEKLY		100.0%	100.0%	100.0%	100.0%	
		43.2%	38.2%	18.7%	100.0%	

N= 600

Age:Data on weekly time spent on watching television was collected from respondents of different age groups. The results revealed that nearly 43.5 percent people spent time on television up to seven hours a week, 38.20 percent are watch television for seven to fourteen hours a week and on watching TV about 18.70 percent people watch television more than fourteen hours a week. In the age group of 25 to 34, highest about 13 percent people spent time on television up to seven hours a week, 10.5 percent are watch television seven to fourteen hours a week and rest of about 4.3 percent people watch television more than fourteen hours a week. In the age group of 35 to 44, about 11 percent people time spent on television up to seven hours a week, 10.5 percent are watch television seven to fourteen hours a week and the only 4.3 percent people watch television more than fourteen hours a week. In the age group of 18 to 24 about 10 percent people spent time on television up to seven hours a week, 6 percent are watch television seven to fourteen hours a week and the rest of about 1 percent people watch television more than fourteen hours a week. In the age group of above 65, merely 0.3 percent are watch television seven to fourteen hours a week and rest of about 2.2

percent people watch television more than fourteen hours a week. To establish the significance of difference between respondents age groups of different ages with respect to time spent on watching television weekly, Chi-square test was applied.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	116.573^a	12	.000
Likelihood Ratio	106.828	12	.000
Linear-by-Linear Association	71.929	1	.000
N of Valid Cases	600		

a. 1 cells (4.8%) have expected count less than 5. The minimum expected count is 2.80.

H₀ – There is no significant difference among the respondents of different age groups in time spend on watching television weekly.

H_a – Different age groups differ significantly in time spent on watching television weekly.

$$\text{Cal } X^2 \text{ Val } 116.573 \text{ (df } 12) \geq \text{Tab Val } 21.03 \text{ at } 0.05 \text{ level of significance}$$

The results in the table revealed that there is a significant association between age group of respondents and time spent on watching television weekly. Thus null hypothesis of no significant difference is rejected indicating that weekly time spent on watching TV varies with the age of the respondents.

Gender: A set of questions were asked to the respondents about the average time spent on watching Television. Three options were provided as per the table in reference. With respect to average time spent watching TV, 43.20 percent of them watched up to 7 hours, 38.2 percent watched between 7-14 hours and 18.70 watched for more than 14 hours. Gender with respect to 21.8 percent of males watched TV up to 7 hours, 27.00 percent watched between 7-14 hours and 14.20 percent viewed TV for more than 14 hours. Among females, 21.3 watched up to 7 hours, followed by 11.20 percent watching between 7-14 hours and about 5 percent merely watching for more than 14 hours. The data shows that majority of the respondents watch TV up to 7 hours.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	31.018^a	2	.000
Likelihood Ratio	31.179	2	.000
Linear-by-Linear Association	27.776	1	.000

N of Valid Cases	600		
a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 41.44.			

H₀ – There is no significant difference between males and females in its time spent on watching television weekly.

H_a – Males and females differ significantly on time spent in watching television weekly.

Cal X^2 Val 31.018 (df 2) \leq Tab Val 5.991 at 0.05 level of significance
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The results indicate that the null hypothesis of no significant difference male and female spending average time in watching TV is rejected. This means ‘gender’ is strongly associated with time spent on watching ‘television’. That is to say the ‘male and female’ are independent of each other in viewing ‘TV’. Further the table states that watching television weekly among male and female enhances their knowledge for their professional development.

Education: Further, percentage of respondents spending time on watching Television with respect to their educational qualification was calculated. The results in table 5.47 revealed that nearly 43.5 percent people spent time on television up to seven hours a week, 38.20 percent are watch television seven to fourteen hours a week and rest of about 18.70 percent people watch television more than fourteen hours a week. Among graduates, highest about 22.8 percent people time spent on television up to seven hours a week, 12.8 percent are watch television seven to fourteen hours a week and the rest of about 3.8 percent people watching television more than fourteen hours a week. Among respondents with secondary education as their qualification, , about 14.3 percent people time spent on television up to seven hours a week, 17 percent are watch television seven to fourteen hours a week and the rest of about 6.3 percent people watch television more than fourteen hours a week. Among others educated, lowest viewer around 0.8 percent people time spent on television up to seven hours a week, 0.2 percent are watch television seven to fourteen hours a week and rtheest of about 0.7 percent people watch television more than fourteen hours a week. To establish the significance of difference among educated person with regard to watching television weekly, Chi-square test was applied.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	77.003^a	8	.000
Likelihood Ratio	71.646	8	.000
Linear-by-Linear Association	54.827	1	.000
N of Valid Cases	600		

a. 3 cells (20.0%) have expected count less than 5. The minimum expected count is 1.87.

H₀ – There is no significant difference in weeklytime spent on watching television with respect to the educational qualification of respondents..

H_a – Respondents with different education qualification differ significantly on time spent in watching television weekly.

Cal X^2 Val 77.003 (df 8) \geq Tab Val 15.51at 0.05 level of significance

The results of chi square revealed that there is a significant association among education of respondents and time spent on watching ‘television’ weekly. The null hypothesis of no significant difference is rejected again indicating that people with different level of education attained vary in their time spent on watching Television.Further the table also states that watching television weekly among different level of educated person enhances their knowledge for their professional achievement.

Occupation: Further, results of time spent on watching Television with respect to occupation of respondents,data revealed that nearly 43.5 percent people spent time on television up to seven hours a week, 38.20 percent are watch television seven to fourteen hours a week and the rest of about 18.70 percent people watching television more than fourteen hours a week. People in service sector, about 15.2 percent people spent time on television up to seven hours a week, 13.2 percent are watch television seven to fourteen hours a week and rest of about 4.2 percent people watch television more than fourteen hours a week. Among traders, about 5.2 percent people time spent on television up to seven hours a week, 9.3 percent are watch television seven to fourteen hours a week and rest of about 5 percent people watching television more than fourteen hours a week. Among agriculture sector, around 8.3 percent people time spent on television up to seven hours a week, 10.5 percent are watch television seven to fourteen hours a week and rest of about 6.5 percent people watching television more than fourteen hours a week. The data shows a significance difference among professional on Television watching habit weekly. To establish the significance of

difference in time spent on watching Television weekly with respect to the occupation, Chi-square test was applied.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	47.692^a	6	.000
Likelihood Ratio	48.747	6	.000
Linear-by-Linear Association	1.062	1	.303
N of Valid Cases	600		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 21.47.

H₀ – There is no significant difference in the time spent on watching Television with respect to the occupation of respondents.

H_a – Respondnets with different occupation differ significantly on time spent in watching television weekly.

$\text{Cal } X^2 \text{ Val } 47.692 \text{ (df } 6) \geq \text{Tab Val } 12.59 \text{ at } 0.05 \text{ level of significance}$

The analysed data revealed that there is a significant association between occupation and time spent on watching television weekly. The null hypothesis of no significant difference is rejected as ‘Occupation’ plays an important role on time spent watching ‘television’ weekly among the people. Data indicates that time spent on watching Television varies from one occupation to another.

Zone : When the percentage of respondents living in different regions / Zones of Punjab was calculated on their time spent on watching Television weekly, the results in table 5.47 revealed that nearly 43.5 percent people in all three-zones time spent on television up to seven hours a week, 38.20 percent are watch television seven to fourteen hours a week and the rest of about 18.70 percent people watch television more than fourteen hours a week. In Zone I (Majha) 18.20 percent people watch television up to seven hours a week, around 11 percent people watch television seven to fourteen hours a week and rest 4.20 percent watching television more than fourteen hours a week. In Zone II (Malwa) about 11.7 percent people watch television up to seven hours a week, 14.3 percent people watch television seven to fourteen hours a week and 3.5 percent people watch television more than fourteen hours a week. In Zone III (Doaba) 13.3 percent people watch television up to seven hours a week, around 13 percent people watch television seven to fourteen hours a week and 7.2 percent people watch television more than fourteen hours a week. The data shows a significant difference

between three Zones of Majha, Malwa, and Doaba on Television watching habit weekly. To establish the significance of difference among the respondents between three Zones i.e. Majha, Malwa, and Doaba with regard to watching television weekly, Chi-square test was applied.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	18.260^a	4	.001
Likelihood Ratio	18.481	4	.001
Linear-by-Linear Association	9.875	1	.002
N of Valid Cases	600		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 37.33.

H₀ – There is no significant difference among respondents of Majha, Malwa and Doaba in time spent on watching television weekly.

H_a – Respondents of Majha, Malwa and Doaba differ significantly in time spent on watching television weekly.

$\text{Cal } X^2 \text{ Val } 18.260 \text{ (df } 4) \geq \text{Tab Val } 9.499 \text{ at } 0.05 \text{ level of significance}$

The data analysed in the above table revealed that there is a significant association between regions of living Majha, Malwa and Doaba and time spent on television weekly. So, null hypothesis of no significant difference is rejected indicating that people of Majha, Malwa and Doaba vary in timings they spent on watching Television weekly. Further the table also states that place of living have different needs about watching television weekly among people to advance their knowledge regarding information and entertainment.

Table 5.48: Time spent on reading Newspaper

			Respondent's time spent on Newspaper/Magazines-Weekly			Total
			0-7 hrs	7-14 hrs	14 hrs more	
Age	Under 18	Count	33	3	1	37
		% within Age	89.2%	8.1%	2.7%	100.0%
		% within Respondent's time spent on Newspaper/Magazines-Weekly	6.9%	2.6%	16.7%	6.2%
		% of Total	5.5%	0.5%	0.2%	6.2%
	18-24	Count	91	15	0	106
		% within Age	85.8%	14.2%	0.0%	100.0%
		% within Respondent's time spent on Newspaper/Magazines-Weekly	19.0%	12.9%	0.0%	17.7%
		% of Total	15.2%	2.5%	0.0%	17.7%
	25-34	Count	117	26	3	146
		% within Age	80.1%	17.8%	2.1%	100.0%
		% within Respondent's time spent on Newspaper/Magazines-Weekly	24.5%	22.4%	50.0%	24.3%
		% of Total	19.5%	4.3%	0.5%	24.3%
	35-44	Count	133	22	0	155
		% within Age	85.8%	14.2%	0.0%	100.0%
		% within Respondent's time spent on Newspaper/Magazines-Weekly	27.8%	19.0%	0.0%	25.8%
		% of Total	22.2%	3.7%	0.0%	25.8%
	45-54	Count	73	19	2	94
		% within Age	77.7%	20.2%	2.1%	100.0%
		% within Respondent's time spent on Newspaper/Magazines-Weekly	15.3%	16.4%	33.3%	15.7%
		% of Total	12.2%	3.2%	0.3%	15.7%
	55-64	Count	26	21	0	47
		% within Age	55.3%	44.7%	0.0%	100.0%
		% within Respondent's time spent on Newspaper/Magazines-Weekly	5.4%	18.1%	0.0%	7.8%
		% of Total	4.3%	3.5%	0.0%	7.8%
	65+	Count	5	10	0	15
		% within Age	33.3%	66.7%	0.0%	100.0%
		% within Respondent's time spent on Newspaper/Magazines-Weekly	1.0%	8.6%	0.0%	2.5%
		% of Total	0.8%	1.7%	0.0%	2.5%
Total	Count	478	116	6	600	
	% within Age	79.7%	19.3%	1.0%	100.0%	
	% within Respondent's time spent on Newspaper/Magazines-Weekly	100.0%	100.0%	100.0%	100.0%	
	% of Total	79.7%	19.3%	1.0%	100.0%	
Gender	Male	Count	293	82	3	378
		% within Gender	77.5%	21.7%	0.8%	100.0%
		% within Respondent's time spent on Newspaper/Magazines-Weekly	61.3%	70.7%	50.0%	63.0%
		% of Total	48.8%	13.7%	0.5%	63.0%
	Female	Count	185	34	3	222
		% within Gender	83.3%	15.3%	1.4%	100.0%
		% within Respondent's time spent on Newspaper/Magazines-Weekly	38.7%	29.3%	50.0%	37.0%
		% of Total	30.8%	5.7%	0.5%	37.0%
Total	Count	478	116	6	600	
	% within Gender	79.7%	19.3%	1.0%	100.0%	
	% within Respondent's time spent on Newspaper/Magazines-Weekly	100.0%	100.0%	100.0%	100.0%	
	% of Total	79.7%	19.3%	1.0%	100.0%	

			Respondent's time spent on Newspaper/Magazines-WEEKLY			Total
			0-7 hrs	7-14 hrs	14 hrs more	
Education	1-8th	Count	25	14	0	39
		% within Education	64.1%	35.9%	0.0%	100.0%
		% within Respondent's time spent on Newspaper/Magazines-Weekly	5.2%	12.1%	0.0%	6.5%
		% of Total	4.2%	2.3%	0.0%	6.5%
	9th-10th	Count	66	21	1	88
		% within Education	75.0%	23.9%	1.1%	100.0%
		% within Respondent's time spent on Newspaper/Magazines-Weekly	13.8%	18.1%	16.7%	14.7%
		% of Total	11.0%	3.5%	0.2%	14.7%
	12th-DIP	Count	190	34	2	226
		% within Education	84.1%	15.0%	0.9%	100.0%
		% within Respondent's time spent on Newspaper/Magazines-Weekly	39.7%	29.3%	33.3%	37.7%
		% of Total	31.7%	5.7%	0.3%	37.7%
	Grad/Abv	Count	190	44	3	237
		% within Education	80.2%	18.6%	1.3%	100.0%
		% within Respondent's time spent on Newspaper/Magazines-Weekly	39.7%	37.9%	50.0%	39.5%
		% of Total	31.7%	7.3%	0.5%	39.5%
Others	Count	7	3	0	10	
	% within Education	70.0%	30.0%	0.0%	100.0%	
	% within Respondent's time spent on Newspaper/Magazines-Weekly	1.5%	2.6%	0.0%	1.7%	
	% of Total	1.2%	0.5%	0.0%	1.7%	
Total	Count	478	116	6	600	
	% within Education	79.7%	19.3%	1.0%	100.0%	
	% within Respondent's time spent on Newspaper/Magazines-Weekly	100.0%	100.0%	100.0%	100.0%	
	% of Total	79.7%	19.3%	1.0%	100.0%	
Occupation	Service	Count	156	37	2	195
		% within Occupation	80.0%	19.0%	1.0%	100.0%
		% within Respondent's time spent on Newspaper/Magazines-Weekly	32.6%	31.9%	33.3%	32.5%
		% of Total	26.0%	6.2%	0.3%	32.5%
	Trader/Market Player	Count	92	22	1	115
		% within Occupation	80.0%	19.1%	0.9%	100.0%
		% within Respondent's time spent on Newspaper/Magazines-Weekly	19.2%	19.0%	16.7%	19.2%
		% of Total	15.3%	3.7%	0.2%	19.2%
	Agricultural	Count	112	40	0	152
		% within Occupation	73.7%	26.3%	0.0%	100.0%
		% within Respondent's time spent on Newspaper/Magazines-WEEKLY	23.4%	34.5%	0.0%	25.3%
		% of Total	18.7%	6.7%	0.0%	25.3%
Others	Count	118	17	3	138	
	% within Occupation	85.5%	12.3%	2.2%	100.0%	
	% within Respondent's time spent on Newspaper/Magazines-Weekly	24.7%	14.7%	50.0%	23.0%	
	% of Total	19.7%	2.8%	0.5%	23.0%	
Total	Count	478	116	6	600	
	% within Occupation	79.7%	19.3%	1.0%	100.0%	
	% within Respondent's time spent on Newspaper/Magazines-Weekly	100.0%	100.0%	100.0%	100.0%	
	% of Total	79.7%	19.3%	1.0%	100.0%	

			Respondent's time spent on Newspaper/Magazines-Weekly			Total
			0-7 hrs	7-14 hrs	14 hrs more	
Zone	Majha	Count	165	34	1	200
		% within zone	82.5%	17.0%	0.5%	100.0%
		% within Respondent's time spent on Newspaper/Magazines-Weekly	34.5%	29.3%	16.7%	33.3%
		% of Total	27.5%	5.7%	0.2%	33.3%
	Malwa	Count	155	42	3	200
		% within zone	77.5%	21.0%	1.5%	100.0%
		% within Respondent's time spent on Newspaper/Magazines-Weekly	32.4%	36.2%	50.0%	33.3%
		% of Total	25.8%	7.0%	0.5%	33.3%
	Doaba	Count	158	40	2	200
		% within zone	79.0%	20.0%	1.0%	100.0%
		% within Respondent's time spent on Newspaper/Magazines-Weekly	33.1%	34.5%	33.3%	33.3%
		% of Total	26.3%	6.7%	0.3%	33.3%
Total	Count	478	116	6	600	
	% within zone	79.7%	19.3%	1.0%	100.0%	
	% within Respondent's time spent on Newspaper/Magazines-Weekly	100.0%	100.0%	100.0%	100.0%	
	% of Total	79.7%	19.3%	1.0%	100.0%	

N= 600

Age: In the given data of time spent on reading newspaper/magazine weekly in the age group below 18 to above 65. The data reveals that nearly 79.7 percent people spent seven hours a week on reading newspaper/magazine, 19.30 per cent of people spend seven to fourteen hours a week reading newspaper / magazine and the rest of 1 percent people spent on newspaper/magazine more than fourteen hours a week. In the age group of 35 to 44, are highest about 22 percent people spent seven hours a week on reading newspaper/magazine, 3.7 percent spent seven to fourteen hours on reading newspaper/magazine a week and the rest of 0.0 percent of people spent more than fourteen hours a week on newspaper/magazine reading. In the age group of 25 to 34, about 19.5 percent people spent seven hours a week time on newspaper/magazine reading, 4.3 percent are spent on newspaper/magazine seven to fourteen hours a week and the rest of 0.5 percent people spent more than fourteen hours a week on reading newspaper/magazine. In the age group of 18 to 24 about 15.2 percent people spent time of seven hours a week time on newspaper/magazine, 2.5 percent are spent seven to fourteen hours a week on newspaper/magazine reading and the rest of 0.0 percent people spent more than fourteen hours a week on newspaper/magazine reading. In the age group of above 65, are lowest around 0.8 percent people spent time of seven hours a week on newspaper/magazine reading, 1.7 percent people spent seven to fourteen

hours a week on newspaper/magazine reading and the rest of 0.0 percent people spent more than fourteen hours a week on newspaper/magazine reading. To establish the significance of difference between respondents age groups of different ages with respect to time spent on reading Newspaper/Magazine weekly, Chi-square test was applied.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	55.594^a	12	.000
Likelihood Ratio	49.292	12	.000
Linear-by-Linear Association	20.233	1	.000
N of Valid Cases	600		
a. 8 cells (38.1%) have expected count less than 5. The minimum expected count is .15.			

H₀ – There is no significant difference among the respondents of different age groups in time spent on reading newspaper/magazine weekly.

H_a – Respondents of different age groups differ significantly in time spent on reading newspaper/magazine weekly.

Cal X^2 Val 55.594 (df 12) \geq Tab Val 21.03 at 0.05 level of significance

The results in the table revealed that there is a significant association between age group of respondents and time spent on reading Newspaper/ Magazine. The null hypothesis of no significant difference is rejected as age group plays an important role on time spent reading newspaper/magazine weekly among the people. Results indicating that weekly time spent on reading Newspaper/ Magazine vary with the age of the respondents. In the other words, table shows that age group has different needs about reading newspaper weekly, it helps them to improve their knowledge on language and grammar for academic development.

Gender: The analysed data shows that a great majority (79.70 percent) of the respondents spend up to 7 hours of time reading newspaper. About 19.30 percent of them read newspaper between 7-14 hours and the rest 1 percent spend more than 14 hours reading newspaper. This clearly indicates that majority of the respondents read newspaper very regularly. Gender wise 48.80 percent of males read newspaper for up to 7 hours followed by 13.70 percent reading between 7-14 hours and below one percent reading it for more than 14 hours. Among females, 30 percent read newspapers

for up to 7 hours and 5.70 percent read between 7-14 hours and less than one percent read it for more than 14 hours. There seems to a commonality between male and females spending time reading newspaper.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.972 ^a	2	.137
Likelihood Ratio	4.056	2	.132
Linear-by-Linear Association	2.059	1	.151
N of Valid Cases	600		
a. 2 cells (33.3%) have expected count less than 5. The minimum expected count is 2.22.			

H₀ – There is no significant difference among males and females on time spent reading newspaper weekly.

H_a – Males and females differ significantly on time spent reading Magazines/ Newspaper weekly.

Cal X^2 Val 3.972 (df 2) \leq Tab Val 5.991 at 0.05 level of significance

A hypothesis of no significant difference between gender and time spent on reading newspaper is stated. As the calculated chi-square value is neither larger than or equal to the table critical value at 2 df, the null hypothesis cannot be rejected and it can be inferred that there is significant association between time spent reading ‘newspaper’ and ‘gender’ as a variable. In the others words, table shows that reading newspaper and magazine weekly among male and female improves their knowledge on language and grammar for their professional achievement.

Education:In the given data of time spent on newspaper/magazine weekly among educated person. The data reveals that nearly 79.7 percent people spent seven hours a week on reading newspaper/magazine, 19.30 percent spent seven to fourteen hours a week on reading newspaper/magazine and the rest of 1 percent people spent more than fourteen hours a week on reading newspaper/magazine. Among graduates, are highest about 31.7 percent people spent seven hours a week on reading newspaper/magazine, 7.3 percent spent seven to fourteen hours a week on newspaper/magazine reading and the therest of 0.5 percent people spent more than fourteen hours a week on

newspaper/magazine reading. Among respondents with secondary education as their qualification, about 31.7 percent people time spent on newspaper/magazine seven hours a week, 5.7 percent are spent on newspaper/magazine seven to fourteen hours a week and the rest of 0.5 percent people spent on newspaper/magazine more than fourteen hours a week. Among others educated, are lowest around 1 percent people spent seven hours a week on newspaper/magazine reading, 0.5 percent spent seven to fourteen hours a week on newspaper/magazine reading and the rest of 0.0 percent people spent more than fourteen hours a week on newspaper/magazine reading. The data shows a significant difference among educated person on reading newspaper/magazine habit weekly. To establish the significance of difference among respondents with different education qualification with regard to reading newspaper/magazine weekly, Chi-square test was applied.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	12.085 ^a	8	.147
Likelihood Ratio	11.551	8	.172
Linear-by-Linear Association	2.177	1	.140
N of Valid Cases	600		

a. 6 cells (40.0%) have expected count less than 5. The minimum expected count is .10.

H₀ – There is no significant difference in weeklytime spent on reading Newspaper/Magazines with respect to the educational qualification of respondents.

H_a – Respondents with different education qualification differ significantly on time spent inreading Newspaper/ Magazines weekly.

$$\text{Cal } X^2 \text{ Val } 12.085 \text{ (df } 8) \leq \text{Tab Val } 15.51 \text{ at } 0.05 \text{ level of significance}$$

The results of chi square revealed that there is a significant association among education of respondents and time spent on reading newspaper/magazine weekly. The null hypothesis of no significant difference is rejected again indicating that people with different level of education attained vary in their time spent on reading newspaper/magazine weekly. In the others words, the table shows that reading newspaper and magazine weekly among different level of educated person improves their knowledge on language and grammar for their professional achievement.

Occupation: In the given data of time spent on newspaper/magazine weekly among professional. The data reveals that nearly 79.7 percent people spent seven hours a week on reading newspaper/magazine, 19.30 percent spent seven to fourteen hours a week on

reading newspaper/magazine and the rest of 1 percent people spent more than fourteen hours a week on reading newspaper/magazine. Among service sector, about 26 percent people time spent on newspaper/magazine seven hours a week, 6.2 percent are spent on newspaper/magazine seven to fourteen hours a week and rest of 0.3 percent people spent on newspaper/magazine more than fourteen hours a week. Among trader, 15.3 percent people time spent on newspaper/magazine seven hours a week, 3.7 percent are spent on newspaper/magazine seven to fourteen hours a week and the rest of 0.2 percent people spent on newspaper/magazine more than fourteen hours a week on reading. Among agriculture sector, around 19 percent people time spent on newspaper/magazine seven hours a week, 6.7 percent are spent on newspaper/magazine seven to fourteen hours a week and the rest of 0.0 percent people spent more than fourteen hours a week on newspaper/magazine reading. To establish the significance of difference among respondents with different occupation with regard to reading newspaper/magazine weekly, Chi-square test was applied.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	12.081 ^a	6	.060
Likelihood Ratio	13.255	6	.039
Linear-by-Linear Association	.146	1	.703
N of Valid Cases	600		

a. 4 cells (33.3%) have expected count less than 5. The minimum expected count is 1.15.

H₀ – There is no significant difference in the time spent on reading newspaper/magazine weekly with respect to the occupation of respondents.

H_a – Respondents with different occupation differ significantly on time spent in on reading newspaper/magazine weekly.

$\text{Cal } X^2 \text{ Val } 12.081 \text{ (df } 6) \leq \text{Tab Val } 12.59 \text{ at } 0.05 \text{ level of significance}$

The analysed data reveals that there is no significant relationship among ‘professional’ with regards to time spent on watching ‘television’ weekly. The null hypothesis of no significant difference is accepted as ‘professional’ have similar opinion on time spent watching ‘television’ weekly. In the others words, table shows that professional have different needs about reading newspaper weekly, it helps them to increases knowledge on language and grammar for occupational development.

Zone: When the percentage of respondents living in different regions / Zones of Punjab was calculated on their time spent on reading Newspaper/ Magazines weekly, the

results in table 5.48 revealed that nearly 79.7 percent people spent seven hours a week on reading newspaper/magazine, 19.30 percent spent seven to fourteen hours a week on reading newspaper/magazine and the rest of 1 percent people spent more than fourteen hours a week on reading newspaper/magazine. In Zone I (Majha) 27.50 percent people read Newspaper/magazine seven hours a week, 5.7 percent people read Newspaper/magazine seven to fourteen hours a week and rest 0.2 percent people read Newspaper/magazine more than fourteen hours a week. In Zone II (Malwa) 25.80 percent people read Newspaper/magazine seven hours a week, 7 percent people read Newspaper/magazine seven to fourteen hours a week and 0.5 percent people read Newspaper/magazine more than fourteen hours a week. In Zone III (Doaba) approximately 26 percent people read Newspaper regularly, around 6.7 percent people read Newspaper/magazine seven to fourteen hours a week and 0.3 percent people read Newspaper/magazine more than fourteen hours a week. The data shows a significance difference between three Zone of Majha, Malwa, and Doaba on reading Newspaper/magazine weekly habit. To establish the significance of difference between three Zone of Majha, Malwa, and Doaba with regard to reading Newspaper/magazine weekly, Chi-square test was applied.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2.227 ^a	4	.694
Likelihood Ratio	2.288	4	.683
Linear-by-Linear Association	.850	1	.356
N of Valid Cases	600		

a. 3 cells (33.3%) have expected count less than 5. The minimum expected count is 2.00.

H₀ – There is no significant difference among respondents of Majha, Malwa and Doaba in time spent on reading Newspaper/magazine weekly.

H_a – Respondents of Majha, Malwa and Doaba differ significantly in time spent on reading Newspaper/magazine weekly.

Cal X^2 Val 2.227 (df 4) \leq Tab Val 9.499 at 0.05 level of significance

The analysed data reveals that there is no significant relationship between three Zones of Majha, Malwa and Doaba with regards to reading Newspaper/magazine weekly behavior among the people. The null hypothesis of no significant difference is accepted as all three Zones of Majha, Malwa, and Doaba have similar reading habits of

Newspaper/magazine in week among the people

Table 5.49: Time spent on listening Radio

			Respondent's time spent on Radio/FM-WEEKLY			Total
			0-7 hrs	7-14 hrs	14 hrs more	
Age	Under 18	Count	24	10	3	37
		% within Age	64.9%	27.0%	8.1%	100.0%
		% within Respondent's time spent on Radio/FM-Weekly	4.5%	17.5%	37.5%	6.2%
		% of Total	4.0%	1.7%	0.5%	6.2%
	18-24	Count	98	6	2	106
		% within Age	92.5%	5.7%	1.9%	100.0%
		% within Respondent's time spent on Radio/FM-Weekly	18.3%	10.5%	25.0%	17.7%
		% of Total	16.3%	1.0%	0.3%	17.7%
	25-34	Count	132	13	1	146
		% within Age	90.4%	8.9%	0.7%	100.0%
		% within Respondent's time spent on Radio/FM-Weekly	24.7%	22.8%	12.5%	24.3%
		% of Total	22.0%	2.2%	0.2%	24.3%
	35-44	Count	136	19	0	155
		% within Age	87.7%	12.3%	0.0%	100.0%
		% within Respondent's time spent on Radio/FM-Weekly	25.4%	33.3%	0.0%	25.8%
		% of Total	22.7%	3.2%	0.0%	25.8%
	45-54	Count	89	4	1	94
		% within Age	94.7%	4.3%	1.1%	100.0%
		% within Respondent's time spent on Radio/FM-Weekly	16.6%	7.0%	12.5%	15.7%
		% of Total	14.8%	0.7%	0.2%	15.7%
	55-64	Count	44	3	0	47
		% within Age	93.6%	6.4%	0.0%	100.0%
		% within Respondent's time spent on Radio/FM-Weekly	8.2%	5.3%	0.0%	7.8%
		% of Total	7.3%	0.5%	0.0%	7.8%
	65+	Count	12	2	1	15
		% within Age	80.0%	13.3%	6.7%	100.0%
		% within Respondent's time spent on Radio/FM-Weekly	2.2%	3.5%	12.5%	2.5%
		% of Total	2.0%	0.3%	0.2%	2.5%
Total	Count	535	57	8	600	
	% within Age	89.2%	9.5%	1.3%	100.0%	
	% within Respondent's time spent on Radio/FM-Weekly	100.0%	100.0%	100.0%	100.0%	
	% of Total	89.2%	9.5%	1.3%	100.0%	
Gender	Male	Count	333	39	6	378
		% within Gender	88.1%	10.3%	1.6%	100.0%
		% within Respondent's time spent on Radio/FM-Weekly	62.2%	68.4%	75.0%	63.0%
		% of Total	55.5%	6.5%	1.0%	63.0%
	Female	Count	202	18	2	222
		% within Gender	91.0%	8.1%	0.9%	100.0%
		% within Respondent's time spent on Radio/FM-Weekly	37.8%	31.6%	25.0%	37.0%
		% of Total	33.7%	3.0%	0.3%	37.0%
Total	Count	535	57	8	600	
	% within Gender	89.2%	9.5%	1.3%	100.0%	
	% within Respondent's time spent on Radio/FM-Weekly	100.0%	100.0%	100.0%	100.0%	
	% of Total	89.2%	9.5%	1.3%	100.0%	

			Respondent's time spent on Radio/FM-WEEKLY			Total
			0-7 hrs	7-14 hrs	14 hrs more	
Education	1-8th	Count	32	7	0	39
		% within Education	82.1%	17.9%	0.0%	100.0%
		% within Respondent's time spent on Radio/FM-Weekly	6.0%	12.3%	0.0%	6.5%
		% of Total	5.3%	1.2%	0.0%	6.5%
	9th-10th	Count	80	7	1	88
		% within Education	90.9%	8.0%	1.1%	100.0%
		% within Respondent's time spent on Radio/FM-Weekly	15.0%	12.3%	12.5%	14.7%
		% of Total	13.3%	1.2%	0.2%	14.7%
	12th-DIP	Count	195	26	5	226
		% within Education	86.3%	11.5%	2.2%	100.0%
		% within Respondent's time spent on Radio/FM-Weekly	36.4%	45.6%	62.5%	37.7%
		% of Total	32.5%	4.3%	0.8%	37.7%
	Grad/Abv	Count	218	17	2	237
		% within Education	92.0%	7.2%	0.8%	100.0%
		% within Respondent's time spent on Radio/FM-Weekly	40.7%	29.8%	25.0%	39.5%
		% of Total	36.3%	2.8%	0.3%	39.5%
Others	Count	10	0	0	10	
	% within Education	100.0%	0.0%	0.0%	100.0%	
	% within Respondent's time spent on Radio/FM-Weekly	1.9%	0.0%	0.0%	1.7%	
	% of Total	1.7%	0.0%	0.0%	1.7%	
Total	Count	535	57	8	600	
	% within Education	89.2%	9.5%	1.3%	100.0%	
	% within Respondent's time spent on Radio/FM-Weekly	100.0%	100.0%	100.0%	100.0%	
	% of Total	89.2%	9.5%	1.3%	100.0%	
Occupation	Service	Count	171	24	0	195
		% within Occupation	87.7%	12.3%	0.0%	100.0%
		% within Respondent's time spent on Radio/FM-Weekly	32.0%	42.1%	0.0%	32.5%
		% of Total	28.5%	4.0%	0.0%	32.5%
	Trader/Market Player	Count	103	10	2	115
		% within Occupation	89.6%	8.7%	1.7%	100.0%
		% within Respondent's time spent on Radio/FM-Weekly	19.3%	17.5%	25.0%	19.2%
		% of Total	17.2%	1.7%	0.3%	19.2%
	Agricultural	Count	134	16	2	152
		% within Occupation	88.2%	10.5%	1.3%	100.0%
		% within Respondent's time spent on Radio/FM-Weekly	25.0%	28.1%	25.0%	25.3%
		% of Total	22.3%	2.7%	0.3%	25.3%
Others	Count	127	7	4	138	
	% within Occupation	92.0%	5.1%	2.9%	100.0%	
	% within Respondent's time spent on Radio/FM-Weekly	23.7%	12.3%	50.0%	23.0%	
	% of Total	21.2%	1.2%	0.7%	23.0%	
Total	Count	535	57	8	600	
	% within Occupation	89.2%	9.5%	1.3%	100.0%	
	% within Respondent's time spent on Radio/FM-Weekly	100.0%	100.0%	100.0%	100.0%	
	% of Total	89.2%	9.5%	1.3%	100.0%	

			Respondent's time spent on Radio/FM-Weekly			Total
			0-7 hrs	7-14 hrs	14 hrs more	
Zone	Majha	Count	189	9	2	200
		% within zone	94.5%	4.5%	1.0%	100.0%
		% within Respondent's time spent on Radio/FM-Weekly	35.3%	15.8%	25.0%	33.3%
		% of Total	31.5%	1.5%	0.3%	33.3%
	Malwa	Count	162	34	4	200
		% within zone	81.0%	17.0%	2.0%	100.0%
		% within Respondent's time spent on Radio/FM-Weekly	30.3%	59.6%	50.0%	33.3%
		% of Total	27.0%	5.7%	0.7%	33.3%
	Doaba	Count	184	14	2	200
		% within zone	92.0%	7.0%	1.0%	100.0%
		% within Respondent's time spent on Radio/FM-Weekly	34.4%	24.6%	25.0%	33.3%
		% of Total	30.7%	2.3%	0.3%	33.3%
Total	Count	535	57	8	600	
	% within zone	89.2%	9.5%	1.3%	100.0%	
	% within Respondent's time spent on Radio/FM-Weekly	100.0%	100.0%	100.0%	100.0%	
	% of Total	89.2%	9.5%	1.3%	100.0%	

N= 600

Age:Data on weekly time spent on listening Radio/FM was collected from respondents of different age groups. The results revealed that almost 89.2 percent of people spent seven hours a week on listening Radio / FM, 9.5 percent spend seven to fourteen hours a week on listening Radio / FM and the remaining of 1.3 percent spend more than fourteen hours a week on listening Radio / FM. In the age group of 35 to 44, about 22.7 percent of people spent seven hours a week on Radio / FM, 3.2 percent spent seven to fourteen hours a week on Radio / FM, and the remainder of 0.0 percent spent more than fourteen hours a week on Radio / FM. In the 25-34 age group, about 22 percent of people spent seven hours a week on Radio / FM, 2.2 percent spent seven to fourteen hours a week on Radio / FM, and the majority of 0.2 percent spent more than fourteen hours a week on Radio / FM. In the age group of 18 to 24 about 16.3 percent of people spent seven hours a week on Radio / FM, 1 percent spent seven to fourteen hours a week on Radio / FM and the remainder of 0.3 percent spent more than fourteen hours a week on Radio / FM. In the age group above 65, about 2 percent of people spent seven hours a week on Radio / FM, 0.3 percent spent seven to fourteen hours a week on Radio / FM, and the remaining 0.2 percent spent more than fourteen hours a week on Radio / FM. To establish the significance of difference between respondents age

groups of different ages with respect to time spent on listening Radio /FM weekly, Chi-square test was applied.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	40.931 ^a	12	.000
Likelihood Ratio	32.359	12	.001
Linear-by-Linear Association	5.588	1	.018
N of Valid Cases	600		

a. 10 cells (47.6%) have expected count less than 5. The minimum expected count is .20.

H₀ – There is no significant difference among the respondents of different age groups in time spent on listening Radio /FM weekly.

H_a – Respondents of different age groups differ significantly in time spent on listening Radio/FM weekly.

Cal X^2 Val 40.931 (df 12) \geq Tab Val 21.03 at 0.05 level of significance

The results in the table revealed that there is a significant association between age group of respondents and time spent on listening Radio weekly. Thus null hypothesis of no significant difference is rejected indicating that weekly time spent on listening Radio varies with the age of the respondents. In addition, the table also assures that different age group has different desires about listening Radio weekly, which helps them to expand their knowledge in the field of information and entertainment.

Gender: The data shows that 89.20 percent of respondents listen to radio up to 7 hours, followed by 9.50 percent listening to radio between 7-14 hours and the rest 13 percent listening for more than 14 hours. Among males, 55 percent listening to radio up to 7 hours weekly and the remaining 6.50 percent between 7-14 hours and one percent listening to radio for more than 14 hours. It may be observed that the listenership to radio in general was very low.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.344 ^a	2	.511
Likelihood Ratio	1.390	2	.499
Linear-by-Linear Association	1.342	1	.247
N of Valid Cases	600		

a. 1 cells (16.7%) have expected count less than 5. The minimum expected count is 2.96.

H₀ – There is no significant difference between males and females in its time spent on listening Radio/FM weekly.

H_a – Males and females differ significantly on time spent in listening Radio /FM weekly.

Cal X^2 Val 1.344 (df 2) \leq Tab Val 5.991 at 0.05 level of significance

The null hypothesis of no significant difference cannot be rejected. This means that ‘gender’ has no association with ‘radio’ listening. In addition, the table also assures that listening Radio and FM weekly among gender updates their information and knowledge on day today’s happenings around the world for their career growth.

Education: Further, percentage of respondents spending time on listening Radio/FM with respect to their educational qualification was calculated. The results in table 5.47 revealed that almost 89.2 percent of people spend seven hours a week on listening Radio / FM, 9.5 percent spend seven to fourteen hours a week on listening Radio / FM and the remaining of 1.3 percent spend more than fourteen hours a week on listening Radio / FM. Among graduates, about 36.3 percent of people spend seven hours a week on Radio / FM, 2.8 percent spend seven to fourteen hours a week on listening Radio / FM, and the remaining 0.3 percent spend more than fourteen hours a week on listening Radio / FM. Among respondents with secondary education as their qualification, , about 32.5 percent of people spend seven hours a week on Radio / FM, 4.3 percent spend seven to fourteen hours a week on Radio / FM, and the rest of 0.8 percent spend more than fourteen hours a week on listening Radio / FM. Among other graduates, about 2 percent of people spent seven hours a week on Radio / FM, 0.0 percent spent seven to fourteen hours a week on listening Radio / FM, and the remaining 0.0 percent spent more than fourteen hours a week on listening Radio / FM. To establish the significance of difference among educated person with regard to listen Radio/FM weekly, Chi-square test was applied.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	9.627 ^a	8	.292
Likelihood Ratio	10.544	8	.229
Linear-by-Linear Association	2.519	1	.113
N of Valid Cases	600		

a. 7 cells (46.7%) have expected count less than 5. The minimum expected count is .13.

H₀ – There is no significant difference in weekly time spent on listening radio with respect to the educational qualification of respondents.

H_a – Respondents with different education qualification differ significantly on time spent in listening Radio/FM weekly.

Cal X^2 Val 9.627 (df 8) \leq Tab Val 15.51 at 0.05 level of significance

The results of chi square revealed that there is a significant association among education of respondents and time spent on listening ‘Radio/FM’ weekly. The null hypothesis of no significant difference is rejected, indicating that people with different level of education attained vary in their time spent on listening Radio/FM weekly. In addition, the table also assures that listening Radio/FM weekly among different level of educated person updates their information and knowledge on day today’s happenings around the world for their career development.

Occupation: Further, results of time spent on listening Radio /FM with respect to occupation of respondents, data revealed that nearly 89.2 percent people time spent on Radio/FM seven hours a week, 9.5 percent time spent on Radio/FM seven to fourteen hours a week and rest of 1.3 percent people time spent on Radio/FM more than fourteen hours a week. Among service sector, about 28.5 percent people time spent on Radio/FM seven hours a week, 4 percent time spent on Radio/FM seven to fourteen hours a week and rest of 0.0 percent people spent on Radio/FM more than fourteen hours a week. Among trader, about 17 percent people time spent on Radio/FM seven hours a week, 1.7 percent time spent on Radio/FM seven to fourteen hours a week and rest of 0.3 percent people spent on Radio/FM more than fourteen hours a week. Among agriculture sector, around 22 percent people time spent on Radio/FM seven hours a week, 2.7 percent time spent on Radio/FM seven to fourteen hours a week and rest of 0.3 percent people time spent on Radio/FM more than fourteen hours a week. The data shows a significant difference among professional on listening Radio/FM weekly. To establish the significance of difference among respondents with different occupation with regard to time spent on listening Radio/FM weekly, again Chi-square test was applied.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	10.184 ^a	6	.117
Likelihood Ratio	12.572	6	.050
Linear-by-Linear Association	.051	1	.821
N of Valid Cases	600		

a. 4 cells (33.3%) have expected count less than 5. The minimum expected count is 1.53.

H₀ – There is no significant difference among professional on listening Radio/FM weekly.

H_a – Professional differ significantly on listening Radio/FM weekly.

Cal X2 Val 10.184 (df 6) ≤ Tab Val 12.59 at 0.05 level of significance
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The analysed data reveals that there is no significant relationship among ‘professional’ with regards to time spent on listening ‘Radio/FM’ weekly. The null hypothesis of no significant difference is accepted as respondents with different occupation have similar opinion on time spent in listening ‘Radio/FM’ weekly. In addition, table assures that professional have different desires about listening Radio weekly, which helps them to expand their knowledge in the field of information and entertainment.

Zone: When the percentage of respondents living in different regions / Zones of Punjab was calculated on their time spent on watching Television weekly, the results in table 5.49 revealed that almost 89.2 percent of people spent seven hours a week on listening Radio / FM, 9.5 percent spend seven to fourteen hours a week on listening Radio / FM and the remaining of 1.3 percent spend more than fourteen hours a week on listening Radio / FM. 31.50 per cent of people in Zone I (Majha) listen to radio / FM seven hours a week, about 1.5 per cent listen to radio / FM fourteen hours a week, and 0.3 per cent listen to radio / FM more than fourteen hours a week. Just 27 per cent of people in Zone II (Malwa) listen to radio / FM seven hours a week, 5.7 per cent listen to radio / FM fourteen hours a week and 0.7 per cent listen to radio / FM over fourteen hours a week. Around 30.7 percent of people in Zone III (Doaba) listen to radio / FM seven hours a week, around 2.3 percent listen to radio / FM fourteen hours a week and 0.3 percent listen to radio / FM over fourteen hours a week. To establish the significance of difference between people living in Majha, Malwa, and Doaba with

regard to weekly time spent on listening Radio/FM, Chi-square test was applied.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	21.735^a	4	.000
Likelihood Ratio	20.860	4	.000
Linear-by-Linear Association	.467	1	.494
N of Valid Cases	600		

a. 3 cells (33.3%) have expected count less than 5. The minimum expected count is 2.67.

H₀ – There is no significant difference among respondents of Majha, Malwa and Doaba in time spent on listening Radio/FM weekly.

H_a – Respondents of Majha, Malwa and Doaba differ significantly in spending time on listening Radio/FM weekly.

$\text{Cal } X^2 \text{ Val } 21.735 \text{ (df } 4) \geq \text{Tab Val } 9.499 \text{ at } 0.05 \text{ level of significance}$

The data analyzed in the above table revealed that there is a significant association between regions of living Majha, Malwa and Doaba and time spent on listening Radio /FM. So, null hypothesis of no significant difference is rejected indicating that people of Majha, Malwa and Doaba vary in timings they spent on listening Radio /FM weekly. As place of living plays an important role in accessibility and listening habits of Radio/FM weekly. In addition, the table assures that place of living has different desires about listening Radio weekly, which helps them to expand their knowledge in the field of information and entertainment.

Table 5.50: Time spent on surfing Internet

			Respondent's time spent on Internet-WEEKLY			Total
			0-7 hrs	7-14 hrs	14 hrs more	
Age	Under 18	Count	4	14	19	37
		% within Age	10.8%	37.8%	51.4%	100.0%
		% within Respondent's time spent on Internet-WEEKLY	2.0%	6.3%	10.9%	6.2%
		% of Total	0.7%	2.3%	3.2%	6.2%
	18-24	Count	26	40	40	106
		% within Age	24.5%	37.7%	37.7%	100.0%
		% within Respondent's time spent on Internet-WEEKLY	12.9%	17.9%	22.9%	17.7%
		% of Total	4.3%	6.7%	6.7%	17.7%
	25-34	Count	40	48	58	146
		% within Age	27.4%	32.9%	39.7%	100.0%
		% within Respondent's time spent on Internet-WEEKLY	19.8%	21.5%	33.1%	24.3%
		% of Total	6.7%	8.0%	9.7%	24.3%
	35-44	Count	42	71	42	155
		% within Age	27.1%	45.8%	27.1%	100.0%
		% within Respondent's time spent on Internet-WEEKLY	20.8%	31.8%	24.0%	25.8%
		% of Total	7.0%	11.8%	7.0%	25.8%
	45-54	Count	43	37	14	94
		% within Age	45.7%	39.4%	14.9%	100.0%
		% within Respondent's time spent on Internet-WEEKLY	21.3%	16.6%	8.0%	15.7%
		% of Total	7.2%	6.2%	2.3%	15.7%
	55-64	Count	33	12	2	47
		% within Age	70.2%	25.5%	4.3%	100.0%
		% within Respondent's time spent on Internet-WEEKLY	16.3%	5.4%	1.1%	7.8%
		% of Total	5.5%	2.0%	0.3%	7.8%
	65+	Count	14	1	0	15
		% within Age	93.3%	6.7%	0.0%	100.0%
		% within Respondent's time spent on Internet-WEEKLY	6.9%	0.4%	0.0%	2.5%
		% of Total	2.3%	0.2%	0.0%	2.5%
Total	Count	202	223	175	600	
	% within Age	33.7%	37.2%	29.2%	100.0%	
	% within Respondent's time spent on Internet-WEEKLY	100.0%	100.0%	100.0%	100.0%	
	% of Total	33.7%	37.2%	29.2%	100.0%	
Gender	Male	Count	138	142	98	378
		% within Gender	36.5%	37.6%	25.9%	100.0%
		% within Respondent's time spent on Internet-WEEKLY	68.3%	63.7%	56.0%	63.0%
		% of Total	23.0%	23.7%	16.3%	63.0%
	Female	Count	64	81	77	222
		% within Gender	28.8%	36.5%	34.7%	100.0%
		% within Respondent's time spent on Internet-WEEKLY	31.7%	36.3%	44.0%	37.0%
		% of Total	10.7%	13.5%	12.8%	37.0%
Total	Count	202	223	175	600	
	% within Gender	33.7%	37.2%	29.2%	100.0%	
	% within Respondent's time spent on Internet-WEEKLY	100.0%	100.0%	100.0%	100.0%	
	% of Total	33.7%	37.2%	29.2%	100.0%	

			Respondent's time spent on Internet-WEEKLY			Total
			0-7 hrs	7-14 hrs	14 hrs more	
Education	1-8th	Count	27	8	4	39
		% within Education	69.2%	20.5%	10.3%	100.0%
		% within Respondent's time spent on Internet-Weekly	13.4%	3.6%	2.3%	6.5%
		% of Total	4.5%	1.3%	0.7%	6.5%
	9th-10th	Count	45	32	11	88
		% within Education	51.1%	36.4%	12.5%	100.0%
		% within Respondent's time spent on Internet-Weekly	22.3%	14.3%	6.3%	14.7%
		% of Total	7.5%	5.3%	1.8%	14.7%
	12th-DIP	Count	66	92	68	226
		% within Education	29.2%	40.7%	30.1%	100.0%
		% within Respondent's time spent on Internet-Weekly	32.7%	41.3%	38.9%	37.7%
		% of Total	11.0%	15.3%	11.3%	37.7%
	Grad/Abv	Count	59	91	87	237
		% within Education	24.9%	38.4%	36.7%	100.0%
		% within Respondent's time spent on Internet-Weekly	29.2%	40.8%	49.7%	39.5%
		% of Total	9.8%	15.2%	14.5%	39.5%
Others	Count	5	0	5	10	
	% within Education	50.0%	0.0%	50.0%	100.0%	
	% within Respondent's time spent on Internet-Weekly	2.5%	0.0%	2.9%	1.7%	
	% of Total	0.8%	0.0%	0.8%	1.7%	
Total	Count	202	223	175	600	
	% within Education	33.7%	37.2%	29.2%	100.0%	
	% within Respondent's time spent on Internet-Weekly	100.0%	100.0%	100.0%	100.0%	
	% of Total	33.7%	37.2%	29.2%	100.0%	
Occupation	Service	Count	46	91	58	195
		% within Occupation	23.6%	46.7%	29.7%	100.0%
		% within Respondent's time spent on Internet-Weekly	22.8%	40.8%	33.1%	32.5%
	Trader/Market Player	Count	40	40	35	115
		% within Occupation	34.8%	34.8%	30.4%	100.0%
		% within Respondent's time spent on Internet-Weekly	19.8%	17.9%	20.0%	19.2%
	Agricultural	Count	77	47	28	152
		% within Occupation	50.7%	30.9%	18.4%	100.0%
		% within Respondent's time spent on Internet-WEEKLY	38.1%	21.1%	16.0%	25.3%
	Others	Count	39	45	54	138
		% within Occupation	28.3%	32.6%	39.1%	100.0%
		% within Respondent's time spent on Internet-Weekly	19.3%	20.2%	30.9%	23.0%
Total	Count	202	223	175	600	
	% within Occupation	33.7%	37.2%	29.2%	100.0%	
	% within Respondent's time spent on Internet-Weekly	100.0%	100.0%	100.0%	100.0%	
	% of Total	33.7%	37.2%	29.2%	100.0%	

			Respondent's time spent on Internet-WEEKLY			Total
			0-7 hrs	7-14 hrs	14 hrs more	
zone	Majha	Count	77	83	40	200
		% within zone	38.5%	41.5%	20.0%	100.0%
		% within Respondent's time spent on Internet-WEEKLY	38.1%	37.2%	22.9%	33.3%
		% of Total	12.8%	13.8%	6.7%	33.3%
	Malwa	Count	60	65	75	200
		% within zone	30.0%	32.5%	37.5%	100.0%
		% within Respondent's time spent on Internet-WEEKLY	29.7%	29.1%	42.9%	33.3%
		% of Total	10.0%	10.8%	12.5%	33.3%
	Doaba	Count	65	75	60	200
		% within zone	32.5%	37.5%	30.0%	100.0%
		% within Respondent's time spent on Internet-WEEKLY	32.2%	33.6%	34.3%	33.3%
		% of Total	10.8%	12.5%	10.0%	33.3%
Total	Count	202	223	175	600	
	% within zone	33.7%	37.2%	29.2%	100.0%	
	% within Respondent's time spent on Internet-WEEKLY	100.0%	100.0%	100.0%	100.0%	
	% of Total	33.7%	37.2%	29.2%	100.0%	

N= 600

Age:Data on weekly time spent on surfing Internet was collected from respondents of different age groups. The results revealed almost 34 percent of people spend seven hours a week on the Internet, 37.2 percent spend seven to fourteen hours a week on the Internet, and the remaining 29.2 percent spend more than fourteen hours a week on the Internet. In the age group of 45 to 54, about 7.2 percent of people spend seven hours a week on the Internet, 6.2 percent spend seven to fourteen hours a week on the Internet, and the remainder of 2.3 percent spend more than fourteen hours a week on the Internet. In the age group of 35 to 44, about 7 % of people spend seven hours a week on the internet, 11.8% spend seven to fourteen hours a week on the internet, and the rest of 7% spend more than fourteen hours a week on the internet. In the age group of 25 to 34, about 6.7 percent of people spend seven hours a week on the Internet, 8 percent spend seven to fourteen hours a week on the Internet, and the remaining 9.7 percent spend more than fourteen hours a week on the Internet. In the under-18 age group, about 0.7 are lowest percent of people spend seven hours a week on the Internet, 2.3 percent spend seven to fourteen hours a week on the Internet, and the remaining 3.2 percent spend more than fourteen hours a week on the Internet. The data indicates a significant gap on Internet browsing weekly between age groups of under 18 to over 65. Chi-square test was applied in order to assess the importance of the disparity between age groups of under 18 to over 65 regarding weekly Internet surfing.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	95.743^a	12	.000
Likelihood Ratio	99.814	12	.000
Linear-by-Linear Association	71.501	1	.000
N of Valid Cases	600		

a. 1 cells (4.8%) have expected count less than 5. The minimum expected count is 4.38.

H₀ – There is no significant difference among the respondents of different age groups in time spent on weekly internet surfing.

H_a – Different age groups differ significantly in time spent on weekly internet surfing.

$$\text{Cal } \chi^2 \text{ Val } 95.743 \text{ (df } 12) \geq \text{Tab Val } 21.03 \text{ at } 0.05 \text{ level of significance}$$

Analyzed data indicates that there is a significant association between the various age groups below 18 and above 65 with respect to the time spent on the Internet weekly among people. The null hypothesis of no significant difference is dismissed as age groups play an important role in the weekly time spent on surfing the Internet among people. It indicates that weekly time spent on internet surfing varies with the age group of the respondents. In other words, the table shows that age groups have different requirements for browsing the Internet weekly, which means that online information helps them in their academic and professional growth.

Gender: The analysed data reveals that 33.70 percent of the respondents have access and internet up to 7 hours, followed by 37.20 percent using it between 7-14 hours and 29.20 percent using internet for more than 14 hours. It can be noted that in general the usage of internet is much higher among the respondents. Gender wise 23 percent of males use internet up to 7 hours, followed by 36.5 percent using it between 7-14 hours and 34.70 percent accessing internet for more than 14 hours. Among females, 10.70 percent use internet up to 7 hours and the rest 13.5 percent use it between 7-14 hours and 12.8 percent use it for more than 14 hours. It can be observed that males spend more time on internet when compared to females. Besides, the access to internet both males and females is higher.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	6.172^a	2	.046
Likelihood Ratio	6.147	2	.046
Linear-by-Linear Association	6.024	1	.014
N of Valid Cases	600		
a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 64.75.			

H₀ – There is no significant difference between males and females in its time spent weekly on Internet surfing.

H_a – Males and females differ significantly on time spent weekly for Internet surfing.

$$\text{Cal } x^2 \text{ Val } 6.172 \text{ (df } 2) \geq \text{Tab Val } 5.991 \text{ at } 0.05 \text{ level of significance}$$

Chi-square test reveals that there is a significant association between ‘males and females ‘with regards to access and using of ‘Internet’. The null hypothesis of no significant difference among ‘gender’ is rejected. This means gender wise differences are there in the access to internet and its using habit. In the others words, the table assures that surfing internet habits weekly among ‘male and female’ increases their online knowledge and information around the world quickly for professional success.

Education: As per the data of time spent on Internet weekly for different educated persons. The data shows that almost 34 percent of people spend seven hours a week on the Internet, 37.2 percent spend seven to fourteen hours a week on the Internet, and the remaining 29.2 percent spend more than fourteen hours a week on the Internet. Among graduates, about 10 % of people spend seven hours a week on the Internet, 15.2% spend seven to fourteen hours a week on the Internet, and 14.5% spend more than fourteen hours a week on the Internet. Among other educated people, approximately 0.8 per cent spend time on the Internet seven hours a week, 0.0 per cent spend time on the Internet seven to fourteen hours a week, and 0.8 per cent spend time on the Internet more than fourteen hours a week. The data shows a significant difference among educated person on Internet surfing weekly. To establish the significance of difference among educated person with regard to Internet surfing weekly, Chi-square test was applied.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	57.016^a	8	.000
Likelihood Ratio	60.515	8	.000
Linear-by-Linear Association	39.490	1	.000
N of Valid Cases	600		
a. 3 cells (20.0%) have expected count less than 5. The minimum expected count is 2.92.			

H₀ – There is no significant difference in weekly time spent on surfing Internet with respect to the educational qualification of respondents.

H_a – Respondents with different education qualification differ significantly on time spent insurfing Internet weekly.

$$\text{Cal } x^2 \text{ Val } 57.016 \text{ (df } 8) \geq \text{Tab Val } 15.51 \text{ at } 0.05 \text{ level of significance}$$

Analyzed data indicates that there is a significant association between educated people with regard to the time spent on Internet browsing weekly. The null hypothesis of no significant difference is rejected as 'education' plays an important role in the weekly spend time on 'Internet surfing' among people. In the others words, the table assures that surfing internet habits weekly among different level of educated person increases their online knowledge and information around the world quickly for professional success.

Occupation: Further, results of time spent on surfing Internet with respect to occupation of respondents, data revealed that about 34 percent of people spend seven hours a week on the Internet, 37.2 per cent spend seven to fourteen hours a week on the Internet, and 29.2 per cent spend more than fourteen hours a week on the Internet. In the services sector, 7.6 percent of people spend seven hours a week on the Internet, 15.2 percent spend seven to fourteen hours a week on the Internet and 9.7 percent spend more than fourteen hours a week on the Internet. Among Traders, about 6.7 percent of people spend seven hours a week on the Internet, 6.7 percent spend seven to fourteen hours a week on the Internet, and 5.8 percent spend more than fourteen hours a week on the Internet. Among farmers, 12.8% spent seven hours a week on the Internet, 7.8% spent seven to fourteen hours a week on the Internet, and 4.7% spent more than fourteen hours a week on the Internet. Among others, 6.5 per cent of people spent seven hours a week on the Internet, 7.5 per cent spent seven to fourteen hours a week on the Internet and 9 per cent spent more than fourteen hours a week on the Internet. The data shows

a significant difference among professionals on Internet surfing weekly. To establish the significance of difference among professional with regard to Internet surfing weekly, Chi-square test was applied.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	38.234^a	6	.000
Likelihood Ratio	37.465	6	.000
Linear-by-Linear Association	.830	1	.362
N of Valid Cases	600		
a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 33.54.			

H₀ – There is no significant difference in the time spent on internet surfing with respect to the occupation of respondents.

H_a – Respondents with different occupation differ significantly on time spent in Internet surfing weekly.

$\text{Cal } X^2 \text{ Val } 38.234(\text{df } 6) \geq \text{Tab Val } 12.59 \text{ at } 0.05 \text{ level of significance}$

The analysed data revealed that there is a significant association between occupation and time spent on surfing Internet weekly. The null hypothesis of no significant difference is rejected as ‘Occupation’ plays an important role on time spent on internet surfing among the people. Data indicates that time spent on internet surfing varies from one occupation to another. In the others words, the table assures that different occupation have different requirements about surfing internet weekly, this indicates that online information rapidly pass over to remotest place about new creation and technology.

Zone: When the percentage of respondents living in different regions / Zones of Punjab was calculated on their time spent on surfing Internet weekly, the results in table 5.50 revealed that almost 34 percent of people in all three zones have access to the Internet seven hours a week, 37.2 percent have access to the Internet fourteen hours a week and about 29 percent have access to the Internet more than fourteen hours a week. In Zone I (Majha), 12.8 percent of people have access to the Internet seven hours a week, about 13.8 percent have access to fourteen hours a week and about 6.7 percent have access to the Internet more than fourteen hours a week. Around 10 percent of people in Zone II

(Malwa) have access to the Internet seven hours a week, 10.8 percent have access to the Internet fourteen hours a week and 12.5 percent have access to the Internet more than fourteen hours a week. In Zone III (Doaba), approximately 11 percent of people have access to the Internet seven hours a week, approximately 12.5 percent have access to the Internet fourteen hours a week and 10 per cent have access to the Internet more than fourteen hours a week. The data indicates a major difference between the three Majha, Malwa, and Doaba zones on weekly Internet access habits. The Chi-square test was used to determine the importance of the disparity between the three Majha, Malwa and Doaba zones in terms of weekly Internet access.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	15.027^a	4	.005
Likelihood Ratio	15.335	4	.004
Linear-by-Linear Association	4.081	1	.043
N of Valid Cases	600		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 58.33.

H₀ – There is no significant difference among respondents of Majha, Malwa and Doaba in time spent on surfing Internet weekly.

H_a – Respondents of Majha, Malwa and Doaba differ significantly in time spent on on surfing Internet weekly.

$\text{Cal } X^2 \text{ Val } 15.027 \text{ (df } 4) \geq \text{Tab Val } 9.499 \text{ at } 0.05 \text{ level of significance}$

The analysed data reveals that there is a significant association between three ‘Zones of Majha, Malwa and Doaba’ with regards to access Internet habits weekly among the people. The null hypothesis of no significant difference is rejected indicating that people of Majha, Malwa and Doaba vary in timings they spent on surfing Internet weekly. In the others words, table assure that respondent’s place of living have different requirements on surfing internet weekly, this indicates that online information helps them in their academic as well as professional development.

Table 5.51 : Language preferred to watch Television

			Language preferred to watch Television ?			Total
			Punjabi	English	Hindi	
Age	Under 18	Count	33	0	4	37
		% within Age	89.2%	0.0%	10.8%	100.0%
		% within in which language preferred to watch Television	6.0%	0.0%	18.2%	6.2%
		% of Total	5.5%	0.0%	0.7%	6.2%
	18-24	Count	91	12	3	106
		% within Age	85.8%	11.3%	2.8%	100.0%
		% within in which language preferred to watch Television	16.6%	40.0%	13.6%	17.7%
		% of Total	15.2%	2.0%	0.5%	17.7%
	25-34	Count	126	12	8	146
		% within Age	86.3%	8.2%	5.5%	100.0%
		% within in which language preferred to watch Television	23.0%	40.0%	36.4%	24.3%
		% of Total	21.0%	2.0%	1.3%	24.3%
	35-44	Count	150	2	3	155
		% within Age	96.8%	1.3%	1.9%	100.0%
		% within in which language preferred to watch Television	27.4%	6.7%	13.6%	25.8%
		% of Total	25.0%	0.3%	0.5%	25.8%
	45-54	Count	87	3	4	94
		% within Age	92.6%	3.2%	4.3%	100.0%
		% within in which language preferred to watch Television	15.9%	10.0%	18.2%	15.7%
		% of Total	14.5%	0.5%	0.7%	15.7%
	55-64	Count	46	1	0	47
		% within Age	97.9%	2.1%	0.0%	100.0%
		% within in which language preferred to watch Television	8.4%	3.3%	0.0%	7.8%
		% of Total	7.7%	0.2%	0.0%	7.8%
	65+	Count	15	0	0	15
		% within Age	100.0%	0.0%	0.0%	100.0%
		% within in which language preferred to watch Television	2.7%	0.0%	0.0%	2.5%
		% of Total	2.5%	0.0%	0.0%	2.5%
Total	Count	548	30	22	600	
	% within Age	91.3%	5.0%	3.7%	100.0%	
	% within in which language preferred to watch Television	100.0%	100.0%	100.0%	100.0%	
	% of Total	91.3%	5.0%	3.7%	100.0%	
Gender	Male	Count	354	11	13	378
		% within Gender	93.7%	2.9%	3.4%	100.0%
		% within in which language preferred to watch Television	64.6%	36.7%	59.1%	63.0%
		% of Total	59.0%	1.8%	2.2%	63.0%
	Female	Count	194	19	9	222
		% within Gender	87.4%	8.6%	4.1%	100.0%
		% within in which language preferred to watch Television	35.4%	63.3%	40.9%	37.0%
		% of Total	32.3%	3.2%	1.5%	37.0%
Total	Count	548	30	22	600	
	% within Gender	91.3%	5.0%	3.7%	100.0%	
	% within in which language preferred to watch Television	100.0%	100.0%	100.0%	100.0%	
	% of Total	91.3%	5.0%	3.7%	100.0%	

			In which language you preferred to watch Television ?			Total
			Punjabi	English	Hindi	
Education	1-8th	Count	39	0	0	39
		% within Education	100.0%	0.0%	0.0%	100.0%
		% within in which language preferred to watch Television ?	7.1%	0.0%	0.0%	6.5%
		% of Total	6.5%	0.0%	0.0%	6.5%
	9th-10th	Count	84	1	3	88
		% within Education	95.5%	1.1%	3.4%	100.0%
		% within in which language preferred to watch Television ?	15.3%	3.3%	13.6%	14.7%
		% of Total	14.0%	0.2%	0.5%	14.7%
	12th-DIP	Count	211	6	9	226
		% within Education	93.4%	2.7%	4.0%	100.0%
		% within in which language preferred to watch Television	38.5%	20.0%	40.9%	37.7%
		% of Total	35.2%	1.0%	1.5%	37.7%
	Grad/Abv	Count	205	23	9	237
		% within Education	86.5%	9.7%	3.8%	100.0%
		% within in which language preferred to watch Television	37.4%	76.7%	40.9%	39.5%
		% of Total	34.2%	3.8%	1.5%	39.5%
	Others	Count	9	0	1	10
		% within Education	90.0%	0.0%	10.0%	100.0%
		% within in which language preferred to watch Television	1.6%	0.0%	4.5%	1.7%
		% of Total	1.5%	0.0%	0.2%	1.7%
Total	Count	548	30	22	600	
	% within Education	91.3%	5.0%	3.7%	100.0%	
	% within in which language preferred to watch Television	100.0%	100.0%	100.0%	100.0%	
	% of Total	91.3%	5.0%	3.7%	100.0%	
Occupation	Service	Count	181	7	7	195
		% within Occupation	92.8%	3.6%	3.6%	100.0%
		% within in which language preferred to watch Television	33.0%	23.3%	31.8%	32.5%
		% of Total	30.2%	1.2%	1.2%	32.5%
	Trader/Market Player	Count	110	2	3	115
		% within Occupation	95.7%	1.7%	2.6%	100.0%
		% within in which language preferred to watch Television	20.1%	6.7%	13.6%	19.2%
		% of Total	18.3%	0.3%	0.5%	19.2%
	Agricultural	Count	145	4	3	152
		% within Occupation	95.4%	2.6%	2.0%	100.0%
		% within in which language preferred to watch Television	26.5%	13.3%	13.6%	25.3%
		% of Total	24.2%	0.7%	0.5%	25.3%
	Others	Count	112	17	9	138
		% within Occupation	81.2%	12.3%	6.5%	100.0%
		% within in which language preferred to watch Television	20.4%	56.7%	40.9%	23.0%
		% of Total	18.7%	2.8%	1.5%	23.0%
Total	Count	548	30	22	600	
	% within Occupation	91.3%	5.0%	3.7%	100.0%	
	% within in which language preferred to watch Television	100.0%	100.0%	100.0%	100.0%	
	% of Total	91.3%	5.0%	3.7%	100.0%	

			In which language you preferred to watch Television			Total
			Punjabi	English	Hindi	
Zone	Majha	Count	185	13	2	200
		% within zone	92.5%	6.5%	1.0%	100.0%
		% within in which language preferred to watch Television	33.8%	43.3%	9.1%	33.3%
		% of Total	30.8%	2.2%	0.3%	33.3%
	Malwa	Count	182	4	14	200
		% within zone	91.0%	2.0%	7.0%	100.0%
		% within in which language preferred to watch Television	33.2%	13.3%	63.6%	33.3%
		% of Total	30.3%	0.7%	2.3%	33.3%
	Doaba	Count	181	13	6	200
		% within zone	90.5%	6.5%	3.0%	100.0%
		% within in which language preferred to watch Television	33.0%	43.3%	27.3%	33.3%
		% of Total	30.2%	2.2%	1.0%	33.3%
Total	Count	548	30	22	600	
	% within zone	91.3%	5.0%	3.7%	100.0%	
	% within in which language preferred to watch Television	100.0%	100.0%	100.0%	100.0%	
	% of Total	91.3%	5.0%	3.7%	100.0%	

N= 600

The table 5.51 represents the count and percentage of respondents prefers language of watching TV with respect to their Age, Gender, Qualification, Occupation and zone of Living.

Age : Looking at the Age groups the results revealed that that nearly 91.3 percent people watch television in Punjabi, 5.0 percent watch television in English and the rest of about 3.70 percent people watch television in Hindi. In the age group of 35 to 44, are highest about 25 percent watch television in Punjabi, 0.3 percent are watch television in English and about 0.5 percent watch television in Hindi. In the age group of 25 to 34, about 21percent people watch television in Punjabi, only 2 percent watch television in English and the rest of about 1.3 percent people watching television in Hindi. In the age group of 18 to 24 about 15.2percent people watch television in Punjabi, 2 percent are watch television in English and about 0.5 percent people watching television in Hindi. In the age group of above 65, lowest around 2.5 percent people watch television in Punjabi and no one prefer to watch TV in English and Hindi. Moreover, To establish the significance of difference between different age groups with respect to preferred language of watching television, Chi-square test was applied.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	31.676^a	12	.002
Likelihood Ratio	34.232	12	.001
Linear-by-Linear Association	9.443	1	.002
N of Valid Cases	600		
a. 9 cells (42.9%) have expected count less than 5. The minimum expected count is .55.			

H₀ – There is no significant difference among the respondents of various age groupsonwatching television in three different languages.

H_a – Various Age Groups differ significantly onwatching television in three different languages.

$$\text{Cal } X^2 \text{ Val } 31.676 \text{ (df } 12) \geq \text{Tab Val } 21.03 \text{ at } 0.05 \text{ level of significance}$$

The results of chi square test reveals that there is a significant association between variousage groups and language of watching TV. The null hypothesis of no significant difference is rejected, indicating that people of different age groups prefer different language of watching Television. Further the table also states that watching ‘television’ in different language among different age group has advances their knowledge regarding information, entertainment and academic.

Gender:The results regarding language preference for watching TV with respect to the gender of respondents revealed that 91.30 percent of the respondents preferred Punjabi followed by 5 percent English only 3.70 percent gave preference to Hindi. A similar pattern of language preference was observed among male and female respondents. Among male’s 59.00 percent preferred Punjabi, followed by nearly 2 percent English and about 2 percent Hindi. Among females, 32.30 percent preferred Punjabi followed by 3 percent English and 1.5 percent Hindi. It is obvious that rural audience mostly prefer local language over the other language for using mass media.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	9.670^a	2	.008
Likelihood Ratio	9.264	2	.010
Linear-by-Linear Association	3.641	1	.056
N of Valid Cases	600		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 8.14.

H₀ – There is no significant difference between the language preferences of male and female for watching television.

H_a – Male and female differ significantly on language preference in watching television.

Cal X^2 Val 9.670 (df 2) \geq Tab Val 5.991 at 0.05 level of significance

The results showed that there is significant association between ‘gender’ and the language preference in ‘television’ programme. The null hypothesis of no significant difference is rejected. Further the table states that watching television in different language among ‘gender’ enhances their level of knowledge in different Languages for their academic growth.

Education: The results regarding language preference for watching TV with respect to the qualification of the respondents revealed that among class 12 passed, are highest about 35.2 percent people watch television in Punjabi, 1.0 percent are watch television in English and rest of about 1.5 percent people watch television in Hindi. Among graduates, about 34.2 percent people watch television in Punjabi, 3.8 percent are watch television in English and rest of about 1.5 percent people watching television in Hindi. Among others educated, lowest around 1.5 percent people watch television in Punjabi, a negligible percent of 0.2 percent of people watch television in Hindi and 0.0 % in English. To establish the significance of difference among educated person with regard to watching television in three different languages, Chi-square test was applied.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	21.862^a	8	.005
Likelihood Ratio	24.826	8	.002
Linear-by-Linear Association	7.778	1	.005
N of Valid Cases	600		

a. 6 cells (40.0%) have expected count less than 5. The minimum expected count is .37.

H₀ – There is no significant difference in language preferences for watching television among respondent with different education qualifications.

H_a – Respondent with different education qualification differ significantly in language preferences for watching television.

Cal X^2 Val 21.862 (df 8) \geq Tab Val 15.51 at 0.05 level of significance

The null hypothesis of no significant difference is rejected in this case as well as significant difference was found in the preference of language for watching Television among Graduate passed, Senior Secondary Passed and other qualified respondents.

Occupation:When the data of language preferences for watching TV was analyzed with respect to the occupation of respondents the results reveals that nearly 91.3 percent people watch television in Punjabi, 5.0 percent are watch television in English and rest of about 3.70 percent people watching television in Hindi.Among service sector, about 30.2 percent people watch television in Punjabi, 1.2 percent are watch television in English and rest of about 1.2 percent people watching television in Hindi. Among trader, about 18.2 percent people watch television in Punjabi, 0.3 percent are watch television in English and the rest of about 0.5 percent people watching television in Hindi. Among agriculture sector, around 24.2 percent people watch television in Punjabi, 0.7 percent are watch television in English and rest of about 0.5 percent people watching television in Hindi. The data shows a significant difference among professional on watching television in three different languages. To establish the significance of difference among professional with regard to watching television in three different languages, Chi-square test was applied.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	26.441^a	6	.000
Likelihood Ratio	23.143	6	.001
Linear-by-Linear Association	6.232	1	.013
N of Valid Cases	600		
a. 1 cells (8.3%) have expected count less than 5. The minimum expected count is 4.22.			

H₀ – There is no significant difference in language preference for watching television among respondents with various occupations.

H_a – Respondents with various occupations differ significantly on watching television in different languages.

$$\text{Cal } X^2 \text{ Val } 26.441(\text{df } 6) \geq \text{Tab Val } 12.59 \text{ at } 0.05 \text{ level of significance}$$

The results of chi square test reveal that there is a significant association among ‘Occupation’ and ‘Language of watching TV’. The null hypothesis of no significant difference is rejected. So, people from different occupation have varied language preference to watch Television. Further the table states that watching television in

different language among different professional improves their knowledge regarding information, entertainment and academic growth.

Zone:When the results were analysed Zone wise, it revealed that nearly 91.3 percent people in all three zone watch television in Punjabi, 5.0 percent are watch television in English and rest of about 3.70 percent people watching television in Hindi. In Zone I (Majha) 30.8 percent people watch television in Punjabi, around 2.2 percent people watch television in English and rest 0.3 percent watching television in Hindi. In Zone II (Malwa) about 30.3 percent people watch television in Punjabi, 0.7 percent people watch television in English and 2.3 percent people watch television Hindi. In Zone III (Doaba) 30.2 percent people watch television in Punjabi, around 5 percent people watch television in English and 3.7 percent people watch television in Hindi. The data shows a significant difference between three Zone of Majha, Malwa, and Doaba on Television watching habit in three different languages. To establish the significance of difference between three Zone of Majha, Malwa, and Doabawith regard to watching television in three different languages, Chi-square test was applied.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	15.629^a	4	.004
Likelihood Ratio	16.860	4	.002
Linear-by-Linear Association	.880	1	.348
N of Valid Cases	600		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 7.33.

H₀ – There is no significant difference among respondents of Majha, Malwa and Doaba in their preference for watching TV.

H_a – Respondents of Majha, Malwa and Doabadiffer significantly on watchingTelevision in different languages.

$\text{Cal } X^2 \text{ Val } 15.629 \text{ (df } 4) \geq \text{Tab Val } 9.499 \text{ at } 0.05 \text{ level of significance}$

The results of chi-square revealed that there is a significant association between Zones of Majha, Malwa and Doabawith regards to watching television in different languages among the people. The null hypothesis of no significant difference is rejected as respondents of Majha, Malwa and Doaba have different language choices for watching television.

Table 5.52: Language preferred for reading the Newspaper / Magazine

		Preferred language to read Newspaper/Magazine			Total	
		Punjabi	English	Hindi		
Age	Under 18	Count	37	0	0	37
		% within Age	100.0%	0.0%	0.0%	100.0%
		% within preferred language to read newspaper/Magazine	7.5%	0.0%	0.0%	6.2%
		% of Total	6.2%	0.0%	0.0%	6.2%
	18-24	Count	83	18	5	106
		% within Age	78.3%	17.0%	4.7%	100.0%
		% within preferred language to read newspaper/Magazine	16.8%	20.7%	25.0%	17.7%
		% of Total	13.8%	3.0%	0.8%	17.7%
	25-34	Count	107	29	10	146
		% within Age	73.3%	19.9%	6.8%	100.0%
		% within preferred language to read newspaper/Magazine	21.7%	33.3%	50.0%	24.3%
		% of Total	17.8%	4.8%	1.7%	24.3%
	35-44	Count	130	24	1	155
		% within Age	83.9%	15.5%	0.6%	100.0%
		% within preferred language to read newspaper/Magazine	26.4%	27.6%	5.0%	25.8%
		% of Total	21.7%	4.0%	0.2%	25.8%
	45-54	Count	78	15	1	94
		% within Age	83.0%	16.0%	1.1%	100.0%
		% within preferred language to read newspaper/Magazine	15.8%	17.2%	5.0%	15.7%
		% of Total	13.0%	2.5%	0.2%	15.7%
	55-64	Count	43	1	3	47
		% within Age	91.5%	2.1%	6.4%	100.0%
		% within preferred language to read newspaper/Magazine	8.7%	1.1%	15.0%	7.8%
		% of Total	7.2%	0.2%	0.5%	7.8%
	65+	Count	15	0	0	15
		% within Age	100.0%	0.0%	0.0%	100.0%
		% within preferred language to read newspaper/Magazine	3.0%	0.0%	0.0%	2.5%
		% of Total	2.5%	0.0%	0.0%	2.5%
Total	Count	493	87	20	600	
	% within Age	82.2%	14.5%	3.3%	100.0%	
	% within preferred language to read newspaper/Magazine	100.0%	100.0%	100.0%	100.0%	
	% of Total	82.2%	14.5%	3.3%	100.0%	
Gender	Male	Count	335	34	9	378
		% within Gender	88.6%	9.0%	2.4%	100.0%
		% within preferred language to read newspaper/Magazine	68.0%	39.1%	45.0%	63.0%
		% of Total	55.8%	5.7%	1.5%	63.0%
	Female	Count	158	53	11	222
		% within Gender	71.2%	23.9%	5.0%	100.0%
		% within preferred language to read newspaper/Magazine	32.0%	60.9%	55.0%	37.0%
		% of Total	26.3%	8.8%	1.8%	37.0%
Total	Count	493	87	20	600	
	% within Gender	82.2%	14.5%	3.3%	100.0%	
	% within preferred language to read newspaper/Magazine	100.0%	100.0%	100.0%	100.0%	
	% of Total	82.2%	14.5%	3.3%	100.0%	

			Preferred language to read Newspaper/Magazine			Total
			Punjabi	English	Hindi	
Education	1-8th	Count	37	0	2	39
		% within Education	94.9%	0.0%	5.1%	100.0%
		% within preferred language to read newspaper/Magazine	7.5%	0.0%	10.0%	6.5%
		% of Total	6.2%	0.0%	0.3%	6.5%
	9th-10th	Count	84	3	1	88
		% within Education	95.5%	3.4%	1.1%	100.0%
		% within preferred language to read newspaper/Magazine	17.0%	3.4%	5.0%	14.7%
		% of Total	14.0%	0.5%	0.2%	14.7%
	12th-DIP	Count	198	20	8	226
		% within Education	87.6%	8.8%	3.5%	100.0%
		% within preferred language to read newspaper/Magazine	40.2%	23.0%	40.0%	37.7%
		% of Total	33.0%	3.3%	1.3%	37.7%
	Grad/Abv	Count	166	62	9	237
		% within Education	70.0%	26.2%	3.8%	100.0%
		% within preferred language to read newspaper/Magazine	33.7%	71.3%	45.0%	39.5%
		% of Total	27.7%	10.3%	1.5%	39.5%
	Others	Count	8	2	0	10
		% within Education	80.0%	20.0%	0.0%	100.0%
		% within preferred language to read newspaper/Magazine	1.6%	2.3%	0.0%	1.7%
		% of Total	1.3%	0.3%	0.0%	1.7%
Total		Count	493	87	20	600
		% within Education	82.2%	14.5%	3.3%	100.0%
		% within preferred language to read newspaper/Magazine	100.0%	100.0%	100.0%	100.0%
		% of Total	82.2%	14.5%	3.3%	100.0%
Occupation	Service	Count	149	40	6	195
		% within Occupation	76.4%	20.5%	3.1%	100.0%
		% within preferred language to read newspaper/Magazine	30.2%	46.0%	30.0%	32.5%
		% of Total	24.8%	6.7%	1.0%	32.5%
	Trader/Market Player	Count	109	4	2	115
		% within Occupation	94.8%	3.5%	1.7%	100.0%
		% within preferred language to read newspaper/Magazine	22.1%	4.6%	10.0%	19.2%
		% of Total	18.2%	0.7%	0.3%	19.2%
	Agricultural	Count	133	15	4	152
		% within Occupation	87.5%	9.9%	2.6%	100.0%
		% within preferred language to read newspaper/Magazine	27.0%	17.2%	20.0%	25.3%
		% of Total	22.2%	2.5%	0.7%	25.3%
	Others	Count	102	28	8	138
		% within Occupation	73.9%	20.3%	5.8%	100.0%
		% within preferred language to read newspaper/Magazine	20.7%	32.2%	40.0%	23.0%
		% of Total	17.0%	4.7%	1.3%	23.0%
Total		Count	493	87	20	600
		% within Occupation	82.2%	14.5%	3.3%	100.0%
		% within preferred language to read newspaper/Magazine	100.0%	100.0%	100.0%	100.0%
		% of Total	82.2%	14.5%	3.3%	100.0%

			Preferred language to read Newspaper/Magazine			Total
			Punjabi	English	Hindi	
Zone	Majha	Count	166	31	3	200
		% within zone	83.0%	15.5%	1.5%	100.0%
		% within preferred language to read newspaper/Magazine	33.7%	35.6%	15.0%	33.3%
		% of Total	27.7%	5.2%	0.5%	33.3%
	Malwa	Count	170	17	13	200
		% within zone	85.0%	8.5%	6.5%	100.0%
		% within preferred language to read newspaper/Magazine	34.5%	19.5%	65.0%	33.3%
		% of Total	28.3%	2.8%	2.2%	33.3%
	Doaba	Count	157	39	4	200
		% within zone	78.5%	19.5%	2.0%	100.0%
		% within preferred language to read newspaper/Magazine	31.8%	44.8%	20.0%	33.3%
		% of Total	26.2%	6.5%	0.7%	33.3%
Total	Count	493	87	20	600	
	% within zone	82.2%	14.5%	3.3%	100.0%	
	% within preferred language to read newspaper/Magazine	100.0%	100.0%	100.0%	100.0%	
	% of Total	82.2%	14.5%	3.3%	100.0%	

N= 600

The table 5.52 represents the count and percentage of respondents prefers language for reading Newspaper / Magazines with respect to their Age, Gender, Qualification, Occupation and zone of Living.

Age: Looking at the various Age groups the results revealed that that nearly that nearly 82.2 percent people read Newspaper/Magazine in Punjabi, 14.5 percent read Newspaper/Magazine in English and the rest of about 3.3 percent people read Newspaper/Magazine in Hindi. In the age group of 35 to 44, highest about 21.7 percent people read Newspaper/Magazine in Punjabi, 4.8 percent are read Newspaper/Magazine in English and the rest of about 0.2 percent people read Newspaper/Magazine in Hindi. In the age group of 25 to 34, about 18 percent people read Newspaper/Magazine in Punjabi, 4.8 percent read Newspaper/Magazine in English and rest of about 1.7 percent people read Newspaper/Magazine in Hindi. In the age group of 18 to 24 about 14 percent people read Newspaper/Magazine in Punjabi, 3.0 percent read Newspaper/Magazine in English and rest of about 0.8 percent people read Newspaper/Magazine in Hindi. In the age group of above 65, are lowest around 2.5 percent people read Newspaper/Magazine in Punjabi, 0.0 percent read Newspaper/Magazine in English and rest of about 0.0 percent people read Newspaper/Magazine in Hindi. The data shows a significant difference between age

group of under 18 to above 65 on reading Newspaper/Magazine in three different languages. To establish the significance of difference between age group of under 18 to above 65 with regard to reading Newspaper/Magazine in three different languages, Chi-square test was applied.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	34.135^a	12	.001
Likelihood Ratio	46.403	12	.000
Linear-by-Linear Association	2.014	1	.156
N of Valid Cases	600		

a. 7 cells (33.3%) have expected count less than 5. The minimum expected count is .50.

H₀ – There is no significant difference among the respondents of various age groupsonreading Newspaper/Magazine in three different languages.

H_a – Various Age Groups differ significantly onreading Newspaper/Magazine in three different languages.

$\text{Cal } X^2 \text{ Val } 34.135 \text{ (df } 12) \geq \text{Tab Val } 21.03 \text{ at } 0.05 \text{ level of significance}$
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The analysed data reveals that there is a significant association between age group of under 18 to above 65 with regards to reading Newspaper/Magazine in three different languages among the people. The null hypothesis of no significant difference is rejected. It indicating tht people of different age groups prefer different language for reading newspaper/ Magazine. In the others words, table shows that various age group has different choices on reading newspaper in different language.

Gender: In the given data of Newspaper/Magazine read in three different languages among person. The data reveals that nearly 82.2 percent people read Newspaper/Magazine in Punjabi, 14.5 percent are read Newspaper/Magazine in English and rest of about 3.3 percent people read Newspaper/Magazine in Hindi. Among Male, 55.8 percent people read Newspaper/Magazine in Punjabi, 5.7 percent read Newspaper/Magazine in English and the rest of about 1.5 percent people read Newspaper/Magazine in Hindi. Among Female, about 26 percent people read Newspaper/Magazine in Punjabi, 8.8 percent read Newspaper/Magazine in English and rest of about 1.8 percent people read Newspaper/Magazine in Hindi. The data shows a significant difference among male and female on reading Newspaper/Magazine in three different languages. To establish the significance of difference among male and

female with regard to reading Newspaper/Magazine in three different languages, Chi-square test was applied.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	29.319 ^a	2	.000
Likelihood Ratio	28.342	2	.000
Linear-by-Linear Association	23.981	1	.000
N of Valid Cases	600		
a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 7.40.			

H₀ – There is no significant difference between the language preferences of male and female for reading newspaper/ magazine.

H_a – Male and female differ significantly on language preference for reading newspaper/ magazine.

$$\text{Cal } X^2 \text{ Val } 29.319(\text{df } 2) \geq \text{Tab Val } 5.99 \text{ at } 0.05 \text{ level of significance}$$

The analysed data reveals that there is significant relationship between male and female with regards to reading Newspaper/Magazine in three different languages. The null hypothesis of no significant difference is rejected as ‘gender’ plays an important role on reading ‘Newspaper/Magazine’ in three different languages. In the other words, table shows that reading newspaper and magazine in three different language among male and female improves their knowledge on other languages for their professional achievement.

Education: The results regarding language preference for reading newspaper / magazines with respect to the qualification of the respondents revealed that among 82.2 percent people read Newspaper/Magazine in Punjabi, 14.5 percent read Newspaper/Magazine in English and rest of about 3.3 percent people read Newspaper/Magazine in Hindi. Among respondents with secondary education as their qualification, are highest about 33 percent people read Newspaper/Magazine in Punjabi, 3.3 percent are read Newspaper/Magazine in English and the rest of about 1.3 percent people read Newspaper/Magazine in Hindi. Out of the respondents who are graduates, about 27.7 percent people read Newspaper/Magazine in Punjabi, 10.3 percent read Newspaper/Magazine in English and rest of about 1.5 percent people read Newspaper/Magazine in Hindi. Among others educated, are lowest around 1.3 percent

people read Newspaper/Magazine in Punjabi, 0.3 percent are read Newspaper/Magazine in English and rest of about 0.0 percent people read Newspaper/Magazine in Hindi. The data shows a significant difference among educated person on reading Newspaper/Magazine in three different languages. To establish the significance of difference among educated person with regard to reading Newspaper/Magazine in three different languages, Chi-square test was applied.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	50.413^a	8	.000
Likelihood Ratio	56.695	8	.000
Linear-by-Linear Association	22.562	1	.000
N of Valid Cases	600		
a. 4 cells (26.7%) have expected count less than 5. The minimum expected count is .33.			

H₀ – There is no significant difference in language preferences for reading newspaper/ magazines among respondent with different education qualifications.

H_a – Respondent with different education qualification differ significantly in language preferences for reading newspaper/ magazine.

$$\text{Cal } X^2 \text{ Val } 50.413 \text{ (df } 8) \geq \text{Tab Val } 15.51 \text{ at } 0.05 \text{ level of significance}$$

The null hypothesis of no significant difference is rejected in this case as well as significant difference was found in the preference of language for reading newspaper/magazine among Graduate passed, Senior Secondary Passed and other qualified respondents. The analysed data reveals that there is a significant association between respondents of different education qualifications with regards to preferred language to read Newspaper/Magazine.

Occupation: In the given data of read Newspaper/Magazine in three different languages among professional. The data reveals that nearly 82.2 percent people read Newspaper/Magazine in Punjabi, 14.5 percent read Newspaper/Magazine in English and rest of about 3.3 percent people read Newspaper/Magazine in Hindi. Among service sector, about 25 percent people read Newspaper/Magazine in Punjabi, 6.7 percent are read Newspaper/Magazine in English and rest of about 1.0 percent people read Newspaper/Magazine in Hindi. Among traders, about 18 percent people read

Newspaper/Magazine in Punjabi, 0.7 percent read Newspaper/Magazine in English and rest of about 0.3 percent people read Newspaper/Magazine in Hindi. Among agriculture sector, around 22 percent people read Newspaper/Magazine in Punjabi, 2.5 percent read Newspaper/Magazine in English and rest of about 0.7 percent people read Newspaper/Magazine in Hindi. The data shows a significant difference among professional on reading Newspaper/Magazine in three different languages. To establish the significance of difference among professional with regard to reading Newspaper/Magazine in three different languages, Chi-square test was applied.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	28.273^a	6	.000
Likelihood Ratio	31.628	6	.000
Linear-by-Linear Association	.496	1	.481
N of Valid Cases	600		
a. 2 cells (16.7%) have expected count less than 5. The minimum expected count is 3.83.			

H₀ – There is no significant difference in language preference for reading newspaper/Magazines among respondents with various occupations.

H_a – Respondents with various occupations differ significantly on reading newspaper/Magazines in different languages.

$\text{Cal } X^2 \text{ Val } 28.273(\text{df } 6) \geq \text{Tab Val } 12.59 \text{ at } 0.05 \text{ level of significance}$

The analysed data reveals that there is a significant association among professional with regards to reading Newspaper/Magazine in three different languages. The null hypothesis of no significant difference is rejected. So, people from different occupation have varied language preference on reading newspaper/ Magazines. In the others words, the table shows that different occupations have different choices about reading ‘newspaper’ in different language, it helps them to increases knowledge on others languages for their professional achievement.

Zone: In the given data of reading newspaper/magazine in three different languages in three zone. The data reveals that nearly 82.2 percent people in all three-zone reading newspaper/magazine in Punjabi, 14.5 percent reading newspaper/magazine in English and the rest of about 3.30 percent people reading newspaper/magazine in Hindi. In

Zone I (Majha) 27.7 percent people reading newspaper/magazine in Punjabi, around 5.2 percent people reading newspaper/magazine in English and the rest 0.5 percent reading newspaper/magazine in Hindi. In Zone II (Malwa) about 28.3 percent people reading newspaper/magazine in Punjabi, 2.8 percent people are reading newspaper/magazine in English and 2.2 percent people reading newspaper/magazine Hindi. In Zone III (Doaba) 26.2 percent people reading newspaper/magazine in Punjabi, around 6.5 percent people reading newspaper/magazine in English and 0.7 percent people reading newspaper/magazine in Hindi. The data shows a significant difference between three Zone of Majha, Malwa, and Doaba on reading newspaper/magazine habit in three different languages. To establish the significance of difference between three Zone of Majha, Malwa, and Doaba with regard to reading newspaper/magazine in three different languages, Chi-square test was applied.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	18.191 ^a	4	.001
Likelihood Ratio	18.113	4	.001
Linear-by-Linear Association	1.069	1	.301
N of Valid Cases	600		
a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 6.67.			

H₀ – There is no significant difference among respondents of Majha, Malwa and Doaba in their language preference for reading newspaper/magazine.

H_a – Respondents of Majha, Malwa and Doaba differ significantly on reading newspaper/magazine in different languages.

Cal X^2 Val 18.191 (df 4) \geq Tab Val 9.499 at 0.05 level of significance
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The results of chi-square revealed that there is a significant association between Zones of Majha, Malwa and Doaba with regards to reading newspaper/magazine in three different languages among the people. The null hypothesis of no significant difference is rejected as respondents of Majha, Malwa and Doaba have different language choices for watching television.

Table 5.53: Language Preferred to listen a Radio/ FM

			Language preferred to listen Radio/FM ?			Total
			Punjabi	English	Hindi	
Age	Under 18	Count	34	2	1	37
		% within Age	91.9%	5.4%	2.7%	100.0%
		% within language preferred to listen Radio/FM	6.5%	8.3%	1.9%	6.2%
		% of Total	5.7%	0.3%	0.2%	6.2%
	18-24	Count	84	7	15	106
		% within Age	79.2%	6.6%	14.2%	100.0%
		% within language preferred to listen Radio/FM	16.0%	29.2%	28.8%	17.7%
		% of Total	14.0%	1.2%	2.5%	17.7%
	25-34	Count	120	2	24	146
		% within Age	82.2%	1.4%	16.4%	100.0%
		% within language preferred to listen Radio/FM	22.9%	8.3%	46.2%	24.3%
		% of Total	20.0%	0.3%	4.0%	24.3%
	35-44	Count	140	7	8	155
		% within Age	90.3%	4.5%	5.2%	100.0%
		% within language preferred to listen Radio/FM	26.7%	29.2%	15.4%	25.8%
		% of Total	23.3%	1.2%	1.3%	25.8%
	45-54	Count	87	3	4	94
		% within Age	92.6%	3.2%	4.3%	100.0%
		% within language preferred to listen Radio/FM	16.6%	12.5%	7.7%	15.7%
		% of Total	14.5%	0.5%	0.7%	15.7%
	55-64	Count	45	2	0	47
		% within Age	95.7%	4.3%	0.0%	100.0%
		% within language preferred to listen Radio/FM	8.6%	8.3%	0.0%	7.8%
		% of Total	7.5%	0.3%	0.0%	7.8%
	65+	Count	14	1	0	15
		% within Age	93.3%	6.7%	0.0%	100.0%
		% within language preferred to listen Radio/FM	2.7%	4.2%	0.0%	2.5%
		% of Total	2.3%	0.2%	0.0%	2.5%
Total	Count	524	24	52	600	
	% within Age	87.3%	4.0%	8.7%	100.0%	
	% within language preferred to listen Radio/FM	100.0%	100.0%	100.0%	100.0%	
	% of Total	87.3%	4.0%	8.7%	100.0%	
Gender	Male	Count	346	12	20	378
		% within Gender	91.5%	3.2%	5.3%	100.0%
		% within language preferred to listen Radio/FM	66.0%	50.0%	38.5%	63.0%
		% of Total	57.7%	2.0%	3.3%	63.0%
	Female	Count	178	12	32	222
		% within Gender	80.2%	5.4%	14.4%	100.0%
		% within language preferred to listen Radio/FM	34.0%	50.0%	61.5%	37.0%
		% of Total	29.7%	2.0%	5.3%	37.0%
Total	Count	524	24	52	600	
	% within Gender	87.3%	4.0%	8.7%	100.0%	
	% within language preferred to listen Radio/FM	100.0%	100.0%	100.0%	100.0%	
	% of Total	87.3%	4.0%	8.7%	100.0%	

			Language preferred to listen Radio/FM ?			Total
			Punjabi	English	Hindi	
Education	1-8th	Count	37	2	0	39
		% within Education	94.9%	5.1%	0.0%	100.0%
		% within language preferred to listen Radio/FM	7.1%	8.3%	0.0%	6.5%
		% of Total	6.2%	0.3%	0.0%	6.5%
	9th-10th	Count	83	4	1	88
		% within Education	94.3%	4.5%	1.1%	100.0%
		% within language preferred to listen Radio/FM	15.8%	16.7%	1.9%	14.7%
		% of Total	13.8%	0.7%	0.2%	14.7%
	12th-DIP	Count	206	3	17	226
		% within Education	91.2%	1.3%	7.5%	100.0%
		% within language preferred to listen Radio/FM	39.3%	12.5%	32.7%	37.7%
		% of Total	34.3%	0.5%	2.8%	37.7%
	Grad/Abv	Count	190	15	32	237
		% within Education	80.2%	6.3%	13.5%	100.0%
		% within language preferred to listen Radio/FM	36.3%	62.5%	61.5%	39.5%
		% of Total	31.7%	2.5%	5.3%	39.5%
Others	Count	8	0	2	10	
	% within Education	80.0%	0.0%	20.0%	100.0%	
	% within language preferred to listen Radio/FM	1.5%	0.0%	3.8%	1.7%	
	% of Total	1.3%	0.0%	0.3%	1.7%	
Total	Count	524	24	52	600	
	% within Education	87.3%	4.0%	8.7%	100.0%	
	% within language preferred to listen Radio/FM	100.0%	100.0%	100.0%	100.0%	
	% of Total	87.3%	4.0%	8.7%	100.0%	
Occupation	Service	Count	168	12	15	195
		% within Occupation	86.2%	6.2%	7.7%	100.0%
		% within language preferred to listen Radio/FM	32.1%	50.0%	28.8%	32.5%
		% of Total	28.0%	2.0%	2.5%	32.5%
	Trader/Market Player	Count	111	0	4	115
		% within Occupation	96.5%	0.0%	3.5%	100.0%
		% within language preferred to listen Radio/FM	21.2%	0.0%	7.7%	19.2%
		% of Total	18.5%	0.0%	0.7%	19.2%
	Agricultural	Count	137	5	10	152
		% within Occupation	90.1%	3.3%	6.6%	100.0%
		% within language preferred to listen Radio/FM	26.1%	20.8%	19.2%	25.3%
		% of Total	22.8%	0.8%	1.7%	25.3%
Others	Count	108	7	23	138	
	% within Occupation	78.3%	5.1%	16.7%	100.0%	
	% within language preferred to listen Radio/FM	20.6%	29.2%	44.2%	23.0%	
	% of Total	18.0%	1.2%	3.8%	23.0%	
Total	Count	524	24	52	600	
	% within Occupation	87.3%	4.0%	8.7%	100.0%	
	% within language preferred to listen Radio/FM	100.0%	100.0%	100.0%	100.0%	
	% of Total	87.3%	4.0%	8.7%	100.0%	

			Language preferred to listen Radio/FM ?			Total
			Punjabi	English	Hindi	
Zone	Majha	Count	176	7	17	200
		% within Zone	88.0%	3.5%	8.5%	100.0%
		% within Q22 In which language you preferred to listen Radio/FM ?	33.6%	29.2%	32.7%	33.3%
		% of Total	29.3%	1.2%	2.8%	33.3%
	Malwa	Count	175	9	16	200
		% within Zone	87.5%	4.5%	8.0%	100.0%
		% within Q22 In which language you preferred to listen Radio/FM ?	33.4%	37.5%	30.8%	33.3%
		% of Total	29.2%	1.5%	2.7%	33.3%
	Doaba	Count	173	8	19	200
		% within Zone	86.5%	4.0%	9.5%	100.0%
		% within Q22 In which language you preferred to listen Radio/FM ?	33.0%	33.3%	36.5%	33.3%
		% of Total	28.8%	1.3%	3.2%	33.3%
Total	Count	524	24	52	600	
	% within Zone	87.3%	4.0%	8.7%	100.0%	
	% within Q22 In which language you preferred to listen Radio/FM ?	100.0%	100.0%	100.0%	100.0%	
	% of Total	87.3%	4.0%	8.7%	100.0%	

N= 600

Age : In the given data of listen Radio/FM in three different languages among age group of under 18 to above 65. The data reveals that nearly 87.3 percent people listen Radio/FM in Punjabi, 4.0 percent are listening Radio/FM in English and rest of about 8.7 percent people listen Radio/FM in Hindi. In the age group of 35 to 44, are highest about 23.3 percent people listen Radio/FM in Punjabi, 1.2 percent are listening Radio/FM in English and rest of about 1.3 percent people listen Radio/FM in Hindi. In the age group of 25 to 34, about 20 percent people listen Radio/FM in Punjabi, 0.3 percent are listening Radio/FM in English and rest of about 4.0 percent people listen Radio/FM in Hindi. In the age group of 18 to 24 about 14 percent people listen Radio/FM in Punjabi, 1.2 percent are listening Radio/FM in English and rest of about 2.5 percent people listen Radio/FM in Hindi. In the age group of above 65, are lowest around 2.3 percent people listen Radio/FM in Punjabi, 0.2 percent are listening Radio/FM in English and rest of about 0.0 percent people listen Radio/FM in Hindi. The data shows a significant difference between age group of under 18 to above 65 on listening Radio/FM in three different languages. To establish the significance of difference between age group of under 18 to above 65 with regard to listening Radio/FM in three different languages, Chi-square test was applied.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	32.308^a	12	.001
Likelihood Ratio	36.903	12	.000
Linear-by-Linear Association	10.914	1	.001
N of Valid Cases	600		
a. 8 cells (38.1%) have expected count less than 5. The minimum expected count is .60.			

H₀ – There is no significant difference among the respondents of various age groupsonlistening Radio/FM in three different languages.

H_a – Various Age Groups differ significantly onlistening Radio/FM in three different languages.

Cal X^2 Val 32.308 (df 12) \geq Tab Val 21.03at 0.05 level of significance
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The results of chi square test reveals that there is a significant association between variousage groups and language of listening Radio/FM. The null hypothesis of no significant difference is rejected, indicating that people of different age groups prefer different language for listening Radio/ FM.

Gender:The results regarding language preference for watching TV with respect to the gender of respondents revealed that among male’s 57.70 percent preferred Punjabi, followed by nearly 2 percent English and about 3.3 percent Hindi. Among females, 29.70 percent preferred Punjabi followed by 2 percent English and 5.3 percent Hindi. It is obvious that rural audience mostly prefer local language when compared to others. However Hindi programmes seems to a slightly higher preference when compared to television.

Chi-Square Tests			
	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	17.237^a	2	.000
Likelihood Ratio	16.590	2	.000
Linear-by-Linear Association	17.162	1	.000
N of Valid Cases	600		
a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 8.88.			

H₀ – There is no significant difference between the language preferences of male and female for listening Radio/FM.

H_a – Male and female differ significantly on language preference for listening Radio/FM.

Cal X^2 Val 17.237 (df 2) \geq Tab Val 5.991 at 0.05 level of significance
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The statistical results show that there is a significant difference between gender and the language preference in listening to radio programme. The null hypothesis of no significant difference is rejected. This means, ‘gender’ bias is there in preference to language while listening to ‘Radio/FM’ programmes. In addition, table assures that listening Radio/FM in three different languages among male and female increase their knowledge on language as well as information from other part of the country.

Education: In the given data of listen Radio/FM in three different languages among educated person. The data reveals that nearly 87.3 percent people listen Radio/FM in Punjabi, 4.0 percent are listening Radio/FM in English and rest of about 8.7 percent people listen Radio/FM in Hindi. Among respondents with secondary education as their qualification, are highest about 34.3 percent people listen Radio/FM in Punjabi, 0.5 percent are listening Radio/FM in English and rest of about 2.8 percent people listen Radio/FM in Hindi. Out of the respondents who are graduates, about 31.7 percent people listen Radio/FM in Punjabi, 2.5 percent are listening Radio/FM in English and rest of about 5.3 percent people listen Radio/FM in Hindi. Among others educated, are lowest around 1.3 percent people listen Radio/FM in Punjabi, 0.0 percent are listening Radio/FM in English and rest of about 0.3 percent people listen Radio/FM in Hindi. The data shows a significance difference among educated person on listening Radio/FM in three different languages. To establish the significance of difference among educated person with regard to listening Radio/FM in three different languages, Chi-square test was applied.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	27.772 ^a	8	.001
Likelihood Ratio	34.599	8	.000
Linear-by-Linear Association	19.133	1	.000
N of Valid Cases	600		
a. 5 cells (33.3%) have expected count less than 5. The minimum expected count is .40.			

H₀ – There is no significant difference in language preferences for listening Radio/FM among respondent with different education qualifications.

H_a – Respondent with different education qualification differ significantly in language preferences for listening Radio/FM.

Cal X^2 Val 27.772 (df 8) \geq Tab Val 15.51 at 0.05 level of significance

The analysed data reveals that there is a significant association among educated person with regards to listening Radio/FM in different languages among the people. The null hypothesis of no significant difference is rejected in this case as well as significant difference was found in the preference of language for listening Radio/FM among Graduate passed, Senior Secondary Passed and other qualified respondents.

Occupation : In the given data of listen Radio/FM in three different languages among professional. The data reveals that nearly 87.3 percent people listen Radio/FM in Punjabi, 4.0 percent are listen Radio/FM in English and the rest of about 8.7 percent people listen Radio/FM in Hindi. Among service sector, about 28 percent people listening Radio/FM in Punjabi, 2 percent are listening Radio/FM in English and the rest of about 2.5 percent people listening Radio/FM in Hindi. Among trader, about 18.5 percent people listen Radio/FM in Punjabi, 0.0 percent are listening Radio/FM in English and rest of about 0.7 percent people listen Radio/FM in Hindi. Among agriculture sector, 22.8 percent people listen Radio/FM in Punjabi, 0.8 percent are listening Radio/FM in English and rest of about 2 percent people listen Radio/FM in Hindi. The data shows a significant difference among professional on listening Radio/FM in three different languages. To establish the significance of difference among professional with regard to listening Radio/FM in three different languages, Chi-square test was applied.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	24.771^a	6	.000
Likelihood Ratio	27.984	6	.000
Linear-by-Linear Association	5.588	1	.018
N of Valid Cases	600		
a. 1 cells (8.3%) have expected count less than 5. The minimum expected count is 4.60.			

H₀ – There is no significant difference in language preference on listening Radio/FM among respondents with various occupations.

H_a – Respondents with various occupations differ significantly on listening Radio/FM in different languages.

$$\text{Cal } X^2 \text{ Val } 24.771 \text{ (df } 6) \geq \text{Tab Val } 12.59 \text{ at } 0.05 \text{ level of significance}$$

The analysed data reveals that there is a significant relationship among ‘professional’ with regards to listening Radio/FM in three different languages. The null hypothesis of no significant difference is rejected. So, people from different occupation have varied language preference in listening Radio/FM. In addition, the table also assures that different occupation have different desires about listening Radio in three different languages, which helps in creating awareness, information, knowledge and develop their language skills.

Zone: When the results were analysed Zone wise, it revealed that nearly 87.3 percent people in all three zone listen Radio/FM in Punjabi, 4 percent are listen Radio/FM in English and the rest of about 9 percent people listen Radio/FM in Hindi. In Zone I (Majha) 29.3 percent people listen Radio/FM in Punjabi, around 1.2 percent people listen Radio/FM in English and rest 2.8 percent listen Radio/FM in Hindi. In Zone II (Malwa) about 29.2 percent people listen Radio/FM in Punjabi, 1.5 percent people listen Radio/FM in English and 2.7 percent people listen Radio/FM Hindi. In Zone III (Doaba) 28.8 percent people listen Radio/FM in Punjabi, around 1.3 percent people listen Radio/FM in English and 3.2 percent people listen Radio/FM in Hindi. The data shows a significant difference between three Zone of Majha, Malwa, and Doaba on listen Radio/FM habit in three different languages. To establish the significance of difference between three Zone of Majha, Malwa, and Doaba with listen Radio/FM in three different languages, Chi-square test was applied.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	.546^a	4	.969
Likelihood Ratio	.545	4	.969
Linear-by-Linear Association	.183	1	.669
N of Valid Cases	600		
a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 8.00.			

H₀ – There is no significant difference among respondents of Majha, Malwa and Doaba in their language preference for listening Radio/FM.

H_a – Respondents of Majha, Malwa and Doaba differ significantly on listening Radio /FM in different languages.

Cal X^2 Val .546 (df 4) \leq Tab Val 9.499 at 0.05 level of significance
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The analysed data reveals that there is no significant relationship between three ‘Zones of Majha, Malwa and Doaba ‘with regards to listen ‘Radio/FM’ in three different languages among the people. The null hypothesis of no significant difference is accepted as all ‘three Zones of Majha, Malwa, and Doaba’ have a similar listen ‘Radio/FM’ habits in three different languages among the people of these three zones. In addition, table assures that place of living have different desires about listening Radio in three different languages, which helps them to expand their knowledge from other part of the country.

Table 5.54 :Preferred language for Internet surfing

			Preferred language for Internet surfing			Total
			Punjabi	English	Hindi	
Age	Under 18	Count	13	23	1	37
		% within Age	35.1%	62.2%	2.7%	100.0%
		% within Preferred language for Internet surfing	6.9%	5.8%	8.3%	6.2%
		% of Total	2.2%	3.8%	0.2%	6.2%
	18-24	Count	19	87	0	106
		% within Age	17.9%	82.1%	0.0%	100.0%
		% within Preferred language for Internet surfing	10.1%	21.8%	0.0%	17.7%
		% of Total	3.2%	14.5%	0.0%	17.7%
	25-34	Count	42	99	5	146
		% within Age	28.8%	67.8%	3.4%	100.0%
		% within Preferred language for Internet surfing	22.3%	24.8%	41.7%	24.3%
		% of Total	7.0%	16.5%	0.8%	24.3%
	35-44	Count	40	113	2	155
		% within Age	25.8%	72.9%	1.3%	100.0%
		% within language preferred for browsing Internet	21.3%	28.3%	16.7%	25.8%
		% of Total	6.7%	18.8%	0.3%	25.8%
	45-54	Count	35	58	1	94
		% within Age	37.2%	61.7%	1.1%	100.0%
		% within language preferred for browsing Internet	18.6%	14.5%	8.3%	15.7%
		% of Total	5.8%	9.7%	0.2%	15.7%
	55-64	Count	27	17	3	47
		% within Age	57.4%	36.2%	6.4%	100.0%
		% within language preferred for browsing Internet	14.4%	4.3%	25.0%	7.8%
		% of Total	4.5%	2.8%	0.5%	7.8%
65+	Count	12	3	0	15	
	% within Age	80.0%	20.0%	0.0%	100.0%	
	% within language preferred for browsing Internet	6.4%	0.8%	0.0%	2.5%	
	% of Total	2.0%	0.5%	0.0%	2.5%	
Total	Count	188	400	12	600	
	% within Age	31.3%	66.7%	2.0%	100.0%	
	% within Preferred language for Internet surfing	100.0%	100.0%	100.0%	100.0%	
	% of Total	31.3%	66.7%	2.0%	100.0%	
Gender	Male	Count	142	226	10	378
		% within Gender	37.6%	59.8%	2.6%	100.0%
		% within Preferred language for Internet surfing	75.5%	56.5%	83.3%	63.0%
		% of Total	23.7%	37.7%	1.7%	63.0%
	Female	Count	46	174	2	222
		% within Gender	20.7%	78.4%	0.9%	100.0%
		% within Preferred language for Internet surfing	24.5%	43.5%	16.7%	37.0%
		% of Total	7.7%	29.0%	0.3%	37.0%
Total	Count	188	400	12	600	
	% within Gender	31.3%	66.7%	2.0%	100.0%	
	% within language preferred for browsing Internet	100.0%	100.0%	100.0%	100.0%	
	% of Total	31.3%	66.7%	2.0%	100.0%	

			Language preferred for browsing Internet			Total
			Punjabi	English	Hindi	
Education	1-8th	Count	26	13	0	39
		% within Education	66.7%	33.3%	0.0%	100.0%
		% within language preferred for browsing Internet	13.8%	3.3%	0.0%	6.5%
		% of Total	4.3%	2.2%	0.0%	6.5%
	9th-10th	Count	42	42	4	88
		% within Education	47.7%	47.7%	4.5%	100.0%
		% within language preferred for browsing Internet	22.3%	10.5%	33.3%	14.7%
		% of Total	7.0%	7.0%	0.7%	14.7%
	12th-DIP	Count	71	152	3	226
		% within Education	31.4%	67.3%	1.3%	100.0%
		% within language preferred for browsing Internet	37.8%	38.0%	25.0%	37.7%
		% of Total	11.8%	25.3%	0.5%	37.7%
	Grad/Abv	Count	45	187	5	237
		% within Education	19.0%	78.9%	2.1%	100.0%
		% within language preferred for browsing Internet	23.9%	46.8%	41.7%	39.5%
		% of Total	7.5%	31.2%	0.8%	39.5%
Others	Count	4	6	0	10	
	% within Education	40.0%	60.0%	0.0%	100.0%	
	% within language preferred for browsing Internet	2.1%	1.5%	0.0%	1.7%	
	% of Total	0.7%	1.0%	0.0%	1.7%	
Total		Count	188	400	12	600
		% within Education	31.3%	66.7%	2.0%	100.0%
		% within Preferred language for Internet surfing	100.0%	100.0%	100.0%	100.0%
		% of Total	31.3%	66.7%	2.0%	100.0%
Occupation	Service	Count	43	149	3	195
		% within Occupation	22.1%	76.4%	1.5%	100.0%
		% within Preferred language for Internet surfing	22.9%	37.3%	25.0%	32.5%
		% of Total	7.2%	24.8%	0.5%	32.5%
	Trader/Market Player	Count	48	65	2	115
		% within Occupation	41.7%	56.5%	1.7%	100.0%
		% within Preferred language for Internet surfing	25.5%	16.3%	16.7%	19.2%
		% of Total	8.0%	10.8%	0.3%	19.2%
	Agricultural	Count	66	83	3	152
		% within Occupation	43.4%	54.6%	2.0%	100.0%
		% within Preferred language for Internet surfing	35.1%	20.8%	25.0%	25.3%
		% of Total	11.0%	13.8%	0.5%	25.3%
Others	Count	31	103	4	138	
	% within Occupation	22.5%	74.6%	2.9%	100.0%	
	% within Preferred language for Internet surfing	16.5%	25.8%	33.3%	23.0%	
	% of Total	5.2%	17.2%	0.7%	23.0%	
Total		Count	188	400	12	600
		% within Occupation	31.3%	66.7%	2.0%	100.0%
		% within Preferred language for Internet surfing	100.0%	100.0%	100.0%	100.0%
		% of Total	31.3%	66.7%	2.0%	100.0%

			Language preferred for browsing Internet			Total
			Punjabi	English	Hindi	
Zone	Majha	Count	41	159	0	200
		% within Zone	20.5%	79.5%	0.0%	100.0%
		% within language preferred for browsing Internet	21.8%	39.8%	0.0%	33.3%
		% of Total	6.8%	26.5%	0.0%	33.3%
	Malwa	Count	108	80	12	200
		% within Zone	54.0%	40.0%	6.0%	100.0%
		% within language preferred for browsing Internet	57.4%	20.0%	100.0%	33.3%
		% of Total	18.0%	13.3%	2.0%	33.3%
	Doaba	Count	39	161	0	200
		% within Zone	19.5%	80.5%	0.0%	100.0%
		% within language preferred for browsing Internet	20.7%	40.3%	0.0%	33.3%
		% of Total	6.5%	26.8%	0.0%	33.3%
Total	Count	188	400	12	600	
	% within Zone	31.3%	66.7%	2.0%	100.0%	
	% within Preferred language for Internet surfing	100.0%	100.0%	100.0%	100.0%	
	% of Total	31.3%	66.7%	2.0%	100.0%	

N= 600

Age: In the given data of Internet Surfing in three different languages among age group of under 18 to above 65. The data shows that almost 31.3 percent of people surfing the Internet in Punjabi, 66.7 percent of people surfing the Internet in English and the rest of about 2.0 percent of people surfing the Internet in Hindi. In the age group of 25 to 34, the largest number of Internet surfers in Punjabi is about 7 per cent, 16.5 per cent of people surf the Internet in English and the rest of about 0.8 per cent of people surf the Internet in Hindi. In the age group of 35 to 44, about 6.7 percent Internet surfing in Punjabi, 18.8 percent Internet surfing in English, and the rest of about 0.3 percent Internet surfing in Hindi. In the age group of 18 to 24, about 3 percent of people surfing the Internet in Punjabi, 14.5 percent of people surfing the Internet in English and about 0.0 percent of people surfing the Internet in Hindi. In the age group above 65, about 2.0 percent of people are Internet surfing in Punjabi, 0.5 percent are Internet surfing in English and the majority of about 0.0 per cent are Internet surfing in Hindi. The data indicates a significant difference between age groups below 18 and above 65 on Internet browsing in three different languages. To establish the significance of difference between age group of under 18 to above 65 with regard to Internet Surfing in three different languages, Chi-square test was applied.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	56.617 ^a	12	.000
Likelihood Ratio	55.832	12	.000
Linear-by-Linear Association	19.115	1	.000
N of Valid Cases	600		
a. 8 cells (38.1%) have expected count less than 5. The minimum expected count is .30.			

H₀ – There is no significant difference among the respondents of various age groupsonInternet Surfing in three different languages.

H_a – Various Age Groups differ significantly onInternet Surfing in three different languages.

Cal X^2 Val 56.617 (df 12) \geq Tab Val 21.03at 0.05 level of significance
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The results of chi square test reveal that there is a significant association between various age groups and language for Internet Surfing. The null hypothesis of no significant difference is rejected as ‘age group ‘plays an important role in ‘Internet Surfing’ in three different languages among the people.In the others words, the table assure that age group has different requirements about internet surfing in different language, this indicates that online information helps them in their academic as well as professional growth.

Gender:To a question on language preference while listening to radio, three options - Punjabi, English and Hindi were given to the respondents. The analysed data reveals the in general a great majority, 31.30 percent of the respondents preferred Punjabi followed by 66.70 percent English only 2 percent gave preference to Hindi. A similar pattern of language preference was observed among male and female respondents. Among males 23.70 percent preferred Punjabi, followed by nearly 37.70 percent English and about 2 percent Hindi. Among females, 7.70 percent preferred Punjabi followed by 29 percent English and less than one percent Hindi. It is obvious that majority of the respondents preferred English language for internet surfing because if easy to browse when compared to regional language.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	22.045^a	2	.000
Likelihood Ratio	22.982	2	.000
Linear-by-Linear Association	12.876	1	.000
N of Valid Cases	600		
a. 1 cells (16.7%) have expected count less than 5. The minimum expected count is 4.44.			

H₀ – There is no significant difference between male and female on language preference in surfing Internet.

H_a – Male and female differ significantly on language preference for internet surfing.

Cal X^2 Val 22.045 (df 2) \geq Tab Val 5.991 at 0.05 level of significance
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The higher calculated value result in the rejection of null hypothesis of no significant difference in gender while using the internet. It indicates the ‘gender’ differences play an important role in accessing internet or in other words there is a strong association of gender in the use of ‘internet’. In the others words, table reassure that surfing ‘internet’ others than English among gender increases their online knowledge and information about others languages usages.

Education:In the given data of Internet Surfing in three different languages among educated person. The data shows that almost 31.3 per cent of people surfing the Internet in Punjabi, 66.7 per cent of people surfing the Internet in English and the rest of about 2.0 per cent of people surfing the Internet in Hindi. Of the grade 12, about 12 percent are Internet surfing in Punjabi, 25.3 percent are Internet surfing in English and about 0.5 percent are Internet surfing in Hindi. Among graduates, about 7.5 percent Internet surfing in Punjabi, 31.2 percent Internet surfing in English and the rest of about 0.8 percent Internet surfing in Hindi. Among other educated, the lowest about 0.7 percent Internet surfing in Punjabi, 1.0 percent Internet surfing in English and the rest about 0.0 percent Internet surfing in Hindi. The data shows a significant difference among educated person on Internet Surfing in three different languages. To establish the significance of difference among educated person with regard to Internet Surfing in three different languages, Chi-square test was applied.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	55.849^a	8	.000
Likelihood Ratio	54.841	8	.000
Linear-by-Linear Association	37.560	1	.000
N of Valid Cases	600		
a. 6 cells (40.0%) have expected count less than 5. The minimum expected count is .20.			

H₀ – There is no significant difference in language preferences for Internet surfing among respondent with different education qualifications.

H_a – Respondent with different education qualification differ significantly in language preferences for Internet surfing.

Cal X^2 Val 55.849 (df 8) \geq Tab Val 15.51 at 0.05 level of significance
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The analysed data reveals that there is a significant association among ‘educated person’ with regards to ‘Internet’ Surfing in three different languages among the people. The null hypothesis of no significant difference is rejected as ‘education’ plays an important role in ‘Internet Surfing’ in three different languages among the people. In the others words, table reassure that surfing ‘Internet’ others than English among different level of educated person increases their online knowledge and information about others languages too.

Occupation: In the given data of Internet Surfing in three different languages among professional. The data shows that almost 31.3 per cent of people surfing the Internet in Punjabi, 66.7 per cent of people surfing the Internet in English and the rest of about 2.0 per cent of people surfing the Internet in Hindi. Among the services sector, 7.2 percent Internet surfing in Punjabi, 24.8 percent Internet surfing in English and the remainder of about 0.5 percent Internet surfing in Hindi. Among traders, about 8 percent Internet surfing in Punjabi, 10.8 percent Internet surfing in English, and about 0.3 percent Internet surfing in Hindi. In the agriculture sector, 11 percent of people are Internet surfing in Punjabi, 13.8 percent are Internet surfing in English and about 0.5 percent are Internet surfing in Hindi. The data indicates a major gap between professional on Internet browsing in three different languages. The Chi-square test was used to assess the magnitude of the disparity between professionals in terms of Internet browsing in

three different languages.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	29.878 ^a	6	.000
Likelihood Ratio	29.833	6	.000
Linear-by-Linear Association	.374	1	.541
N of Valid Cases	600		
a. 4 cells (33.3%) have expected count less than 5. The minimum expected count is 2.30.			

H₀ – There is no significant difference in language preference for internet surfing among respondents with various occupations.

H_a – Respondents with various occupations differ significantly on surfing internet in different languages.

$\text{Cal } X^2 \text{ Val } 29.878 \text{ (df } 6) \geq \text{Tab Val } 12.59 \text{ at } 0.05 \text{ level of significance}$

The results of chi square test reveal that there is a significant association among ‘Occupation’ and language preference for surfing Internet. The null hypothesis of no significant difference is rejected. So, people from different occupation have varied language preference to surf Internet. In the others words, the table assures that professional have different requirements about surfing Internet in different language, this indicates that online information rapidly pass over to remotest place about new formation of equipment in their profession.

Zone:In the given data of preferred to Internet Surfing in three different languages in three zone. The data shows that almost 31.3 per cent of people in all three zones preferred Internet surfing in Punjabi, 66.7 per cent preferred Internet surfing in English and around 2 per cent preferred Internet surfing in Hindi. In Zone I (Majha), 6.8 percent of people preferred Internet surfing in Punjabi, about 26.5 per cent preferred Internet surfing in English, and 0.0 percent preferred Internet surfing in Hindi. In Zone II (Malwa), about 18 per cent of people preferred Internet surfing in Punjabi, 13.3 per cent preferred Internet surfing in English, and 2.0 percent preferred Internet surfing in Hindi. In Zone III (Doaba), 6.5 per cent of people preferred Internet surfing in Punjabi,

about 27 per cent preferred Internet surfing in English, and zero percent preferred Internet surfing in Hindi. The data shows a significant difference between three Zone of Majha, Malwa, and Doaba on preferred to Internet Surfing habit in three different languages. To establish the significance of difference between three Zone of Majha, Malwa, and Doaba with preferred to Internet Surfing in three different languages, Chi-square test was applied.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	105.238^a	4	.000
Likelihood Ratio	107.120	4	.000
Linear-by-Linear Association	.040	1	.841
N of Valid Cases	600		

a. 3 cells (33.3%) have expected count less than 5. The minimum expected count is 4.00.

H₀ – There is no significant difference among respondents of Majha, Malwa and Doaba in their preference language for accessing Internet.

H_a – Respondents of Majha, Malwa and Doaba differ significantly on accessing Internet in different languages.

Cal X^2 Val 105.2338 (df 4) \geq Tab Val 9.499 at 0.05 level of significance
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The results of chi-square revealed that there is a significant association between Zones of Majha, Malwa and Doaba with regards to Internet Surfing in different languages among the people. The null hypothesis of no significant difference is rejected as respondents of Majha, Malwa and Doaba have different language choices for internet accessing.

5.6.1 Hypothesis: People of Rural Punjab are interested in perceiving media content for updating their knowledge and awareness.

5.6.1.1 Media resources in creating awareness for Rural people on Health, Education, Economic Development, Environment Hygiene and Sanitation.

A number of questions were asked with regards to Public service advertisement and other awareness programmes on the health, sanitation and hygiene. The programmes identified were, Infant Care / Child Vaccination, First Aid Treatment, Drug /Smoke/ Alcohol Negative Impacts, Government Health Schemes and Insurance, and general health care.

5.6.1.1.1 Rural People’s perception towards selected schemes where media can create awareness to Health/Medical

Table 5.55: Rural People’s perception towards effectiveness of Health/ Medical related PSA and Media Programmes in creating awareness

Some specific schemes and programs related to Health/ Medicine programmes	No	Percentage	Yes	Percentage	Total	Percentage
Infant Care / Child Vaccination	189	31.5	411	68.5	600	100
First Aid Treatment	262	43.7	338	56.3	600	100
Drug /Smoke/ Alcohol Negative Impacts	267	44.5	333	55.5	600	100
Govt Health Schemes and Insurance	271	45.2	329	54.8	600	100
General Health Care	264	44	336	56	600	100

The Central government and state government of Punjab is making efforts in providing the best health care to its citizens in general and rural populations in particular. A number of schemes and programmes are developed with aim of assuring healthy India

and are being promoted through PSA. One such programme is childcare and vaccination of children in rural areas. A number of PSA's are released regularly on mass media. According to the data analysed, 68.50 percent of the respondents say that PSA are effective in informing and educating people of the importance of childcare and vaccination. However, 31.50 percent disagree and say the PSA are ineffective.

Rampant rise in drug abuse in the state of Punjab has prompted the government to inform and educate the masses through PSA about the perils of drug abuse, smoking and alcoholism. More than 55 percent of the respondents believe that PSA's are effective and the rest 45 percent do not believe so.

To ensure rural health the government has brought in a number of programmes on Govt Health Schemes and Insurance. These are publicized through media and interpersonal channels of communication. The data reveals that nearly 55 percent of the respondents state that PSA is an effective medium in promoting the health schemes and insurance and the rest 45 percent of them do not agree.

The government also uses public service advertisements to promote general health care and need for first aid. According to the data, around 56 percent agree that PSA's are effective and the rest 44 percent do not agree.

Further, a few more specific programmes related to health are also being promoted. The specific programmes enquired about are Menstruation and Female health, AIDS and Healthy and Balanced diets.

5.6.1.1.2 Rural people awareness to selected Health/Medical PSA and Programs.

A sequence of questions was asked to determine the opinion on the role of Health/ Medical Public Service Advertisements and other related programs.

Table 5.56: Awareness to selected Health/ Medical PSA and related media Programs among Rural People in Punjab

Some specific schemes and programmes of Health/ Medical	No	Percentage	Yes	Percentage	Total	Percentage

Smoking and Drugs	242	40.3	358	59.7	600	100
Menstruation and Female health	403	67.2	197	32.8	600	100
AIDS	359	59.8	241	40.2	600	100
Child Vaccination (RUBELLA, POLIO)	254	42.3	346	57.7	600	100
Healthy and Balanced diets	255	42.5	345	57.5	600	100

On awareness of PSA and other media programmes on smoking and drugs 40.3 percent of respondent said that these programmes does create any impact on other hand 59.7 percent are in favor of this. According to them these programmes create awareness related to smoking and drugs which is key issue in Punjab.

To a question on the effectiveness of PSA in promoting and ensuring women health - Menstruation and Female health, 32.80 percent of the respondents said it effective and the rest 67.20 said the PSA's are not so effective.

A pointed question was asked about the role of PSA in eradicating AIDS and educating the masses about the dangers of the disease. In response 40.20 percent said they aware of AIDS and PSA's are effective in informing and educating the masses. However, majority, nearly 60 percent of the respondents do not see effective role of PSA.

As the saying goes, a healthy population is healthy nation, the government promotes Healthy and Balanced diets programme through media. The data has revealed that 57.50 percent of the respondents believe and the rest 42.50 percent disagree on the role of PSA in promoting Healthy and Balanced diets.

Public Service Advertisements may be effective in reaching out to the rural population, a sizable people do not have access to the information due to various reasons.

5.6.1.1.3 Rural People's perception towards selected schemes where media can create awareness on 'Education'

A series of question were asked on the media in creating awareness in choosing career options, formal training in agriculture, educational content and government schemes and policies in the field of education.

Table 5.57: Rural People’s perception towards effectiveness of Education related PSA and Media Programmes in creating awareness

Some specific schemes and programmes related to education	No	%age	Yes	%age	Total	%age
In Choosing Career Options for Students	207	34.5	393	65.5	600	100
Informal Agriculture Training/Guidance	351	58.5	249	41.5	600	100
Educational Content for Students	295	49.2	305	50.8	600	100
In Selections of Colleges/Universities	368	61.3	232	38.7	600	100
Government, Education Schemes and Policies for Students	276	46	324	54	600	100

To the pointed question of the media support to youth in choosing career options, 34.50 percent disagreed and 65.50 percent of the respondents agree that media content supports in making career choice.

To the question on media support in providing training in agriculture, a majority 58.50 percent of the respondents agreed and the remaining 41.50 percent disagreed.

A question was asked on the media support in providing educational content; the respondents were almost divided equally in the opinion. Nearly 49.20 percent disagreed and rest 50.80 percent agreed to media support in providing educational content to youth.

To this question on the role of media in supporting selection of educational institutions, surprisingly 61.30 percent of the respondents disagreed and 38.70 percent agreed. This may be due to the fact that selection of educational institutions is more of a personal issue and interpersonal channels play an important role.

To this question of media support in providing information on Government, education schemes and policies for students, 46 percent said No and 54 percent of the respondents said Yes.

5.6.1.3.2 Rural people awareness to selected Health/Medical PSA and Programs.

A series of questions were asked to ascertain the opinion on the role of public service advertisements on specific government programmes.

Table 5.58: Awareness to selected Education PSA and related media Programs among Rural People in Punjab

Some specific schemes and	No	Percentage	Yes	Percentage	Total	Percentage
SarvShikyaAbhiyaan	272	45.3	328	54.7	600	100
BetiBachaoBetiPadhao	212	35.3	388	64.7	600	100
Punjab Government Scholarship Aid	268	44.7	332	55.3	600	100
Skill India PMKVY	348	58	252	42	600	100
24 x 7 Dedicated Education Channels	427	28.8	173	71.2	600	100

One of the most ambitious programmes aimed at educating the rural masses by publicizing through various media is ‘SarvShikyaAbhiyaan’. The data analysed has revealed had 54.70 percent of the respondents agree that PSA are effective in communicating the message of importance of education. However, 45.30 percent do not agree that public service advertisements are effective.

Another most popular programme run by the government is ‘BetiBachaoBetiPadhao’. This programme stresses on the importance of educating the girl child and empowerment of women. To this question of effectiveness of PSA’s, more than 64 percent of the respondents agree and 35 percent disagree.

A specific programme advertised by the Punjab state government is related to ‘Punjab Government Scholarship Aid’. The data analysed indicates that 55.30 percent of the respondents agree that PSA’s are very effective. However, 44.70 percent of the respondents disagree.

One of the most union government programmes aimed at rural employment and skill development is PMKVY. The data analysis has shown that only 42 percent of the

respondents agree that PSA's on PMKVY are effective and the rest 58 percent do not agree.

The national channel DD runs 24 x 7 Dedicated Education Channels for the educational development of the masses. To the query on the effectiveness of public service advertisement, 71.20 percent disagree and 28.80 agree. This may be due to the fact that educational programmes on the national channel have very low viewership.

5.6.1.1.4 Rural People's perception towards selected schemes where media can create awareness among economic development and its related awareness

Table 5.59: Rural People's perception towards effectiveness of Health/ Medical related PSA and Media Programmes in creating awareness

Some specific schemes and programs related to economic development	No	Percentage	Yes	Percentage	Total	Percentage
Employment opportunities	362	60.3	238	39.7	600	100
Skill Development Programs	284	47.3	316	52.7	600	100
Government Schemes for loans and Insurance	314	52.3	286	47.7	600	100
Entrepreneurship Opportunities	305	50.8	295	49.2	600	100
Packaging & Selling of Agri. Products	331	55.2	269	44.8	600	100
In Learning of artistic activities (Handicrafts)	407	67.8	193	32.2	600	100

To a question media support on employment opportunities, 60.30 percent of the respondents said media does not support information on employment and the rest, 39.70 agreed with regards to media help.

Similarly, 52.70 percent of the respondents agree to the supportive role of media on skill development programmes, while 47.30 disagreed.

To another question on information about Government Schemes for loans and Insurance, 47.70 percent agreed to the positive role of media and 52.30 disagreed.

About 49.20 percent of the respondents believed the media information supports entrepreneurship opportunities and the rest 50.80 did not believe in the media.

To another question on the information and skill programmes on Packaging & Selling of Agri. Products, only 44.80 percent of the respondents agreed and the remaining 55.20 percent disagreed.

Respondents were asked about the media support on skill development regarding handicrafts. To this question, only 32.20 percent said yes and the remaining 67.80 said that media does not support skill development training in artistic activities.

5.6.1.4.2 Rural people awareness to selected Economic Development PSA and Programs.

A series of questions were asked with regards to PSA support on the economic development. The programmes identified were, Go Digital Cashless, 2 MGNREGA/ NRLM/ SHG, Digital India: National Scholarship Portal, Direct Marketing and Banking Schemes for Rural and Agriculture.

Table 5.60: Awareness to selected Economic PSA And Related Media Programs Among Rural People in Punjab

Programs and PSA on Media related to economic	No	Percentage	Yes	Percentage	Total	Percentage
Go Digital Cashless	338	56.3	262	43.7	600	100
MGNREGA/ NRLM/ SHG	384	64	216	36	600	100
Digital India : National Scholarship Portal	330	55	270	45	600	100
Direct Marketing	379	63.2	221	36.8	600	100

Banking Schemes for Rural and Agriculture	302	50.3	298	49.7	600	100
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To a question on media support through PSA, 43.70 percent of the respondents said the media PSA does publicize the digital economy. However more that 56 percent said it does not support.

MGNREGA/ NRLM/ SHG are government programmes aimed developing rural economy. Only 36 percent of the respondents agreed that PSA supports, but a majority 64 percent disagreed that PSA has role.

Digital India is a national programme with many digital initiatives launched by the government of India. Both central and state governments give publicity to these initiatives. As per the data, only 45 percent of the respondents agreed that PSA are effective in informing the masses and 55 percent do not agree.

In order to strengthen rural economy, the union government is promoting the idea of direct marketing through PSA's. According data analysed, only 36.80 percent of the respondents feel that PSA are effective in promoting direct marketing. On the other hand 63.20 percent of them do not agree.

The government of India has formed a number of Banking Schemes for Rural and Agriculture to develop agriculture sector and uses PSA to promote them through various media. The data reveals that 49.70 percent of the respondents agree to the role and effectiveness of PSA and the rest 50.30 percent do not agree.

However may be the PSA effective in reaching out to the rural population, a sizable people do not have access to the information due to various reasons.

5.6.1.5 Rural People's perception towards selected schemes where media can create awareness related to Panchayats, Local Bodies & General Awareness

This section deals with a number of questions related to Public Service Advertisements promoting the system of governance – Gram Panchayats, Local Municipal Bodies and general awareness. These questions are related to role of local governance in promoting development and creating general awareness about programmes and policies. The questions were associated with rural development schemes, rural health programmes,

rural employment and scholarship programmes, crop cultivation, crop insurance and rural marketing.

Table 5.61: Rural People’s perception towards effectiveness of Panchayats, Local Bodies & General Awareness related PSA and Media Programmes in creating awareness

Panchayats, Local Bodies & General Awareness	No	Percentage	Yes	Percentage	Total	Percentage
Rural Development Schemes	397	66.2	203	33.8	600	100
Rural Health Programs	290	48.3	310	51.7	600	100
Rural Employment Scholarship Schemes	294	49	306	51	600	100
Crop Cultivation	359	59.8	241	40.2	600	100
Rural Marketing	323	53.8	277	46.2	600	100
Crop Insurance	386	64.3	214	35.7	600	100

In response to the question on PSA promoting rural development schemes, 33.80 percent of the respondents were aware of and the remaining 66.20 percent were not. This clearly indicates that PSA are not very successful in carrying the message on rural development schemes.

Rural health programmes are a major development messages promoted by local bodies. The data indicates that health programmes are well received by the audience. Nearly 52 percent of the respondents agree that PSA are quite useful in promoting health and 49 percent do not agree.

Similarly, rural employment and scholarships schemes promoted by local bodies are well received by 51 percent of the respondents and 49 percent of the them are ignorant about the schemes

In rural Punjab crop cultivation is a major issue and the farmers need to be constantly

informed by the local bodies. However, PSA used in informing and educating farmers about crop cultivation has met with limited success with only 40 percent of the respondents being well informed and rest 60 percent not being exposed to such messages.

With the emergence of digital platforms and special programmes being developed to enhance rural marketing, local bodies use PSA to inform and educate farmers about the marketing problems and prospects for the farm produce. To this question, 46.20 percent of the respondents agreed to the effective use of PSA and rest 53.80 disagreed.

Modern rural marketing is coupled with insuring the crop in rural areas. This is to support farmers during calamities and crop loss. Governments have brought many schemes on crop insurance and promote them through local bodies using PSA. To this question on crop insurance, only 35.70 percent of the respondents are aware of it and the rest majority, 64.30 percent are not aware.

5.6.1.6 Rural People’s perception towards selected schemes where media can create awareness related to Environmental Hygiene and Sanitation

This section deals with a number of questions related to Public Service Advertisements promoting the system of governance – environment, sanitation and hygiene which are great relevance in developing rural areas. These questions are related to role of different media in creating general awareness about programmes and policies. The questions were associated with rural development and farm practices, particularly use of fertilizers and pesticides, organic farming, use of renewable sources of energy, waste management, and some related to sanitation like hand wash, disposal of human waste, storage of clean water and separate sanitary complexes for women.

Table 5.62 : Rural People’s perception towards effectiveness of Environmental Hygiene and Sanitation related PSA and Media Programmes in creating awareness

Informing people on environment, sanitation and	No	Percentage	Yes	Percentage	Total	Percentage

Judicious use of fertilizers and pesticides	459	76.5	141	23.5	600	100
Methods of Organic Farming	290	48.3	310	51.7	600	100
Uses and Benefits of Renewable resources	339	56.5	261	43.5	600	100
Waste management and alternate use	325	54.2	275	45.8	600	100
Safe Disposal of Human Waste	423	70.5	177	29.5	600	100
Hand Washing Practice	322	53.7	278	46.3	600	100
Safe Storage of Water	272	45.3	328	54.7	600	100
Women Sanitary Complexes	431	71.8	169	28.2	600	100

On enquiry about the effectiveness of different media resources in informing and educating the farmers of use of fertilizers and pesticides, only 23.5 percent of the respondents agreed and the rest majority 76.50 percent of them disagreed. The data reveals that media has a very limited role in supporting information on agriculture.

To a question on the different methods of organic farming and effective support from various media resources in informing and educating the farmer, 51.70 percent of the respondents agreed and the rest 48.30 percent of them disagreed. The data reveals that media has a fairly good role in supporting information on agriculture and organic farming.

In response to a question on uses and benefits of renewable sources of energy and effective support from various media resources in informing and educating the farmer, 43.50 percent of the respondents said yes media has a role and the rest 56.50 percent

of them disagreed. The data reveals that media has a fairly good role in supporting information on uses and benefits of renewable sources of energy

Waste management is most challenging task in a developing country like India. Media make every effort to inform and educate masses in waste management process. In response to a question on uses and benefits of waste management and support from various media resources in informing and educating the farmer, 45.80 percent of the respondents said yes media has a role and the rest 54.20 percent of them disagreed. The data reveals that media has a fairly good role in supporting information on uses and benefits of waste management.

One of the most challenging aspects of rural health and sanitation is effective and safe disposal of human waste. To a question on safe methods of disposal of human waste and effective media support in informing and educating the masses, only 29.50 percent of the respondents agreed and the rest 70.50 percent of them disagreed. The data reveals that media has a very limited supportive role in educating the people in safe disposal of human waste.

The best and most effective method in ensuring good health and hygienic practice to avoid disease, is inculcating hand wash as a regular practice. Media is making an intensive effort in educating people about the importance of hand washing as a practice. To this question media support on hand wash practice 46.30 percent said media has a role to play and rest 53.70 percent did not see any role for media.

In response to a question safe storage of water and support from various media resources in informing and educating the farmer, 54.70percent of the respondents said yes media has a role and the rest 45.30 percent of them disagreed. The data reveals that media has a fairly good role in supporting information on safe storage of water.

Protecting women health by providing women sanitary complexes is a major programme of the government. Media has a critical role to play in informing and educating women in the use of sanitary complex exclusively available for them. In response to a question on the availability and use of safe sanitary complexes and support from various media resources in informing and educating the women only

28.20 percent of the respondents said yes media has a supportive role and the rest majority 71.80 percent of them disagreed. The data reveals that media has not been successful in informing and educating women in the use of safe sanitary complexes built for them.

5.6.2 Hypothesis: Media plays a definitely role in informing and educating in skill development and capacity building of rural people in Punjab.

A series of questions were asked to the respondents to rate the role of media content in creating awareness on skill development opportunity and media role in awareness of rural and Agriculture activities for enhancing the knowledge and skills of rural people. Results are interpreted as below :

5.6.2.1 Satisfaction towards Skill and employment content on different modes of media

Table 5.63: Rating of skill and employment opportunity content on TV

	Frequency	Percentage
Highly satisfied	94	15.7
Satisfied	260	43.3
Neither satisfied nor dissatisfied	176	29.3
Dissatisfied	55	9.2
Highly dissatisfied	15	2.5
Total	600	100

N=600

The results from table 5.63 has revealed that about 60 percent of the respondents are satisfied with TV as a medium in creating awareness on skill development opportunities, among them 43percent are satisfied and approximate 16 percent are highly satisfied. However around 30 percent of the respondents do not hold any opinion on the role of TV in creating awareness. On the other hand, 9percent are dissatisfied and the remaining 2.50 percent are highly dissatisfied with the content of media on television.

Table 5.64: Rating of skill and employment opportunity content in newspapers

	Frequency	Percentage
Highly satisfied	45	7.5
Satisfied	169	28.2
Neither satisfied nor	219	36.5
Dissatisfied	140	23.3
Highly dissatisfied	27	4.5
Total	600	100

Regarding the role of newspapers in creating awareness on skill development opportunities, 28.20 percent of the respondents are satisfied and 7.50 percent are highly satisfied. However, 36.50 percent of them do not hold any opinion on the newspaper content in creating awareness on skill development opportunities. Moreover approximate 23 percent are not satisfied and 4.50 percent are highly dissatisfied about the role of newspaper content in creating awareness on skill development opportunities.

Table 5.65: Rating of skill and employment opportunity content on internet

	Frequency	Percentage
Highly satisfied	251	41.8
Satisfied	235	39.2
Neither satisfied nor dissatisfied	100	16.7
Dissatisfied	13	2.2
Highly dissatisfied	1	0.2
Total	600	100

N=600

Nearly 81 percent of the respondents have expressed satisfaction on the use and internet content in creating awareness on skill development. Among them 39.20 percent are satisfied, followed by 42 percent who are highly satisfied. About 16.70 percent of the respondents hold no opinion. A very small percentage of the respondents i.e. only 2% say that they are dissatisfied with the internet content on the skill development

opportunities. The data shows that a great majority of the respondents subscribe to the view that internet plays quite significant role in creating awareness on the skill development opportunities.

Table 5.66: Rating of skill and employment opportunity content on radio

	Frequency	Percentage
Highly satisfied	12	2
Satisfied	84	14
Neither satisfied nor	182	30.3
Dissatisfied	214	35.7
Highly dissatisfied	108	18
Total	600	100

N=600

The data has revealed that, only 16 percent of the total respondents are satisfied with content on radio broadcast in creating awareness in skill development. On the other hand, 35.70 percent are dissatisfied and 18 percent are highly dissatisfied with role of radio content in creating awareness on skill development. Nearly 30 percent of the respondents do not have any fixed opinion regarding role of radio content in creating awareness on skill development opportunities.

5.6.2.2 Satisfaction towards content on Agriculture Development and related Rural Awareness / information

A series of questions were asked to the respondents to rate the role of media content in creating awareness on agriculture and skill development. The analyzed data has revealed the following findings.

Table 5.67: Rating of Television PSA and Programs content on Agriculture, Rural Development and General Awareness about basic needs

	Frequency	Percentage
Highly satisfied	112	18.7
Satisfied	294	49
Neither satisfied nor dissatisfied	141	23.5

Dissatisfied	42	7
Highly dissatisfied	11	1.8
Total	600	100

The data analysed with regard to role of TV content in creating awareness about agriculture has yielded that, 49 percent of the respondents were satisfied, followed by 18.70 percent being highly satisfied. However, 23.50 percent were of no opinion on satisfaction level of media content. On the other hand, 7 percent were dissatisfied and around 2 percent were highly dissatisfied.

Table 5.68: Rating of ‘Newspaper PSA and Articles’ content on Agriculture and Rural Development and General Awareness about basic needs

Rate the Agriculture and Rural Awareness content available on Newspaper		
	Frequency	Percentage
Highly satisfied	41	6.8
Satisfied	174	29
Neither satisfied nor	277	46.2
Dissatisfied	88	14.7
Highly dissatisfied	20	3.3
Total	600	100

N=600

When enquired about the quality of newspaper content in creating awareness on agriculture, a majority of the sample i.e., 46.20 expressed no opinion. About 29.00 were satisfied and 6.80 percent were highly satisfied. Among others, 15 percent said they are dissatisfied with newspapers in creating awareness on agriculture and 3.30 percent were highly dissatisfied.

Table 5.69: Rating of ‘Radio PSA and Programs’ content on Agriculture and Rural Development and General Awareness about basic needs

	Frequency	Percentage
Very satisfied	7	1.2
Satisfied	82	13.7
Neither satisfied nor	200	33.3
Dissatisfied	232	38.7

Highly dissatisfied	79	13.2
Total	600	100

Though radio is traditionally considered as a prime medium in creating awareness on agriculture, 38.70 percent were dissatisfied and 13.20 percent were highly dissatisfied with the content on Radio. Around 33.30 percent of the respondents held no opinion on the role of radio as a prime medium for agricultural information. Only 13.70 percent expressed satisfaction and merely 1.20 percent was highly satisfied on radio as a medium creating awareness on agricultural practices.

Table 5.70: Rating of Internet PSA and Audio Visual information content on Agriculture ,Rural Development and General Awareness about basic needs

Rate the Agriculture and Rural Awareness content available on Internet		
	Frequency	Percentage
Highly satisfied	204	34
Satisfied	279	46.5
Neither satisfied nor	101	16.8
Dissatisfied	14	2.3
Highly dissatisfied	2	0.3
Total	600	100

N=600

The data analysis has shown that 46.5 percent of the respondents are satisfied with internet content in creating awareness about agriculture and rural development and 34 percent are highly satisfied. In total, around 80 percent of the respondents are satisfied with internet content in creating awareness on agriculture. About 17% have no opinion on the use of internet in creating awareness, while 2.30 percent are dissatisfied. The data clearly indicates that, a majority of the respondents strongly believe in the use of internet in creating awareness on agricultural practices.

5.7 Objective: To examine the challenges and propose the solutions with respect to media on capacity building and skill development in rural Punjab.

5.7.1 Hypothesis: Media, through information and awareness is not able to change people's perception.

Factor analysis was applied to understand the role and influence of media in creating awareness and influencing rural population regarding skill-based training. The skill-

based training was divided into two major categories – Hard skills (Technical & Non-Technical) and soft skills. A series of factors like social, cultural, economic, problems and prospects of rural people were considered to elicit opinion of the respondents. Among the many factors, 12 items were identified through factor analysis. The Cronbach’s Alpha test yielded a score of 0.778 on the reliability scale which is good enough for the research study. A sample of 600 respondents was selected from 16 districts of the state of Punjab. KMO and Bartlett's Test score of 0.857 is a very good measure of sampling adequacy. Both the tool used for data collection and sampling adequacy proved good enough for the study.

Table 5.71 Showing reliability of tool using Cronbach’s Alpha

Reliability Statistics	
Cronbach's Alpha	No. of Items
.778	12

Table 5.72: Measure of sampling adequacy using KMO and Bartlett's Test

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.857
Bartlett's Test of Sphericity	Approx. Chi-Square	1126.473
	df	66
	Sig.	.000

Table 5.73: Factor Analysis of Opinionnaire on role of media in providing Information, Knowledge, Awareness and Training for skills

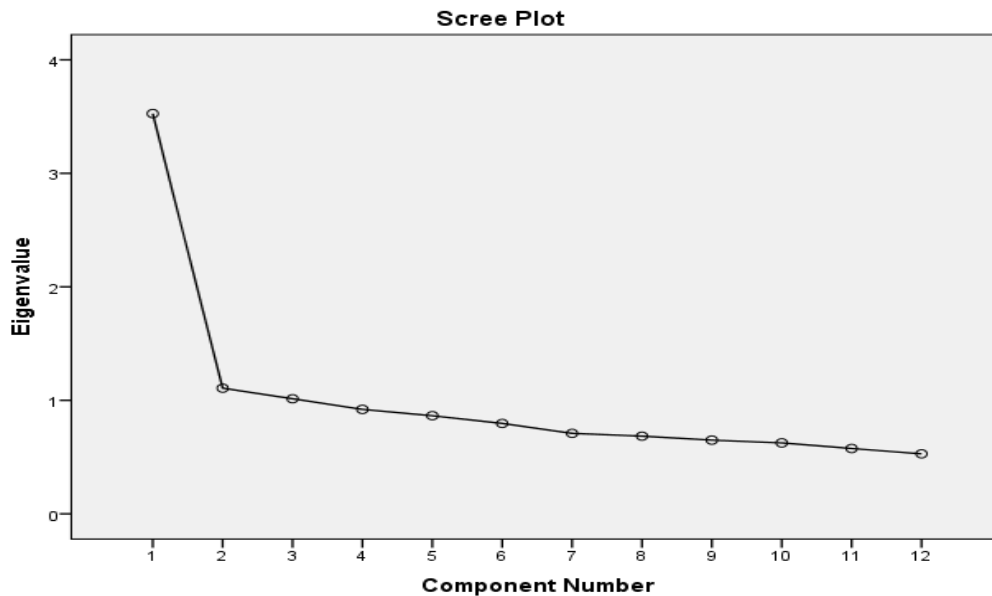
	Rotated Component Matrix		
	Component		
	1 Informati on	2 Awarene ss	3 Media influence
Do you think that Media influences rural masses in understanding and adopting technical and soft skills for development and change?	.048	.102	.695
Do you think Media's have tendency to inform on major social and economic issues related to rural life?	.528	-.029	.460

Are you satisfied with the information given in a Public Service Advertisement running in different modes of media on the above issues?	.447	.268	.253
Do you think media sharpen your critical thinking skills?	.278	.152	.462
Do you think Youth and women preferred and were influenced most in taking up training various skills for their development through electronic media or online channels?	.194	.094	.633
Do you think Media helps in providing information and knowledge on various skill development programmes	.701	.076	.229
Media informs and provides access to education and training through distance learning and other related media platforms.	.678	.099	.103
Media provides information on successful implementation of development programmes and instills confidence among rural entrepreneurs.	.586	.368	.038
Do you agree with this statement that media creates awareness and encourages the rural people to adapt themselves to the changing environment?	.392	.534	.054
Do you agree with this statement that the media content teaches the people about social manners and etiquette?	-.089	.699	.372
Do you agree with this statement that media content brings a great transition in the human values which empower the women?	.098	.636	.270
Do you agree with this statement that media amplify the voices of the rural peoples and their problems	.286	.621	-.158
Extraction Method: Principal Component Analysis.			
Rotation Method: Varimax with Kaiser Normalization.			
a. Rotation converged in 8 iterations.			

An opinionnaire of twelve questions on role of media in creating awareness and influencing rural population regarding skill based trainings was analysed using factor analysis – Varimax rotation of the factors yielded three factors explaining 47% of the variance. Factor 1 was labeled as role of media in informing, due to the high loadings of the following items: Effectiveness of media in influencing rural population to change their attitude positively towards major issues affecting the rural society; Media support in providing information and knowledge on various topics related to socio-economic issues; Media Improved access to education and training through distance learning; Success stories of entrepreneurs provided by media help in developing a strong entrepreneurial spirit and desire for success; This first factor explained 17.862 percent of the variance. The second factor derived was characterized as the role of media in creating awareness and had the high loading for the following items: Media encourages the rural people to adapt them to the changing environment; The media content teaches

the people about social manners and etiquette; Media content brings a great transition in the human values which empower the women; Media amplify the voices of the rural peoples and their problems; The variance explained by this factor was 33.101percent. The third factor was labelled as media influence and had high loading for the following items: Media has tendency to influence individuals with the understanding, skills and access to information, to perform effectively; rural women preference to take Non-technical and soft skills training. This first factor explained 47.062 percent of the variance. Substantively, this means two clear patterns of responses were identified among respondents. Firstly media has a definite role in informing and creating awareness about new knowledge and skills. Secondly media has capacity to influence masses to change by acquiring news skills sets for their social and economic development.

Table 5.74: Total Variance Explained									
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.526	29.387	29.387	3.526	29.387	29.387	2.143	17.862	17.862
2	1.107	9.227	38.614	1.107	9.227	38.614	1.829	15.239	33.101
3	1.014	8.448	47.062	1.014	8.448	47.062	1.675	13.961	47.062
4	.920	7.667	54.729						
5	.864	7.203	61.932						
6	.796	6.636	68.568						
7	.709	5.905	74.473						
8	.685	5.706	80.179						
9	.649	5.410	85.589						
10	.625	5.208	90.798						
11	.576	4.796	95.594						
12	.529	4.406	100.000						
Extraction Method: Principal Component Analysis.									



The scree plot graphs the eigenvalue against the factor number. It can be observed that these values in the first two columns of the table are high above. From the third factor, the graph is clearly showing that the line is almost flat, meaning each successive factor is accounting for smaller and smaller amounts of the total variance.

Hypothesis 5.7.2: People of rural Punjab are not satisfied with the content and information given by media related to capacity building and skill training.

5.7.2.1 Satisfaction of rural people towards various Public Service Advertisement / Programs delivered by Central and State governments to create awareness on different areas.

A sequence of enquiries was conducted to know whether the respondent are satisfied with the content and information given by media related to capacity building and skill training. The data analyzed has revealed the following findings.

Table 5.75: Satisfaction on the Programs/PSA delivered by Central and State governments to create general awareness regarding Health / medical Services.

			Are You Satisfied with Program/Advertisement given by the State/Central Government on different media sources on Health & Medical awareness					Total
			Very Satisfied	Satisfied	Neither satisfied nor dissatisfied	Dissatisfied	Very dissatisfied	
Age	Under 18	Count	7	13	10	6	1	37
		% within Age	18.9%	35.1%	27.0%	16.2%	2.7%	100.0%
		% within Satisfaction to programmes of health and medical	7.7%	5.2%	5.6%	9.0%	6.3%	6.2%
		% of Total	1.2%	2.2%	1.7%	1.0%	0.2%	6.2%
	18-24	Count	18	47	29	9	3	106
		% within Age	17.0%	44.3%	27.4%	8.5%	2.8%	100.0%
		% within Satisfaction to programmes of health and medical	19.8%	18.9%	16.4%	13.4%	18.8%	17.7%
		% of Total	3.0%	7.8%	4.8%	1.5%	0.5%	17.7%
	25-34	Count	21	57	48	16	4	146
		% within Age	14.4%	39.0%	32.9%	11.0%	2.7%	100.0%
		% within Satisfaction to programmes of health and medical	23.1%	22.9%	27.1%	23.9%	25.0%	24.3%
		% of Total	3.5%	9.5%	8.0%	2.7%	0.7%	24.3%
	35-44	Count	19	69	41	24	2	155
		% within Age	12.3%	44.5%	26.5%	15.5%	1.3%	100.0%
		% within Satisfaction to programmes of health and medical	20.9%	27.7%	23.2%	35.8%	12.5%	25.8%
		% of Total	3.2%	11.5%	6.8%	4.0%	0.3%	25.8%
	45-54	Count	12	40	30	8	4	94
		% within Age	12.8%	42.6%	31.9%	8.5%	4.3%	100.0%
		% within Satisfaction to programmes of health and medical	13.2%	16.1%	16.9%	11.9%	25.0%	15.7%
		% of Total	2.0%	6.7%	5.0%	1.3%	0.7%	15.7%
	55-64	Count	12	17	12	4	2	47
		% within Age	25.5%	36.2%	25.5%	8.5%	4.3%	100.0%
		% within Satisfaction to programmes of health and medical	13.2%	6.8%	6.8%	6.0%	12.5%	7.8%
		% of Total	2.0%	2.8%	2.0%	0.7%	0.3%	7.8%
	65+	Count	2	6	7	0	0	15
		% within Age	13.3%	40.0%	46.7%	0.0%	0.0%	100.0%
		% within Satisfaction to programmes of health and medical	2.2%	2.4%	4.0%	0.0%	0.0%	2.5%
		% of Total	0.3%	1.0%	1.2%	0.0%	0.0%	2.5%
Total	Count	91	249	177	67	16	600	
	% within Age	15.2%	41.5%	29.5%	11.2%	2.7%	100.0%	
	% within Satisfaction to programmes of health and medical	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
	% of Total	15.2%	41.5%	29.5%	11.2%	2.7%	100.0%	

			Are You Satisfied with Program/Advertisement given by the State/Central Government on different media sources on Health & Medical awareness					Total
			Very Satisfied	Satisfied	Neither satisfied nor dissatisfied	Dissatisfied	Very dissatisfied	
Gender	Male	Count	62	148	113	46	9	378
		% within Gender	16.4%	39.2%	29.9%	12.2%	2.4%	100.0%
		% within Satisfaction to programmes of health and medical	68.1%	59.4%	63.8%	68.7%	56.3%	63.0%
		% of Total	10.3%	24.7%	18.8%	7.7%	1.5%	63.0%
	Female	Count	29	101	64	21	7	222
		% within Gender	13.1%	45.5%	28.8%	9.5%	3.2%	100.0%
		% within Satisfaction to programmes of health and medical	31.9%	40.6%	36.2%	31.3%	43.8%	37.0%
		% of Total	4.8%	16.8%	10.7%	3.5%	1.2%	37.0%
Total	Count	91	249	177	67	16	600	
	% within Gender	15.2%	41.5%	29.5%	11.2%	2.7%	100.0%	
	% within Satisfaction to programmes of health and medical	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
	% of Total	15.2%	41.5%	29.5%	11.2%	2.7%	100.0%	
Education	1-8th	Count	8	15	12	3	1	39
		% within Education	20.5%	38.5%	30.8%	7.7%	2.6%	100.0%
		% within Satisfaction to programmes of health and medical	8.8%	6.0%	6.8%	4.5%	6.3%	6.5%
		% of Total	1.3%	2.5%	2.0%	0.5%	0.2%	6.5%
	9th-10th	Count	13	35	27	12	1	88
		% within Education	14.8%	39.8%	30.7%	13.6%	1.1%	100.0%
		% within Satisfaction to programmes of health and medical	14.3%	14.1%	15.3%	17.9%	6.3%	14.7%
		% of Total	2.2%	5.8%	4.5%	2.0%	0.2%	14.7%
	12th-DIP	Count	36	92	62	31	5	226
		% within Education	15.9%	40.7%	27.4%	13.7%	2.2%	100.0%
		% within Satisfaction to programmes of health and medical	39.6%	36.9%	35.0%	46.3%	31.3%	37.7%
		% of Total	6.0%	15.3%	10.3%	5.2%	0.8%	37.7%
	Grad/Abv	Count	33	102	72	21	9	237
		% within Education	13.9%	43.0%	30.4%	8.9%	3.8%	100.0%
		% within Satisfaction to programmes of health and medical	36.3%	41.0%	40.7%	31.3%	56.3%	39.5%
		% of Total	5.5%	17.0%	12.0%	3.5%	1.5%	39.5%
Others	Count	1	5	4	0	0	10	
	% within Education	10.0%	50.0%	40.0%	0.0%	0.0%	100.0%	
	% within Satisfaction to programmes of health and medical	1.1%	2.0%	2.3%	0.0%	0.0%	1.7%	
	% of Total	0.2%	0.8%	0.7%	0.0%	0.0%	1.7%	
Total	Count	91	249	177	67	16	600	
	% within Education	15.2%	41.5%	29.5%	11.2%	2.7%	100.0%	
	% within Satisfaction to programmes of health and medical	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
	% of Total	15.2%	41.5%	29.5%	11.2%	2.7%	100.0%	

			Are You Satisfied with Program/Advertisement given by the State/Central Government on different media sources on Health & Medical awareness					Total
			Very Satisfied	Satisfied	Neither satisfied nor dissatisfied	Dissatisfied	Very dissatisfied	
Occupation	Service	Count	30	92	48	19	6	195
		% within Occupation	15.4%	47.2%	24.6%	9.7%	3.1%	100.0%
		% within Satisfaction to programmes of health and medical	33.0%	36.9%	27.1%	28.4%	37.5%	32.5%
		% of Total	5.0%	15.3%	8.0%	3.2%	1.0%	32.5%
	Trader/Market Player	Count	20	38	36	20	1	115
		% within Occupation	17.4%	33.0%	31.3%	17.4%	0.9%	100.0%
		% within Satisfaction to programmes of health and medical	22.0%	15.3%	20.3%	29.9%	6.3%	19.2%
		% of Total	3.3%	6.3%	6.0%	3.3%	0.2%	19.2%
	Agricultural	Count	22	59	53	14	4	152
		% within Occupation	14.5%	38.8%	34.9%	9.2%	2.6%	100.0%
		% within Satisfaction to programmes of health and medical	24.2%	23.7%	29.9%	20.9%	25.0%	25.3%
		% of Total	3.7%	9.8%	8.8%	2.3%	0.7%	25.3%
	Others	Count	19	60	40	14	5	138
		% within Occupation	13.8%	43.5%	29.0%	10.1%	3.6%	100.0%
		% within Satisfaction to programmes of health and medical	20.9%	24.1%	22.6%	20.9%	31.3%	23.0%
		% of Total	3.2%	10.0%	6.7%	2.3%	0.8%	23.0%
Total	Count	91	249	177	67	16	600	
	% within Occupation	15.2%	41.5%	29.5%	11.2%	2.7%	100.0%	
	% within Satisfaction to programmes of health and medical	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
	% of Total	15.2%	41.5%	29.5%	11.2%	2.7%	100.0%	
zone	Majha	Count	32	88	53	17	10	200
		% within zone	16.0%	44.0%	26.5%	8.5%	5.0%	100.0%
		% within Satisfaction to programmes of health and medical	35.2%	35.3%	29.9%	25.4%	62.5%	33.3%
		% of Total	5.3%	14.7%	8.8%	2.8%	1.7%	33.3%
	Malwa	Count	40	73	53	32	2	200
		% within zone	20.0%	36.5%	26.5%	16.0%	1.0%	100.0%
		% within Satisfaction to programmes of health and medical	44.0%	29.3%	29.9%	47.8%	12.5%	33.3%
		% of Total	6.7%	12.2%	8.8%	5.3%	0.3%	33.3%
	Doaba	Count	19	88	71	18	4	200
		% within zone	9.5%	44.0%	35.5%	9.0%	2.0%	100.0%
		% within Satisfaction to programmes of health and medical	20.9%	35.3%	40.1%	26.9%	25.0%	33.3%
		% of Total	3.2%	14.7%	11.8%	3.0%	0.7%	33.3%
Total	Count	91	249	177	67	16	600	
	% within zone	15.2%	41.5%	29.5%	11.2%	2.7%	100.0%	
	% within Satisfaction to programmes of health and medical	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
	% of Total	15.2%	41.5%	29.5%	11.2%	2.7%	100.0%	

Age: The given data shows the Satisfaction of different age groups from under 18 to above 65 with regards to Public Service Advertisement/ Programs given by the

State/Central Government on different media sources on 'Health & Medical awareness'.The data reveals that 15.2 percent people are very satisfied with Program/Advertisement given by the State/Central Government on different media sources on Health & Medical awareness, 41.5 percent people are satisfied with Program/Advertisement given by the State/Central Government on different media sources on Health & Medical awareness, 29.5 percent people are neither satisfied nor dissatisfied with Program/Advertisement given by the State/Central Government on different media sources on Health & Medical awareness, about 11 percent are dissatisfied with Program/Advertisement given by the State/Central Government on different media sources on Health & Medical awareness and rest of about 3 percent people are very dissatisfied with Program/Advertisement given by the State/Central Government on different media sources on Health & Medical awareness. In the age group of 25 to 34, 3.5percent are very satisfied with Program/Advertisement given by the State/Central Government on different media sources on Health & Medical awareness, 9.5 percent are satisfied with Program/Advertisement given by the State/Central Government on different media sources on Health & Medical awareness, 8 percent are neither satisfied nor dissatisfied with Program/Advertisement given by the State/Central Government on different media sources on Health & Medical awareness, 2.7 percent are dissatisfied with Program/Advertisement given by the State/Central Government on different media sources on Health & Medical awareness and the rest of 0.7 percent are very dissatisfied with Program/Advertisement given by the State/Central Government on different media sources on Health & Medical awareness. In the age group of 35 to 44, 3.2percent people are very satisfied with Program/Advertisement given by the State/Central Government on different media sources on Health & Medical awareness, 11.5 percent are satisfied with Program/Advertisement given by the State/Central Government on different media sources on Health & Medical awareness, 6.8 percent are neither satisfied nor dissatisfied with Program/Advertisement given by the State/Central Government on different media sources on Health & Medical awareness, 4 percent are dissatisfied with Program/Advertisement given by the State/Central Government on different media sources on Health & Medical awareness and the rest of 0.3 percent are very dissatisfied with Program/Advertisement given by the State/Central Government on different

media sources on Health & Medical awareness. To establish the significance of difference between various age groups with respect to Program/Advertisement given by the State/Central Government on different media sources on Health & Medical awareness, Chi-square test was applied.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	19.453 ^a	24	.727
Likelihood Ratio	20.628	24	.661
Linear-by-Linear Association	.038	1	.846
N of Valid Cases	600		
a. 11 cells (31.4%) have expected count less than 5. The minimum expected count is .40.			

H₀ – There is no significant difference in the perception of respondents of various age groups regarding Public Service Advertisement/ Programs given by the State/Central Government on different media sources related to Health & Medical awareness.

H_a – Respondents of various age groups differ significantly in the perception of Public Service Advertisement/Programs given by the State/Central Government on different media sources related to Health & Medical awareness.

Cal X2 Val 19.453 (df 24) ≤ Tab Val 36.42 at 0.05 level of significance

The analysed data reveals that there is no significant association between various age groups with regards to Public Service Advertisement/Programs given by the State/Central Government on different media sources on Health & Medical Awareness'. The null hypothesis of no significant difference is accepted indicating that different age group have similar opinion with regards to Program/Advertisement given by the State/Central Government on different media sources on 'Health & Medical awareness. Further table says that different age group have similar needs and interest to understand on Health and Medical awareness programme given by the government, this indicates that knowledge and information on Health and Medical awareness programme of the government helps people to understand health and medical better.

Gender:The given data shows the 'Satisfaction' of 'males and females' with regards to Public Service Advertisement/ Programs given by the State/Central Government on different media sources on 'Health & Medical awareness'.The data reveals that 15.2

percent people are very satisfied with Program/Advertisement given by the State/Central Government on different media sources on Health & Medical awareness, 41.5 percent people are satisfied with Program/Advertisement given by the State/Central Government on different media sources on Health & Medical awareness, 29.5 percent people are neither satisfied nor dissatisfied with Program/Advertisement given by the State/Central Government on different media sources on Health & Medical awareness, about 11 percent people are dissatisfied with Program/Advertisement given by the State/Central Government on different media sources on Health & Medical awareness and the rest of about 3 percent people are very dissatisfied with Program/Advertisement given by the State/Central Government on different media sources on Health & Medical awareness. Among Male, 10.3 percent are very satisfied with Program/Advertisement given by the State/Central Government on different media sources on Health & Medical awareness, 24.7 percent are satisfied with Program/Advertisement given by the State/Central Government on different media sources on Health & Medical awareness, 18.8 percent are neither satisfied nor dissatisfied with Program/Advertisement given by the State/Central Government on different media sources on Health & Medical awareness, 7.7 percent are dissatisfied with Program/Advertisement given by the State/Central Government on different media sources on Health & Medical awareness and rest of 1.5 percent are very dissatisfied with Program/Advertisement given by the State/Central Government on different media sources on Health & Medical awareness. Among Female, 4.8 percent are very satisfied with Program/Advertisement given by the State/Central Government on different media sources on Health & Medical awareness, 16.8 percent are satisfied with Program/Advertisement given by the State/Central Government on different media sources on Health & Medical awareness, 10.7 percent people are neither satisfied nor dissatisfied with Program/Advertisement given by the State/Central Government on different media sources on Health & Medical awareness, 3.5 percent are dissatisfied with Program/Advertisement given by the State/Central Government on different media sources on Health & Medical awareness and rest of 1.2 percent are very dissatisfied with Program/Advertisement given by the State/Central Government on different media sources on Health & Medical awareness. The data shows a significant difference between males and females with Program/Advertisement given by the

State/Central Government on different media sources on Health & Medical awareness. To establish the significance of difference between males and females with regard to Program/Advertisement given by the State/Central Government on different media sources on Health & Medical awareness, Chi-square test was applied.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.670 ^a	4	.453
Likelihood Ratio	3.692	4	.449
Linear-by-Linear Association	.010	1	.919
N of Valid Cases	600		
a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 5.92.			

H₀ – There is no significant difference in the perception of males and females respondents regarding Public Service Advertisement/ Programs given by the State/Central Government on different media sources related to Health & Medical awareness.

H_a – Males and females respondents of various age groups differ significantly in the perception of Public Service Advertisement/Programs given by the State/Central Government on different media sources related to Health & Medical awareness.

$$\text{Cal } \chi^2 \text{ Val } 3.670 \text{ (df } 4) \leq \text{Tab Val } 9.490 \text{ at } 0.05 \text{ level of significance}$$

The analysed data reveals that there is no significant association between gender and Public Service Advertisement/ Programs given by the State/Central Government on different media sources on Health & Medical awareness. The null hypothesis of no significant difference is accepted as males and females have similar opinion with regards to Program/Advertisement given by the State/Central Government on different media sources on Health & Medical awareness.

Education: The given data shows the ‘Satisfaction’ of the people with different level of education with regards to Public Service Advertisement/ Programs given by the State/Central Government on different media sources on ‘Health & Medical awareness’. The data reveals that 15.2 percent people are very satisfied with Program/Advertisement given by the State/Central Government on different media

sources on Health & Medical awareness, 41.5 percent people are satisfied with Program/Advertisement given by the State/Central Government on different media sources on Health & Medical awareness, 29.5 percent people are neither satisfied nor dissatisfied with Program/Advertisement given by the State/Central Government on different media sources on Health & Medical awareness, about 11 percent people are dissatisfied with Program/Advertisement given by the State/Central Government on different media sources on Health & Medical awareness and rest of about 3 percent person are very dissatisfied with Program/Advertisement given by the State/Central Government on different media sources on Health & Medical awareness. Out of the respondents who are graduates, 5.5 percent are very satisfied with Program/Advertisement given by the State/Central Government on different media sources on Health & Medical awareness, 17 percent are satisfied with Program/Advertisement given by the State/Central Government on different media sources on Health & Medical awareness, 12 percent are neither satisfied nor dissatisfied with Program/Advertisement given by the State/Central Government on different media sources on Health & Medical awareness, 3.5 percent are dissatisfied with Program/Advertisement given by the State/Central Government on different media sources on Health & Medical awareness and the rest of 1.5 percent are very dissatisfied with Program/Advertisement given by the State/Central Government on different media sources on Health & Medical awareness. Among respondents with secondary education as their qualification, 6 percent are very satisfied with Program/Advertisement given by the State/Central Government on different media sources on Health & Medical awareness, 15.3 percent are satisfied with Program/Advertisement given by the State/Central Government on different media sources on Health & Medical awareness, 10.3 percent are neither satisfied nor dissatisfied with Program/Advertisement given by the State/Central Government on different media sources on Health & Medical awareness, 5.2 percent are dissatisfied with Program/Advertisement given by the State/Central Government on different media sources on Health & Medical awareness and the rest of 0.8 percent are very dissatisfied with Program/Advertisement given by the State/Central Government on different media sources on Health & Medical awareness. In order to establish the significance of difference in preception of respondents regarding PSA /Program given

by the State/Central Government on different media sources on Health & Medical awareness with respect to their educational qualification, Chi-square test was applied.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	9.383^a	16	.897
Likelihood Ratio	10.791	16	.822
Linear-by-Linear Association	.085	1	.771
N of Valid Cases	600		
a. 8 cells (32.0%) have expected count less than 5. The minimum expected count is .27.			

H₀ – There is no significant difference in the perception of respondents with different level of education regarding Public Service Advertisement/ Programs given by the State/Central Government on different media sources related to Health & Medical awareness.

H_a – Respondents with different level of education differ significantly in the perception of Public Service Advertisement/Programs given by the State/Central Government on different media sources related to Health & Medical awareness.

Cal x^2 Val 9.383 (df 16) \leq Tab Val 26.30 at 0.05 level of significance
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The analysed data reveals that there is no significant relationship among educated person with regards to Public Service Advertisement/Programs given by the State/Central Government on different media sources on Health & Medical awareness. The null hypothesis of no significant difference is accepted as respondents with different level of education have similar opinion with regards to Program/Advertisement given by the State/Central Government on different media sources on Health & Medical awareness. Further table says that different level of education understands differently on Health and Medical awareness programme given by the government, this indicates that education improves person basic information on Health and Medical awareness programme.

Occupation: The given data shows the ‘Satisfaction’ with regards to Public service advertisement/ Programs given by the State/Central Government on different media sources on ‘Health & Medical awareness’ among respondents with different occupation. The data reveals that 15.2 percent people are very satisfied with

Program/Advertisement given by the State/Central Government on different media sources on Health & Medical awareness, 41.5 percent people are satisfied with Program/Advertisement given by the State/Central Government on different media sources on Health & Medical awareness, 29.5 percent people are neither satisfied nor dissatisfied with Program/Advertisement given by the State/Central Government on different media sources on Health & Medical awareness, about 11 percent people are dissatisfied with Program/Advertisement given by the State/Central Government on different media sources on Health & Medical awareness and the rest of about 3 percent person are very dissatisfied with Program/Advertisement given by the State/Central Government on different media sources on Health & Medical awareness. Among Service sector, 5.0 percent are very satisfied with Program/Advertisement given by the State/Central Government on different media sources on Health & Medical awareness, 15.3 percent are satisfied with Program/Advertisement given by the State/Central Government on different media sources on Health & Medical awareness, 8.0 percent are neither satisfied nor dissatisfied with Program/Advertisement given by the State/Central Government on different media sources on Health & Medical awareness, 3.2 percent are dissatisfied with Program/Advertisement given by the State/Central Government on different media sources on Health & Medical awareness and the rest of 1.0 percent are very dissatisfied with Program/Advertisement given by the State/Central Government on different media sources on Health & Medical awareness. Among Trader, 3.3 percent are very satisfied with Program/Advertisement given by the State/Central Government on different media sources on Health & Medical awareness, 6.3 percent are satisfied with Program/Advertisement given by the State/Central Government on different media sources on Health & Medical awareness, 6.0 percent are neither satisfied nor dissatisfied with Program/Advertisement given by the State/Central Government on different media sources on Health & Medical awareness, 3.3 percent are dissatisfied with Program/Advertisement given by the State/Central Government on different media sources on Health & Medical awareness and the rest of 0.2 percent are very dissatisfied with Program/Advertisement given by the State/Central Government on different media sources on Health & Medical awareness. Among Agriculture sector, 3.7 percent are very satisfied with Program/Advertisement given by the State/Central Government on different media

sources on Health & Medical awareness, 9.8 percent are satisfied with Program/Advertisement given by the State/Central Government on different media sources on Health & Medical awareness, 8.8 percent are neither satisfied nor dissatisfied with Program/Advertisement given by the State/Central Government on different media sources on Health & Medical awareness, 2.3 percent are dissatisfied with Program/Advertisement given by the State/Central Government on different media sources on Health & Medical awareness and the rest of 0.7 percent are very dissatisfied with Program/Advertisement given by the State/Central Government on different media sources on Health & Medical awareness. The data shows a significant difference among profession with regards to Program/Advertisement given by the State/Central Government on different media sources on Health & Medical awareness. To establish the significance of difference among professional with regard to Program/Advertisement given by the State/Central Government on different media sources on Health & Medical awareness, Chi-square test was applied.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	14.684 ^a	12	.259
Likelihood Ratio	14.686	12	.259
Linear-by-Linear Association	.579	1	.447
N of Valid Cases	600		

a. 3 cells (15.0%) have expected count less than 5. The minimum expected count is 3.07.

H₀ – There is no significant difference in the perception of respondents regarding Public Service Advertisement/ Programs given by the State/Central Government on different media sources related to Health & Medical awareness with respect to their occupation.

H_a – Respondents with different occupation differ significantly in the perception of Public Service Advertisement/Programs given by the State/Central Government on different media sources related to Health & Medical awareness.

$\text{Cal } x^2 \text{ Val } 14.684 \text{ (df } 12) \leq \text{Tab Val } 21.03 \text{ at } 0.05 \text{ level of significance}$
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The analysed data revealed that there is no significant association between occupation and perception on Public Service Advertisement/Programs given by the State/Central Government on different media sources on Health & Medical awareness. The null

hypothesis of no significant difference is accepted as respondents with different occupation have similar opinion on Program/Advertisement given by the State/Central Government on different media sources on 'Health & Medical awareness'. Further table says that respondents with different occupation have different needs about understand differently on Health and Medical awareness programme given by the government, this indicates that knowledge and information on Health and Medical awareness programme of the government helps occupational to understand health and medical priority

Zone: The given data shows the 'Satisfaction' of rural people with regards to Public service advertisement/ Programs given by the State/Central Government on different media sources on 'Health & Medical awareness' in three zones of Majha, Malwa and Doaba Punjab. The data revealed that 15.2 percent people in all three zone very satisfied with Program/Advertisement given by the State/Central Government on different media sources on Health & Medical awareness, 41.5 percent people are satisfied with Program/Advertisement given by the State/Central Government on different media sources on Health & Medical awareness, 29.5 percent people are neither satisfied nor dissatisfied with Program/Advertisement given by the State/Central Government on different media sources on Health & Medical awareness, about 11.2 percent people are dissatisfied with Program/Advertisement given by the State/Central Government on different media sources on Health & Medical awareness and rest of about 2.7 percent people are very dissatisfied with Program/Advertisement given by the State/Central Government on different media sources on Health & Medical awareness. In Zone I (Majha) 5.3 percent people are very satisfied with Program/Advertisement given by the State/Central Government on different media sources on Health & Medical awareness, 14.7 percent people are satisfied with Program/Advertisement given by the State/Central Government on different media sources on Health & Medical awareness, 8.8 percent people are neither satisfied nor dissatisfied with Program/Advertisement given by the State/Central Government on different media sources on Health & Medical awareness, about 2.8 percent people are dissatisfied with Program/Advertisement given by the State/Central Government on different media sources on Health & Medical awareness and rest of about 1.7 percent people are very dissatisfied with Program/Advertisement given by the State/Central Government on

different media sources on Health & Medical awareness. In Zone II (Malwa) about 6.7percent people arevery satisfied with Program/Advertisement given by the State/Central Government on different media sources on Health & Medical awareness, 12.2 percent people are satisfied with Program/Advertisement given by the State/Central Government on different media sources on Health & Medical awareness, 8.8 percent people are neither satisfied nor dissatisfied with Program/Advertisement given by the State/Central Government on different media sources on Health & Medical awareness, about 5.3 percent people are dissatisfied with Program/Advertisement given by the State/Central Government on different media sources on Health & Medical awareness and rest of about 0.3 percent people are very dissatisfied with Program/Advertisement given by the State/Central Government on different media sources on Health & Medical awareness. In Zone III (Doaba) 3.2percent people are very satisfied with Program/Advertisement given by the State/Central Government on different media sources on Health & Medical awareness, 14.7 percent people are satisfied with Program/Advertisement given by the State/Central Government on different media sources on Health & Medical awareness, 11.8 percent people are neither satisfied nor dissatisfied with Program/Advertisement given by the State/Central Government on different media sources on Health & Medical awareness, about 3.0 percent people are dissatisfied with Program/Advertisement given by the State/Central Government on different media sources on Health & Medical awareness and rest of about 0.7 percent people are very dissatisfied with Program/Advertisement given by the State/Central Government on different media sources on Health & Medical awareness. The data shows a significant difference between three Zones ofMajha, Malwa, and Doabawith Program/Advertisement given by the State/Central Government on different media sources on Health & Medical awareness. To establish the significance of difference between three Zones of Majha, Malwa, and Doaba with regard to Program/Advertisement given by the State/Central Government on different media sources on Health & Medical awareness, Chi-square test was applied.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	25.673^a	8	.001

Likelihood Ratio	25.501	8	.001
Linear-by-Linear Association	.601	1	.438
N of Valid Cases	600		
a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 5.33.			

H₀ – There is no significant difference between perception of respondents of three Zones of Punjab regarding Public Service Advertisement/ Programs given by the State/Central Government on different media sources on Health & Medical awareness.

H_a – Three Zones of Punjab differ significantly with Public Service Advertisement/ Programs given by the State/Central Government on different media sources on Health & Medical awareness.

Cal X^2 Val 25.673 (df 8) \geq Tab Val 15.51 at 0.05 level of significance
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The analysed data revealed that there is significant association between Zones of living and perception of respondents regarding Public Service Advertisement/ Programs given by the State/Central Government on different media sources on ‘Health & Medical awareness’ among the people. The null hypothesis of no significant difference is rejected in this case indicating the people living in Majha, Malwa and Doaba vary in their perception regarding Public Service Advertisement/ Programs given by the State/Central Government on different media sources on Health & Medical awareness.

Table 5.76: Satisfaction on the development programs delivered by central and state governments regarding 'Education'

			Satisfied with Program/Advertisement given by the State/Central Government on different media sources regarding Education					Total
			Very Satisfied	Satisfied	Neither satisfied nor dissatisfied	Dissatisfied	Very dissatisfied	
Age	Under 18	Count	3	23	10	1	0	37
		% within Age	8.1%	62.2%	27.0%	2.7%	0.0%	100.0%
		% within satisfaction to PSA /programmes of education	4.3%	6.8%	7.2%	2.2%	0.0%	6.2%
		% of Total	0.5%	3.8%	1.7%	0.2%	0.0%	6.2%
	18-24	Count	15	54	26	7	4	106
		% within Age	14.2%	50.9%	24.5%	6.6%	3.8%	100.0%
		% within satisfaction to PSA /programmes of education	21.7%	16.0%	18.8%	15.2%	40.0%	17.7%
		% of Total	2.5%	9.0%	4.3%	1.2%	0.7%	17.7%
	25-34	Count	22	78	26	18	2	146
		% within Age	15.1%	53.4%	17.8%	12.3%	1.4%	100.0%
		% within satisfaction to PSA /programmes of education	31.9%	23.1%	18.8%	39.1%	20.0%	24.3%
		% of Total	3.7%	13.0%	4.3%	3.0%	0.3%	24.3%
	35-44	Count	8	93	42	11	1	155
		% within Age	5.2%	60.0%	27.1%	7.1%	0.6%	100.0%
		% within satisfaction to PSA /programmes of education	11.6%	27.6%	30.4%	23.9%	10.0%	25.8%
		% of Total	1.3%	15.5%	7.0%	1.8%	0.2%	25.8%
	45-54	Count	12	55	21	5	1	94
		% within Age	12.8%	58.5%	22.3%	5.3%	1.1%	100.0%
		% within satisfaction to PSA /programmes of education	17.4%	16.3%	15.2%	10.9%	10.0%	15.7%
		% of Total	2.0%	9.2%	3.5%	0.8%	0.2%	15.7%
	55-64	Count	7	26	9	3	2	47
		% within Age	14.9%	55.3%	19.1%	6.4%	4.3%	100.0%
		% within satisfaction to PSA /programmes of education	10.1%	7.7%	6.5%	6.5%	20.0%	7.8%
		% of Total	1.2%	4.3%	1.5%	0.5%	0.3%	7.8%
	65+	Count	2	8	4	1	0	15
		% within Age	13.3%	53.3%	26.7%	6.7%	0.0%	100.0%
		% within satisfaction to PSA /programmes of education	2.9%	2.4%	2.9%	2.2%	0.0%	2.5%
		% of Total	0.3%	1.3%	0.7%	0.2%	0.0%	2.5%
Total	Count	69	337	138	46	10	600	
	% within Age	11.5%	56.2%	23.0%	7.7%	1.7%	100.0%	
	% within satisfaction to PSA /programmes of education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
	% of Total	11.5%	56.2%	23.0%	7.7%	1.7%	100.0%	

			Satisfied with Program/Advertisement given by the State/Central Government on different media sources regarding Education					Total	
			Very Satisfied	Satisfied	Neither satisfied nor dissatisfied	Dissatisfied	Very dissatisfied		
Gender	Male	Count	46	208	85	32	7	378	
		% within Gender	12.2%	55.0%	22.5%	8.5%	1.9%	100.0%	
		% within satisfaction to PSA /programmes of education	66.7%	61.7%	61.6%	69.6%	70.0%	63.0%	
		% of Total	7.7%	34.7%	14.2%	5.3%	1.2%	63.0%	
	Female	Count	23	129	53	14	3	222	
		% within Gender	10.4%	58.1%	23.9%	6.3%	1.4%	100.0%	
% within satisfaction to PSA /programmes of education		33.3%	38.3%	38.4%	30.4%	30.0%	37.0%		
	% of Total	3.8%	21.5%	8.8%	2.3%	0.5%	37.0%		
Total	Count		69	337	138	46	10	600	
	% within Gender		11.5%	56.2%	23.0%	7.7%	1.7%	100.0%	
	% within satisfaction to PSA /programmes of education		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
	% of Total		11.5%	56.2%	23.0%	7.7%	1.7%	100.0%	
Education	1-8th	Count	6	22	7	2	2	39	
		% within Education	15.4%	56.4%	17.9%	5.1%	5.1%	100.0%	
		% within satisfaction to PSA /programmes of education	8.7%	6.5%	5.1%	4.3%	20.0%	6.5%	
		% of Total	1.0%	3.7%	1.2%	0.3%	0.3%	6.5%	
	9th-10th	Count	11	53	18	5	1	88	
		% within Education	12.5%	60.2%	20.5%	5.7%	1.1%	100.0%	
		% within satisfaction to PSA /programmes of education	15.9%	15.7%	13.0%	10.9%	10.0%	14.7%	
		% of Total	1.8%	8.8%	3.0%	0.8%	0.2%	14.7%	
	12th-DIP	Count	19	128	60	18	1	226	
		% within Education	8.4%	56.6%	26.5%	8.0%	0.4%	100.0%	
		% within satisfaction to PSA /programmes of education	27.5%	38.0%	43.5%	39.1%	10.0%	37.7%	
		% of Total	3.2%	21.3%	10.0%	3.0%	0.2%	37.7%	
	Grad/Abv	Count	32	128	51	20	6	237	
		% within Education	13.5%	54.0%	21.5%	8.4%	2.5%	100.0%	
		% within satisfaction to PSA /programmes of education	46.4%	38.0%	37.0%	43.5%	60.0%	39.5%	
		% of Total	5.3%	21.3%	8.5%	3.3%	1.0%	39.5%	
	Others	Count	1	6	2	1	0	10	
		% within Education	10.0%	60.0%	20.0%	10.0%	0.0%	100.0%	
		% within satisfaction to PSA /programmes of education	1.4%	1.8%	1.4%	2.2%	0.0%	1.7%	
		% of Total	0.2%	1.0%	0.3%	0.2%	0.0%	1.7%	
	Total	Count		69	337	138	46	10	600
		% within Education		11.5%	56.2%	23.0%	7.7%	1.7%	100.0%
		% within satisfaction to PSA /programmes of education		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
		% of Total		11.5%	56.2%	23.0%	7.7%	1.7%	100.0%

			Are You Satisfied with Program/Advertisement given by the State/Central Government on different media sources regarding Education					Total
			Very Satisfied	Satisfied	Neither satisfied nor dissatisfied	Dissatisfied	Very dissatisfied	
Occupation	Service	Count	28	107	45	14	1	195
		% within Occupation	14.4%	54.9%	23.1%	7.2%	0.5%	100.0%
		% within satisfaction to PSA / programmes of education	40.6%	31.8%	32.6%	30.4%	10.0%	32.5%
		% of Total	4.7%	17.8%	7.5%	2.3%	0.2%	32.5%
	Trader/Market Player	Count	12	75	16	10	2	115
		% within Occupation	10.4%	65.2%	13.9%	8.7%	1.7%	100.0%
		% within satisfaction to PSA / programmes of education	17.4%	22.3%	11.6%	21.7%	20.0%	19.2%
		% of Total	2.0%	12.5%	2.7%	1.7%	0.3%	19.2%
	Agricultural	Count	15	78	43	14	2	152
		% within Occupation	9.9%	51.3%	28.3%	9.2%	1.3%	100.0%
		% within satisfaction to PSA / programmes of education	21.7%	23.1%	31.2%	30.4%	20.0%	25.3%
		% of Total	2.5%	13.0%	7.2%	2.3%	0.3%	25.3%
	Others	Count	14	77	34	8	5	138
		% within Occupation	10.1%	55.8%	24.6%	5.8%	3.6%	100.0%
		% within satisfaction to PSA / programmes of education	20.3%	22.8%	24.6%	17.4%	50.0%	23.0%
		% of Total	2.3%	12.8%	5.7%	1.3%	0.8%	23.0%
Total	Count	69	337	138	46	10	600	
	% within Occupation	11.5%	56.2%	23.0%	7.7%	1.7%	100.0%	
	% within satisfaction to PSA / programmes of education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
	% of Total	11.5%	56.2%	23.0%	7.7%	1.7%	100.0%	
zone	Majha	Count	33	117	40	5	5	200
		% within zone	16.5%	58.5%	20.0%	2.5%	2.5%	100.0%
		% within satisfaction to PSA / programmes of education	47.8%	34.7%	29.0%	10.9%	50.0%	33.3%
		% of Total	5.5%	19.5%	6.7%	0.8%	0.8%	33.3%
	Malwa	Count	22	104	42	28	4	200
		% within zone	11.0%	52.0%	21.0%	14.0%	2.0%	100.0%
		% within satisfaction to PSA / programmes of education	31.9%	30.9%	30.4%	60.9%	40.0%	33.3%
		% of Total	3.7%	17.3%	7.0%	4.7%	0.7%	33.3%
	Doaba	Count	14	116	56	13	1	200
		% within zone	7.0%	58.0%	28.0%	6.5%	0.5%	100.0%
		% within satisfaction to PSA / programmes of education	20.3%	34.4%	40.6%	28.3%	10.0%	33.3%
		% of Total	2.3%	19.3%	9.3%	2.2%	0.2%	33.3%
Total	Count	69	337	138	46	10	600	
	% within zone	11.5%	56.2%	23.0%	7.7%	1.7%	100.0%	
	% within satisfaction to PSA / programmes of education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
	% of Total	11.5%	56.2%	23.0%	7.7%	1.7%	100.0%	

	% of Total	11.5%	56.2%	23.0%	7.7%	1.7%	100.0%
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N=600

Age: The given data shows the Satisfaction of different age groups from under 18 to above 65 with regards to Public Service Advertisement/ Programs given by the State/Central Government on different media sources on 'Education Awareness'. The data reveals that 11.5 percent people are very satisfied with Program/Advertisement given by the State/Central Government on different media sources regarding education, 56.2 percent people are satisfied with Program/Advertisement given by the State/Central Government on different media sources regarding education, 23.0 percent people are neither satisfied nor dissatisfied with Program/Advertisement given by the State/Central Government on different media sources regarding education, about 7.7 percent people are dissatisfied with Program/Advertisement given by the State/Central Government on different media sources regarding education and rest of about 1.7 percent people are very dissatisfied with Program/Advertisement given by the State/Central Government on different media sources regarding education. In age group of 25 to 34, 3.7percent are very satisfied with Program/Advertisement given by the State/Central Government on different media sources regarding education, 13 percent are satisfied with Program/Advertisement given by the State/Central Government on different media sources regarding education, 4.3 percent are neither satisfied nor dissatisfied with Program/Advertisement given by the State/Central Government on different media sources regarding education, 3 percent are dissatisfied with Program/Advertisement given by the State/Central Government on different media sources regarding education and the rest of 0.3 percent are very dissatisfied with Program/Advertisement given by the State/Central Government on different media sources regarding education. In the age group of 35 to 44, 1.3percent are very satisfied with Program/Advertisement given by the State/Central Government on different media sources regarding education, 15.5 percent are satisfied with Program/Advertisement given by the State/Central Government on different media sources regarding education, 7 percent are neither satisfied nor dissatisfied with Program/Advertisement given by the State/Central Government on different media sources regarding education, 1.8 percent are dissatisfied with Program/Advertisement given by the State/Central Government on different media sources regarding education and rest of 0.2 percent are very dissatisfied with Program/Advertisement given by the

State/Central Government on different media sources regarding education.. The data shows a significant difference between age groups of under 18 to above 65 with Program/Advertisement given by the State/Central Government on different media sources regarding education. To establish the significance of difference between various age groups of respondents with regard to PSA/ Programs given by the State/Central Government on different media sources regarding education, Chi-square test was applied.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	26.965 ^a	24	.306
Likelihood Ratio	27.992	24	.260
Linear-by-Linear Association	.113	1	.736
N of Valid Cases	600		

a. 13 cells (37.1%) have expected count less than 5. The minimum expected count is .25.

H₀ – There is no significant difference in the perception of respondents of various age groups regarding Public Service Advertisement/ Programs given by the State/Central Government on different media sources related to Education awareness.

H_a – Respondents of various age groups differ significantly in the perception of Public Service Advertisement/Programs given by the State/Central Government on different media sources related to Education awareness.

$$\text{Cal } x^2 \text{ Val } 26.965 \text{ (df } 24) \leq \text{Tab Val } 36.42 \text{ at } 0.05 \text{ level of significance}$$

The analysed data reveals that there is no significant relationship between ‘age group of under 18 to above 65 ‘with regards to Program/Advertisement given by the State/Central Government on different media sources regarding ‘education’. The null hypothesis of no significant difference is accepted as respondents from various age groups have similar opinion on Program/Advertisement given by the State/Central Government on different media sources regarding ‘education’.

Gender: The given data shows the ‘Satisfaction’ of ‘males and females’ with regards to Public Service Advertisement/ Programs given by the State/Central Government on different media sources on ‘Education and its awareness’. The data reveals that 11.5 percent people are very satisfied with Program/Advertisement given by the State/Central Government on different media sources regarding education, 56.2 percent

people are satisfied with Program/Advertisement given by the State/Central Government on different media sources regarding education, 23.0 percent people are neither satisfied nor dissatisfied with Program/Advertisement given by the State/Central Government on different media sources regarding education, about 7.7 percent people are dissatisfied with Program/Advertisement given by the State/Central Government on different media sources regarding education and the rest of about 1.7 percent person are very dissatisfied with Program/Advertisement given by the State/Central Government on different media sources regarding education. Among Male, 7.7 percent are very satisfied with Program/Advertisement given by the State/Central Government on different media sources regarding education, 34.7 percent are satisfied with Program/Advertisement given by the State/Central Government on different media sources regarding education, 14.2 percent are neither satisfied nor dissatisfied with Program/Advertisement given by the State/Central Government on different media sources regarding education, 5.3 percent are dissatisfied with Program/Advertisement given by the State/Central Government on different media sources regarding education and the rest of 1.2 percent are very dissatisfied with Program/Advertisement given by the State/Central Government on different media sources regarding education. Among Female, 3.8 percent are very satisfied with Program/Advertisement given by the State/Central Government on different media sources regarding education, 21.5 percent are satisfied with Program/Advertisement given by the State/Central Government on different media sources regarding education, 8.8 percent are neither satisfied nor dissatisfied with Program/Advertisement given by the State/Central Government on different media sources regarding education, 2.3 percent are dissatisfied with Program/Advertisement given by the State/Central Government on different media sources regarding education and the rest of 0.5 percent are very dissatisfied with Program/Advertisement given by the State/Central Government on different media sources regarding education.. The data shows a significance difference between male and female with Program/Advertisement given by the State/Central Government on different media sources regarding education. To establish the significance of difference between males and females with regard to Program/Advertisement given by the State/Central Government on different media sources regarding education, Chi-square test was applied.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.812 ^a	4	.770
Likelihood Ratio	1.847	4	.764
Linear-by-Linear Association	.137	1	.711
N of Valid Cases	600		
a. 1 cells (10.0%) have expected count less than 5. The minimum expected count is 3.70.			

H₀ – There is no significant difference in the perception of males and females respondents regarding Public Service Advertisement/ Programs given by the State/Central Government on different media sources related to Education awareness.

H_a – Males and females respondents differ significantly in the perception of Public Service Advertisement/ Programs given by the State/Central Government on different media sources related to Education awareness.

Cal x^2 Val 1.812 (df 4) \leq Tab Val 9.490 at 0.05 level of significance

The analysed data reveals that there is no significant association between males and females' with regards to Public Service Advertisement/ Programs given by the State/Central Government on different media sources regarding 'education'. The null hypothesis of no significant difference is accepted as males and females have similar opinion with regards to Program/Advertisement given by the State/Central Government on different media sources regarding education. Further table says that the 'gender' have similar understand on 'Education programme' given by the government; this indicates that males and females improves their needs about basic information on Education programme for academic growth.

Education:In the given data of 'Satisfaction' with regards to Public service advertisement/ Programs given by the State/Central Government on different media sources on 'Education and its awareness' among different educated people of rural Punjab. The data reveals that 11.5 percent people are very satisfied with Program/Advertisement given by the State/Central Government on different media sources regarding education, 56.2 percent people are satisfied with Program/Advertisement given by the State/Central Government on different media sources regarding education, 23.0 percent people are neither satisfied nor dissatisfied

with Program/Advertisement given by the State/Central Government on different media sources regarding education, about 7.7 percent people are dissatisfied with Program/Advertisement given by the State/Central Government on different media sources regarding education and the rest of about 1.7 percent people are very dissatisfied with Program/Advertisement given by the State/Central Government on different media sources regarding education. Out of the respondents who are graduates, 5.3 percent are very satisfied with Program/Advertisement given by the State/Central Government on different media sources regarding education, 21.3 percent are satisfied with Program/Advertisement given by the State/Central Government on different media sources regarding education, 8.5 percent are neither satisfied nor dissatisfied with Program/Advertisement given by the State/Central Government on different media sources regarding education, 3.3 percent are dissatisfied with Program/Advertisement given by the State/Central Government on different media sources regarding education and rest of 1.0 percent are very dissatisfied with Program/Advertisement given by the State/Central Government on different media sources regarding education. Among respondents with secondary education as their qualification, , 3.2 percent are very satisfied with Program/Advertisement given by the State/Central Government on different media sources regarding education, 21.3 percent are satisfied with Program/Advertisement given by the State/Central Government on different media sources regarding education, 10 percent are neither satisfied nor dissatisfied with Program/Advertisement given by the State/Central Government on different media sources regarding education, 3.0 percent are dissatisfied with Program/Advertisement given by the State/Central Government on different media sources regarding education and the rest of 0.2 percent are very dissatisfied with Program/Advertisement given by the State/Central Government on different media sources regarding education. To establish the significance of difference among respondents with different level of education with regards to Public Service Program/Advertisement given by the State/Central Government on different media sources regarding education awareness, Chi-square test was applied.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	13.264 ^a	16	.653
Likelihood Ratio	13.309	16	.650
Linear-by-Linear Association	.407	1	.524
N of Valid Cases	600		

a. 10 cells (40.0%) have expected count less than 5. The minimum expected count is .17.

H₀ – There is no significant difference in the perception of respondents with different level of education regarding Public Service Advertisement/ Programs given by the State/Central Government on different media sources related to Education.

H_a – Respondents with different level of education differ significantly in the perception of Public Service Advertisement/Programs given by the State/Central Government on different media sources related to Education awareness.

Cal X2 Val 13.264 (df 16) ≤ Tab Val 26.30 at 0.05 level of significance

The analysed data revealed that there is no significant relationship among respondents with different level of education with regards to Program/Advertisement given by the State/Central Government on different media sources regarding education. The null hypothesis of no significant difference is accepted as respondents with different level of education have similar opinion on Program/Advertisement given by the State/Central Government on different media sources regarding ‘Education’.

Occupation: The given data shows the ‘Satisfaction’ with regards to Public service advertisement/ Programs given by the State/Central Government on different media sources on ‘Education and its awareness’ among respondent having different occupation. The data revealed that 11.5 percent people are very satisfied with Program/Advertisement given by the State/Central Government on different media sources regarding education, 56.2 percent people are satisfied with Program/Advertisement given by the State/Central Government on different media sources regarding education, 23.0 percent people are neither satisfied nor dissatisfied with Program/Advertisement given by the State/Central Government on different media sources regarding education, about 7.7 percent people are dissatisfied with Program/Advertisement given by the State/Central Government on different media

sources regarding education and therest of about 1.7 percent people are very dissatisfied with Program/Advertisement given by the State/Central Government on different media sources regarding education. Among Service sector, 4.7percent are very satisfied with Program/Advertisement given by the State/Central Government on different media sources regarding education, 17.8 percent are satisfied with Program/Advertisement given by the State/Central Government on different media sources regarding education, 7.5 percent are neither satisfied nor dissatisfied with Program/Advertisement given by the State/Central Government on different media sources regarding education, 2.3 percent are dissatisfied with Program/Advertisement given by the State/Central Government on different media sources regarding education andthe rest of 0.2 percent are very dissatisfied with Program/Advertisement given by the State/Central Government on different media sources regarding education. Among Trader, 2percent are very satisfied with Program/Advertisement given by the State/Central Government on different media sources regarding education, 12.5 percent are satisfied with Program/Advertisement given by the State/Central Government on different media sources regarding education, 2.7 percent are neither satisfied nor dissatisfied with Program/Advertisement given by the State/Central Government on different media sources regarding education, 1.7 percent are dissatisfied with Program/Advertisement given by the State/Central Government on different media sources regarding education and rest of 0.3 percent are very dissatisfied with Program/Advertisement given by the State/Central Government on different media sources regarding education.Among Agriculture sector, 2.5percent are very satisfied with Program/Advertisement given by the State/Central Government on different media sources regarding education, 13 percent are satisfied with Program/Advertisement given by the State/Central Government on different media sources regarding education, 7.2 percent are neither satisfied nor dissatisfied with Program/Advertisement given by the State/Central Government on different media sources regarding education, 2.3 percent are dissatisfied with Program/Advertisement given by the State/Central Government on different media sources regarding education andthe rest of 0.3 percent are very dissatisfied with Program/Advertisement given by the State/Central Government on different media sources regarding education. The data shows a significant difference among professional with regards to

Program/Advertisement given by the State/Central Government on different media sources regarding education. To establish the significance of difference among respondents with profession with regard to Program/Advertisement given by the State/Central Government on different media sources regarding education, Chi-square test was applied.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	16.750 ^a	12	.159
Likelihood Ratio	16.984	12	.150
Linear-by-Linear Association	3.085	1	.079
N of Valid Cases	600		

a. 4 cells (20.0%) have expected count less than 5. The minimum expected count is 1.92.

H₀ – There is no significant difference in the perception of respondents regarding Public Service Advertisement/ Programs given by the State/Central Government on different media sources related to Education awareness with respect to their occupation.

H_a – Respondents with different occupation differ significantly in the perception of Public Service Advertisement/Programs given by the State/Central Government on different media sources related to Education awareness.

$\text{Cal } x^2 \text{ Val } 16.750 \text{ (df } 12) \leq \text{Tab Val } 21.03 \text{ at } 0.05 \text{ level of significance}$
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The analysed data reveals that there is no significant association between occupation and preception on Public Service Advertisement / Programs given by the State/Central Government on different media sources regarding ‘education’. The null hypothesis of no significant difference is accepted as respondents having different occupation have similar opinion on Program/Advertisement given by the State/Central Government on different media sources regarding ‘Education’.

Zone: The given data shows the ‘Satisfaction’ of rural people with regards to Public service advertisement/ Programs given by the State/Central Government on different media sources on ‘Education and its awareness’ in three zones of Majha, Malwa and Doaba Punjab. The data reveals that 11.5 percent people in all three zone very satisfied with Program/Advertisement given by the State/Central Government on different media sources regarding education, 56.2 percent people are satisfied with Program/Advertisement given by the State/Central Government on different media sources regarding education, 23.0 percent people are neither satisfied nor dissatisfied

with Program/Advertisement given by the State/Central Government on different media sources regarding education, about 7.7 percent people are dissatisfied with Program/Advertisement given by the State/Central Government on different media sources regarding education and rest of about 1.7 percent people are very dissatisfied with Program/Advertisement given by the State/Central Government on different media sources regarding education. In Zone I (Majha) 5.5percent people are very satisfied with Program/Advertisement given by the State/Central Government on different media sources regarding education, 19.5 percent people are satisfied with Program/Advertisement given by the State/Central Government on different media sources regarding education, 6.7 percent people are neither satisfied nor dissatisfied with Program/Advertisement given by the State/Central Government on different media sources regarding education, about 0.8 percent people are dissatisfied with Program/Advertisement given by the State/Central Government on different media sources regarding education and the rest of about 0.8 percent people are very dissatisfied with Program/Advertisement given by the State/Central Government on different media sources regarding education. In Zone II (Malwa) about 3.7percent people are very satisfied with Program/Advertisement given by the State/Central Government on different media sources regarding education, 17.3 percent people are satisfied with Program/Advertisement given by the State/Central Government on different media sources regarding education, 7.0 percent people are neither satisfied nor dissatisfied with Program/Advertisement given by the State/Central Government on different media sources regarding education, about 4.7 percent people are dissatisfied with Program/Advertisement given by the State/Central Government on different media sources regarding education and the rest of about 0.7 percent people are very dissatisfied with Program/Advertisement given by the State/Central Government on different media sources regarding education. In Zone III (Doaba) 2.3percent people are very satisfied with Program/Advertisement given by the State/Central Government on different media sources regarding education, 19.3 percent people are satisfied with Program/Advertisement given by the State/Central Government on different media sources regarding education, 9.3 percent people are neither satisfied nor dissatisfied with Program/Advertisement given by the State/Central Government on different media sources regarding education, about 2.2 percent people are dissatisfied with

Program/Advertisement given by the State/Central Government on different media sources regarding education and the rest of about 0.2 percent people are very dissatisfied with Program/Advertisement given by the State/Central Government on different media sources regarding education. The data shows a significant difference between three Zone of Majha, Malwa, and Doaba with Program/Advertisement given by the State/Central Government on different media sources regarding education. To establish the significance of difference between three Zone of Majha, Malwa, and Doaba with regard to Program/Advertisement given by the State/Central Government on different media sources regarding education, Chi-square test was applied.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	32.532^a	8	.000
Likelihood Ratio	33.453	8	.000
Linear-by-Linear Association	5.421	1	.020
N of Valid Cases	600		
a. 3 cells (20.0%) have expected count less than 5. The minimum expected count is 3.33.			

H₀ – There is no significant difference between perception of respondents of three Zones of Punjab regarding Public Service Advertisement/ Programs given by the State/Central Government on different media sources on Education Awareness.

H_a – Three Zones of Punjab differ significantly with Public Service Advertisement/ Programs given by the State/Central Government on different media sources on Education awareness.

Cal X^2 Val 32.532 (df 8) \geq Tab Val 15.51 at 0.05 level of significance
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The analysed data revealed that there is significant association between Zones of living and perception of respondents regarding Public Service Advertisement/ Programs given by the State/Central Government on different media sources on ‘Education Awareness’ among the people. The null hypothesis of no significant difference is rejected in this case indicating the people living in Majha, Malwa and Doaba vary in their perception regarding Public Service Advertisement/ Programs given by the State/Central Government on different media sources on education awareness.

Table 5.77: Satisfaction on the programs delivered by central and state

governments to create general awareness regarding ‘Economic Development’

			Are You Satisfied with Program/Advertisement given by the State/Central Government on different media sources on Economic development					Total
			Very Satisfied	Satisfied	Neither satisfied nor dissatisfied	Dissatisfied	Very dissatisfied	
Age	Under 18	Count	4	7	11	12	3	37
		% within Age	10.8%	18.9%	29.7%	32.4%	8.1%	100.0%
		% within Satisfaction to programmes of Economic development	12.1%	5.8%	5.5%	6.7%	4.5%	6.2%
		% of Total	0.7%	1.2%	1.8%	2.0%	0.5%	6.2%
	18-24	Count	8	26	37	26	9	106
		% within Age	7.5%	24.5%	34.9%	24.5%	8.5%	100.0%
		% within Satisfaction to programmes of Economic development	24.2%	21.7%	18.4%	14.5%	13.4%	17.7%
		% of Total	1.3%	4.3%	6.2%	4.3%	1.5%	17.7%
	25-34	Count	9	31	49	43	14	146
		% within Age	6.2%	21.2%	33.6%	29.5%	9.6%	100.0%
		% within Satisfaction to programmes of Economic development	27.3%	25.8%	24.4%	24.0%	20.9%	24.3%
		% of Total	1.5%	5.2%	8.2%	7.2%	2.3%	24.3%
	35-44	Count	5	26	55	51	18	155
		% within Age	3.2%	16.8%	35.5%	32.9%	11.6%	100.0%
		% within Satisfaction to programmes of Economic development	15.2%	21.7%	27.4%	28.5%	26.9%	25.8%
		% of Total	0.8%	4.3%	9.2%	8.5%	3.0%	25.8%
	45-54	Count	2	14	28	32	18	94
		% within Age	2.1%	14.9%	29.8%	34.0%	19.1%	100.0%
		% within Satisfaction to programmes of Economic development	6.1%	11.7%	13.9%	17.9%	26.9%	15.7%
		% of Total	0.3%	2.3%	4.7%	5.3%	3.0%	15.7%
	55-64	Count	5	12	14	14	2	47
		% within Age	10.6%	25.5%	29.8%	29.8%	4.3%	100.0%
		% within Satisfaction to programmes of Economic development	15.2%	10.0%	7.0%	7.8%	3.0%	7.8%
		% of Total	0.8%	2.0%	2.3%	2.3%	0.3%	7.8%
	65+	Count	0	4	7	1	3	15
		% within Age	0.0%	26.7%	46.7%	6.7%	20.0%	100.0%
		% within Satisfaction to programmes of Economic development	0.0%	3.3%	3.5%	0.6%	4.5%	2.5%
		% of Total	0.0%	0.7%	1.2%	0.2%	0.5%	2.5%
Total	Count	33	120	201	179	67	600	
	% within Age	5.5%	20.0%	33.5%	29.8%	11.2%	100.0%	
	% within Satisfaction to programmes of Economic development	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
	% of Total	5.5%	20.0%	33.5%	29.8%	11.2%	100.0%	
			Are You Satisfied with Program/Advertisement given by the State/Central Government on different media sources on Economic development					Total

			Very Satisfied	Satisfied	Neither satisfied nor dissatisfied	Dissatisfied	Very dissatisfied	
Gender	Male	Count	23	64	131	120	40	378
		% within Gender	6.1%	16.9%	34.7%	31.7%	10.6%	100.0%
		% within Satisfaction to programmes of Economic development	69.7%	53.3%	65.2%	67.0%	59.7%	63.0%
		% of Total	3.8%	10.7%	21.8%	20.0%	6.7%	63.0%
	Female	Count	10	56	70	59	27	222
		% within Gender	4.5%	25.2%	31.5%	26.6%	12.2%	100.0%
		% within Satisfaction to programmes of Economic development	30.3%	46.7%	34.8%	33.0%	40.3%	37.0%
		% of Total	1.7%	9.3%	11.7%	9.8%	4.5%	37.0%
Total	Count	33	120	201	179	67	600	
	% within Gender	5.5%	20.0%	33.5%	29.8%	11.2%	100.0%	
	% within Satisfaction to programmes of Economic development	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
	% of Total	5.5%	20.0%	33.5%	29.8%	11.2%	100.0%	
Education	1-8th	Count	3	8	11	11	6	39
		% within Education	7.7%	20.5%	28.2%	28.2%	15.4%	100.0%
		% within Satisfaction to programmes of Economic development	9.1%	6.7%	5.5%	6.1%	9.0%	6.5%
		% of Total	0.5%	1.3%	1.8%	1.8%	1.0%	6.5%
	9th-10th	Count	5	15	31	28	9	88
		% within Education	5.7%	17.0%	35.2%	31.8%	10.2%	100.0%
		% within Satisfaction to programmes of Economic development	15.2%	12.5%	15.4%	15.6%	13.4%	14.7%
		% of Total	0.8%	2.5%	5.2%	4.7%	1.5%	14.7%
	12th-DIP	Count	13	41	77	73	22	226
		% within Education	5.8%	18.1%	34.1%	32.3%	9.7%	100.0%
		% within Satisfaction to programmes of Economic development	39.4%	34.2%	38.3%	40.8%	32.8%	37.7%
		% of Total	2.2%	6.8%	12.8%	12.2%	3.7%	37.7%
	Grad/Abv	Count	12	56	77	64	28	237
		% within Education	5.1%	23.6%	32.5%	27.0%	11.8%	100.0%
		% within Satisfaction to programmes of Economic development	36.4%	46.7%	38.3%	35.8%	41.8%	39.5%
		% of Total	2.0%	9.3%	12.8%	10.7%	4.7%	39.5%
	Others	Count	0	0	5	3	2	10
		% within Education	0.0%	0.0%	50.0%	30.0%	20.0%	100.0%
		% within Satisfaction to programmes of Economic development	0.0%	0.0%	2.5%	1.7%	3.0%	1.7%
		% of Total	0.0%	0.0%	0.8%	0.5%	0.3%	1.7%
Total	Count	33	120	201	179	67	600	
	% within Education	5.5%	20.0%	33.5%	29.8%	11.2%	100.0%	
	% within Satisfaction to programmes of Economic development	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
	% of Total	5.5%	20.0%	33.5%	29.8%	11.2%	100.0%	

			Are You Satisfied with Program/Advertisement given by the State/Central Government on different media sources on Economic development					Total
			Very Satisfied	Satisfied	Neither satisfied nor dissatisfied	Dissatisfied	Very dissatisfied	
Occupation	Service	Count	10	40	63	62	20	195
		% within Occupation	5.1%	20.5%	32.3%	31.8%	10.3%	100.0%
		% within Satisfaction to programmes of Economic development	30.3%	33.3%	31.3%	34.6%	29.9%	32.5%
		% of Total	1.7%	6.7%	10.5%	10.3%	3.3%	32.5%
	Trader/Market Player	Count	6	23	44	37	5	115
		% within Occupation	5.2%	20.0%	38.3%	32.2%	4.3%	100.0%
		% within Satisfaction to programmes of Economic development	18.2%	19.2%	21.9%	20.7%	7.5%	19.2%
		% of Total	1.0%	3.8%	7.3%	6.2%	0.8%	19.2%
	Agricultural	Count	9	28	49	38	28	152
		% within Occupation	5.9%	18.4%	32.2%	25.0%	18.4%	100.0%
		% within Satisfaction to programmes of Economic development	27.3%	23.3%	24.4%	21.2%	41.8%	25.3%
		% of Total	1.5%	4.7%	8.2%	6.3%	4.7%	25.3%
	Others	Count	8	29	45	42	14	138
		% within Occupation	5.8%	21.0%	32.6%	30.4%	10.1%	100.0%
		% within Satisfaction to programmes of Economic development	24.2%	24.2%	22.4%	23.5%	20.9%	23.0%
		% of Total	1.3%	4.8%	7.5%	7.0%	2.3%	23.0%
Total	Count	33	120	201	179	67	600	
	% within Occupation	5.5%	20.0%	33.5%	29.8%	11.2%	100.0%	
	% within Satisfaction to programmes of Economic development	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
	% of Total	5.5%	20.0%	33.5%	29.8%	11.2%	100.0%	
zone	Majha	Count	4	56	57	56	27	200
		% within zone	2.0%	28.0%	28.5%	28.0%	13.5%	100.0%
		% within Satisfaction to programmes of Economic development	12.1%	46.7%	28.4%	31.3%	40.3%	33.3%
		% of Total	0.7%	9.3%	9.5%	9.3%	4.5%	33.3%
	Malwa	Count	25	36	85	49	5	200
		% within zone	12.5%	18.0%	42.5%	24.5%	2.5%	100.0%
		% within Satisfaction to programmes of Economic development	75.8%	30.0%	42.3%	27.4%	7.5%	33.3%
		% of Total	4.2%	6.0%	14.2%	8.2%	0.8%	33.3%
	Doaba	Count	4	28	59	74	35	200
		% within zone	2.0%	14.0%	29.5%	37.0%	17.5%	100.0%
		% within Satisfaction to programmes of Economic development	12.1%	23.3%	29.4%	41.3%	52.2%	33.3%
		% of Total	0.7%	4.7%	9.8%	12.3%	5.8%	33.3%
Total	Count	33	120	201	179	67	600	
	% within zone	5.5%	20.0%	33.5%	29.8%	11.2%	100.0%	
	% within Satisfaction to programmes of Economic development	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
	% of Total	5.5%	20.0%	33.5%	29.8%	11.2%	100.0%	

Age: The given data shows the ‘Satisfaction’ of different age groups from under 18 to above 65 with regards to Public Service Advertisement/ Programs given by the State/Central Government on different media sources on ‘Economic development and its Awareness’. The data reveals that 5.5 percent people are very satisfied with Program/Advertisement given by the State/Central Government on different media sources on Economic development, 20.0 percent people are satisfied with Program/Advertisement given by the State/Central Government on different media sources on Economic development, 33.5 percent people are neither satisfied nor dissatisfied with Program/Advertisement given by the State/Central Government on different media sources on Economic development, about 30 percent people are dissatisfied with Program/Advertisement given by the State/Central Government on different media sources on Economic development and the rest of about 11 percent people are very dissatisfied with Program/Advertisement given by the State/Central Government on different media sources on Economic development. In the age group of 25 to 34, 1.5 percent are very satisfied with Program/Advertisement given by the State/Central Government on different media sources on Economic development, 5.2 percent are satisfied with Program/Advertisement given by the State/Central Government on different media sources on Economic development, 8.2 percent are neither satisfied nor dissatisfied with Program/Advertisement given by the State/Central Government on different media sources on Economic development, 7.2 percent are dissatisfied with Program/Advertisement given by the State/Central Government on different media sources on Economic development and the rest of 2.3 percent are very dissatisfied with Program/Advertisement given by the State/Central Government on different media sources on Economic development. In the age group of 35 to 44, 0.8 percent are very satisfied with Program/Advertisement given by the State/Central Government on different media sources on Economic development, 4.3 percent are satisfied with Program/Advertisement given by the State/Central Government on different media sources on Economic development, 9.2 percent are neither satisfied nor dissatisfied with Program/Advertisement given by the State/Central Government on different media sources on Economic development, 8.5 percent are dissatisfied with Program/Advertisement given by the State/Central Government on different media sources on Economic development and the rest of 3.0

percent are very dissatisfied with Public Service Advertisement / Program given by the State/Central Government on different media sources on Economic development. The data shows a significance difference between ‘age group of under 18 to above 65’ with regards to Public Service Advertisement / Program given by the State/Central Government on different media sources on Economic development. To establish the significance of difference between respondents of various age groups with regards to Program/Advertisement given by the State/Central Government on different media sources on Economic development, Chi-square test was applied.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	29.969 ^a	24	.186
Likelihood Ratio	31.448	24	.141
Linear-by-Linear Association	3.159	1	.076
N of Valid Cases	600		
a. 7 cells (20.0%) have expected count less than 5. The minimum expected count is .83.			

H₀ – There is no significant difference in the perception of respondents of various age groups regarding Public Service Advertisement/ Programs given by the State/Central Government on different media sources related to Economic development.

H_a – Respondents of various age groups differ significantly in the perception of Public Service Advertisement/Programs given by the State/Central Government on different media sources related to Economic development.

$\text{Cal } X^2 \text{ Val } 29.969 \text{ (df } 24) \leq \text{Tab Val } 36.42 \text{ at } 0.05 \text{ level of significance}$
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The analysed data reveals that there is no significant association between age groups and Public Service Advertisement/ Programs given by the State/Central Government on different media sources on ‘Economic development’. The null hypothesis of no significant difference is accepted as respondents of various age groups have similar opinion with regards to Public Service Advertisement / Program given by the State/Central Government on different media sources on ‘Economic development’.

Gender: The given data shows the ‘Satisfaction’ of males and females with regards to Public Service Advertisement/ Programs given by the State/Central Government on different media sources on ‘Economic development and its awareness’. The data reveals

that 5.5 percent people are very satisfied with Program/Advertisement given by the State/Central Government on different media sources on Economic development, 20.0 percent people are satisfied with Program/Advertisement given by the State/Central Government on different media sources on Economic development, 35.5 percent people are neither satisfied nor dissatisfied with Program/Advertisement given by the State/Central Government on different media sources on Economic development, about 30 percent people are dissatisfied with Program/Advertisement given by the State/Central Government on different media sources on Economic development and the rest of about 11 percent people are very dissatisfied with Program/Advertisement given by the State/Central Government on different media sources on Economic development. Among Male, 3.8 percent are very satisfied with Program/Advertisement given by the State/Central Government on different media sources on Economic development, 10.7 percent are satisfied with Program/Advertisement given by the State/Central Government on different media sources on Economic development, 21.8 percent are neither satisfied nor dissatisfied with Program/Advertisement given by the State/Central Government on different media sources on Economic development, 20 percent are dissatisfied with Program/Advertisement given by the State/Central Government on different media sources on Economic development and rest of 6.7 percent are very dissatisfied with Program/Advertisement given by the State/Central Government on different media sources on Economic development. Among Female, 1.7 percent are very satisfied with Program/Advertisement given by the State/Central Government on different media sources on Economic development, 9.3 percent are satisfied with Program/Advertisement given by the State/Central Government on different media sources on Economic development, 11.7 percent are neither satisfied nor dissatisfied with Program/Advertisement given by the State/Central Government on different media sources on Economic development, 9.8 percent are dissatisfied with Program/Advertisement given by the State/Central Government on different media sources on Economic development and rest of 4.5 percent are very dissatisfied with Program/Advertisement given by the State/Central Government on different media sources on Economic development. The data shows a significant difference between 'males and females' with Public Service Advertisement/ program given by the State/Central Government on different media sources on 'Economic development'. To

establish the significance of difference between ‘males and females’ with regard to Program/Advertisement given by the State/Central Government on different media sources on ‘Economic development’, Chi-square test was applied.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	7.419 ^a	4	.115
Likelihood Ratio	7.323	4	.120
Linear-by-Linear Association	.636	1	.425
N of Valid Cases	600		
a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 12.21.			

H₀ – There is no significant difference in the perception of males and females respondents of various age groups regarding Public Service Advertisement/ Programs given by the State/Central Government on different media sources related to Economic development.

H_a – Males and females respondents of various age groups differ significantly in the perception of Public Service Advertisement/Programs given by the State/Central Government on different media sources related to Economic development.

$\text{Cal } x^2 \text{ Val } 7.419 \text{ (df } 4) \leq \text{Tab Val } 9.490 \text{ at } 0.05 \text{ level of significance}$
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The analysed data reveals that there is no significant association between ‘males and females’ with regards to Public Service Advertisement/Programs given by the State/Central Government on different media sources on Economic development. The null hypothesis of no significant difference is accepted as ‘males and females’ have similar opinion with regards to Program/Advertisement given by the State/Central Government on different media sources on ‘Economic development’.

Education: The given data shows the ‘Satisfaction’ of different educated people with regards to Public service advertisement/ Programs given by the State/Central Government on different media sources on ‘Economic development and its awareness’. The data reveals that 5.5 percent people are very satisfied with Program/Advertisement given by the State/Central Government on different media sources on Economic development, 20.0 percent people are satisfied with Program/Advertisement given by the State/Central Government on different media sources on Economic development, 33.5 percent people are neither satisfied nor

dissatisfied with Program/Advertisement given by the State/Central Government on different media sources on Economic development, about 30 percent people are dissatisfied with Program/Advertisement given by the State/Central Government on different media sources on Economic development and the rest of about 11 percent people are very dissatisfied with Program/Advertisement given by the State/Central Government on different media sources on Economic development. Out of the respondents who are graduates, 2 percent are very satisfied with Program/Advertisement given by the State/Central Government on different media sources on Economic development, 9.3 percent are satisfied with Program/Advertisement given by the State/Central Government on different media sources on Economic development, 12.8 percent are neither satisfied nor dissatisfied with Program/Advertisement given by the State/Central Government on different media sources on Economic development, 10.7 percent are dissatisfied with Program/Advertisement given by the State/Central Government on different media sources on Economic development and the rest of 4.7 percent are very dissatisfied with Program/Advertisement given by the State/Central Government on different media sources on Economic development. Among respondents with secondary education as their qualification, 2.2 percent are very satisfied with Program/Advertisement given by the State/Central Government on different media sources on Economic development, 6.8 percent are satisfied with Program/Advertisement given by the State/Central Government on different media sources on Economic development, 12.8 percent are neither satisfied nor dissatisfied with Program/Advertisement given by the State/Central Government on different media sources on Economic development, 12.2 percent are dissatisfied with Program/Advertisement given by the State/Central Government on different media sources on Economic development and rest of 3.7 percent are very dissatisfied with Program/Advertisement given by the State/Central Government on different media sources on Economic development. The data shows a significant difference among educated person with regards to Public Service Advertisement / Programs given by the State/Central Government on different media sources on Economic development. To establish the significance of difference among educated person with regards to Public Service Advertisement / Programs given by the State/Central Government on different media sources on Economic development, Chi-

square test was applied.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	9.798^a	16	.877
Likelihood Ratio	11.994	16	.744
Linear-by-Linear Association	.032	1	.858
N of Valid Cases	600		

a. 8 cells (32.0%) have expected count less than 5. The minimum expected count is .55.

H₀ – There is no significant difference in the perception of respondents with different level of education regarding Public Service Advertisement/ Programs given by the State/Central Government on different media sources related to Economic development.

H_a – Respondents with different level of education differ significantly in the perception of Public Service Advertisement/Programs given by the State/Central Government on different media sources related to Economic development.

$\text{Cal } x^2 \text{ Val } 9.798 \text{ (df } 16) \leq \text{Tab Val } 26.30 \text{ at } 0.05 \text{ level of significance}$

The analysed data reveals that there is no significant association among educated person with regards to Public Service Advertisement / Programs given by the State/Central Government on different media sources on Economic development. The null hypothesis of no significant difference is accepted as respondents attaing different level of education have similar opinion on Public Service Advertisement / Programs given by the State/Central Government on different media sources on Economic development.

Occupation:The given data shows the ‘Satisfaction’ with regards to Public service advertisement/ Programs given by the State/Central Government on different media sources on ‘Economic Development and awareness’ among different ‘profession’ of rural people in Punjab. The data reveals that 5.5 percent people are very satisfied with Public Service Advertisement / Programs given by the State/Central Government on different media sources on Economic development, 20.0 percent people are satisfied with Public Service Advertisement / Programs given by the State/Central Government on different media sources on Economic development, 33.5 percent people are neither satisfied nor dissatisfied with Public Service Advertisement / Programs given by the

State/Central Government on different media sources on Economic development, about 30 percent people are dissatisfied with Public Service Advertisement / Programs given by the State/Central Government on different media sources on Economic development and rest of about 11 percent people are very dissatisfied with Public Service Advertisement / Programs given by the State/Central Government on different media sources on Economic development. Among Service sector, 1.7 percent are very satisfied with Public Service Advertisement / Programs given by the State/Central Government on different media sources on Economic development, 6.7 percent are satisfied with Public Service Advertisement / Programs given by the State/Central Government on different media sources on Economic development, 10.5 percent are neither satisfied nor dissatisfied with Public Service Advertisement / Programs given by the State/Central Government on different media sources on Economic development, 10.3 percent are dissatisfied with Public Service Advertisement / Programs given by the State/Central Government on different media sources on Economic development and the rest of 3.3 percent are very dissatisfied with Public Service Advertisement / Programs given by the State/Central Government on different media sources on Economic development. Among Trader, 1.0 percent are very satisfied with Public Service Advertisement / Programs given by the State/Central Government on different media sources on Economic development, 3.8 percent are satisfied with Public Service Advertisement / Programs given by the State/Central Government on different media sources on Economic development, 7.3 percent are neither satisfied nor dissatisfied with Public Service Advertisement / Programs given by the State/Central Government on different media sources on Economic development, 6.2 percent are dissatisfied with Public Service Advertisement / Programs given by the State/Central Government on different media sources on Economic development and rest of 0.8 percent are very dissatisfied with Public Service Advertisement / Programs given by the State/Central Government on different media sources on Economic development. Among Agriculture sector, 1.5 percent are very satisfied with Public Service Advertisement / Programs given by the State/Central Government on different media sources on Economic development, 4.7 percent are satisfied with Public Service Advertisement / Programs given by the State/Central Government on different media sources on Economic development, 8.2 percent are neither satisfied nor dissatisfied

with Public Service Advertisement / Programs given by the State/Central Government on different media sources on Economic development, 6.3 percent are dissatisfied with Public Service Advertisement / Programs given by the State/Central Government on different media sources on Economic development and rest of 4.7 percent are very dissatisfied with Public Service Advertisement / Programs given by the State/Central Government on different media sources on Economic development. The data shows a significance difference among professional with regards to Public Service Advertisement / Programs given by the State/Central Government on different media sources on Economic development. To establish the significance of difference among professional with regards to Public Service Advertisement / Programs given by the State/Central Government on different media sources on Economic development, Chi-square test was applied.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	15.284 ^a	12	.226
Likelihood Ratio	15.600	12	.210
Linear-by-Linear Association	.049	1	.824
N of Valid Cases	600		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 6.33.

H₀ – There is no significant difference in the perception of respondents regarding Public Service Advertisement/ Programs given by the State/Central Government on different media sources related to Economic development with respect to their occupation.

H_a – Respondents with different occupation differ significantly in the perception of Public Service Advertisement/Programs given by the State/Central Government on different media sources related to Economic development.

$\text{Cal } x^2 \text{ Val } 15.284 \text{ (df } 12) \leq \text{Tab Val } 21.03 \text{ at } 0.05 \text{ level of significance}$
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The analysed data reveals that there is no significant association between occupation and preception towards Public Service Advertisement / Programs given by the State/Central Government on different media sources on ‘Economic development’. The null hypothesis of no significant difference is accepted as respondents having variety of occupation have similar opinion on Public Service Advertisement / Programs given by the State/Central Government on different media sources on Economic

development. In other words, table assures that professional have different requires about 'Economic development' programme given by the government, this indicates that knowledge and information on Economic development helps occupational to understand socio economic of the society.

Zone: The given data shows the 'Satisfaction' of rural people living in different zones of Punjab with regards to Public service advertisement/ Programs given by the State/Central Government on different media sources on 'Economic Development. The data revealed that 5.5 percent people in all three zones very satisfied with Public Service Advertisement / Programs given by the State/Central Government on different media sources on Economic development, 20.0 percent people are satisfied with Public Service Advertisement / Programs given by the State/Central Government on different media sources on Economic development, 33.5 percent people are neither satisfied nor dissatisfied with Public Service Advertisement / Programs given by the State/Central Government on different media sources on Economic development, about 29.8 percent people are dissatisfied with Public Service Advertisement / Programs given by the State/Central Government on different media sources on Economic development and rest of about 11.2 percent people are very dissatisfied with Public Service Advertisement / Programs given by the State/Central Government on different media sources on Economic development. In Zone I (Majha) 0.7 percent people are very satisfied with Public Service Advertisement / Programs given by the State/Central Government on different media sources on Economic development, 9.3 percent people are satisfied with Public Service Advertisement / Programs given by the State/Central Government on different media sources on Economic development, 9.5 percent people are neither satisfied nor dissatisfied with Public Service Advertisement / Programs given by the State/Central Government on different media sources on Economic development, about 9.3 percent people are dissatisfied with Public Service Advertisement / Programs given by the State/Central Government on different media sources on Economic development and rest of about 4.5 percent people are very dissatisfied with Public Service Advertisement / Programs given by the State/Central Government on different media sources on Economic development. In Zone II (Malwa) about 42 percent people are very satisfied with Public Service Advertisement / Programs given by the State/Central Government on different media sources on

Economic development, 6.0 percent people are satisfied with Public Service Advertisement / Programs given by the State/Central Government on different media sources on Economic development, 14.2 percent people are neither satisfied nor dissatisfied with Public Service Advertisement / Programs given by the State/Central Government on different media sources on Economic development, about 8.2 percent people are dissatisfied with Public Service Advertisement / Programs given by the State/Central Government on different media sources on Economic development and the rest of about 0.8 percent people are very dissatisfied with Public Service Advertisement / Programs given by the State/Central Government on different media sources on Economic development. In Zone III (Doaba) 0.7 percent people are very satisfied with Public Service Advertisement / Programs given by the State/Central Government on different media sources on Economic development, 4.7 percent people are satisfied with Public Service Advertisement / Programs given by the State/Central Government on different media sources on Economic development, 9.8 percent people are neither satisfied nor dissatisfied with Public Service Advertisement / Programs given by the State/Central Government on different media sources on Economic development, about 12.3 percent people are dissatisfied with Public Service Advertisement / Programs given by the State/Central Government on different media sources on Economic development and rest of about 5.8 percent people are very dissatisfied with Public Service Advertisement / Programs given by the State/Central Government on different media sources on Economic development. The data shows a significant difference between three Zones of Majha, Malwa, and Doaba with Public Service Advertisement / Programs given by the State/Central Government on different media sources on Economic development. To establish the significance of difference between three Zones of Majha, Malwa, and Doaba with regard to Public Service Advertisement / Programs given by the State/Central Government on different media sources on Economic development, Chi-square test was applied.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	71.598^a	8	.000
Likelihood Ratio	74.198	8	.000
Linear-by-Linear Association	8.565	1	.003
N of Valid Cases	600		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 11.00.

H₀ – There is no significant difference between perception of respondents of three Zones of Punjab regarding Public Service Advertisement/ Programs given by the State/Central Government on different media sources on Economic development.

H_a – Three Zones of Punjab differ significantly with Public Service Advertisement/ Programs given by the State/Central Government on different media sources on Economic development.

$$\text{Cal } x^2 \text{ Val } 71.598 \text{ (df } 8) \geq \text{Tab Val } 15.51 \text{ at } 0.05 \text{ level of significance}$$

The analysed data revealed that there is significant association between Zones of living and perception of respondents regarding Public Service Advertisement/ Programs given by the State/Central Government on different media sources on 'Economic development awareness' among the people. The null hypothesis of no significant difference is rejected in this case indicating the people living in Majha, Malwa and Doaba vary in their perception regarding Public Service Advertisement/ Programs given by the State/Central Government on different media sources on Economic development.

Table 5.78: Satisfaction on the programs delivered by central and state governments to create ‘General Awareness on Panchayats, Local Bodies & Other public Govt Policies’

		Satisfied with Public Service Advertisement / Programs given by the State/Central Government on different media sources for creating general awareness for Panchayats, Local Bodies & General Awareness					Total	
		Very Satisfied	Satisfied	Neither satisfied nor dissatisfied	Dissatisfied	Very dissatisfied		
Age	Under 18	Count	2	5	19	8	3	37
		% within Age	5.4%	13.5%	51.4%	21.6%	8.1%	100.0%
		% within satisfied to Program/PSA on Panchayats & General Awareness	4.8%	6.3%	7.1%	5.0%	6.0%	6.2%
		% of Total	0.3%	0.8%	3.2%	1.3%	0.5%	6.2%
	18-24	Count	15	25	35	20	11	106
		% within Age	14.2%	23.6%	33.0%	18.9%	10.4%	100.0%
		% within satisfied to Program/PSA on Panchayats & General Awareness	35.7%	31.3%	13.1%	12.4%	22.0%	17.7%
		% of Total	2.5%	4.2%	5.8%	3.3%	1.8%	17.7%
	25-34	Count	11	25	58	35	17	146
		% within Age	7.5%	17.1%	39.7%	24.0%	11.6%	100.0%
		% within satisfied to Program/PSA on Panchayats & General Awareness	26.2%	31.3%	21.7%	21.7%	34.0%	24.3%
		% of Total	1.8%	4.2%	9.7%	5.8%	2.8%	24.3%
	35-44	Count	5	10	80	50	10	155
		% within Age	3.2%	6.5%	51.6%	32.3%	6.5%	100.0%
		% within satisfied to Program/PSA on Panchayats & General Awareness	11.9%	12.5%	30.0%	31.1%	20.0%	25.8%
		% of Total	0.8%	1.7%	13.3%	8.3%	1.7%	25.8%
	45-54	Count	6	10	40	31	7	94
		% within Age	6.4%	10.6%	42.6%	33.0%	7.4%	100.0%
		% within satisfied to Program/PSA on Panchayats, Local Bodies & General Awareness	14.3%	12.5%	15.0%	19.3%	14.0%	15.7%
		% of Total	1.0%	1.7%	6.7%	5.2%	1.2%	15.7%
55-64	Count	2	4	24	16	1	47	
	% within Age	4.3%	8.5%	51.1%	34.0%	2.1%	100.0%	
	% within satisfied to Program/PSA on Panchayats, Local Bodies & General Awareness	4.8%	5.0%	9.0%	9.9%	2.0%	7.8%	
	% of Total	0.3%	0.7%	4.0%	2.7%	0.2%	7.8%	
65+	Count	1	1	11	1	1	15	
	% within Age	6.7%	6.7%	73.3%	6.7%	6.7%	100.0%	
	% within satisfied to Program/PSA on Panchayats & General Awareness	2.4%	1.3%	4.1%	0.6%	2.0%	2.5%	
	% of Total	0.2%	0.2%	1.8%	0.2%	0.2%	2.5%	
Total	Count	42	80	267	161	50	600	
	% within Age	7.0%	13.3%	44.5%	26.8%	8.3%	100.0%	
	% within satisfied to Program/PSA on Panchayats & General Awareness	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
	% of Total	7.0%	13.3%	44.5%	26.8%	8.3%	100.0%	

			Satisfaction on the programs delivered by central and state governments to create 'General Awareness on Panchayats, Local Bodies & Other public Govt Policies'					Total
			Very Satisfied	Satisfied	Neither satisfied nor dissatisfied	Dissatisfied	Very dissatisfied	
Gender	Male	Count	23	37	177	116	25	378
		% within Gender	6.1%	9.8%	46.8%	30.7%	6.6%	100.0%
		% within satisfied to Program/PSA on Panchayats & General Awareness	54.8%	46.3%	66.3%	72.0%	50.0%	63.0%
		% of Total	3.8%	6.2%	29.5%	19.3%	4.2%	63.0%
	Female	Count	19	43	90	45	25	222
		% within Gender	8.6%	19.4%	40.5%	20.3%	11.3%	100.0%
		% within satisfied to Program/PSA on Panchayats & General Awareness	45.2%	53.8%	33.7%	28.0%	50.0%	37.0%
		% of Total	3.2%	7.2%	15.0%	7.5%	4.2%	37.0%
Total	Count	42	80	267	161	50	600	
	% within Gender	7.0%	13.3%	44.5%	26.8%	8.3%	100.0%	
	% within satisfied to Program/PSA on Panchayats & General Awareness	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
	% of Total	7.0%	13.3%	44.5%	26.8%	8.3%	100.0%	
Education	1-8th	Count	0	2	27	7	3	39
		% within Education	0.0%	5.1%	69.2%	17.9%	7.7%	100.0%
		% within satisfied to Program/PSA on Panchayats & General Awareness	0.0%	2.5%	10.1%	4.3%	6.0%	6.5%
		% of Total	0.0%	0.3%	4.5%	1.2%	0.5%	6.5%
	9th-10th	Count	5	9	42	29	3	88
		% within Education	5.7%	10.2%	47.7%	33.0%	3.4%	100.0%
		% within satisfied to Program/PSA on Panchayats & General Awareness	11.9%	11.3%	15.7%	18.0%	6.0%	14.7%
		% of Total	0.8%	1.5%	7.0%	4.8%	0.5%	14.7%
	12th-DIP	Count	16	22	107	63	18	226
		% within Education	7.1%	9.7%	47.3%	27.9%	8.0%	100.0%
		% within satisfied to Program/PSA on Panchayats & General Awareness	38.1%	27.5%	40.1%	39.1%	36.0%	37.7%
		% of Total	2.7%	3.7%	17.8%	10.5%	3.0%	37.7%
	Grad/Adv	Count	19	47	88	58	25	237
		% within Education	8.0%	19.8%	37.1%	24.5%	10.5%	100.0%
		% within satisfied to Program/PSA on Panchayats & General Awareness	45.2%	58.8%	33.0%	36.0%	50.0%	39.5%
		% of Total	3.2%	7.8%	14.7%	9.7%	4.2%	39.5%
	Others	Count	2	0	3	4	1	10
		% within Education	20.0%	0.0%	30.0%	40.0%	10.0%	100.0%
		% within satisfied to Program/PSA on Panchayats & General Awareness	4.8%	0.0%	1.1%	2.5%	2.0%	1.7%
		% of Total	0.3%	0.0%	0.5%	0.7%	0.2%	1.7%
	Total	Count	42	80	267	161	50	600
		% within Education	7.0%	13.3%	44.5%	26.8%	8.3%	100.0%
		% within satisfied to Program/PSA on Panchayats & General Awareness	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
		% of Total	7.0%	13.3%	44.5%	26.8%	8.3%	100.0%

			Satisfaction on the programs delivered by central and state governments to create 'General Awareness on Panchayats, Local Bodies & Other public Govt Policies'					Total
			Very Satisfied	Satisfied	Neither satisfied nor dissatisfied	Dissatisfied	Very dissatisfied	
Occupation	Service	Count	16	27	76	59	17	195
		% within Occupation	8.2%	13.8%	39.0%	30.3%	8.7%	100.0%
		% within satisfied to Program/PSA on Panchayats, Local Bodies & General Awareness	38.1%	33.8%	28.5%	36.6%	34.0%	32.5%
		% of Total	2.7%	4.5%	12.7%	9.8%	2.8%	32.5%
	Trader/Market Player	Count	4	10	61	35	5	115
		% within Occupation	3.5%	8.7%	53.0%	30.4%	4.3%	100.0%
		% within satisfied to Program/PSA on Panchayats, Local Bodies & General Awareness	9.5%	12.5%	22.8%	21.7%	10.0%	19.2%
		% of Total	0.7%	1.7%	10.2%	5.8%	0.8%	19.2%
	Agricultural	Count	7	13	77	39	16	152
		% within Occupation	4.6%	8.6%	50.7%	25.7%	10.5%	100.0%
		% within satisfied to Program/PSA on Panchayats, Local Bodies & General Awareness	16.7%	16.3%	28.8%	24.2%	32.0%	25.3%
		% of Total	1.2%	2.2%	12.8%	6.5%	2.7%	25.3%
	Others	Count	15	30	53	28	12	138
		% within Occupation	10.9%	21.7%	38.4%	20.3%	8.7%	100.0%
		% within satisfied to Program/PSA on Panchayats & General Aware.	35.7%	37.5%	19.9%	17.4%	24.0%	23.0%
% of Total		2.5%	5.0%	8.8%	4.7%	2.0%	23.0%	
Total	Count	42	80	267	161	50	600	
	% within Occupation	7.0%	13.3%	44.5%	26.8%	8.3%	100.0%	
	% within satisfied to Program/PSA on Panchayats & General Awareness	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
	% of Total	7.0%	13.3%	44.5%	26.8%	8.3%	100.0%	
zone	Majha	Count	17	37	77	48	21	200
		% within zone	8.5%	18.5%	38.5%	24.0%	10.5%	100.0%
		% within satisfied to Program/PSA on Panchayats & General Aware.	40.5%	46.3%	28.8%	29.8%	42.0%	33.3%
		% of Total	2.8%	6.2%	12.8%	8.0%	3.5%	33.3%
	Malwa	Count	22	28	99	44	7	200
		% within zone	11.0%	14.0%	49.5%	22.0%	3.5%	100.0%
		% within satisfied to Program/PSA on Panchayats, Local Bodies & General Awareness	52.4%	35.0%	37.1%	27.3%	14.0%	33.3%
		% of Total	3.7%	4.7%	16.5%	7.3%	1.2%	33.3%
	Doaba	Count	3	15	91	69	22	200
		% within zone	1.5%	7.5%	45.5%	34.5%	11.0%	100.0%
		% within satisfied to Program/PSA on Panchayats & General Aware.	7.1%	18.8%	34.1%	42.9%	44.0%	33.3%
		% of Total	0.5%	2.5%	15.2%	11.5%	3.7%	33.3%
Total	Count	42	80	267	161	50	600	
	% within zone	7.0%	13.3%	44.5%	26.8%	8.3%	100.0%	
	% within satisfied to Program/PSA on Panchayats & General Awareness	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
	% of Total	7.0%	13.3%	44.5%	26.8%	8.3%	100.0%	

Age: The given data shows the ‘Satisfaction’ of different age groups from under 18 to above 65’ with regards to Public Service Advertisement/ Programs given by the State/Central Government on different media sources on ‘Panchayats, Local Bodies - General Awareness’.The data reveal that 7.0 percent people are very satisfied with Public Service Advertisement / Programs given by the State/Central Government on different media sources for creating general awareness for Panchayats, Local Bodies & General Awareness, 13.3 percent people are satisfied with Public Service Advertisement / Programs given by the State/Central Government on different media sources for creating general awareness for Panchayats, Local Bodies & General Awareness, 44.5 percent people are neither satisfied nor dissatisfied with Public Service Advertisement / Programs given by the State/Central Government on different media sources for creating general awareness for Panchayats, Local Bodies & General Awareness, about 27 percent people are dissatisfied with Public Service Advertisement / Programs given by the State/Central Government on different media sources for creating general awareness for Panchayats, Local Bodies & General Awareness and the rest of about 8 percent person are very dissatisfied with Public Service Advertisement / Programs given by the State/Central Government on different media sources for creating general awareness for Panchayats, Local Bodies & General Awareness. In the age group of 25 to 34, 1.8percent are very satisfied with Public Service Advertisement / Programs given by the State/Central Government on different media sources for creating general awareness for Panchayats, Local Bodies & General Awareness, 4.2 percent are satisfied with Public Service Advertisement / Programs given by the State/Central Government on different media sources for creating general awareness for Panchayats, Local Bodies & General Awareness, 9.7 percent are neither satisfied nor dissatisfied with Public Service Advertisement / Programs given by the State/Central Government on different media sources for creating general awareness for Panchayats, Local Bodies & General Awareness, 5.8 percent are dissatisfied with Public Service Advertisement / Programs given by the State/Central Government on different media sources for creating general awareness for Panchayats, Local Bodies & General Awareness and rest of 2.8 percent are very dissatisfied with Public Service Advertisement / Programs given by the State/Central Government on different media sources for creating general awareness for Panchayats, Local Bodies & General

Awareness. In the age group of 35 to 44, 0.8 percent are very satisfied with Public Service Advertisement / Programs given by the State/Central Government on different media sources for creating general awareness for Panchayats, Local Bodies & General Awareness, 1.7 percent are satisfied with Public Service Advertisement / Programs given by the State/Central Government on different media sources for creating general awareness for Panchayats, Local Bodies & General Awareness, 13.3 percent are neither satisfied nor dissatisfied with Public Service Advertisement / Programs given by the State/Central Government on different media sources for creating general awareness for Panchayats, Local Bodies & General Awareness, 8.3 percent are dissatisfied with Public Service Advertisement / Programs given by the State/Central Government on different media sources for creating general awareness for Panchayats, Local Bodies & General Awareness and the rest of 1.7 percent are very dissatisfied with Public Service Advertisement / Programs given by the State/Central Government on different media sources for creating general awareness for Panchayats, Local Bodies & General Awareness. The data shows a significant difference between age group of under 18 to above 65 with regards to Public Service Advertisement / Programs given by the State/Central Government on different media sources for creating general awareness for Panchayats, Local Bodies & General Awareness. To establish the significance of difference between different age groups with regard to Public Service Advertisement / Programs given by the State/Central Government on different media sources for creating general awareness for Panchayats, Local Bodies & General Awareness, Chi-square test was applied.

Chi-Square Tests			
	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	53.250^a	24	.001
Likelihood Ratio	53.792	24	.000
Linear-by-Linear Association	4.049	1	.044
N of Valid Cases	600		
a. 9 cells (25.7%) have expected count less than 5. The minimum expected count is 1.05.			

H₀ – There is no significant difference in the perception of respondents of various age groups regarding Public Service Advertisement/ Programs given by the State/Central Government on different media sources for creating general awareness for Panchayats, Local Bodies & General Awareness.

H_a – Respondents of various age groups differ significantly in the perception of Public Service Advertisement/Programs given by the State/Central Government on different media sources for creating general awareness for Panchayats, Local Bodies & General Awareness.

Cal X^2 Val 53.250 (df 24) \geq Tab Val 36.42 at 0.05 level of significance

The analysed data reveals that there is significant association between age groups and Public Service Advertisement / Programs given by the State/Central Government on different media sources for creating general awareness for Panchayats, Local Bodies & General Awareness. The null hypothesis of no significant difference is rejected as respondents of different age groups having different perception on Public Service Advertisement / Programs given by the State/Central Government on different media sources for creating general awareness for ‘Panchayats, Local Bodies & General Awareness’. In other words, table indicates that age group has different understanding on problems through Panchayats, Local Bodies and General Awareness programme given by the government; this shows that at the grass root level it helps people in their social development.

Gender: The given data shows the ‘Satisfaction’ of ‘males and females’ with regards to Public Service Advertisement/ Programs given by the State/Central Government on different media sources on ‘Panchayats, Local Bodies & General Awareness’. The data reveals that 7.0 percent people are very satisfied with Public Service Advertisement / Programs given by the State/Central Government on different media sources for creating general awareness for Panchayats, Local Bodies & General Awareness, 13.3 percent people are satisfied with Public Service Advertisement / Programs given by the State/Central Government on different media sources for creating general awareness for Panchayats, Local Bodies & General Awareness, 44.5 percent people are neither satisfied nor dissatisfied with Public Service Advertisement / Programs given by the State/Central Government on different media sources for creating general awareness for Panchayats, Local Bodies & General Awareness, about 27 percent people are

dissatisfied with Public Service Advertisement / Programs given by the State/Central Government on different media sources for creating general awareness for Panchayats, Local Bodies & General Awareness and rest of about 8 percent people are very dissatisfied with Public Service Advertisement / Programs given by the State/Central Government on different media sources for creating general awareness for Panchayats, Local Bodies & General Awareness. Among Male, 3.8 percent are very satisfied with Public Service Advertisement / Programs given by the State/Central Government on different media sources for creating general awareness for Panchayats, Local Bodies & General Awareness, 6.2 percent are satisfied with Public Service Advertisement / Programs given by the State/Central Government on different media sources for creating general awareness for Panchayats, Local Bodies & General Awareness, 29.5 percent are neither satisfied nor dissatisfied with Public Service Advertisement / Programs given by the State/Central Government on different media sources for creating general awareness for Panchayats, Local Bodies & General Awareness, 19.3 percent are dissatisfied with Public Service Advertisement / Programs given by the State/Central Government on different media sources for creating general awareness for Panchayats, Local Bodies & General Awareness and rest of 4.2 percent are very dissatisfied with Public Service Advertisement / Programs given by the State/Central Government on different media sources for creating general awareness for Panchayats, Local Bodies & General Awareness. Among Female, 3.2 percent are very satisfied with Public Service Advertisement / Programs given by the State/Central Government on different media sources for creating general awareness for Panchayats, Local Bodies & General Awareness, 7.2 percent are satisfied with Public Service Advertisement / Programs given by the State/Central Government on different media sources for creating general awareness for Panchayats, Local Bodies & General Awareness, 15 percent are neither satisfied nor dissatisfied with Public Service Advertisement / Programs given by the State/Central Government on different media sources for creating general awareness for Panchayats, Local Bodies & General Awareness, 7.5 percent are dissatisfied with Public Service Advertisement / Programs given by the State/Central Government on different media sources for creating general awareness for Panchayats, Local Bodies & General Awareness and the rest of 4.2 percent are very dissatisfied with Public Service Advertisement / Programs given by the State/Central

Government on different media sources for creating general awareness for Panchayats, Local Bodies & General Awareness. The data shows a significant difference between males and females with Public Service Advertisement / Programs given by the State/Central Government on different media sources for creating general awareness for Panchayats, Local Bodies & General Awareness. To establish the significance of difference between male and female with regard to Public Service Advertisement / Programs given by the State/Central Government on different media sources for creating general awareness for Panchayats, Local Bodies & General Awareness, Chi-square test was applied.

Chi-Square Tests			
	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	21.375^a	4	.000
Likelihood Ratio	21.088	4	.000
Linear-by-Linear Association	3.459	1	.063
N of Valid Cases	600		
a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 15.54.			

H₀ – There is no significant difference in the perception of Males and Females respondents regarding Public Service Advertisement/ Programs given by the State/Central Government on different media sources for creating general awareness for ‘Panchayats, Local Bodies & General Awareness..

H_a – Males and Females respondents differ significantly in the perception of Public Service Advertisement/Programs given by the State/Central Government on different media sources related for creating general awareness for ‘Panchayats, Local Bodies & General Awareness..

$\text{Cal } X^2 \text{ Val } 21.375 \text{ (df } 4) \geq \text{Tab Val } 9.490 \text{ at } 0.05 \text{ level of significance}$

The analysed data reveals that there is significant relationship between ‘males and females’ with regards to Public Service Advertisement / Programs given by the State/Central Government on different media sources for creating general awareness for Panchayats, Local Bodies & General Awareness. The null hypothesis of no significant difference is rejected as ‘gender’ plays important role with regards to Public Service Advertisement / Programs given by the State/Central Government on different

media sources for creating general awareness for 'Panchayats, Local Bodies & General Awareness'. In the others words, table indicates that males and females have different opinion and perception on 'Panchayats, Local Bodies and General Awareness' PSA / Programme given by the government; this shows that 'gender' encourage to know more at the grass root level for social and political understanding.

Education:The given data shows the 'Satisfaction' of respondents attaining different level of education with regards to Public Service Advertisement/ Programs given by the State/Central Government on different media sources on 'Panchayats, Local Bodies & General Awareness'.The data reveals that 7.0 percent person are very satisfied with Public Service Advertisement / Programs given by the State/Central Government on different media sources for creating general awareness for Panchayats, Local Bodies & General Awareness, 13.3 percent people are satisfied with Public Service Advertisement / Programs given by the State/Central Government on different media sources for creating general awareness for Panchayats, Local Bodies & General Awareness, 44.5 percent people are neither satisfied nor dissatisfied with Public Service Advertisement / Programs given by the State/Central Government on different media sources for creating general awareness for Panchayats, Local Bodies & General Awareness, about 27 percent people are dissatisfied with Public Service Advertisement / Programs given by the State/Central Government on different media sources for creating general awareness for Panchayats, Local Bodies & General Awareness and rest of about 8 percent people are very dissatisfied with Public Service Advertisement / Programs given by the State/Central Government on different media sources for creating general awareness for Panchayats, Local Bodies & General Awareness. Out of the respondents who are graduates, 3.2 percent are very satisfied with Public Service Advertisement / Programs given by the State/Central Government on different media sources for creating general awareness for Panchayats, Local Bodies & General Awareness, 7.8 percent are satisfied with Public Service Advertisement / Programs given by the State/Central Government on different media sources for creating general awareness for Panchayats, Local Bodies & General Awareness, 14.7 percent are neither satisfied nor dissatisfied with Public Service Advertisement / Programs given by the State/Central Government on different media sources for creating general awareness for Panchayats, Local Bodies & General Awareness, 9.7 percent are dissatisfied with

Public Service Advertisement / Programs given by the State/Central Government on different media sources for creating general awareness for Panchayats, Local Bodies & General Awareness and the rest of 4.2 percent are very dissatisfied with Public Service Advertisement / Programs given by the State/Central Government on different media sources for creating general awareness for Panchayats, Local Bodies & General Awareness. Among respondents with secondary education as their qualification, 2.7 percent are very satisfied with Public Service Advertisement / Programs given by the State/Central Government on different media sources for creating general awareness for Panchayats, Local Bodies & General Awareness, 3.7 percent are satisfied with Public Service Advertisement / Programs given by the State/Central Government on different media sources for creating general awareness for Panchayats, Local Bodies & General Awareness, 17.8 percent are neither satisfied nor dissatisfied with Public Service Advertisement / Programs given by the State/Central Government on different media sources for creating general awareness for Panchayats, Local Bodies & General Awareness, 10.5 percent are dissatisfied with Public Service Advertisement / Programs given by the State/Central Government on different media sources for creating general awareness for Panchayats, Local Bodies & General Awareness and the rest of 3.0 percent are very dissatisfied with Public Service Advertisement / Programs given by the State/Central Government on different media sources for creating general awareness for Panchayats, Local Bodies & General Awareness. To establish the significance of difference among educated person with regard to Public Service Advertisement / Programs given by the State/Central Government on different media sources for creating general awareness for Panchayats, Local Bodies & General Awareness, Chi-square test was applied.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	36.348^a	16	.003
Likelihood Ratio	39.570	16	.001
Linear-by-Linear Association	1.316	1	.251
N of Valid Cases	600		
a. 7 cells (28.0%) have expected count less than 5. The minimum expected count is .70.			

H₀ – There is no significant difference in the perception of respondents with different level of education regarding Public Service Advertisement/ Programs given by the

State/Central Government on different media sources for creating general awareness for Panchayats, Local Bodies & General Awareness.

H_a – Respondents with different level of education differ significantly in the perception of Public Service Advertisement/Programs given by the State/Central Government on different media sources for creating general awareness for Panchayats, Local Bodies & General Awareness.

Cal X^2 Val 36.348 (df 16) \geq Tab Val 26.30 at 0.05 level of significance

The analysed data reveals that there is significant relationship among educated person with regards to Public Service Advertisement / Programs given by the State/Central Government on different media sources for creating general awareness for Panchayats, Local Bodies & General Awareness. The null hypothesis of no significant difference is rejected as respondents with different level of education having different opinions and preception on Public Service Advertisement / Programs given by the State/Central Government on different media sources for creating general awareness for ‘Panchayats, Local Bodies & General Awareness’. In the others words, table indicates that different level of education helps in understanding problems analytically through ‘Panchayats, Local Bodies and General Awareness programme’ given by the government; this shows that education encourage person needs to know more at grass root level.

Occupation:The given data shows the ‘Satisfaction’ with regards to Public service advertisement/ Programs given by the State/Central Government on different media sources on ‘Panchayats, Local Bodies & General Awareness’ among different ‘profession’ of rural Punjab people.The data reveals that 7.0 percent people are very satisfied with Public Service Advertisement / Programs given by the State/Central Government on different media sources for creating general awareness for Panchayats, Local Bodies & General Awareness, 13.3 percent people are satisfied with Public Service Advertisement / Programs given by the State/Central Government on different media sources for creating general awareness for Panchayats, Local Bodies & General Awareness, 44.5 percent people are neither satisfied nor dissatisfied with Public Service Advertisement / Programs given by the State/Central Government on different media sources for creating general awareness for Panchayats, Local Bodies & General Awareness, about 27 percent people are dissatisfied with Public Service Advertisement / Programs given by the State/Central Government on different media sources for

creating general awareness for Panchayats, Local Bodies & General Awareness and rest of about 8 percent people are very dissatisfied with Public Service Advertisement / Programs given by the State/Central Government on different media sources for creating general awareness for Panchayats, Local Bodies & General Awareness. Among Service sector, 2.7 percent are very satisfied with Public Service Advertisement / Programs given by the State/Central Government on different media sources for creating general awareness for Panchayats, Local Bodies & General Awareness, 4.5 percent are satisfied with Public Service Advertisement / Programs given by the State/Central Government on different media sources for creating general awareness for Panchayats, Local Bodies & General Awareness, 12.7 percent are neither satisfied nor dissatisfied with Public Service Advertisement / Programs given by the State/Central Government on different media sources for creating general awareness for Panchayats, Local Bodies & General Awareness, 9.8 percent are dissatisfied with Public Service Advertisement / Programs given by the State/Central Government on different media sources for creating general awareness for Panchayats, Local Bodies & General Awareness and the rest of 2.8 percent are very dissatisfied with Public Service Advertisement / Programs given by the State/Central Government on different media sources for creating general awareness for Panchayats, Local Bodies & General Awareness. Among Trader, 0.7 percent are very satisfied with Public Service Advertisement / Programs given by the State/Central Government on different media sources for creating general awareness for Panchayats, Local Bodies & General Awareness, 1.7 percent are satisfied with Public Service Advertisement / Programs given by the State/Central Government on different media sources for creating general awareness for Panchayats, Local Bodies & General Awareness, 10.2 percent are neither satisfied nor dissatisfied with Public Service Advertisement / Programs given by the State/Central Government on different media sources for creating general awareness for Panchayats, Local Bodies & General Awareness, 5.8 percent are dissatisfied with Public Service Advertisement / Programs given by the State/Central Government on different media sources for creating general awareness for Panchayats, Local Bodies & General Awareness and rest of 0.8 percent are very dissatisfied with Public Service Advertisement / Programs given by the State/Central Government on different media sources for creating general awareness for Panchayats, Local Bodies & General

Awareness. Among Agriculture sector, 1.2 percent are very satisfied with Public Service Advertisement / Programs given by the State/Central Government on different media sources for creating general awareness for Panchayats, Local Bodies & General Awareness, 2.2 percent are satisfied with Public Service Advertisement / Programs given by the State/Central Government on different media sources for creating general awareness for Panchayats, Local Bodies & General Awareness, 12.8 percent are neither satisfied nor dissatisfied with Public Service Advertisement / Programs given by the State/Central Government on different media sources for creating general awareness for Panchayats, Local Bodies & General Awareness, 6.5 percent are dissatisfied with Public Service Advertisement / Programs given by the State/Central Government on different media sources for creating general awareness for Panchayats, Local Bodies & General Awareness and the rest of 2.7 percent are very dissatisfied with Public Service Advertisement / Programs given by the State/Central Government on different media sources for creating general awareness for Panchayats, Local Bodies & General Awareness. The data shows a significance difference among professional with regards to Public Service Advertisement / Programs given by the State/Central Government on different media sources for creating general awareness for Panchayats, Local Bodies & General Awareness. To establish the significance of difference among professional with regard to Public Service Advertisement / Programs given by the State/Central Government on different media sources for creating general awareness for Panchayats, Local Bodies & General Awareness, Chi-square test was applied.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	30.936^a	12	.002
Likelihood Ratio	31.085	12	.002
Linear-by-Linear Association	2.381	1	.123
N of Valid Cases	600		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 8.05.

H₀ – There is no significant difference in the perception of respondents regarding Public Service Advertisement/ Programs given by the State/Central Government on different media sources for creating general awareness for Panchayats, Local Bodies & General Awareness with respect to their occupation.

H_a – Respondents with different occupation differ significantly in the perception of Public Service Advertisement / Programs given by the State/Central Government on different media sources for creating general awareness for Panchayats, Local Bodies & General Awareness with respect to their occupation.

Cal χ^2 Val 30.936 (df 12) \geq Tab Val 21.03 at 0.05 level of significance
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The analysed data reveals that there is significant association between different occupation with regards to Public Service Advertisement / Programs given by the State/Central Government on different media sources for creating general awareness for ‘Panchayats, Local Bodies & General Awareness’. The null hypothesis of no significant difference is rejected as profession plays an important role in Public Service Advertisement / Programs given by the State/Central Government on different media sources for creating general awareness for ‘Panchayats, Local Bodies & General Awareness’. In the other words, the table indicates that professional has different understanding on problems logically through Panchayats, Local Bodies and General Awareness programme given by the government; this shows that at the grass root level it helps the occupational to run their business smoothly.

Zone: The given data shows the ‘Satisfaction’ of rural people with regards to Public service advertisement/ Programs given by the State/Central Government on different media sources on ‘Panchayats, Local Bodies & General Awareness’ in three zones of Majha, Malwa and Doaba Punjab. The data reveals that 7.0 percent people in all three zone very satisfied with Public Service Advertisement / Programs given by the State/Central Government on different media sources for creating general awareness for Panchayats, Local Bodies & General Awareness, 13.3 percent people are satisfied with Public Service Advertisement / Programs given by the State/Central Government on different media sources for creating general awareness for Panchayats, Local Bodies & General Awareness, 44.5 percent people are neither satisfied nor dissatisfied with Public Service Advertisement / Programs given by the State/Central Government on different media sources for creating general awareness for Panchayats, Local Bodies & General Awareness, about 26.8 percent people are dissatisfied with Public Service Advertisement / Programs given by the State/Central Government on different media sources for creating general awareness for Panchayats, Local Bodies & General

Awareness and the rest of about 8.3 percent people are very dissatisfied with Public Service Advertisement / Programs given by the State/Central Government on different media sources for creating general awareness for Panchayats, Local Bodies & General Awareness. In Zone I (Majha) 2.8 percent people are very satisfied with Public Service Advertisement / Programs given by the State/Central Government on different media sources for creating general awareness for Panchayats, Local Bodies & General Awareness, 6.2 percent people are satisfied with Public Service Advertisement / Programs given by the State/Central Government on different media sources for creating general awareness for Panchayats, Local Bodies & General Awareness, 12.8 percent people are neither satisfied nor dissatisfied with Public Service Advertisement / Programs given by the State/Central Government on different media sources for creating general awareness for Panchayats, Local Bodies & General Awareness, about 8.0 percent people are dissatisfied with Public Service Advertisement / Programs given by the State/Central Government on different media sources for creating general awareness for Panchayats, Local Bodies & General Awareness and the rest of about 3.5 percent people are very dissatisfied with Public Service Advertisement / Programs given by the State/Central Government on different media sources for creating general awareness for Panchayats, Local Bodies & General Awareness. In Zone II (Malwa) about 3.7 percent people are very satisfied with Public Service Advertisement / Programs given by the State/Central Government on different media sources for creating general awareness for Panchayats, Local Bodies & General Awareness, 4.7 percent people are satisfied with Public Service Advertisement / Programs given by the State/Central Government on different media sources for creating general awareness for Panchayats, Local Bodies & General Awareness, 16.5 percent people are neither satisfied nor dissatisfied with Public Service Advertisement / Programs given by the State/Central Government on different media sources for creating general awareness for Panchayats, Local Bodies & General Awareness, about 7.3 percent people are dissatisfied with Public Service Advertisement / Programs given by the State/Central Government on different media sources for creating general awareness for Panchayats, Local Bodies & General Awareness and rest of about 1.2 percent people are very dissatisfied with Public Service Advertisement / Programs given by the State/Central Government on different media sources for creating general awareness for Panchayats,

Local Bodies & General Awareness. In Zone III (Doaba) 0.5 percent people are very satisfied with Public Service Advertisement / Programs given by the State/Central Government on different media sources for creating general awareness for Panchayats, Local Bodies & General Awareness, 2.5 percent people are satisfied with Public Service Advertisement / Programs given by the State/Central Government on different media sources for creating general awareness for Panchayats, Local Bodies & General Awareness, 15.2 percent people are neither satisfied nor dissatisfied with Public Service Advertisement / Programs given by the State/Central Government on different media sources for creating general awareness for Panchayats, Local Bodies & General Awareness, about 11.5 percent people are dissatisfied with Public Service Advertisement / Programs given by the State/Central Government on different media sources for creating general awareness for Panchayats, Local Bodies & General Awareness and the rest of about 3.7 percent people are very dissatisfied with Public Service Advertisement / Programs given by the State/Central Government on different media sources for creating general awareness for Panchayats, Local Bodies & General Awareness. The data shows a significant difference between three Zones of Majha, Malwa, and Doaba with Public Service Advertisement / Programs given by the State/Central Government on different media sources for creating general awareness for Panchayats, Local Bodies & General Awareness. To establish the significance of difference between three Zone of Majha, Malwa, and Doaba with regard to Public Service Advertisement / Programs given by the State/Central Government on different media sources for creating general awareness for Panchayats, Local Bodies & General Awareness, Chi-square test was applied.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	40.979^a	8	.000
Likelihood Ratio	46.046	8	.000
Linear-by-Linear Association	13.450	1	.000
N of Valid Cases	600		
a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 14.00.			

H₀ – There is no significant difference between perception of respondents of three Zones of Punjab regarding Public Service Advertisement/ Programs given by the State/Central Government for creating general awareness for Panchayats, Local Bodies

& General Awareness.

H_a – Three Zones of Punjab differ significantly with Public Service Advertisement/ Programs given by the State/Central Government on different media sources for creating general awareness for Panchayats, Local Bodies & General Awareness.

Cal X^2 Val 40.979 (df 8) \geq Tab Val 15.51 at 0.05 level of significance
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The analysed data revealed that there is significant association between Zones of living and perception of respondents regarding Public Service Advertisement/ Programs given by the State/Central Government on different media sources for creating general awareness for Panchayats, Local Bodies & General Awareness. The null hypothesis of no significant difference is rejected in this case indicating the people living in Majha, Malwa and Doaba vary in their perception regarding Public Service Advertisement/ Programs given by the State/Central Government on different media sources for creating general awareness for Panchayats, Local Bodies & General Awareness.

Table 5.79: Satisfaction on the programmes delivered by central and state governments to create general awareness regarding Environment hygiene and Sanitation

			Are You Satisfied with Public Service Advertisement / Programs given by the State/Central Government on different media sources on Environmental Hygiene					Total
			Very Satisfied	Satisfied	Neither satisfied nor dissatisfied	Dissatisfied	Very dissatisfied	
Age	Under 18	Count	2	4	15	12	4	37
		% within Age	5.4%	10.8%	40.5%	32.4%	10.8%	100.0%
		% within Satisfied toPSA / Programs of Environmental Hygiene	9.5%	4.3%	7.4%	5.7%	5.7%	6.2%
		% of Total	0.3%	0.7%	2.5%	2.0%	0.7%	6.2%
	18-24	Count	8	27	32	28	11	106
		% within Age	7.5%	25.5%	30.2%	26.4%	10.4%	100.0%
		% within Satisfied toPSA / Programs of Environmental Hygiene	38.1%	28.7%	15.7%	13.3%	15.7%	17.7%
		% of Total	1.3%	4.5%	5.3%	4.7%	1.8%	17.7%
	25-34	Count	7	34	41	47	17	146
		% within Age	4.8%	23.3%	28.1%	32.2%	11.6%	100.0%
		% within Satisfied toPSA / Programs of Environmental Hygiene	33.3%	36.2%	20.1%	22.3%	24.3%	24.3%
		% of Total	1.2%	5.7%	6.8%	7.8%	2.8%	24.3%
	35-44	Count	3	13	50	72	17	155
		% within Age	1.9%	8.4%	32.3%	46.5%	11.0%	100.0%
		% within Satisfied toPSA / Programs of Environmental Hygiene	14.3%	13.8%	24.5%	34.1%	24.3%	25.8%
		% of Total	0.5%	2.2%	8.3%	12.0%	2.8%	25.8%
	45-54	Count	0	7	41	29	17	94
		% within Age	0.0%	7.4%	43.6%	30.9%	18.1%	100.0%
		% within Satisfied toPSA / Programs of Environmental Hygiene	0.0%	7.4%	20.1%	13.7%	24.3%	15.7%
		% of Total	0.0%	1.2%	6.8%	4.8%	2.8%	15.7%
	55-64	Count	1	7	17	19	3	47
		% within Age	2.1%	14.9%	36.2%	40.4%	6.4%	100.0%
		% within Satisfied toPublic Service Advertisement / Programsof Environmental Hygiene	4.8%	7.4%	8.3%	9.0%	4.3%	7.8%
		% of Total	0.2%	1.2%	2.8%	3.2%	0.5%	7.8%
	65+	Count	0	2	8	4	1	15
		% within Age	0.0%	13.3%	53.3%	26.7%	6.7%	100.0%
		% within Satisfied toPublic Service Advertisement / Programsof Environmental Hygiene	0.0%	2.1%	3.9%	1.9%	1.4%	2.5%
		% of Total	0.0%	0.3%	1.3%	0.7%	0.2%	2.5%
Total	Count	21	94	204	211	70	600	
	% within Age	3.5%	15.7%	34.0%	35.2%	11.7%	100.0%	
	% within Satisfied toPublic Service Advertisement / Programsof Environmental Hygiene	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
	% of Total	3.5%	15.7%	34.0%	35.2%	11.7%	100.0%	

			Are You Satisfied with Public Service Advertisement / Programs given by the State/Central Government on different media sources on Environmental Hygiene					Total
			Very Satisfied	Satisfied	Neither satisfied nor dissatisfied	Dissatisfied	Very dissatisfied	
Gender	Male	Count	10	41	141	141	45	378
		% within Gender	2.6%	10.8%	37.3%	37.3%	11.9%	100.0%
		% within Satisfied toPSA / Programs of Environmental Hygiene	47.6%	43.6%	69.1%	66.8%	64.3%	63.0%
		% of Total	1.7%	6.8%	23.5%	23.5%	7.5%	63.0%
	Female	Count	11	53	63	70	25	222
		% within Gender	5.0%	23.9%	28.4%	31.5%	11.3%	100.0%
		% within Satisfied toPSA / Programs of Environmental Hygiene	52.4%	56.4%	30.9%	33.2%	35.7%	37.0%
		% of Total	1.8%	8.8%	10.5%	11.7%	4.2%	37.0%
Total	Count	21	94	204	211	70	600	
	% within Gender	3.5%	15.7%	34.0%	35.2%	11.7%	100.0%	
	% within Satisfied toPublic Service Advertisement / Programsof Environmental Hygiene	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
	% of Total	3.5%	15.7%	34.0%	35.2%	11.7%	100.0%	
Education	1-8th	Count	0	3	20	11	5	39
		% within Education	0.0%	7.7%	51.3%	28.2%	12.8%	100.0%
		% within Satisfied toPSA / Programs of Environmental Hygiene	0.0%	3.2%	9.8%	5.2%	7.1%	6.5%
		% of Total	0.0%	0.5%	3.3%	1.8%	0.8%	6.5%
	9th-10th	Count	2	8	33	36	9	88
		% within Education	2.3%	9.1%	37.5%	40.9%	10.2%	100.0%
		% within Satisfied toPublic Service Advertisement / Programsof Environmental Hygiene	9.5%	8.5%	16.2%	17.1%	12.9%	14.7%
		% of Total	0.3%	1.3%	5.5%	6.0%	1.5%	14.7%
	12th-DIP	Count	5	34	78	84	25	226
		% within Education	2.2%	15.0%	34.5%	37.2%	11.1%	100.0%
		% within Satisfied toPSA / Programs of Environmental Hygiene	23.8%	36.2%	38.2%	39.8%	35.7%	37.7%
		% of Total	0.8%	5.7%	13.0%	14.0%	4.2%	37.7%
	Grad/Abv	Count	14	49	70	75	29	237
		% within Education	5.9%	20.7%	29.5%	31.6%	12.2%	100.0%
		% within Satisfied toPSA / Programs of Environmental Hygiene	66.7%	52.1%	34.3%	35.5%	41.4%	39.5%
		% of Total	2.3%	8.2%	11.7%	12.5%	4.8%	39.5%
	Others	Count	0	0	3	5	2	10
		% within Education	0.0%	0.0%	30.0%	50.0%	20.0%	100.0%
		% within Satisfied toPSA / Programs of Environmental Hygiene	0.0%	0.0%	1.5%	2.4%	2.9%	1.7%
		% of Total	0.0%	0.0%	0.5%	0.8%	0.3%	1.7%
Total	Count	21	94	204	211	70	600	
	% within Education	3.5%	15.7%	34.0%	35.2%	11.7%	100.0%	
	% within Satisfied toPSA / Programs of Environmental Hygiene	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
	% of Total	3.5%	15.7%	34.0%	35.2%	11.7%	100.0%	

			Are You Satisfied with Public Service Advertisement / Programs given by the State/Central Government on different media sources on Environmental Hygiene					Total
			Very Satisfied	Satisfied	Neither satisfied nor dissatisfied	Dissatisfied	Very dissatisfied	
Occupation	Service	Count	6	30	63	73	23	195
		% within Occupation	3.1%	15.4%	32.3%	37.4%	11.8%	100.0%
		% within Satisfied to Program /PSA of Environmental Hygiene	28.6%	31.9%	30.9%	34.6%	32.9%	32.5%
		% of Total	1.0%	5.0%	10.5%	12.2%	3.8%	32.5%
	Trader/Market Player	Count	3	8	43	47	14	115
		% within Occupation	2.6%	7.0%	37.4%	40.9%	12.2%	100.0%
		% within Satisfied to Program /PSA of Environmental Hygiene	14.3%	8.5%	21.1%	22.3%	20.0%	19.2%
		% of Total	0.5%	1.3%	7.2%	7.8%	2.3%	19.2%
	Agricultural	Count	2	22	56	51	21	152
		% within Occupation	1.3%	14.5%	36.8%	33.6%	13.8%	100.0%
		% within Satisfied to Program /PSA of Environmental Hygiene	9.5%	23.4%	27.5%	24.2%	30.0%	25.3%
		% of Total	0.3%	3.7%	9.3%	8.5%	3.5%	25.3%
	Others	Count	10	34	42	40	12	138
		% within Occupation	7.2%	24.6%	30.4%	29.0%	8.7%	100.0%
		% within Satisfied to Program /PSA of Environmental Hygiene	47.6%	36.2%	20.6%	19.0%	17.1%	23.0%
		% of Total	1.7%	5.7%	7.0%	6.7%	2.0%	23.0%
Total	Count	21	94	204	211	70	600	
	% within Occupation	3.5%	15.7%	34.0%	35.2%	11.7%	100.0%	
	% within Satisfied to Program /PSA of Environmental Hygiene	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
	% of Total	3.5%	15.7%	34.0%	35.2%	11.7%	100.0%	
zone	Majha	Count	9	40	56	66	29	200
		% within zone	4.5%	20.0%	28.0%	33.0%	14.5%	100.0%
		% within Satisfied to Program /PSA of Environmental Hygiene	42.9%	42.6%	27.5%	31.3%	41.4%	33.3%
		% of Total	1.5%	6.7%	9.3%	11.0%	4.8%	33.3%
	Malwa	Count	11	32	89	57	11	200
		% within zone	5.5%	16.0%	44.5%	28.5%	5.5%	100.0%
		% within Satisfied to Program /PSA of Environmental Hygiene	52.4%	34.0%	43.6%	27.0%	15.7%	33.3%
		% of Total	1.8%	5.3%	14.8%	9.5%	1.8%	33.3%
	Doaba	Count	1	22	59	88	30	200
		% within zone	0.5%	11.0%	29.5%	44.0%	15.0%	100.0%
		% within Satisfied to Program/PSA of Environmental Hygiene	4.8%	23.4%	28.9%	41.7%	42.9%	33.3%
		% of Total	0.2%	3.7%	9.8%	14.7%	5.0%	33.3%
Total	Count	21	94	204	211	70	600	
	% within zone	3.5%	15.7%	34.0%	35.2%	11.7%	100.0%	
	% within Satisfied to Program /PSA of Environmental Hygiene	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
	% of Total	3.5%	15.7%	34.0%	35.2%	11.7%	100.0%	

N=600

Age:The given data shows the 'Satisfaction' of different age groups from under 18 to above 65 with regards to Public Service Advertisement/ Programs given by the State/Central Government on different media sources on Environmental Hygiene and Sanitation. The data revealed that 3.5 percent people are very satisfied with Public Service Advertisement / Programs given by the State/Central Government on different media sources on Environmental Hygiene, 15.7 percent people are satisfied with Public Service Advertisement / Programs given by the State/Central Government on different media sources on Environmental Hygiene, 34.0 percent are neither satisfied nor dissatisfied with Public Service Advertisement / Programs given by the State/Central Government on different media sources on Environmental Hygiene, about 35 percent people are dissatisfied with Public Service Advertisement / Programs given by the State/Central Government on different media sources on Environmental Hygiene and sanitation and the rest of about 12 percent people are very dissatisfied with Public Service Advertisement / Programs given by the State/Central Government on different media sources on Environmental Hygiene. In the age group of 25 to 34, 1.2 percent are very satisfied with Public Service Advertisement / Programs given by the State/Central Government on different media sources on Environmental Hygiene, 5.7 percent are satisfied with Public Service Advertisement / Programs given by the State/Central Government on different media sources on Environmental Hygiene, 6.8 percent people are neither satisfied nor dissatisfied with Public Service Advertisement / Programs given by the State/Central Government on different media sources on Environmental Hygiene, 7.8 percent are dissatisfied with Public Service Advertisement / Programs given by the State/Central Government on different media sources on Environmental Hygiene and rest of 2.8 percent are very dissatisfied with Public Service Advertisement / Programs given by the State/Central Government on different media sources on Environmental Hygiene. In the age group of 35 to 44, 0.5percent are very satisfied with Public Service Advertisement / Programs given by the State/Central Government on different media sources on Environmental Hygiene, 2.2 percent are satisfied with Public Service Advertisement / Programs given by the State/Central Government on different media sources on Environmental Hygiene, 8.3 percent are neither satisfied

nor dissatisfied with Public Service Advertisement / Programs given by the State/Central Government on different media sources on Environmental Hygiene, 12 percent are dissatisfied with Public Service Advertisement / Programs given by the State/Central Government on different media sources on Environmental Hygiene and the rest of 2.8 percent are very dissatisfied with Public Service Advertisement / Programs given by the State/Central Government on different media sources on Environmental Hygiene. The data shows a significant difference between 'age group of under 18 to above 65' with regards to Public Service Advertisement / Programs given by the State/Central Government on different media sources on 'Environmental Hygiene and sanitation'. To establish the significance of difference between age group of under 18 to above 65 with regard to Public Service Advertisement / Programs given by the State/Central Government on different media sources on Environmental Hygiene, Chi-square test was applied.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	54.416^a	24	.000
Likelihood Ratio	56.674	24	.000
Linear-by-Linear Association	8.506	1	.004
N of Valid Cases	600		
a. 8 cells (22.9%) have expected count less than 5. The minimum expected count is .53.			

H₀ – There is no significant difference in the perception of respondents of various age groups regarding Public Service Advertisement/ Programs given by the State/Central Government on different media sources related to Environmental Hygiene and sanitation.

H_a – Respondents of various age groups differ significantly in the perception of Public Service Advertisement/Programs given by the State/Central Government on different media sources related to Environmental Hygiene and sanitation.

Cal x^2 Val 54.416 (df 24) \geq Tab Val 36.42 at 0.05 level of significance

The analysed data reveals that there is significant relationship between age groups and Public Service Advertisement / Programs given by the State/Central Government on different media sources on Environmental Hygiene. The null hypothesis of no

significant difference is rejected, indicating that respondents of different age groups having different perception, interest and opinion towards Public Service Advertisement / Programs given by the State/Central Government on different media sources on 'Environmental Hygiene and sanitation'. In addition, the table also assures that different age groups has different needs about Environmental Hygiene programme given by the government; this result that basic knowledge and information on Environmental Hygiene which helps people in understand better their ambiances.

Gender: The given data shows the 'Satisfaction' of 'males and females' with regards to Public Service Advertisement/ Programs given by the State/Central Government on different media sources on 'Environmental Hygiene and Sanitation'. The data reveals that 3.5 percent people are very satisfied with Public Service Advertisement / Programs given by the State/Central Government on different media sources on Environmental Hygiene, 15.7 percent people are satisfied with Public Service Advertisement / Programs given by the State/Central Government on different media sources on Environmental Hygiene, 34.0 percent people are neither satisfied nor dissatisfied with Public Service Advertisement / Programs given by the State/Central Government on different media sources on Environmental Hygiene, about 35 percent people are dissatisfied with Public Service Advertisement / Programs given by the State/Central Government on different media sources on Environmental Hygiene and the rest of about 12 percent people are very dissatisfied with Public Service Advertisement / Programs given by the State/Central Government on different media sources on Environmental Hygiene. Among Male, 1.7 percent are very satisfied with Public Service Advertisement / Programs given by the State/Central Government on different media sources on Environmental Hygiene, 6.8 percent are satisfied with Public Service Advertisement / Programs given by the State/Central Government on different media sources on Environmental Hygiene, 23.5 percent are neither satisfied nor dissatisfied with Public Service Advertisement / Programs given by the State/Central Government on different media sources on Environmental Hygiene, 23.5 percent are dissatisfied with Public Service Advertisement / Programs given by the State/Central Government on different media sources on Environmental Hygiene and rest of 7.5 percent are very dissatisfied with Public Service Advertisement / Programs given by the State/Central Government on different media sources on Environmental Hygiene. Among Female,

1.8 percent are very satisfied with Public Service Advertisement / Programs given by the State/Central Government on different media sources on Environmental Hygiene, 8.8 percent are satisfied with Public Service Advertisement / Programs given by the State/Central Government on different media sources on Environmental Hygiene, 10.5 percent are neither satisfied nor dissatisfied with Public Service Advertisement / Programs given by the State/Central Government on different media sources on Environmental Hygiene, 11.7 percent are dissatisfied with Public Service Advertisement / Programs given by the State/Central Government on different media sources on Environmental Hygiene and rest of 4.2 percent are very dissatisfied with Public Service Advertisement / Programs given by the State/Central Government on different media sources on Environmental Hygiene. The data shows a significant difference between males and females with Public Service Advertisement / Programs given by the State/Central Government on different media sources on Environmental Hygiene. To establish the significance of difference between males and females with regard to Public Service Advertisement / Programs given by the State/Central Government on different media sources on Environmental Hygiene, Chi-square test was applied.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	21.931^a	4	.000
Likelihood Ratio	21.309	4	.000
Linear-by-Linear Association	8.637	1	.003
N of Valid Cases	600		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 7.77.

H₀ – There is no significant difference in the perception of Males and Females respondents regarding Public Service Advertisement/ Programs given by the State/Central Government on different media sources related to Health & Medical awareness.

H_a – Males and Females respondents differ significantly in the perception of Public Service Advertisement/Programs given by the State/Central Government on different media sources related to Health & Medical awareness.

Cal χ^2 Val 21.931 (df 4) \geq Tab Val 9.490 at 0.05 level of significance

The analysed data reveals that there is significant relationship between ‘males and females’ with regards to Public Service Advertisement / Programs given by the State/Central Government on different media sources on ‘Environmental Hygiene and Sanitation’. The null hypothesis of no significant difference is rejected as ‘gender’ plays an important role with regards to Public Service Advertisement / Programs given by the State/Central Government on different media sources on ‘Environmental Hygiene and Sanitation’. In addition table assures that Male and Female gender have different needs, opinion and perception about PSA/Programs on Environmental Hygiene programme given by the government.

Education: The given data shows the ‘Satisfaction’ of different educated people with regards to Public service advertisement/ Programs given by the State/Central Government on different media sources on ‘Environmental Hygiene and Sanitation’. The data reveals that 3.5 percent people are very satisfied with Public Service Advertisement / Programs given by the State/Central Government on different media sources on Environmental Hygiene, 15.7 percent people are satisfied with Public Service Advertisement / Programs given by the State/Central Government on different media sources on Environmental Hygiene, 34.0 percent people are neither satisfied nor dissatisfied with Public Service Advertisement / Programs given by the State/Central Government on different media sources on Environmental Hygiene, about 35 percent people are dissatisfied with Public Service Advertisement / Programs given by the State/Central Government on different media sources on Environmental Hygiene and rest of about 12 percent people are very dissatisfied with Public Service Advertisement / Programs given by the State/Central Government on different media sources on Environmental Hygiene. Out of the respondents who are graduates, 2.3 percent are very satisfied with Public Service Advertisement / Programs given by the State/Central Government on different media sources on Environmental Hygiene, 8.2 percent are satisfied with Public Service Advertisement / Programs given by the State/Central Government on different media sources on Environmental Hygiene, 11.7 percent are neither satisfied nor dissatisfied with Public Service Advertisement / Programs given by the State/Central Government on different media sources on Environmental

Hygiene, 12.5 percent are dissatisfied with Public Service Advertisement / Programs given by the State/Central Government on different media sources on Environmental Hygiene and the rest of 4.8 percent are very dissatisfied with Public Service Advertisement / Programs given by the State/Central Government on different media sources on Environmental Hygiene. Among respondents with secondary education as their qualification, , 0.8 percent are very satisfied with Public Service Advertisement / Programs given by the State/Central Government on different media sources on Environmental Hygiene, 5.7 percent are satisfied with Public Service Advertisement / Programs given by the State/Central Government on different media sources on Environmental Hygiene, 13 percent are neither satisfied nor dissatisfied with Public Service Advertisement / Programs given by the State/Central Government on different media sources on Environmental Hygiene, 14 percent are dissatisfied with Public Service Advertisement / Programs given by the State/Central Government on different media sources on Environmental Hygiene and the rest of 4.2 percent are very dissatisfied with Public Service Advertisement / Programs given by the State/Central Government on different media sources on Environmental Hygiene. The data shows a significant difference among educated person with regards to Public Service Advertisement / Programs given by the State/Central Government on different media sources on Environmental Hygiene. To establish the significance of difference among educated person with regard to Public Service Advertisement / Programs given by the State/Central Government on different media sources on Environmental Hygiene, Chi-square test was applied.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	25.728 ^a	16	.058
Likelihood Ratio	28.443	16	.028
Linear-by-Linear Association	2.674	1	.102
N of Valid Cases	600		

a. 8 cells (32.0%) have expected count less than 5. The minimum expected count is .35.

H₀ – There is no significant difference in the perception of respondents with different level of education regarding Public Service Advertisement/ Programs given by the State/Central Government on different media sources related to Environmental Hygiene and Sanitation.

H_a – Respondents with different level of education differ significantly in the perception

of Public Service Advertisement/Programs given by the State/Central Government on different media sources related to Environmental Hygiene and Sanitation.

$\text{Cal } X^2 \text{ Val } 25.728(\text{df } 16) \geq \text{Tab Val } 26.30 \text{ at } 0.05 \text{ level of significance}$

The analysed data reveals that there is no significant relationship among 'educated' people with regards to Public Service Advertisement / Programs given by the State/Central Government on different media sources on 'Environmental Hygiene and Sanitation'. The null hypothesis of no significant difference is accepted as 'educated people' have similar opinion on Public Service Advertisement / Programs given by the State/Central Government on different media sources on 'Environmental Hygiene and Sanitation'.

Occupation: The given data shows the 'Satisfaction' with regards to Public service advertisement/ Programs given by the State/Central Government on different media sources on 'Environmental Hygiene and Sanitation' among different 'profession' of rural Punjab people. The data reveals that 3.5 percent people are very satisfied with Public Service Advertisement / Programs given by the State/Central Government on different media sources on Environmental Hygiene, 15.7 percent people are satisfied with Public Service Advertisement / Programs given by the State/Central Government on different media sources on Environmental Hygiene, 34.0 percent people are neither satisfied nor dissatisfied with Public Service Advertisement / Programs given by the State/Central Government on different media sources on Environmental Hygiene, about 35 percent people are dissatisfied with Public Service Advertisement / Programs given by the State/Central Government on different media sources on Environmental Hygiene and rest of about 12 percent people are very dissatisfied with Public Service Advertisement / Programs given by the State/Central Government on different media sources on Environmental Hygiene. Among Service sector, 1 percent are very satisfied with Public Service Advertisement / Programs given by the State/Central Government on different media sources on Environmental Hygiene, 5 percent are satisfied with Public Service Advertisement / Programs given by the State/Central Government on different media sources on Environmental Hygiene, 10.5 percent are neither satisfied nor dissatisfied with Public Service Advertisement / Programs given by the State/Central Government on different media sources on Environmental Hygiene, 12.2 percent are dissatisfied with Public Service Advertisement / Programs given by the

State/Central Government on different media sources on Environmental Hygiene and the rest of 3.8 percent are very dissatisfied with Public Service Advertisement / Programs given by the State/Central Government on different media sources on Environmental Hygiene. Among Trader, 0.5 percent are very satisfied with Public Service Advertisement / Programs given by the State/Central Government on different media sources on Environmental Hygiene, 1.3 percent are satisfied with Public Service Advertisement / Programs given by the State/Central Government on different media sources on Environmental Hygiene, 7.2 percent are neither satisfied nor dissatisfied with Public Service Advertisement / Programs given by the State/Central Government on different media sources on Environmental Hygiene, 7.8 percent are dissatisfied with Public Service Advertisement / Programs given by the State/Central Government on different media sources on Environmental Hygiene and the rest of 2.3 percent are very dissatisfied with Public Service Advertisement / Programs given by the State/Central Government on different media sources on Environmental Hygiene. Among Agriculture sector, 0.3 percent are very satisfied with Public Service Advertisement / Programs given by the State/Central Government on different media sources on Environmental Hygiene, 3.7 percent are satisfied with Public Service Advertisement / Programs given by the State/Central Government on different media sources on Environmental Hygiene, 9.3 percent are neither satisfied nor dissatisfied with Public Service Advertisement / Programs given by the State/Central Government on different media sources on Environmental Hygiene, 8.5 percent are dissatisfied with Public Service Advertisement / Programs given by the State/Central Government on different media sources on Environmental Hygiene and the rest of 3.5 percent are very dissatisfied with Public Service Advertisement / Programs given by the State/Central Government on different media sources on Environmental Hygiene. The data shows a significant difference among professional with regards to Public Service Advertisement / Programs given by the State/Central Government on different media sources on Environmental Hygiene. To establish the significance of difference among professional with regard to Public Service Advertisement / Programs given by the State/Central Government on different media sources on Environmental Hygiene, Chi-square test was applied.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	26.838^a	12	.008
Likelihood Ratio	26.726	12	.008
Linear-by-Linear Association	6.760	1	.009
N of Valid Cases	600		

a. 2 cells (10.0%) have expected count less than 5. The minimum expected count is 4.03.

H₀ – There is no significant difference in the perception of respondents regarding Public Service Advertisement/ Programs given by the State/Central Government on different media sources related to Environmental Hygiene and Sanitation with respect to their occupation.

H_a – Respondents with different occupation differ significantly in the perception of Public Service Advertisement/Programs given by the State/Central Government on different media sources related to Environmental Hygiene and Sanitation.

Cal X^2 Val 26.838 (df 12) \geq Tab Val 21.03 at 0.05 level of significance

The analysed data reveals that there is significant relationship among professional with regards to Public Service Advertisement / Programs given by the State/Central Government on different media sources on Environmental Hygiene. The null hypothesis of no significant difference is rejected, indicating that people engaged in different occupation have different interest and satisfaction level towards Public Service Advertisement / Programs given by the State/Central Government on different media sources on ‘Environmental Hygiene and Sanitation’.

Zone: The given data shows the ‘Satisfaction’ of rural people with regards to Public service advertisement/ Programs given by the State/Central Government on different media sources on ‘Environmental Hygiene and Sanitation’ in three zones of Majha, Malwa and Doaba Punjab. The data reveals that 3.5 percent people in all three zone very satisfied with Public Service Advertisement / Programs given by the State/Central Government on different media sources on Environmental Hygiene, 15.7 percent people are satisfied with Public Service Advertisement / Programs given by the State/Central Government on different media sources on Environmental Hygiene, 34.0 percent people are neither satisfied nor dissatisfied with Public Service Advertisement / Programs given by the State/Central Government on different media sources on Environmental Hygiene, about 35.2 percent people are dissatisfied with Public Service

Advertisement / Programs given by the State/Central Government on different media sources on Environmental Hygiene and rest of about 11.7 percent people are very dissatisfied with Public Service Advertisement / Programs given by the State/Central Government on different media sources on Environmental Hygiene. In Zone I (Majha) 1.5percent people are very satisfied with Public Service Advertisement / Programs given by the State/Central Government on different media sources on Environmental Hygiene, 6.7 percent people are satisfied with Public Service Advertisement / Programs given by the State/Central Government on different media sources on Environmental Hygiene, 9.3 percent people are neither satisfied nor dissatisfied with Public Service Advertisement / Programs given by the State/Central Government on different media sources on Environmental Hygiene, about 11.0 percent people are dissatisfied with Public Service Advertisement / Programs given by the State/Central Government on different media sources on Environmental Hygiene and the rest of about 4.8 percent people are very dissatisfied with Public Service Advertisement / Programs given by the State/Central Government on different media sources on Environmental Hygiene. In Zone II (Malwa) about 1.8percent people are very satisfied with Public Service Advertisement / Programs given by the State/Central Government on different media sources on Environmental Hygiene, 5.3 percent people are satisfied with Public Service Advertisement / Programs given by the State/Central Government on different media sources on Environmental Hygiene, 14.8 percent people are neither satisfied nor dissatisfied with Public Service Advertisement / Programs given by the State/Central Government on different media sources on Environmental Hygiene, about 9.5 percent people are dissatisfied with Public Service Advertisement / Programs given by the State/Central Government on different media sources on Environmental Hygiene and the rest of about 1.8 percent people are very dissatisfied with Public Service Advertisement / Programs given by the State/Central Government on different media sources on Environmental Hygiene. In Zone III (Doaba) 0.2percent people are very satisfied with Public Service Advertisement / Programs given by the State/Central Government on different media sources on Environmental Hygiene, 3.7 percent people are satisfied with Public Service Advertisement / Programs given by the State/Central Government on different media sources on Environmental Hygiene, 9.8 percent people are neither satisfied nor dissatisfied with Public Service Advertisement / Programs

given by the State/Central Government on different media sources on Environmental Hygiene, about 14.7 percent people are dissatisfied with Public Service Advertisement / Programs given by the State/Central Government on different media sources on Environmental Hygiene and the rest of about 5.0 percent people are very dissatisfied with Public Service Advertisement / Programs given by the State/Central Government on different media sources on Environmental Hygiene. The data shows a significance difference between three Zone ofMajha, Malwa, and Doabawith Public Service Advertisement / Programs given by the State/Central Government on different media sources on Environmental Hygiene. To establish the significance of difference between three Zone of Majha, Malwa, and Doaba with regard toPublic Service Advertisement / Programs given by the State/Central Government on different media sources on Environmental Hygiene, Chi-square test was applied.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	40.018^a	8	.000
Likelihood Ratio	43.534	8	.000
Linear-by-Linear Association	8.510	1	.004
N of Valid Cases	600		
a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 7.00.			

H₀ – There is no significant difference between perception of respondents of three Zones of Punjab regarding Public Service Advertisement/ Programs given by the State/Central Government on different media sources on Environmental Hygiene and sanitation.

H_a – Three Zones of Punjab differ significantly with Public Service Advertisement/ Programs given by the State/Central Government on different media sources on Environmental Hygiene and sanitation.

$\text{Cal } X^2 \text{ Val } 40.018 \text{ (df } 8) \geq \text{Tab Val } 15.51 \text{ at } 0.05 \text{ level of significance}$

The analysed data revealed that there is significant association between Zones of living and perception of respondents regarding Public Service Advertisement/ Programs given by the State/Central Government on different media sources on Environmental Hygiene and sanitation. The null hypothesis of no significant difference is rejected in this case indicating the people living in Majha, Malwa and Doaba vary in their perception regarding Public Service Advertisement/ Programs given by the

State/Central Government on different media sources Environmental Hygiene and sanitation. In addition, the table also assures that place of living have different needs about 'Environmental Hygiene and Sanitation' programme given by the government; this result that basic knowledge and information on Environmental Hygiene and Sanitation which helps people in understand better their ambiances.

5.7.2.2 Reasons for not being satisfied to various media Programs/PSA delivered by Central and State governments to create awareness on different areas.

Public service Programs and Advertisements is an instrument used by government and non - governmental organizations as part of their social responsibility. The aim of public service ads and programs is to educate and raise awareness on important social issues in order to improve attitudes and actions and to promote positive social change. The success of this program has led the Government to recognize the ability of Public Service Advertisements to raise awareness among the citizens of India. It acknowledged that Public Service Advertisements and programs should be used more efficiently to resolve different human-related issues. This can be used to raise awareness and boost the overall quality of life of rural people. In addition to public service ads, there are a number of campaigns promoted through different media to create awareness on critical and social issues. There are multiple reasons due to which people are not aware of the Public service Programs and Advertisements. Some of these are like timing, creativity of ad, language, information and content. To know the actual reasons multiple questions were asked from the respondents on different areas, after analyzing the responses data, results are presented and interpreted as follows

Table 5.80: Some of reasons for being not aware of the PSA and related awareness program on 'Health/Medical'

Reasons for not being aware on Health PSA	No	Percentage	Yes	Percentage	Total	Percentage
Very Rarely Broadcast	316	52.7	284	47.3	600	100
Not Interested in PSA & Edu Programs	526	87.7	74	12.3	600	100
Not Available in Prime Time	395	65.8	205	34.2	600	100
Quality & Information Content not there	326	54.3	274	45.7	600	100

A number of reasons were pointed out by the respondents for not being aware of the information given through PSA's. Accordingly, 47.50 percent of the respondents state that PSA's are rarely broadcast. Some 87.70 percent of them say that they are not interested in PSA for information. PSA's are not broadcast during prime-time programmes according to 65.80 percent and other 54.30 percent of the respondents said that the quality of the information given through PSA is good and ineffective.

Table 5.81: Reasons for being not aware of the PSA and related awareness program on 'Education'

Reasons for being not being aware of the PSA on education	No	Percentage	Yes	Percentage	Total	Percentage
Very Rarely Broadcast	290	48.3	310	51.7	600	100
Not Interesting in PSA & Edu Programs	531	88.5	69	11.5	600	100
Not Available in Prime Time	401	66.8	199	33.2	600	100
Quality & Information Content not there	343	57.2	257	42.8	600	100

A number of PSA's are used to give publicity to various programmes towards enhancing literacy. The advertisements are related to SarvShikyaAbhiyaan, BetiBachaoBetiPadhao, Punjab Government Scholarship Aid and Skill India PMKVY. However, due to various reasons, public is unable to get a proper exposure to the messages.

To the question on failure to watch PSA related to education, majority 51.70 percent of the respondents said the PSA are rarely broadcast and hence there is lack of exposure. Similarly, the 88.50 percent of the respondents felt that PSA on education is not interesting and remaining 11,50 percent said they are interested. Another reason given by 66.80 percent as the PSA are not broadcast during prime-time programmes. Some 33 percent of the respondents said yes to PSA. Around 42.80 percent said the quality of the PSA content is poor while 57.20 percent were satisfied.

Table 5.82:Reasons for being not aware of the PSA and related awareness program on ‘Economic Development’

Reasons for being not being aware of the PSA on economic	No	Percentage	Yes	Percentage	Total	Percentage
Very Rarely Broadcast	297	49.5	303	50.5	600	100
Not Interested in PSA & Edu Programs	530	88.3	70	11.7	600	100
Not Available in Prime Time	386	64.3	214	35.7	600	100
Quality & Information Content not there	336	56	264	44	600	100

A number of reasons were pointed out by the respondents for not being aware of the information given through PSA’s. Accordingly, 50.00 percent of the respondent’s state that PSA’s are rarely broadcast. Some 88 percent of them said that they are not interested in PSA for information. PSA’s are not broadcast during prime-time programmes according to 36% of the respondents and 65 percent of the respondents said that the quality of the information given through PSA is good and ineffective.

Table 5.83:Some of reasons for being not aware of the PSA on Panchayats, Local Bodies & General Awareness

Reasons for not being aware on Panchayats, Local Bodies & General	No	Percentage	Yes	Percentage	Total	Percentage
Very Rarely Broadcast	345	57.5	255	42.5	600	100
Not Interested in PSA & Edu Programs	529	88.2	71	11.8	600	100
Not Available in Prime Time	361	60.2	239	39.8	600	100
Quality & Information Content not there	344	57.3	256	42.7	600	100

A number of reasons were pointed out by the respondents for not being aware of the information given through PSA's. Accordingly, 57.50 percent of the respondents' state that PSA's rarely broadcast. Some 88.20 percent of them say that they are not interested in PSA for information. PSA's are not broadcast during prime-time programmes according to 60.20 percent and the rest 40 percent of the respondents say that the quality of the information given through PSA is not good and ineffective.

Table 5.84: Reasons for being not aware of the PSA and related awareness program on 'Environment Hygiene and Sanitation'

Reasons for not being aware on environment, sanitation and	No	Percentage	Yes	Percentage	Total	Percentage
Very Rarely Broadcast	326	54.3	274	45.7	600	100
Not Interesting in PSA & Edu Programs	542	90.3	58	9.7	600	100
Not Available in Prime Time	375	62.5	225	37.5	600	100
Quality & Information Content not there	353	58.8	247	41.2	600	100

A number of reasons were pointed out by the respondents for not being aware of media support in environment, sanitation and hygiene. Accordingly, 45.70 percent of the respondent's state that media rarely broadcast information about environment, sanitation and hygiene. A great majority i.e. 90.30 percent of them said that they are not interested in the information. Media does not broadcast during prime-time programmes according to 60.50 percent and the rest 41.20 percent of the respondents felt that the quality of the information given through media is not good and ineffective.

5.7.3 Hypothesis: Rural people are not interested in watching Public Service Programs /Advertisement given by State/ Central Government and NGO's

A series of questions were asked from the respondents to know the interest of the Rural people in Public Service Advertisement and other Awareness Programs of Government and NGO's. The data analyzed has revealed the following findings.

Table 5.85: Interest of Rural people in ‘Medical/ Health services ’Public Service Programs /Advertisement if broadcasted on different modes of media

			Are you interested to go through the Health and Medical awareness- PSA and other related Programs if it frequently broadcasted on different modes of media ?					Total
			Extremely interested	Very interested	Somewhat interested	Not so interested	Not at all interested	
Age	Under 18	Count	9	24	3	1	0	37
		% within Age	24.3%	64.9%	8.1%	2.7%	0.0%	100.0%
		% within interested in Health and Medical awareness- PSA	9.0%	6.4%	3.0%	5.9%	0.0%	6.2%
		% of Total	1.5%	4.0%	0.5%	0.2%	0.0%	6.2%
	18-24	Count	25	56	16	5	4	106
		% within Age	23.6%	52.8%	15.1%	4.7%	3.8%	100.0%
		% within interested in Health and Medical awareness- PSA	25.0%	14.9%	16.2%	29.4%	44.4%	17.7%
		% of Total	4.2%	9.3%	2.7%	0.8%	0.7%	17.7%
	25-34	Count	26	89	28	3	0	146
		% within Age	17.8%	61.0%	19.2%	2.1%	0.0%	100.0%
		% within interested in Health and Medical awareness- PSA	26.0%	23.7%	28.3%	17.6%	0.0%	24.3%
		% of Total	4.3%	14.8%	4.7%	0.5%	0.0%	24.3%
	35-44	Count	19	106	24	4	2	155
		% within Age	12.3%	68.4%	15.5%	2.6%	1.3%	100.0%
		% within interested in Health and Medical awareness- PSA	19.0%	28.3%	24.2%	23.5%	22.2%	25.8%
		% of Total	3.2%	17.7%	4.0%	0.7%	0.3%	25.8%
	45-54	Count	12	61	16	3	2	94
		% within Age	12.8%	64.9%	17.0%	3.2%	2.1%	100.0%
		% within interested in Health and Medical awareness- PSA	12.0%	16.3%	16.2%	17.6%	22.2%	15.7%
		% of Total	2.0%	10.2%	2.7%	0.5%	0.3%	15.7%
	55-64	Count	8	28	9	1	1	47
		% within Age	17.0%	59.6%	19.1%	2.1%	2.1%	100.0%
		% within interested in Health and Medical awareness- PSA	8.0%	7.5%	9.1%	5.9%	11.1%	7.8%
		% of Total	1.3%	4.7%	1.5%	0.2%	0.2%	7.8%
	65+	Count	1	11	3	0	0	15
		% within Age	6.7%	73.3%	20.0%	0.0%	0.0%	100.0%
		% within interested in Health and Medical awareness- PSA	1.0%	2.9%	3.0%	0.0%	0.0%	2.5%
		% of Total	0.2%	1.8%	0.5%	0.0%	0.0%	2.5%
Total	Count	100	375	99	17	9	600	
	% within Age	16.7%	62.5%	16.5%	2.8%	1.5%	100.0%	
	% within interested in Health and Medical awareness- PSA & Programs	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
	% of Total	16.7%	62.5%	16.5%	2.8%	1.5%	100.0%	
Gender	Male	Count	50	252	60	10	6	378
		% within Gender	13.2%	66.7%	15.9%	2.6%	1.6%	100.0%
		% within interested in Health and Medical awareness- PSA & Programs	50.0%	67.2%	60.6%	58.8%	66.7%	63.0%

		% of Total	8.3%	42.0%	10.0%	1.7%	1.0%	63.0%	
	Female	Count	50	123	39	7	3	222	
		% within Gender	22.5%	55.4%	17.6%	3.2%	1.4%	100.0%	
		% within interested in Health and Medical awareness-PSA & Programs	50.0%	32.8%	39.4%	41.2%	33.3%	37.0%	
		% of Total	8.3%	20.5%	6.5%	1.2%	0.5%	37.0%	
Total		Count	100	375	99	17	9	600	
		% within Gender	16.7%	62.5%	16.5%	2.8%	1.5%	100.0%	
		% within interested in Health and Medical awareness-PSA & Programs	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
		% of Total	16.7%	62.5%	16.5%	2.8%	1.5%	100.0%	
Education	1-8th	Count	5	25	3	3	3	39	
		% within Education	12.8%	64.1%	7.7%	7.7%	7.7%	100.0%	
		% within interested in Health and Medical awareness-PSA & Programs	5.0%	6.7%	3.0%	17.6%	33.3%	6.5%	
		% of Total	0.8%	4.2%	0.5%	0.5%	0.5%	6.5%	
	9th-10th	Count	8	60	16	4	0	88	
		% within Education	9.1%	68.2%	18.2%	4.5%	0.0%	100.0%	
		% within interested in Health and Medical awareness-PSA & Programs	8.0%	16.0%	16.2%	23.5%	0.0%	14.7%	
		% of Total	1.3%	10.0%	2.7%	0.7%	0.0%	14.7%	
	12th-DIP	Count	39	151	29	5	2	226	
		% within Education	17.3%	66.8%	12.8%	2.2%	0.9%	100.0%	
		% within interested in Health and Medical awareness-PSA & Programs	39.0%	40.3%	29.3%	29.4%	22.2%	37.7%	
		% of Total	6.5%	25.2%	4.8%	0.8%	0.3%	37.7%	
	Grad/Abv	Count	46	134	48	5	4	237	
		% within Education	19.4%	56.5%	20.3%	2.1%	1.7%	100.0%	
		% within interested in Health and Medical awareness-PSA & Programs	46.0%	35.7%	48.5%	29.4%	44.4%	39.5%	
		% of Total	7.7%	22.3%	8.0%	0.8%	0.7%	39.5%	
	Others	Count	2	5	3	0	0	10	
		% within Education	20.0%	50.0%	30.0%	0.0%	0.0%	100.0%	
		% within interested in Health and Medical awareness-PSA & Programs	2.0%	1.3%	3.0%	0.0%	0.0%	1.7%	
		% of Total	0.3%	0.8%	0.5%	0.0%	0.0%	1.7%	
	Total		Count	100	375	99	17	9	600
			% within Education	16.7%	62.5%	16.5%	2.8%	1.5%	100.0%
			% within interested in Health and Medical awareness-PSA & Programs	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
			% of Total	16.7%	62.5%	16.5%	2.8%	1.5%	100.0%

			Are you interested to go through the Health and Medical awareness- Public Service Advertisements and Programs if it frequently broadcasted on different modes of media ?					Total
			Extremely interested	Very interested	Somewhat interested	Not so interested	Not at all interested	
Occupation	Service	Count	31	128	36	0	0	195
		% within Occupation	15.9%	65.6%	18.5%	0.0%	0.0%	100.0%
		% within interested in Health and Medical awareness- PSA & Programs	31.0%	34.1%	36.4%	0.0%	0.0%	32.5%
		% of Total	5.2%	21.3%	6.0%	0.0%	0.0%	32.5%
	Trader/Market Player	Count	11	81	14	6	3	115
		% within Occupation	9.6%	70.4%	12.2%	5.2%	2.6%	100.0%
		% within interested in Health and Medical awareness- PSA & Programs	11.0%	21.6%	14.1%	35.3%	33.3%	19.2%
		% of Total	1.8%	13.5%	2.3%	1.0%	0.5%	19.2%
	Agricultural	Count	25	94	26	6	1	152
		% within Occupation	16.4%	61.8%	17.1%	3.9%	0.7%	100.0%
		% within interested in Health and Medical awareness- PSA & Programs	25.0%	25.1%	26.3%	35.3%	11.1%	25.3%
		% of Total	4.2%	15.7%	4.3%	1.0%	0.2%	25.3%
	Others	Count	33	72	23	5	5	138
		% within Occupation	23.9%	52.2%	16.7%	3.6%	3.6%	100.0%
		% within interested in Health PSA & Programs	33.0%	19.2%	23.2%	29.4%	55.6%	23.0%
		% of Total	5.5%	12.0%	3.8%	0.8%	0.8%	23.0%
Total	Count	100	375	99	17	9	600	
	% within Occupation	16.7%	62.5%	16.5%	2.8%	1.5%	100.0%	
	% within interested in Health and Medical awareness- PSA & Programs	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
	% of Total	16.7%	62.5%	16.5%	2.8%	1.5%	100.0%	
Zone	Majha	Count	34	123	33	5	5	200
		% within zone	17.0%	61.5%	16.5%	2.5%	2.5%	100.0%
		% within interested in Health PSA & Programs	34.0%	32.8%	33.3%	29.4%	55.6%	33.3%
		% of Total	5.7%	20.5%	5.5%	0.8%	0.8%	33.3%
	Malwa	Count	37	119	35	6	3	200
		% within zone	18.5%	59.5%	17.5%	3.0%	1.5%	100.0%
		% within interested in Health and Medical awareness- PSA & Programs	37.0%	31.7%	35.4%	35.3%	33.3%	33.3%
		% of Total	6.2%	19.8%	5.8%	1.0%	0.5%	33.3%
	Doaba	Count	29	133	31	6	1	200
		% within zone	14.5%	66.5%	15.5%	3.0%	0.5%	100.0%
		% within interested in Health and Medical awareness- PSA & Programs	29.0%	35.5%	31.3%	35.3%	11.1%	33.3%
		% of Total	4.8%	22.2%	5.2%	1.0%	0.2%	33.3%
Total	Count	100	375	99	17	9	600	
	% within zone	16.7%	62.5%	16.5%	2.8%	1.5%	100.0%	
	% within interested in Health and Medical awareness- PSA & Programs	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
	% of Total	16.7%	62.5%	16.5%	2.8%	1.5%	100.0%	

Age: When the data related to interest to go through health and medical services, Public ad and programmes if it is frequently broadcasted using different media was analyzed

according to the age of the respondents. The results revealed that 16.7 percent people are extremely interested to go through the Health and Medical awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media, 62.5 percent people are very interested to go through the Health and Medical awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media, 16.5 percent people are somewhat interested to go through the Health and Medical awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media, about 2.8 percent people are not so interested to go through the Health and Medical awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media and rest of about 1.5 percent people are not at all interested to go through Health and Medical awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media. In the age group of 25 to 34, 4.3 percent are extremely interested to go through the Health and Medical awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media, 14.8 percent people are very interested to go through the Health and Medical awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media, 4.7 percent people are somewhat interested to go through the Health and Medical awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media, about 0.5 percent people are not so interested to go through the Health and Medical awareness - Public Service Advertisements and Programs if it frequently broadcasted on different modes of media. In the age group of 35 to 44, 3.2 percent are extremely interested to go through the Health and Medical awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media, 17.7 percent people are very interested to go through the Health and Medical awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media, 4.0 percent people are somewhat interested to go through the Health and Medical awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media, about 0.7 percent people are not so interested to go through the Health and Medical awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media and rest of about 0.3 percent people are not at all interested to

go through Health and Medical awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media. In the age group of above 65, lowest 0.2 percent are extremely interested to go through the Health and Medical awareness - Public Service Advertisements and Programs if it frequently broadcasted on different modes of media, 1.8 percent people are very interested to go through the Health and Medical awareness - Public Service Advertisements and Programs if it frequently broadcasted on different modes of media, 0.5 percent people are somewhat interested to go through the Health and Medical awareness - Public Service Advertisements and Programs if it frequently broadcasted on different modes of media, and no one falls inn the category of not interested from this age group. To establish the significance of difference between age group of ‘under 18 to above 65’ with regard to interested to go through the ‘Health and Medical’ awareness - Public Service Advertisements and Programs if it frequently broadcasted on different modes of media, Chi-square test was applied.

Chi-Square Tests			
	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	23.026 ^a	24	.518
Likelihood Ratio	25.488	24	.380
Linear-by-Linear Association	1.809	1	.179
N of Valid Cases	600		
a. 16 cells (45.7%) have expected count less than 5. The minimum expected count is .23.			

H₀ – There is no significant difference among respondents of different age groups in their interest to go through the Health and Medical awareness - Public Service Advertisements and Programs if it frequently broadcasted on different modes of media.

H_a – Respondents of different age groups differ significantly in their interest to go through the Health and Medical awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media.

Cal χ^2 Val 23.026 (df 24) \leq Tab Val 36.42 at 0.05 level of significance
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The analysed data revealed that there interest of the respondent to go through the Health and Medical awareness - Public Service Advertisements and Programs if it frequently broadcasted using different media is independent of their age. The null hypothesis of no significant difference is accepted indicating that people from different age groups

have similar level of interest on go through the 'Health and Medical awareness' - Public Service Advertisements and Programs if frequently broadcasted on different modes of media.

Gender: The above results related to people interest to go through the Health and Medical awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media were analyzed with respect to their gender. The data reveals that 16.8 percent people are extremely interested to go through the Health and Medical awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media, 62.5 percent people are very interested to go through the Health and Medical awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media, 16.5 percent people are somewhat interested to go through the Health and Medical awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media, about 2.8 percent people are not so interested to go through the Health and Medical awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media and rest of about 1.5 percent people are not at all interested to go through the Health and Medical awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media. Among male 8.3 percent are extremely interested to go through the Health and Medical awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media, 42.0 percent are very interested to go through the Health and Medical awareness - Public Service Advertisements and Programs if it frequently broadcasted on different modes of media, 10.0 percent people are somewhat interested to go through the Health and Medical awareness - Public Service Advertisements and Programs if it frequently broadcasted on different modes of media, about 2 percent people are not so interested to go through the Health and Medical awareness - Public Service Advertisements and Programs if it frequently broadcasted on different modes of media and rest of about 1 percent people are not at all interested to go through the Health and Medical awareness - Public Service Advertisements and Programs if it frequently broadcasted on different modes of media. Among Females, 8.3 percent are extremely interested to go through the Health and Medical awareness - Public Service Advertisements and Programs if frequently broadcasted on different

modes of media, 20.5 percent are very interested to go through the Health and Medical awareness - Public Service Advertisements and Programs if it frequently broadcasted on different modes of media, 6.5 percent people are somewhat interested to go through the Health and Medical awareness - Public Service Advertisements and Programs if it frequently broadcasted on different modes of media, about 1.2 percent people are not so interested to go through the Health and Medical awareness - Public Service Advertisements and Programs if it frequently broadcasted on different modes of media and rest of about 0.5 percent people are not at all interested to go through the Health and Medical awareness - Public Service Advertisements and Programs if it frequently broadcasted on different modes of media. To establish the significance of difference between male and female with regard to interested to go through the Health and Medical awareness - Public Service Advertisements and Programs if it frequently broadcasted on different modes of media, Chi-square test was applied.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	10.510^a	4	.033
Likelihood Ratio	10.306	4	.036
Linear-by-Linear Association	1.303	1	.254
N of Valid Cases	600		
a. 1 cells (10.0%) have expected count less than 5. The minimum expected count is 3.33.			

H₀ – There is no significant difference between males and females in their interest to go through the Health and Medical awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media.

H_a – Males and females differ significantly on the interest to go through the Health and Medical awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media.

$\text{Cal } X^2 \text{ Val } 10.510 \text{ (df } 4) \geq \text{Tab Val } 9.490 \text{ at } 0.05 \text{ level of significance}$

The analysed data reveals that there is a significant relationship between male and females with regards to their interest to go through the Health and Medical awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media. The null hypothesis of no significant difference is rejected as gender plays an important role in the interested to go through Health and Medical awareness - Public Service Advertisements and Programs if frequently broadcasted on different

modes of media. Furthermore table shows that genders have different needs to understand on Health and Medical awareness programme. This indicates that male and female increase their desires about basic information on Health and Medical awareness programme for their academic development.

Education: The given data shows interest of educated persons go through the Health and Medical awareness - Public Service Advertisements and Programs frequently broadcasted on different modes of media. The data reveals that 16.7 percent people are extremely interested to go through the Health and Medical awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media, 62.5 percent people are very interested to go through the Health and Medical awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media, 16.5 percent people are somewhat interested to go through the Health and Medical awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media, about 2.8 percent people are not so interested to go through the Health and Medical awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media and rest of about 1.5 percent people are not at all interested to go through Health and Medical awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media. Out of the respondents who are graduates, 7.7 percent are extremely interested to go through the Health and Medical awareness - Public Service Advertisements and Programs if it frequently broadcasted on different modes of media, 22.3 percent people are very interested to go through the Health and Medical awareness - Public Service Advertisements and Programs if it frequently broadcasted on different modes of media, 8 percent people are somewhat interested to go through the Health and Medical awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media, about 0.8 percent people are not so interested to go through the Health and Medical awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media and rest of about 0.7 percent people are not at all interested to go through Health and Medical awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media. Among class students 12, 6.5 percent are extremely interested to go through the Health and Medical awareness - Public Service Advertisements and

Programs if frequently broadcasted on different modes of media, 25.2 percent people are very interested to go through the Health and Medical awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media, 4.8 percent people are somewhat interested to go through the Health and Medical awareness - Public Service Advertisements and Programs if it frequently broadcasted on different modes of media, about 0.8 percent people are not so interested to go through the Health and Medical awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media and rest of about 0.3 percent people are not at all interested to go through Health and Medical awareness - Public Service Advertisements and Programs if it frequently broadcasted on different modes of media. Among others educated, lowest 0.3 percent are extremely interested to go through the Health and Medical awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media, 0.8 percent people are very interested to go through the Health and Medical awareness - Public Service Advertisements and Programs if it frequently broadcasted on different modes of media, 0.5 percent people are somewhat interested to go through the Health and Medical awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media, about 0.0 percent people are not so interested to go through the Health and Medical awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media and rest of about 0.0 percent people are not at all interested to go through Health and Medical awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media. The data shows a significant difference among educated person interested to go through the Health and Medical awareness - Public Service Advertisements and Programs if it frequently broadcasted on different modes of media. To establish the significance of difference among educated persons with regard to interested to go through the Health and Medical awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media, Chi-square test was applied.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	31.510^a	16	.012
Likelihood Ratio	28.111	16	.031
Linear-by-Linear Association	2.176	1	.140
N of Valid Cases	600		

a. 10 cells (40.0%) have expected count less than 5. The minimum expected count is .15.

H₀ – There is no significant difference in the interest of respondents to go through the Health and Medical awareness - Public Service Advertisements and Programs if it frequently broadcasted on different modes of media with respect to their qualification.

H_a – Respondents with different level of education qualification differ significantly in interest to go through the Health and Medical awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media.

Cal χ^2 Val 31.510 (df 16) \geq Tab Val 26.30 at 0.05 level of significance

The analyzed data reveals that there is significant association between qualification of respondents and their interest to go through the Health and Medical awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media. Hence, the null hypothesis of no significant difference is rejected indicating that rural people of Punjab with varied qualification have different levels of interest in these programmes. Furthermore, table says that different levels of education have different understanding differently on Health and Medical awareness programme. This indicates that education increases person's desire for basic information on Health and Medical awareness programme

Occupation: Given data is about of professional interest to go through the 'Health and Medical awareness'- Public Service Advertisements and Programs if frequently broadcasted on different modes of media. The data reveals that 16.7 percent people are extremely interested to go through the Health and Medical awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media, 62.5 percent people are very interested to go through the Health and Medical awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media, 16.5 percent people are somewhat interested to go through the Health and Medical awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media, about 2.8 percent people are not so interested to go through the Health and Medical awareness - Public Service Advertisements and Programs if it frequently broadcasted on different modes of media and rest of about 1.5 percent people are not at all interested to go through Health and Medical awareness - Public Service Advertisements and Programs if it frequently broadcasted on different modes of media. Among the Service sector, 5.2 percent are extremely interested to go

through the Health and Medical awareness - Public Service Advertisements and Programs if it frequently broadcasted on different modes of media, 21.3 percent people are very interested to go through the Health and Medical awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media, 6 percent people are somewhat interested to go through the Health and Medical awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media, about 0.0 percent people are not so interested to go through the Health and Medical awareness - Public Service Advertisements and Programs if it frequently broadcasted on different modes of media and rest of about 0.0 percent people are not at all interested to go through Health and Medical awareness - Public Service Advertisements and Programs if it frequently broadcasted on different modes of media. Among Trader, 1.8 percent are extremely interested to go through the Health and Medical awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media, 13.5 percent people are very interested to go through the Health and Medical awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media, 2.3 percent people are somewhat interested to go through the Health and Medical awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media, about 1 percent people are not so interested to go through the Health and Medical awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media and rest of about 0.5 percent people are not at all interested to go through Health and Medical awareness - Public Service Advertisements and Programs if it frequently broadcasted on different modes of media. Among Agriculture sector, 4.2 percent are extremely interested to go through the Health and Medical awareness - Public Service Advertisements and Programs if it frequently broadcasted on different modes of media, 15.7 percent people are very interested to go through the Health and Medical awareness - Public Service Advertisements and Programs if it frequently broadcasted on different modes of media, 4.3 percent people are somewhat interested to go through the Health and Medical awareness - Public Service Advertisements and Programs if it frequently broadcasted on different modes of media, about 1 percent people are not so interested to go through the Health and Medical awareness - Public Service Advertisements and Programs if frequently broadcasted on

different modes of media and rest of about 0.2 percent people are not at all interested to go through Health and Medical awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media. The data shows a significant difference among 'professional' interested to go through the Health and Medical awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media. To establish the significance of difference among 'professional' with regard to interest to go through the 'Health and Medical awareness'- Public Service Advertisements and Programs if frequently broadcasted on different modes of media, Chi-square test was applied.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	31.062^a	12	.002
Likelihood Ratio	38.106	12	.000
Linear-by-Linear Association	.679	1	.410
N of Valid Cases	600		

a. 7 cells (35.0%) have expected count less than 5. The minimum expected count is 1.73.

H₀ – There is no significant difference interest of respondents to go through the Health and Medical awareness - Public Service Advertisements and Programs if it frequently broadcasted on different modes of media with respect to their qualification.

H_a – Respondent with different occupation differ significantly in their interest to go through the Health and Medical awareness - Public Service Advertisements and Programs if it frequently broadcasted on different modes of media.

Cal X^2 Val 31.062 (df 12) \geq Tab Val 21.03 at 0.05 level of significance

The analysed data revealed that there is significant association between occupation of respondents and their interest to go through the 'Health and Medical awareness'- Public Service Advertisements and Programs if frequently broadcasted on different modes of media. Thus, the null hypothesis of no significant difference is rejected signifying that interest of the people in these programmes and PSA vary to their occupation as well. Furthermore table shows that professionals have different needs to understand Health and Medical awareness programme. This indicates that basic information on Health and Medical awareness programme helps in t occupation development.

Zone: The given data is about people in three zones who are interested to go through the Health and Medical awareness - Public Service Advertisements and Programs if

frequently broadcasted on different modes of media in three zone. The data reveals that 16.8 percent people in all three zones extremely interested to go through the Health and Medical awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media, 62.5 percent people are very interested to go through the Health and Medical awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media, 16.5 percent people are somewhat interested to go through the Health and Medical awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media, about 2.8 percent people are not so interested to go through the Health and Medical awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media and rest of about 1.5 percent people are not at all interested to go through the Health and Medical awareness - Public Service Advertisements and Programs if it frequently broadcasted on different modes of media. In Zone I (Majha) 5.7 percent people are extremely interested to go through the Health and Medical awareness - Public Service Advertisements and Programs if it frequently broadcasted on different modes of media, 20.5 percent people are very interested to go through the Health and Medical awareness - Public Service Advertisements and Programs if it frequently broadcasted on different modes of media, 5.5 percent people are somewhat interested to go through the Health and Medical awareness - Public Service Advertisements and Programs if it frequently broadcasted on different modes of media, about 0.8 percent people are not so interested to go through the Health and Medical awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media and rest of about 0.8 percent people are not at all interested to go through the Health and Medical awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media. In Zone II (Malwa) about 6.2 percent people are extremely interested to go through the Health and Medical awareness - PSA and Programs if frequently broadcasted on different modes of media, 19.8 percent people are very interested to go through the Health and Medical awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media, 5.8 percent people are somewhat interested to go through the Health and Medical awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media,

about 1.0 percent people are not so interested to go through the Health and Medical awareness - Public Service Advertisements and Programs if it frequently broadcasted on different modes of media and rest of about 0.5 percent people are not at all interested to go through the Health and Medical awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media. In Zone III (Doaba) 4.8 percent people are extremely interested to go through the Health and Medical awareness - Public Service Advertisements and Programs if it frequently broadcasted on different modes of media, 22.2 percent people are very interested to go through the Health and Medical awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media, 5.2 percent people are somewhat interested to go through the Health and Medical awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media, about 1.0 percent people are not so interested to go through the Health and Medical awareness - PSA and Programs if frequently broadcasted on different modes of media and rest of about 0.2 percent people are not at all interested to go through the Health and Medical awareness - Public Service Advertisements and Programs if it frequently broadcasted on different modes of media. To establish the significance of difference among three Zones of Majha, Malwa, and Doaba with regard to interested to go through the Health and Medical awareness - Public Service Advertisements and Programs if it frequently broadcasted on different modes of media, Chi-square test was applied.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	4.839 ^a	8	.775
Likelihood Ratio	5.092	8	.748
Linear-by-Linear Association	.215	1	.643
N of Valid Cases	600		

a. 3 cells (20.0%) have expected count less than 5. The minimum expected count is 3.00.

H₀ – There is no significant difference among the respondents living Majha, Malwa and Doaba of Punjab in their interest to go through the Health and Medical awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media.

H_a – Respondents living Majha, Malwa and Doaba of Punjab differ significantly in their interest to go through the Health and Medical awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media.

Cal χ^2 Val 4.839 (df 8) \leq Tab Val 15.51 at 0.05 level of significance

The analysed data reveals that there is no significant relationship between three Zones of Majha, Malwa and Doaba with regards to interested to go through the 'Health and Medical awareness'- Public Service Advertisements and Programs if it frequently broadcasted on different modes of media among the people. The null hypothesis of no significant difference is accepted as all three 'Zones of Majha, Malwa, and Doaba' have a similar interested to go through 'Health and Medical awareness'- Public Service Advertisements and Programs if frequently broadcasted on different modes of media among the people of these three zones. Further table says that place of living has different needs to understand on 'Health and Medical awareness' programme. This indicates that basic information on 'Health and Medical awareness' programme helps the people in development of their health.

Table 5.86: Interest of Rural people in ‘Education awareness’Public Service Programs /Advertisementif broadcasted on different modes of media

			Are you interested to go through the Education / awareness- Public Service Advertisements and Programs if it frequently broadcasted on different modes of media ?					Total
			Extremely interested	Very interested	Somewhat interested	Not so interested	Not at all interested	
Age	Under 18	Count	9	23	3	2	0	37
		% within Age	24.3%	62.2%	8.1%	5.4%	0.0%	100.0%
		% within interested in watch education / awareness- PSA and Programs	10.3%	6.2%	2.9%	6.7%	0.0%	6.2%
		% of Total	1.5%	3.8%	0.5%	0.3%	0.0%	6.2%
	18-24	Count	18	61	17	7	3	106
		% within Age	17.0%	57.5%	16.0%	6.6%	2.8%	100.0%
		% within interested in watch education / awareness- PSA and Programs	20.7%	16.4%	16.7%	23.3%	30.0%	17.7%
		% of Total	3.0%	10.2%	2.8%	1.2%	0.5%	17.7%
	25-34	Count	27	84	30	5	0	146
		% within Age	18.5%	57.5%	20.5%	3.4%	0.0%	100.0%
		% within interested in watch education / awareness- PSA and Programs	31.0%	22.6%	29.4%	16.7%	0.0%	24.3%
		% of Total	4.5%	14.0%	5.0%	0.8%	0.0%	24.3%
	35-44	Count	12	110	27	3	3	155
		% within Age	7.7%	71.0%	17.4%	1.9%	1.9%	100.0%
		% within interested in watch education / awareness- PSA and Programs	13.8%	29.6%	26.5%	10.0%	30.0%	25.8%
		% of Total	2.0%	18.3%	4.5%	0.5%	0.5%	25.8%
	45-54	Count	13	57	14	9	1	94
		% within Age	13.8%	60.6%	14.9%	9.6%	1.1%	100.0%
		% within interested in watch education / awareness- PSA and Programs	14.9%	15.4%	13.7%	30.0%	10.0%	15.7%
		% of Total	2.2%	9.5%	2.3%	1.5%	0.2%	15.7%
	55-64	Count	4	29	11	2	1	47
		% within Age	8.5%	61.7%	23.4%	4.3%	2.1%	100.0%
		% within interested in watch education / awareness- PSA and Programs	4.6%	7.8%	10.8%	6.7%	10.0%	7.8%
		% of Total	0.7%	4.8%	1.8%	0.3%	0.2%	7.8%
	65+	Count	4	7	0	2	2	15
		% within Age	26.7%	46.7%	0.0%	13.3%	13.3%	100.0%
		% within interested in watch education / awareness- PSA and Programs	4.6%	1.9%	0.0%	6.7%	20.0%	2.5%
		% of Total	0.7%	1.2%	0.0%	0.3%	0.3%	2.5%
Total	Count	87	371	102	30	10	600	
	% within Age	14.5%	61.8%	17.0%	5.0%	1.7%	100.0%	
	% within interested in watch education / awareness- PSA and Programs	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
	% of Total	14.5%	61.8%	17.0%	5.0%	1.7%	100.0%	

			Are you interested to go through the Education development / awareness- Public Service Advertisements and Programs if it frequently broadcasted on different modes of media ?					Total
			Extremely interested	Very interested	Somewhat interested	Not so interested	Not at all interested	
Gender	Male	Count	49	251	52	19	7	378
		% within Gender	13.0%	66.4%	13.8%	5.0%	1.9%	100.0%
		% within interested in watch education / awareness- PSA and Programs	56.3%	67.7%	51.0%	63.3%	70.0%	63.0%
		% of Total	8.2%	41.8%	8.7%	3.2%	1.2%	63.0%
	Female	Count	38	120	50	11	3	222
		% within Gender	17.1%	54.1%	22.5%	5.0%	1.4%	100.0%
		% within interested in watch education / awareness- PSA and Programs	43.7%	32.3%	49.0%	36.7%	30.0%	37.0%
	% of Total	6.3%	20.0%	8.3%	1.8%	0.5%	37.0%	
Total	Count	87	371	102	30	10	600	
	% within Gender	14.5%	61.8%	17.0%	5.0%	1.7%	100.0%	
	% within interested in watch education / awareness- PSA and Programs	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
	% of Total	14.5%	61.8%	17.0%	5.0%	1.7%	100.0%	
Education	1-8th	Count	4	24	4	2	5	39
		% within Education	10.3%	61.5%	10.3%	5.1%	12.8%	100.0%
		% within interested in watch education / awareness- PSA and Programs	4.6%	6.5%	3.9%	6.7%	50.0%	6.5%
		% of Total	0.7%	4.0%	0.7%	0.3%	0.8%	6.5%
	9th-10th	Count	10	62	10	6	0	88
		% within Education	11.4%	70.5%	11.4%	6.8%	0.0%	100.0%
		% within interested in watch education / awareness- PSA and Programs	11.5%	16.7%	9.8%	20.0%	0.0%	14.7%
		% of Total	1.7%	10.3%	1.7%	1.0%	0.0%	14.7%
	12th-DIP	Count	33	149	35	8	1	226
		% within Education	14.6%	65.9%	15.5%	3.5%	0.4%	100.0%
		% within interested in watch education / awareness- PSA and Programs	37.9%	40.2%	34.3%	26.7%	10.0%	37.7%
		% of Total	5.5%	24.8%	5.8%	1.3%	0.2%	37.7%
	Grad/Abv	Count	40	128	52	13	4	237
		% within Education	16.9%	54.0%	21.9%	5.5%	1.7%	100.0%
		% within interested in watch education / awareness- PSA and Programs	46.0%	34.5%	51.0%	43.3%	40.0%	39.5%
		% of Total	6.7%	21.3%	8.7%	2.2%	0.7%	39.5%
	Others	Count	0	8	1	1	0	10
		% within Education	0.0%	80.0%	10.0%	10.0%	0.0%	100.0%
		% within interested in watch education / awareness- PSA and Programs	0.0%	2.2%	1.0%	3.3%	0.0%	1.7%
		% of Total	0.0%	1.3%	0.2%	0.2%	0.0%	1.7%
Total	Count	87	371	102	30	10	600	
	% within Education	14.5%	61.8%	17.0%	5.0%	1.7%	100.0%	
	% within interested in watch education / awareness- PSA and Programs	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
	% of Total	14.5%	61.8%	17.0%	5.0%	1.7%	100.0%	

			Are you interested to go through the Education development / awareness- Public Service Advertisements and Programs if it frequently broadcasted on different modes of media ?					Total
			Extremely interested	Very interested	Somewhat interested	Not so interested	Not at all interested	
Occupation	Service	Count	29	127	34	4	1	195
		% within Occupation	14.9%	65.1%	17.4%	2.1%	0.5%	100.0%
		% within interested in watch education / awareness- PSA and Programs	33.3%	34.2%	33.3%	13.3%	10.0%	32.5%
		% of Total	4.8%	21.2%	5.7%	0.7%	0.2%	32.5%
	Trader/Market Player	Count	14	77	15	6	3	115
		% within Occupation	12.2%	67.0%	13.0%	5.2%	2.6%	100.0%
		% within interested in watch education / awareness- PSA and Programs	16.1%	20.8%	14.7%	20.0%	30.0%	19.2%
		% of Total	2.3%	12.8%	2.5%	1.0%	0.5%	19.2%
	Agricultural	Count	18	102	22	8	2	152
		% within Occupation	11.8%	67.1%	14.5%	5.3%	1.3%	100.0%
		% within interested in watch education / awareness- PSA and Programs	20.7%	27.5%	21.6%	26.7%	20.0%	25.3%
		% of Total	3.0%	17.0%	3.7%	1.3%	0.3%	25.3%
	Others	Count	26	65	31	12	4	138
		% within Occupation	18.8%	47.1%	22.5%	8.7%	2.9%	100.0%
		% within interested in watch education / awareness- PSA and Programs	29.9%	17.5%	30.4%	40.0%	40.0%	23.0%
		% of Total	4.3%	10.8%	5.2%	2.0%	0.7%	23.0%
Total	Count	87	371	102	30	10	600	
	% within Occupation	14.5%	61.8%	17.0%	5.0%	1.7%	100.0%	
	% within interested in watch education / awareness- PSA and Programs	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
	% of Total	14.5%	61.8%	17.0%	5.0%	1.7%	100.0%	
zone	Majha	Count	35	122	30	9	4	200
		% within zone	17.5%	61.0%	15.0%	4.5%	2.0%	100.0%
		% within interested in watch education / awareness- PSA and Programs	40.2%	32.9%	29.4%	30.0%	40.0%	33.3%
		% of Total	5.8%	20.3%	5.0%	1.5%	0.7%	33.3%
	Malwa	Count	30	123	30	12	5	200
		% within zone	15.0%	61.5%	15.0%	6.0%	2.5%	100.0%
		% within interested in watch education / awareness- PSA and Programs	34.5%	33.2%	29.4%	40.0%	50.0%	33.3%
		% of Total	5.0%	20.5%	5.0%	2.0%	0.8%	33.3%
	Doaba	Count	22	126	42	9	1	200
		% within zone	11.0%	63.0%	21.0%	4.5%	0.5%	100.0%
		% within interested in watch education / awareness- PSA and Programs	25.3%	34.0%	41.2%	30.0%	10.0%	33.3%
		% of Total	3.7%	21.0%	7.0%	1.5%	0.2%	33.3%
Total	Count	87	371	102	30	10	600	
	% within zone	14.5%	61.8%	17.0%	5.0%	1.7%	100.0%	
	% within interested in watch education / awareness- PSA and Programs	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
	% of Total	14.5%	61.8%	17.0%	5.0%	1.7%	100.0%	

Age: The given data is of people interested to go through the Education development/Awareness- Public Service Advertisements and Programs if frequently broadcasted on different modes of media among the age group of ‘under 18 to above 65’. The data reveals that 14.5 percent people extremely interested to go through the Education development/Awareness - Public Service Advertisements and Programs if it frequently broadcasted on different modes of media, 61.8 percent people are very interested to go through the Education development/Awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media, 17 percent people are somewhat interested to go through the Education development/Awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media, about 5 percent people are not so interested to go through the Education development/Awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media and the rest of about 1.8 percent people are not at all interested to go through the Education development/Awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media. In the age group of 25 to 34, 4.5 percent are extremely interested to go through the Education development/Awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media, 14 percent people are very interested to go through the Education development/Awareness - Public Service Advertisements and Programs if it frequently broadcasted on different modes of media, 5 percent people are somewhat interested to go through the Education development/Awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media, about 0.8 percent people are not so interested to go through the Education development/Awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media and the rest of about 0.0 percent people are not at all interested to go through the Education development/Awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media. In the age group of 35 to 44, 2.0 percent are extremely interested to go through the Education development/Awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media, 18.3 percent people are very interested to go through the Education development/Awareness - Public Service Advertisements and

Programs if frequently broadcasted on different modes of media, 4.5 percent people are somewhat interested to go through the Education development/Awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media, about 0.5 percent people are not so interested to go through the Education development/Awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media and rest of about 0.5 percent people are not at all interested to go through the Education development/Awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media. In the age group of above 65, lowest 0.7 percent are extremely interested to go through the Education development/Awareness - Public Service Advertisements and Programs if it frequently broadcasted on different modes of media, 1.2 percent people are very interested to go through the Education development/Awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media, 0.0 percent people are somewhat interested to go through the Education development/Awareness - Public Service Advertisements and Programs if it frequently broadcasted on different modes of media, about 0.3 percent people are not so interested to go through the Education development/Awareness - Public Service Advertisements and Programs if it frequently broadcasted on different modes of media and rest of about 0.3 percent people are not at all interested to go through the Education development/Awareness- Public Service Advertisements and Programs if it frequently broadcasted on different modes of media. The data shows a significance difference between age group of under 18 to above 65 in interested to go through the Education development/Awareness - Public Service Advertisements and Programs if it frequently broadcasted on different modes of media. To establish the significance of difference between age group of under 18 to above 65 with regard to interested to go through the Education development/Awareness- Public Service Advertisements and Programs if it frequently broadcasted on different modes of media, Chi-square test was applied.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	49.108 ^a	24	.002
Likelihood Ratio	47.130	24	.003
Linear-by-Linear Association	4.359	1	.037
N of Valid Cases	600		

a. 13 cells (37.1%) have expected count less than 5. The minimum expected count is .25.

H₀ – There is no significant difference between age group of under 18 to above 65 in interested to go through the Education Development/Awareness - Public Service Advertisements and Programs if it frequently broadcasted on different modes of media.

H_a – Age group of under 18 to above 65 differ significantly their interest to go through the Education development/Awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media.

$$\text{Cal } X^2 \text{ Val } 49.108 \text{ (df } 24) \geq \text{Tab Val } 36.42 \text{ at } 0.05 \text{ level of significance}$$

The analysed data reveals that there is significant relationship between age groups of under 18 to above 65 with regards to go through the Education development/Awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media. The null hypothesis of no significant difference is rejected as age group plays an important role to go through the Education Development/Awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media. In the others words, table shows that different age group have different requirements to understand the Education development and Awareness Programme. This shows that people encourage the basic information on Education Development and Awareness for their academic growth.

Gender: The given data is about males and females of interested to go through the Education development/Awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media among male and female. The data reveals that 14.5 percent people are extremely interested to go through the Education Development/Awareness - Public Service Advertisements and Programs if it frequently broadcasted on different modes of media, 61.8 percent people are very interested to go through the Education Development/Awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media, 17 percent people are

somewhat interested to go through the Education Development/Awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media, about 5 percent people are not so interested to go through the Education development/Awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media and rest of about 1.8 percent people are not at all interested to go through the Education development/Awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media. Among Males, 8.2 percent are extremely interested to go through the Education development/Awareness - Public Service Advertisements and Programs if it frequently broadcasted on different modes of media, 41.8 percent people are very interested to go through the Education development/Awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media, 8.7 percent people are somewhat interested to go through the Education development/Awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media, about 3.2 percent people are not so interested to go through the Education development/Awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media and the rest of about 1.2 percent people are not at all interested to go through the Education development/Awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media. Among Female, 6.3 percent are extremely interested to go through the Education development/Awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media, 20 percent people are very interested to go through the Education development/Awareness - Public Service Advertisements and Programs if it frequently broadcasted on different modes of media, 8.3 percent people are somewhat interested to go through the Education development/Awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media, about 1.8 percent people are not so interested to go through the Education development/Awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media and rest of about 0.5 percent people are not at all interested to go through the Education development/Awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media. The data shows a significant difference

among males and females interested to go through the Education development/Awareness - Public Service Advertisements and Programs if it frequently broadcasted on different modes of media. To establish the significance of difference among male and female with regard to their interest to go through the Education development/Awareness - Public Service Advertisements and Programs if it frequently broadcasted on different modes of media, Chi-square test was applied.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	11.647 ^a	4	.020
Likelihood Ratio	11.478	4	.022
Linear-by-Linear Association	.194	1	.660
N of Valid Cases	600		
a. 1 cells (10.0%) have expected count less than 5. The minimum expected count is 3.70.			

H₀ – There is no significant difference among males and females interest to go through the Education development/Awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media.

H_a – Males and females differ significantly in their interest to go through the Education development/Awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media.

Cal X^2 Val 11.647 (df 4) \geq Tab Val 9.490 at 0.05 level of significance
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The analysed data reveals that there is significant relationship between ‘males and females’ with regards to their interest to go through the ‘Education Development/Awareness’ - Public Service Advertisements and Programs if frequently broadcasted on different modes of media. The null hypothesis of no significant difference is rejected as the ‘gender’ plays an important role to go through the ‘Education development/Awareness’ - Public Service Advertisements and Programs if it frequently broadcasted on different modes of media. In the others words, table shows males and females have different require to understand on ‘Education development and Awareness programme’. This shows that gender encourages need about basic information on ‘Education development and Awareness’ for their career growth.

Education: The given data is about of interest of educated persons to go through the

Education development/Awareness - Public Service Advertisements and Programs if it frequently broadcasted on different modes of media among educated person. The data reveals that 14.5 percent people are extremely interested to go through the Education development/Awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media, 61.8 percent people are very interested to go through the Education development/Awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media, 17 percent people are somewhat interested to go through the Education development/Awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media, about 5 percent people are not so interested to go through the Education development/Awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media and rest of about 1.8 percent people are not at all interested to go through the Education development/Awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media. Out of the respondents who are graduates, 6.7 percent are extremely interested to go through the Education development/Awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media, 21.3 percent people are very interested to go through the Education development/Awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media, 8.7 percent people are somewhat interested to go through the Education development/Awareness - Public Service Advertisements and Programs if it frequently broadcasted on different modes of media, about 2.2 percent people are not so interested to go through the Education development/Awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media and the rest of about 0.7 percent people are not at all interested to go through the Education development/Awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media. Among respondents with secondary education as their qualification, 5.5 percent are extremely interested to go through the Education development/Awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media, 24.8 percent people are very interested to go through the Education development/Awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media,

5.8 percent people are somewhat interested to go through the Education development/Awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media, about 1.3 percent people are not so interested to go through the Education development/Awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media and the rest of about 0.2 percent people are not at all interested to go through the Education development/Awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media. Among others educated, lowest 0.0 percent are extremely interested to go through the Education development/Awareness - Public Service Advertisements and Programs if it frequently broadcasted on different modes of media, 1.3 percent people are very interested to go through the Education development/Awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media, 0.2 percent people are somewhat interested to go through the Education development/Awareness - Public Service Advertisements and Programs if it frequently broadcasted on different modes of media, about 0.2 percent people are not so interested to go through the Education development/Awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media and rest of about 0.0 percent people are not at all interested to go through the Education development/Awareness - Public Service Advertisements and Programs if it frequently broadcasted on different modes of media. The data shows a significant difference among educated person in their interest to go through the Education development/Awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media. To establish the significance of difference among educated person with regard to their interest to go through the Education development/Awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media, Chi-square test was applied.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	49.629 ^a	16	.000
Likelihood Ratio	36.308	16	.003
Linear-by-Linear Association	.306	1	.580

N of Valid Cases	600		
a. 10 cells (40.0%) have expected count less than 5. The minimum expected count is .17.			

H₀ – There is no significant difference among educated persons in their interest to go through the Education development/Awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media.

H_a – Educated person differ significantly in their interest to go through the Education development/Awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media.

Cal X^2 Val 49.629 (df 16) \geq Tab Val 26.30 at 0.05 level of significance

The analysed data reveals that there is a significant relationship among educated person with regards to their interest to go through the Education development/Awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media. The null hypothesis of no significant difference is rejected as ‘education’ plays an important role to go through the ‘Education Development/Awareness’ - Public Service Advertisements and Programs if it frequently broadcasted on different modes of media. In the others words, the table shows that different levels of education require understanding on Education development and Awareness programme. This shows that education encourage person’s needs about basic information on Education development and Awareness.

Occupation: The given data shows the among professionals interest to go through the Education development/Awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media among professional. The data reveals that 14.5 percent people extremely interested to go through the Education development/Awareness - Public Service Advertisements and Programs if it frequently broadcasted on different modes of media, 61.8 percent people are very interested to go through the Education development/Awareness - Public Service Advertisements and Programs if it frequently broadcasted on different modes of media, 17 percent people are somewhat interested to go through the Education development/Awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media, about 5 percent people are not so interested to go through the Education development/Awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media and rest of about 1.7 percent people are not

at all interested to go through the Education development/Awareness - Public Service Advertisements and Programs if it frequently broadcasted on different modes of media. Among Service sector, 4.8 percent are extremely interested to go through the Education development/Awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media, 21.2 percent people are very interested to go through the Education development/Awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media, 5.7 percent people are somewhat interested to go through the Education development/Awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media, about 0.7 percent people are not so interested to go through the Education development/Awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media and the rest of about 0.2 percent people are not at all interested to go through the Education development/Awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media. Among Trader, 2.3 percent are extremely interested to go through the Education development/Awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media, 12.8 percent people are very interested to go through the Education development/Awareness - Public Service Advertisements and Programs if it frequently broadcasted on different modes of media, 2.5 percent people are somewhat interested to go through the Education development/Awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media, about 1 percent people are not so interested to go through the Education development/Awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media and rest of about 0.5 percent people are not at all interested to go through the Education development/Awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media. Among Agriculture sector, 3 percent are extremely interested to go through the Education development/Awareness - Public Service Advertisements and Programs if it frequently broadcasted on different modes of media, 17 percent people are very interested to go through the Education development/Awareness - Public Service Advertisements and Programs if it frequently broadcasted on different modes of media, 3.7 percent people are somewhat interested to go through the Education

development/Awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media, about 1.3 percent people are not so interested to go through the Education development/Awareness - Public Service Advertisements and Programs if it frequently broadcasted on different modes of media and the rest of about 0.3 percent people are not at all interested to go through the 'Education Development/Awareness' - Public Service Advertisements and Programs if it frequently broadcasted on different modes of media. The data shows a significance difference among 'professionals' interested to go through the 'Education Development/Awareness' - Public Service Advertisements and Programs if it frequently broadcasted on different modes of media. To establish the significance of difference among professionals with regards to their interested to go through the Education development/Awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media, Chi-square test was applied.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	24.145^a	12	.019
Likelihood Ratio	24.929	12	.015
Linear-by-Linear Association	5.107	1	.024
N of Valid Cases	600		

a. 4 cells (20.0%) have expected count less than 5. The minimum expected count is 1.92.

H₀ – There is no significant difference among professionals interest to go through the Education development/Awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media.

H_a – Professional differ significantly intheir interest to go through the Education development/Awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media.

$\text{Cal } X^2 \text{ Val } 24.145 \text{ (df } 12) \geq \text{Tab Val } 21.03 \text{ at } 0.05 \text{ level of significance}$
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The analysed data reveals that there is significant relationship among professional with regards to their interest to go through the Education development/Awareness - Public Service Advertisements and Programs if it frequently broadcasted on different modes of media. The null hypothesis of no significant difference is rejected as profession plays an important role to go through the Education development/Awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media. In the others words, table shows that as different occupation person has different requirements to understand the Education development and Awareness

programme. This shows that professionals encourage their basic information on Education development and Awareness.

Zone : The given data is people of interested in three zones to go through the Education development / awareness- Public Service Advertisements and Programs if frequently broadcasted on different modes of media in three zone. The data reveals that 14.5 percent people in all three zone extremely interested to go through the Education development / awareness- Public Service Advertisements and Programs if frequently broadcasted on different modes of media, 61.8 percent people are very interested to go through the Education development / awareness- Public Service Advertisements and Programs if frequently broadcasted on different modes of media, 17 percent people are somewhat interested to go through the Education development / awareness- Public Service Advertisements and Programs if frequently broadcasted on different modes of media, about 5 percent people are not so interested to go through the Education development / awareness- Public Service Advertisements and Programs if frequently broadcasted on different modes of media and rest of about 2 percent people are not at all interested to go through the Education development / awareness- Public Service Advertisements and Programs if frequently broadcasted on different modes of media. In Zone I (Majha) 5.8 percent people are extremely interested to go through the Education development / awareness- Public Service Advertisements and Programs if frequently broadcasted on different modes of media, 20.3 percent people are very interested to go through the Education development / awareness- Public Service Advertisements and Programs if frequently broadcasted on different modes of media, 5.0 percent people are somewhat interested to go through the Education development / awareness- Public Service Advertisements and Programs if frequently broadcasted on different modes of media, about 1.5 percent people are not so interested to go through the Education Development / Awareness- Public Service Advertisements and Programs if frequently broadcasted on different modes of media and the rest of about 0.7 percent people are not at all interested to go through the Education Development / Awareness- Public Service Advertisements and Programs if it frequently broadcasted on different modes of media.. In Zone II (Malwa) about 5.0 percent people are extremely interested to go through the Education development / awareness- Public Service Advertisements

and Programs if it frequently broadcasted on different modes of media, 20.5 percent people are very interested to go through the Education development / awareness- Public Service Advertisements and Programs if frequently broadcasted on different modes of media, 5.0 percent people are somewhat interested to go through the Education Development / awareness- Public Service Advertisements and Programs if frequently broadcasted on different modes of media, about 2 percent people are not so interested to go through the Education development / awareness- Public Service Advertisements and Programs if frequently broadcasted on different modes of media and the rest of about 0.8 percent people are not at all interested to go through the Education development / awareness- Public Service Advertisements and Programs if it frequently broadcasted on different modes of media.. In Zone III (Doaba) 3.7 percent people are extremely interested to go through the Education development / awareness- Public Service Advertisements and Programs if frequently broadcasted on different modes of media, 21.0 percent people are very interested to go through the Education development / awareness- Public Service Advertisements and Programs if frequently broadcasted on different modes of media, 7.0 percent people are somewhat interested to go through the Education development / awareness- Public Service Advertisements and Programs if frequently broadcasted on different modes of media, about 1.5 percent people are not so interested to go through the Education development / awareness- Public Service Advertisements and Programs if it frequently broadcasted on different modes of media and the rest of about 0.2 percent people are not at all interested to go through the Education Development / Awareness- Public Service Advertisements and Programs if frequently broadcasted on different modes of media.. The data shows a significance difference between three Zone of Majha, Malwa, and Doaba in interested to go through the Education development / awareness- Public Service Advertisements and Programs if frequently broadcasted on different modes of media. To establish the significance of difference among three Zones of Majha, Malwa, and Doaba with regard to interested to go through the Education development / awareness- Public Service Advertisements and Programs if frequently broadcasted on different modes of media, Chi-square test was applied.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	9.059 ^a	8	.337
Likelihood Ratio	9.531	8	.300
Linear-by-Linear Association	1.007	1	.316
N of Valid Cases	600		
a. 3 cells (20.0%) have expected count less than 5. The minimum expected count is 3.33.			

H₀ – There is no significant difference among three Zones of Majha, Malwa and Doaba in the interest of people to go through the Education development / awareness- Public Service Advertisements and Programs if it frequently broadcasted on different modes of media.

H_a – All three Zones of Majha, Malwa and Doaba differ significantly in interested to go through the Education development / awareness- Public Service Advertisements and Programs if it frequently broadcasted on different modes of media.

$$\text{Cal } X^2 \text{ Val } 9.059 \text{ (df } 8) \leq \text{Tab Val } 15.51 \text{ at } 0.05 \text{ level of significance}$$

The analysed data reveals that there is no significant relationship among three Zones of 'Majha, Malwa and Doaba' with regards to interested to go through the 'Education Development / Awareness' - Public Service Advertisements and Programs if it frequently broadcasted on different modes of media among the people. The null hypothesis of no significant difference is accepted as people of all three Zone Majha, Malwa, and Doaba have a similar interested to go through the Education Development / awareness- Public Service Advertisements and Programs if it frequently broadcasted on different modes of media among the people of these three zones. In the others words, table shows that place of living has different requirement to understand the Education development and Awareness programme, this shows that people encourage their basic information on Education development and Awareness for their academic growth.

Table 5.87: Interest of Rural people in ‘Economic Development’ Public Service Programs /Advertisement if broadcasted on different modes of media

			Are you interested to go through the Economic development - Public Service Advertisements and Programs if it frequently broadcasted on different modes of media ?					Total
			Extremely interested	Very interested	Somewhat interested	Not so interested	Not at all interested	
Age	Under 18	Count	7	18	11	0	1	37
		% within Age	18.9%	48.6%	29.7%	0.0%	2.7%	100.0%
		% within interested in Economic develop.PSA and Programs	8.4%	5.1%	8.9%	0.0%	9.1%	6.2%
		% of Total	1.2%	3.0%	1.8%	0.0%	0.2%	6.2%
	18-24	Count	18	57	23	5	3	106
		% within Age	17.0%	53.8%	21.7%	4.7%	2.8%	100.0%
		% within interested in Economic develop.PSA and Programs	21.7%	16.1%	18.5%	17.9%	27.3%	17.7%
		% of Total	3.0%	9.5%	3.8%	0.8%	0.5%	17.7%
	25-34	Count	23	83	29	11	0	146
		% within Age	15.8%	56.8%	19.9%	7.5%	0.0%	100.0%
		% within interested in Economic develop.PSA and Programs	27.7%	23.4%	23.4%	39.3%	0.0%	24.3%
		% of Total	3.8%	13.8%	4.8%	1.8%	0.0%	24.3%
	35-44	Count	19	100	27	7	2	155
		% within Age	12.3%	64.5%	17.4%	4.5%	1.3%	100.0%
		% within interested in Economic develop.PSA and Programs	22.9%	28.2%	21.8%	25.0%	18.2%	25.8%
		% of Total	3.2%	16.7%	4.5%	1.2%	0.3%	25.8%
	45-54	Count	9	61	21	1	2	94
		% within Age	9.6%	64.9%	22.3%	1.1%	2.1%	100.0%
		% within interested in Economic develop.PSA and Programs	10.8%	17.2%	16.9%	3.6%	18.2%	15.7%
		% of Total	1.5%	10.2%	3.5%	0.2%	0.3%	15.7%
	55-64	Count	5	26	11	3	2	47
		% within Age	10.6%	55.3%	23.4%	6.4%	4.3%	100.0%
		% within interested in Economic develop.PSA and Programs	6.0%	7.3%	8.9%	10.7%	18.2%	7.8%
		% of Total	0.8%	4.3%	1.8%	0.5%	0.3%	7.8%
	65+	Count	2	9	2	1	1	15
		% within Age	13.3%	60.0%	13.3%	6.7%	6.7%	100.0%
		% within interested in Economic develop.PSA and Programs	2.4%	2.5%	1.6%	3.6%	9.1%	2.5%
		% of Total	0.3%	1.5%	0.3%	0.2%	0.2%	2.5%
Total	Count	83	354	124	28	11	600	
	% within Age	13.8%	59.0%	20.7%	4.7%	1.8%	100.0%	
	% within interested in Economic develop.PSA and Programs	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
	% of Total	13.8%	59.0%	20.7%	4.7%	1.8%	100.0%	
			Are you interested to go through the Economic development - Public Service Advertisements and Programs if it frequently broadcasted on different modes of media ?					Total
			Extremely interested	Very interested	Somewhat interested	Not so interested	Not at all interested	

Gender	Male	Count	42	234	77	18	7	378
		% within Gender	11.1%	61.9%	20.4%	4.8%	1.9%	100.0%
		% within interested in Economic develop.PSA and Programs	50.6%	66.1%	62.1%	64.3%	63.6%	63.0%
		% of Total	7.0%	39.0%	12.8%	3.0%	1.2%	63.0%
	Female	Count	41	120	47	10	4	222
		% within Gender	18.5%	54.1%	21.2%	4.5%	1.8%	100.0%
		% within interested in Economic develop.PSA and Programs	49.4%	33.9%	37.9%	35.7%	36.4%	37.0%
		% of Total	6.8%	20.0%	7.8%	1.7%	0.7%	37.0%
Total	Count	83	354	124	28	11	600	
	% within Gender	13.8%	59.0%	20.7%	4.7%	1.8%	100.0%	
	% within interested in Economic develop.PSA and Programs	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
	% of Total	13.8%	59.0%	20.7%	4.7%	1.8%	100.0%	
Education	1-8th	Count	2	24	5	3	5	39
		% within Education	5.1%	61.5%	12.8%	7.7%	12.8%	100.0%
		% within interested in Economic develop.PSA and Programs	2.4%	6.8%	4.0%	10.7%	45.5%	6.5%
		% of Total	0.3%	4.0%	0.8%	0.5%	0.8%	6.5%
	9th-10th	Count	11	51	20	5	1	88
		% within Education	12.5%	58.0%	22.7%	5.7%	1.1%	100.0%
		% within interested in Economic develop.PSA and Programs	13.3%	14.4%	16.1%	17.9%	9.1%	14.7%
		% of Total	1.8%	8.5%	3.3%	0.8%	0.2%	14.7%
	12th-DIP	Count	33	139	45	7	2	226
		% within Education	14.6%	61.5%	19.9%	3.1%	0.9%	100.0%
		% within interested in Economic develop.PSA and Programs	39.8%	39.3%	36.3%	25.0%	18.2%	37.7%
		% of Total	5.5%	23.2%	7.5%	1.2%	0.3%	37.7%
	Grad/Abv	Count	37	132	52	13	3	237
		% within Education	15.6%	55.7%	21.9%	5.5%	1.3%	100.0%
		% within interested in Economic develop.PSA and Programs	44.6%	37.3%	41.9%	46.4%	27.3%	39.5%
		% of Total	6.2%	22.0%	8.7%	2.2%	0.5%	39.5%
	Others	Count	0	8	2	0	0	10
		% within Education	0.0%	80.0%	20.0%	0.0%	0.0%	100.0%
		% within interested in Economic develop.PSA and Programs	0.0%	2.3%	1.6%	0.0%	0.0%	1.7%
		% of Total	0.0%	1.3%	0.3%	0.0%	0.0%	1.7%
Total	Count	83	354	124	28	11	600	
	% within Education	13.8%	59.0%	20.7%	4.7%	1.8%	100.0%	
	% within interested in Economic develop.PSA and Programs	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
	% of Total	13.8%	59.0%	20.7%	4.7%	1.8%	100.0%	

			Are you interested to go through the Economic development - Public Service Advertisements and Programs if it frequently broadcasted on different modes of media ?					Total
			Extremely interested	Very interested	Somewhat interested	Not so interested	Not at all interested	
Occupation	Service	Count	20	125	41	8	1	195
		% within Occupation	10.3%	64.1%	21.0%	4.1%	0.5%	100.0%
		% within interested in Economic develop.PSA and Programs	24.1%	35.3%	33.1%	28.6%	9.1%	32.5%
		% of Total	3.3%	20.8%	6.8%	1.3%	0.2%	32.5%
	Trader/Market Player	Count	14	75	20	4	2	115
		% within Occupation	12.2%	65.2%	17.4%	3.5%	1.7%	100.0%
		% within interested in Economic develop.PSA and Programs	16.9%	21.2%	16.1%	14.3%	18.2%	19.2%
		% of Total	2.3%	12.5%	3.3%	0.7%	0.3%	19.2%
	Agricultural	Count	18	92	33	8	1	152
		% within Occupation	11.8%	60.5%	21.7%	5.3%	0.7%	100.0%
		% within interested in Economic develop.PSA and Programs	21.7%	26.0%	26.6%	28.6%	9.1%	25.3%
		% of Total	3.0%	15.3%	5.5%	1.3%	0.2%	25.3%
	Others	Count	31	62	30	8	7	138
		% within Occupation	22.5%	44.9%	21.7%	5.8%	5.1%	100.0%
		% within interested in Economic develop.PSA and Programs	37.3%	17.5%	24.2%	28.6%	63.6%	23.0%
		% of Total	5.2%	10.3%	5.0%	1.3%	1.2%	23.0%
Total	Count	83	354	124	28	11	600	
	% within Occupation	13.8%	59.0%	20.7%	4.7%	1.8%	100.0%	
	% within interested in Economic develop.PSA and Programs	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
	% of Total	13.8%	59.0%	20.7%	4.7%	1.8%	100.0%	
zone	Majha	Count	37	114	41	5	3	200
		% within zone	18.5%	57.0%	20.5%	2.5%	1.5%	100.0%
		% within interested in Economic develop.PSA and Programs	44.6%	32.2%	33.1%	17.9%	27.3%	33.3%
		% of Total	6.2%	19.0%	6.8%	0.8%	0.5%	33.3%
	Malwa	Count	26	114	45	10	5	200
		% within zone	13.0%	57.0%	22.5%	5.0%	2.5%	100.0%
		% within interested in Economic develop.PSA and Programs	31.3%	32.2%	36.3%	35.7%	45.5%	33.3%
		% of Total	4.3%	19.0%	7.5%	1.7%	0.8%	33.3%
	Doaba	Count	20	126	38	13	3	200
		% within zone	10.0%	63.0%	19.0%	6.5%	1.5%	100.0%
		% within interested in Economic develop.PSA and Programs	24.1%	35.6%	30.6%	46.4%	27.3%	33.3%
		% of Total	3.3%	21.0%	6.3%	2.2%	0.5%	33.3%
Total	Count	83	354	124	28	11	600	
	% within zone	13.8%	59.0%	20.7%	4.7%	1.8%	100.0%	
	% within interested in Economic develop.PSA and Programs	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
	% of Total	13.8%	59.0%	20.7%	4.7%	1.8%	100.0%	

N=600

Age: The given data shows interest of people among age groups of Under 18 to above 65 to go through the Economic development - Public Service Advertisements and Programs if it frequently broadcasted on different modes of media. The data reveals that 13.8 percent people are extremely interested to go through the Economic Development - Public Service Advertisements and Programs if frequently broadcasted on different modes of media, 59.0 percent people are very interested to go through the Economic development - Public Service Advertisements and Programs if frequently broadcasted on different modes of media, 20.7 percent people are somewhat interested to go through the Economic development - Public Service Advertisements and Programs if frequently broadcasted on different modes of media, about 4.7 percent people are not so interested to go through the Economic development - Public Service Advertisements and Programs if it frequently broadcasted on different modes of media and rest of about 1.8 percent people are not at all interested to go through the Economic development - Public Service Advertisements and Programs if frequently broadcasted on different modes of media. In the age group of 25 to 34, 3.8 percent are extremely interested to go through the Economic development - Public Service Advertisements and Programs if it frequently broadcasted on different modes of media, 13.8 percent are very interested to go through the Economic development - Public Service Advertisements and Programs if it frequently broadcasted on different modes of media, 4.8 percent are somewhat interested to go through the Economic development - Public Service Advertisements and Programs if frequently broadcasted on different modes of media, about 1.8 percent are not so interested to go through the Economic development - Public Service Advertisements and Programs if frequently broadcasted on different modes of media and rest of about 0.0 percent are not at all interested to go through the Economic development - Public Service Advertisements and Programs if it frequently broadcasted on different modes of media. In the age group of 35 to 44, 3.2 percent are extremely interested to go through the Economic development - Public Service Advertisements and Programs if frequently broadcasted on different modes of media, 16.7 percent are very interested to go through the Economic development - Public Service Advertisements and Programs if it frequently broadcasted on different modes of media, 4.5 percent are somewhat interested to go through the Economic development

- Public Service Advertisements and Programs if frequently broadcasted on different modes of media, about 1.2 percent are not so interested to go through the Economic Development - Public Service Advertisements and Programs if frequently broadcasted on different modes of media and the rest of about 0.3 percent are not at all interested to go through the Economic development - Public Service Advertisements and Programs if it frequently broadcasted on different modes of media. In the age group of above 65, lowest 0.3 percent are extremely interested to go through the Economic development - Public Service Advertisements and Programs if frequently broadcasted on different modes of media, 1.5 percent are very interested to go through the Economic development - Public Service Advertisements and Programs if frequently broadcasted on different modes of media, 0.3 percent are somewhat interested to go through the Economic development - Public Service Advertisements and Programs if frequently broadcasted on different modes of media, about 0.2 percent are not so interested to go through the Economic development - Public Service Advertisements and Programs if frequently broadcasted on different modes of media and rest of about 0.2 percent are not at all interested to go through the Economic development - Public Service Advertisements and Programs if it frequently broadcasted on different modes of media. The data shows a significant difference between age group of under 18 to above 65 in interested to go through the Economic development - Public Service Advertisements and Programs if it frequently broadcasted on different modes of media. To establish the significance of difference between age group of under 18 to above 65 with regard to their interest to go through the Economic development - Public Service Advertisements and Programs if frequently broadcasted on different modes of media, Chi-square test was applied.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	23.950^a	24	.464
Likelihood Ratio	27.820	24	.268
Linear-by-Linear Association	.791	1	.374
N of Valid Cases	600		
a. 14 cells (40.0%) have expected count less than 5. The minimum expected count is .28.			

H₀ – There is no significant difference between age groups of under 18 to above 65 in their interest to go through the Economic development - Public Service Advertisements and Programs if frequently broadcasted on different modes of media.

H_a –Age group of under 18 to above 65 differ significantly in their interested to go through the Economic development - Public Service Advertisements and Programs if it frequently broadcasted on different modes of media.

$$\text{Cal } X^2 \text{ Val } 23.950 \text{ (df } 24) \leq \text{Tab Val } 36.42 \text{ at } 0.05 \text{ level of significance}$$

The analysed data reveals that there is no significant relationship between age group of ‘under 18 to above 65’ with regards to their interest to go through the Economic development - Public Service Advertisements and Programs if it frequently broadcasted on different modes of media. The null hypothesis of no significant difference is accepted as ‘age groups’ of under 18 to above 65 have similar opinion to go through the ‘Economic Development’ - Public Service Advertisements and Programs if it frequently broadcasted on different modes of media. In addition, the table also assures that age group has different needs to understand the Economic development and Awareness programme. This results that people’s basic information on Economic development helps in their economic growth.

Gender: The given data is of interest of males and females to go through the Economic development - Public Service Advertisements and Programs if frequently broadcasted on different modes of media. The data reveal that 13.8 percent people in all three zone extremely interested to go through the Economic development - Public Service Advertisements and Programs if frequently broadcasted on different modes of media, 59.0 percent people are very interested to go through the Economic development - Public Service Advertisements and Programs if frequently broadcasted on different modes of media, 20.7 percent people are somewhat interested to go through the Economic development - Public Service Advertisements and Programs if frequently broadcasted on different modes of media, about 4.7 percent people are not so interested to go through the Economic Development - Public Service Advertisements and Programs if frequently broadcasted on different modes of media and rest of about 1.8 percent people are not at all interested to go through the Economic development - Public Service Advertisements and Programs if frequently broadcasted on different modes of media. Among male 7.0 percent are extremely interested to go through the

Economic development - Public Service Advertisements and Programs if frequently broadcasted on different modes of media, 39.0 percent are very interested to go through the Economic development - Public Service Advertisements and Programs if frequently broadcasted on different modes of media, 12.8 percent are somewhat interested to go through the Economic development - Public Service Advertisements and Programs if frequently broadcasted on different modes of media, about 3.0 percent are not so interested to go through the Economic development - Public Service Advertisements and Programs if frequently broadcasted on different modes of media and the rest of about 1.2 percent are not at all interested to go through the Economic development - Public Service Advertisements and Programs if it frequently broadcasted on different modes of media. Among female 6.8 percent are extremely interested to go through the Economic development - Public Service Advertisements and Programs if frequently broadcasted on different modes of media, 20.0 percent are very interested to go through the Economic development - Public Service Advertisements and Programs if frequently broadcasted on different modes of media, 7.8 percent are somewhat interested to go through the Economic development - Public Service Advertisements and Programs if frequently broadcasted on different modes of media, about 2 percent are not so interested to go through the Economic development - Public Service Advertisements and Programs if frequently broadcasted on different modes of media and rest of about 0.7 percent are not at all interested to go through the Economic development - Public Service Advertisements and Programs if it frequently broadcasted on different modes of media. The data shows a significant difference between male and female in interested to go through the Economic development - Public Service Advertisements and Programs if frequently broadcasted on different modes of media. To establish the significance of difference between males and females with regard to their interest to go through the Economic development - Public Service Advertisements and Programs if frequently broadcasted on different modes of media, Chi-square test was applied.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	6.999 ^a	4	.136
Likelihood Ratio	6.834	4	.145
Linear-by-Linear Association	1.121	1	.290
N of Valid Cases	600		

a. 1 cells (10.0%) have expected count less than 5. The minimum expected count is 4.07.

H₀ – There is no significant difference between males and females in their interest to go through the Economic development - Public Service Advertisements and Programs if frequently broadcasted on different modes of media.

H_a – Males and females differ significantly in interested to go through the Economic development - Public Service Advertisements and Programs if frequently broadcasted on different modes of media.

Cal X^2 Val 6.999 (df 4) \leq Tab Val 9.490 at 0.05 level of significance

The analysed data reveals that there is no significant relationship between males and females with regards to their interest to go through the Economic development - Public Service Advertisements and Programs if frequently broadcasted on different modes of media. The null hypothesis of no significant difference is accepted as males and females have a similar interest to go through the Economic development - Public Service Advertisements and Programs if frequently broadcasted on different modes of media. In addition, the table also assures that gender have different needs to understand on Economic development and Awareness programme, This result that males and females increases their desires about basic information on Economic development for their professional development.

Education: In the given data shows of interest of educated persons to go through the Economic development - Public Service Advertisements and Programs if frequently broadcasted on different modes of media among educated person. The data reveals that 13.8 percent people extremely interested to go through the Economic Development - Public Service Advertisements and Programs if frequently broadcasted on different modes of media, 59.0 percent people are very interested to go through the Economic Development - Public Service Advertisements and Programs if frequently broadcasted on different modes of media, 20.7 percent people are somewhat interested to go through the Economic development - Public Service Advertisements and Programs if it frequently broadcasted on different modes of media, about 4.7 percent people are not so interested to go through the Economic Development - Public Service Advertisements and Programs if it frequently broadcasted on different modes of media

and therest of about 1.8 percent people are not at allinterested to go through the Economicdevelopment - Public Service Advertisements and Programs if frequently broadcasted on different modes of media. Among graduates, 6.2 percent are extremely interested to go through the Economic development - Public Service Advertisements and Programs if frequently broadcasted on different modes of media, 22 percent are very interested to go through the Economic development - Public Service Advertisements and Programs if frequently broadcasted on different modes of media, 8.7 percent are somewhat interested to go through the Economic development - Public Service Advertisements and Programs if frequently broadcasted on different modes of media, about 2.2 percent are not so interested to go through the Economic development - Public Service Advertisements and Programs if frequently broadcasted on different modes of media and rest of about 0.5 percent are not at allinterested to go through the Economic development - Public Service Advertisements and Programs if frequently broadcasted on different modes of media. Among respondents with secondary education as their qualification, , 5.5 percent are extremely interested to go through the Economic development - Public Service Advertisements and Programs if frequently broadcasted on different modes of media, 23.2 percent are very interested to go through the Economic development - Public Service Advertisements and Programs if frequently broadcasted on different modes of media, 7.5 percent are somewhat interested to go through the Economicdevelopment - Public Service Advertisements and Programs if frequently broadcasted on different modes of media, about 1.2 percent are not so interested to go through the Economic development - Public Service Advertisements and Programs if frequently broadcasted on different modes of media and rest of about 0.5 percent are not at allinterested to go through the Economic development - Public Service Advertisements and Programs if frequently broadcasted on different modes of media. Among other educated, the lowest 0.0 percent are extremely interested to go through the Economic development - Public Service Advertisements and Programs if frequently broadcasted on different modes of media, 1.3 percent are very interested to go through the Economic development - Public Service Advertisements and Programs if frequently broadcasted on different modes of media, 0.3 percent are somewhat interested to go through the Economic development - Public Service Advertisements and Programs if it frequently broadcasted on different

modes of media, about 0.0 percent are not so interested to go through the Economic development - Public Service Advertisements and Programs if it frequently broadcasted on different modes of media and therest of about 0.0 percent are not at allinterested to go through the Economic development - Public Service Advertisements and Programs if it frequently broadcasted on different modes of media. The data shows a significant difference among educated persons who areinterested to go through the Economic development - Public Service Advertisements and Programs if frequently broadcasted on different modes of media. To establish the significance of difference among educated persons with regard to interested to go through the Economic development - Public Service Advertisements and Programs if it frequently broadcasted on different modes of media, Chi-square test was applied.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	37.930 ^a	16	.002
Likelihood Ratio	26.288	16	.050
Linear-by-Linear Association	3.865	1	.049
N of Valid Cases	600		
a. 10 cells (40.0%) have expected count less than 5. The minimum expected count is .18.			

H₀ – There is no significant difference among educated persons interested to go through the Economic development - Public Service Advertisements and Programs if frequently broadcasted on different modes of media.

H_a – Educated persons differ significantly in their interest to go through the Economic development - Public Service Advertisements and Programs if frequently broadcasted on different modes of media.

Cal X^2 Val 37.930 (df 16) \geq Tab Val 26.30 at 0.05 level of significance

The analysed data reveals that there is significant relationship among educated person with regards to their interest go through the Economic development - Public Service Advertisements and Programs if it frequently broadcasted on different modes of media. The null hypothesis of no significant difference is rejected as ‘education’ plays an important role in developing interest to go through the ‘Economic development’ -

Public Service Advertisements and Programs if frequently broadcasted on different modes of media. In addition, table assures that different levels of education help understand the Economic development and Awareness programme differently, this result that education increases person desires about basic information on 'Economic development'.

Occupation: The given data shows of interest among professionals to go through the Economic Development - Public Service Advertisements and Programs if it frequently broadcasted on different modes of media among professional. The data reveals that 13.8 percent people are extremely interested to go through the Economic development - Public Service Advertisements and Programs if frequently broadcasted on different modes of media, 59.0 percent people are very interested to go through the EconomicDevelopment - Public Service Advertisements and Programs if frequently broadcasted on different modes of media, 20.7 percent people are somewhat interested to go through the Economic development - Public Service Advertisements and Programs if frequently broadcasted on different modes of media, about 4.7 percent people are not so interested to go through the EconomicDevelopment - Public Service Advertisements and Programs if frequently broadcasted on different modes of media and therest of about 1.8 percent people are not at allinterested to go through the Economic development - Public Service Advertisements and Programs if frequently broadcasted on different modes of media. Among Service sector, 3.3 percent are extremely interested to go through the Economic development - Public Service Advertisements and Programs if frequently broadcasted on different modes of media, 20.8 percent are very interested to go through the Economic development - Public Service Advertisements and Programs if frequently broadcasted on different modes of media, 6.8 percent are somewhat interested to go through the Economic development - Public Service Advertisements and Programs if frequently broadcasted on different modes of media, about 1.3 percent are not so interested to go through the Economic development - Public Service Advertisements and Programs if frequently broadcasted on different modes of media and rest of about 0.2 percent are not at allinterested to go through the Economic development - Public Service Advertisements and Programs if it frequently broadcasted on different modes of media. Among Traders, 2.3 percent are

extremely interested to go through the EconomicDevelopment - Public Service Advertisements and Programs if frequently broadcasted on different modes of media, 12.5 percent are very interested to go through the Economic development - Public Service Advertisements and Programs if it frequently broadcasted on different modes of media, 3.3 percent are somewhat interested to go through the Economic development - Public Service Advertisements and Programs if it frequently broadcasted on different modes of media, about 0.7 percent are not so interested to go through the EconomicDevelopment - Public Service Advertisements and Programs if frequently broadcasted on different modes of media and rest of about 0.3 percent are not at allinterested to go through the Economic development - Public Service Advertisements and Programs if frequently broadcasted on different modes of media. Among the Agriculture sector, 3.0 percent are extremely interested to go through the Economic development - Public Service Advertisements and Programs if frequently broadcasted on different modes of media, 15.3 percent are very interested to go through the Economic development - Public Service Advertisements and Programs iffrequently broadcasted on different modes of media, 5.5 percent are somewhat interested to go through the Economic development - Public Service Advertisements and Programs if frequently broadcasted on different modes of media, about 1.3 percent are not so interested to go through the Economic development - Public Service Advertisements and Programs if frequently broadcasted on different modes of media andthe rest of about 0.2 percent are not at allinterested to go through the Economicdevelopment - Public Service Advertisements and Programs if it frequently broadcasted on different modes of media. The data shows a significance difference among professional interested to go through the Economic development - Public Service Advertisements and Programs if it frequently broadcasted on different modes of media. To establish the significance of difference among professionals with regard to theirinterest to go through the EconomicDevelopment - Public Service Advertisements and Programs if it frequently broadcasted on different modes of media, Chi-square test was applied.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	28.849^a	12	.004
Likelihood Ratio	26.814	12	.008
Linear-by-Linear Association	.458	1	.499
N of Valid Cases	600		

a. 4 cells (20.0%) have expected count less than 5. The minimum expected count is 2.11.

H₀ – There is no significant difference among professionals to go through the Economic development - Public Service Advertisements and Programs if frequently broadcasted on different modes of media.

H_a – Professional differ significantly in their interest to go through the Economic development - Public Service Advertisements and Programs if frequently broadcasted on different modes of media.

$\text{Cal } X^2 \text{ Val } 28.849 \text{ (df } 12) \geq \text{Tab Val } 21.03 \text{ at } 0.05 \text{ level of significance}$
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The analyzed data reveals that there is significant relationship among professional with regards to their interest to go through the ‘Economic Development’ - Public Service Advertisements and Programs if frequently broadcasted on different modes of media. The null hypothesis of no significant difference is rejected as ‘profession’ plays an important role to go through the ‘Economic Development’ - Public Service Advertisements and Programs if it frequently broadcasted on different modes of media. In addition, the table also assures that different ‘professional’ have different needs to understand on Economic development and Awareness programme. This results that basic information on Economic development helps in development of their ‘occupation’ of different professionals as well.

Zone: The given data shows the of interest of people of three zones to go through the Economic development / awareness- Public Service Advertisements and Programs if frequently broadcasted on different modes of media. The data reveals that 13.8 percent people in all three zones extremely interested to go through the Economic development / awareness- Public Service Advertisements and Programs if frequently broadcasted on different modes of media, 59.0 percent people are very interested to go through the Economic development / awareness- Public Service Advertisements and Programs if frequently broadcasted on different modes of media, 20.7 percent people are somewhat

interested to go through the Economic development / awareness- Public Service Advertisements and Programs if frequently broadcasted on different modes of media, about 4.7 percent people are not so interested to go through the Economic development / awareness- Public Service Advertisements and Programs if frequently broadcasted on different modes of media and rest of about 1.8 percent people are not at all interested to go through the Economic Development / Awareness- Public Service Advertisements and Programs if it frequently broadcasted on different modes of media. In Zone I (Majha) 6.2 percent people are extremely interested to go through the Economic Development / awareness- Public Service Advertisements and Programs if frequently broadcasted on different modes of media, 19.0 percent people are very interested to go through the Economic Development / Awareness- Public Service Advertisements and Programs if frequently broadcasted on different modes of media, 6.8 percent people are somewhat interested to go through the Economic development / awareness- Public Service Advertisements and Programs if frequently broadcasted on different modes of media, about 0.8 percent people are not so interested to go through the Economic development / awareness- Public Service Advertisements and Programs if frequently broadcasted on different modes of media and the rest of about 0.5 percent people are not at all interested to go through the Economic Development / Awareness- Public Service Advertisements and Programs if frequently broadcasted on different modes of media. In Zone II (Malwa) about 4.3 percent people are extremely interested to go through the Economic development / awareness- Public Service Advertisements and Programs if frequently broadcasted on different modes of media, 19.0 percent people are very interested to go through the Economic development / awareness- Public Service Advertisements and Programs if frequently broadcasted on different modes of media, 7.5 percent people are somewhat interested to go through the Economic development / awareness- Public Service Advertisements and Programs if it frequently broadcasted on different modes of media, about 2.0 percent people are not so interested to go through the Economic Development / awareness- Public Service Advertisements and Programs if it frequently broadcasted on different modes of media and the rest of about 0.8 percent people are not at all interested to go through the Economic Development / awareness- Public Service Advertisements and Programs if it frequently broadcasted on different modes of media. In Zone III (Doaba) 3.3 percent

people are extremely interested to go through the Economic development / awareness- Public Service Advertisements and Programs if it frequently broadcasted on different modes of media, 21.0 percent people are very interested to go through the EconomicDevelopment / awareness- Public Service Advertisements and Programs if frequently broadcasted on different modes of media, 6.3 percent people are somewhat interested to go through the Economic development / awareness- Public Service Advertisements and Programs if it frequently broadcasted on different modes of media, about 2.2 percent people are not so interested to go through the Economic development / awareness- Public Service Advertisements and Programs if it frequently broadcasted on different modes of media and rest of about 0.5 percent people are not at all interested to go through the Economic development / awareness- Public Service Advertisements and Programs if frequently broadcasted on different modes of media. The data shows a significant difference among three Zones of Majha, Malwa, and Doaba in interested to go through the EconomicDevelopment / awareness- Public Service Advertisements and Programs if frequently broadcasted on different modes of media. To establish the significance of difference among three Zones of Majha, Malwa, and Doaba with regard to the interest to go through the EconomicDevelopment / awareness- Public Service Advertisements and Programs if it frequently broadcasted on different modes of media, Chi-square test was applied.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	11.011 ^a	8	.201
Likelihood Ratio	11.147	8	.193
Linear-by-Linear Association	3.457	1	.063
N of Valid Cases	600		
a. 3 cells (20.0%) have expected count less than 5. The minimum expected count is 3.67.			

H₀ – There is no significant difference between three Zones of Majha, Malwa and Doaba in interested to go through the EconomicDevelopment / Awareness- Public Service Advertisements and Programs if it frequently broadcasted on different modes of media.

H_a – All three Zone of Majha, Malwa and Doaba differ significantly in interest to go through the Economic development / awareness- Public Service Advertisements and Programs if frequently broadcasted on different modes of media.

Cal X^2 Val 11.011 (df 8) \leq Tab Val 15.51 at 0.05 level of significance

The analysed data reveals that there is no significant relationship between three Zones - Majha, Malwa and Doaba with regards to the interest to go through the Economic Development / Awareness- Public Service Advertisements and Programs if it frequently broadcasted on different modes of media among the people. The null hypothesis of no significant difference is accepted as the people of all three 'Zones Majha, Malwa, and Doaba' have a similar interest to go through the Economic Development / awareness- Public Service Advertisements and Programs if it frequently broadcasted on different modes of media among the people of these three zones. In addition, the table also assures that place of living has different needs to understand the Economic development and Awareness programme, this results that people's basic information on Economic development helps people in their economic growth.

Table 5.88: Interest of Rural people in ‘General Awareness on Panchayats, Local Bodies & other Policies’ Public Service Programs /Advertisement if broadcasted on different modes of media

			Are you interested to go through the Panchayats, Local Bodies & General Awareness - Public Service Advertisements and Programs if it frequently broadcasted on different modes of media?					Total
			Extremely interested	Very interested	Somewhat interested	Not so interested	Not at all interested	
Age	Under 18	Count	5	17	13	2	0	37
		% within Age	13.5%	45.9%	35.1%	5.4%	0.0%	100.0%
		% within interested in Panchayats, Local Bodies & General Awareness - PSA	7.0%	5.3%	8.4%	4.9%	0.0%	6.2%
		% of Total	0.8%	2.8%	2.2%	0.3%	0.0%	6.2%
	18-24	Count	13	55	26	10	2	106
		% within Age	12.3%	51.9%	24.5%	9.4%	1.9%	100.0%
		% within interested in Panchayats, Local Bodies & General Awareness - PSA	18.3%	17.1%	16.8%	24.4%	18.2%	17.7%
		% of Total	2.2%	9.2%	4.3%	1.7%	0.3%	17.7%
	25-34	Count	22	75	36	12	1	146
		% within Age	15.1%	51.4%	24.7%	8.2%	0.7%	100.0%
		% within interested in Panchayats, Local Bodies & General Awareness - PSA	31.0%	23.3%	23.2%	29.3%	9.1%	24.3%
		% of Total	3.7%	12.5%	6.0%	2.0%	0.2%	24.3%
	35-44	Count	15	87	40	7	6	155
		% within Age	9.7%	56.1%	25.8%	4.5%	3.9%	100.0%
		% within interested in Panchayats, Local Bodies & General Awareness - PSA	21.1%	27.0%	25.8%	17.1%	54.5%	25.8%
		% of Total	2.5%	14.5%	6.7%	1.2%	1.0%	25.8%
	45-54	Count	12	51	25	5	1	94
		% within Age	12.8%	54.3%	26.6%	5.3%	1.1%	100.0%
		% within interested in Panchayats, Local Bodies & General Awareness - PSA	16.9%	15.8%	16.1%	12.2%	9.1%	15.7%
		% of Total	2.0%	8.5%	4.2%	0.8%	0.2%	15.7%
	55-64	Count	3	26	14	3	1	47
		% within Age	6.4%	55.3%	29.8%	6.4%	2.1%	100.0%
		% within interested in Panchayats, Local Bodies & General Awareness - PSA	4.2%	8.1%	9.0%	7.3%	9.1%	7.8%
		% of Total	0.5%	4.3%	2.3%	0.5%	0.2%	7.8%
	65+	Count	1	11	1	2	0	15
		% within Age	6.7%	73.3%	6.7%	13.3%	0.0%	100.0%
		% within interested in Panchayats, Local Bodies & General Awareness - PSA	1.4%	3.4%	0.6%	4.9%	0.0%	2.5%
		% of Total	0.2%	1.8%	0.2%	0.3%	0.0%	2.5%
Total	Count	71	322	155	41	11	600	
	% within Age	11.8%	53.7%	25.8%	6.8%	1.8%	100.0%	
	% within interested in Panchayats, Local Bodies & General Awareness - PSA	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
	% of Total	11.8%	53.7%	25.8%	6.8%	1.8%	100.0%	

			Are you interested to go through the Panchayats, Local Bodies & General Awareness - Public Service Advertisements and Programs if it frequently broadcasted on different modes of media?					Total
			Extremely interested	Very interested	Somewhat interested	Not so interested	Not at all interested	
Gender	Male	Count	35	218	93	26	6	378
		% within Gender	9.3%	57.7%	24.6%	6.9%	1.6%	100.0%
		% within interested in Panchayats, Local Bodies & General Awareness - PSA	49.3%	67.7%	60.0%	63.4%	54.5%	63.0%
		% of Total	5.8%	36.3%	15.5%	4.3%	1.0%	63.0%
	Female	Count	36	104	62	15	5	222
		% within Gender	16.2%	46.8%	27.9%	6.8%	2.3%	100.0%
		% within interested in Panchayats, Local Bodies & General Awareness - PSA	50.7%	32.3%	40.0%	36.6%	45.5%	37.0%
		% of Total	6.0%	17.3%	10.3%	2.5%	0.8%	37.0%
Total	Count	71	322	155	41	11	600	
	% within Gender	11.8%	53.7%	25.8%	6.8%	1.8%	100.0%	
	% within interested in Panchayats, Local Bodies & General Awareness - PSA	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
	% of Total	11.8%	53.7%	25.8%	6.8%	1.8%	100.0%	
Education	1-8 th	Count	1	28	5	2	3	39
		% within Education	2.6%	71.8%	12.8%	5.1%	7.7%	100.0%
		% within interested in Panchayats, Local Bodies & General Awareness - PSA	1.4%	8.7%	3.2%	4.9%	27.3%	6.5%
		% of Total	0.2%	4.7%	0.8%	0.3%	0.5%	6.5%
	9 th -10 th	Count	10	50	23	3	2	88
		% within Education	11.4%	56.8%	26.1%	3.4%	2.3%	100.0%
		% within interested in Panchayats, Local Bodies & General Awareness - PSA	14.1%	15.5%	14.8%	7.3%	18.2%	14.7%
		% of Total	1.7%	8.3%	3.8%	0.5%	0.3%	14.7%
	12 th -DIP	Count	25	125	63	12	1	226
		% within Education	11.1%	55.3%	27.9%	5.3%	0.4%	100.0%
		% within interested in Panchayats, Local Bodies & General Awareness - PSA	35.2%	38.8%	40.6%	29.3%	9.1%	37.7%
		% of Total	4.2%	20.8%	10.5%	2.0%	0.2%	37.7%
	Grad/Abv	Count	34	113	61	24	5	237
		% within Education	14.3%	47.7%	25.7%	10.1%	2.1%	100.0%
		% within interested in Panchayats, Local Bodies & General Awareness - PSA	47.9%	35.1%	39.4%	58.5%	45.5%	39.5%
		% of Total	5.7%	18.8%	10.2%	4.0%	0.8%	39.5%
	Others	Count	1	6	3	0	0	10
		% within Education	10.0%	60.0%	30.0%	0.0%	0.0%	100.0%
		% within interested in Panchayats, Local Bodies & General Awareness - PSA	1.4%	1.9%	1.9%	0.0%	0.0%	1.7%
		% of Total	0.2%	1.0%	0.5%	0.0%	0.0%	1.7%
Total	Count	71	322	155	41	11	600	
	% within Education	11.8%	53.7%	25.8%	6.8%	1.8%	100.0%	
	% within interested in Panchayats, Local Bodies & General Awareness - PSA	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
	% of Total	11.8%	53.7%	25.8%	6.8%	1.8%	100.0%	

			Are you interested to go through the Panchayats, Local Bodies & General Awareness - Public Service Advertisements and Programs if it frequently broadcasted on different modes of media?					Total
			Extremely interested	Very interested	Somewhat interested	Not so interested	Not at all interested	
Occupation	Service	Count	17	106	57	13	2	195
		% within Occupation	8.7%	54.4%	29.2%	6.7%	1.0%	100.0%
		% within interested in Panchayats, Local Bodies & General Awareness - PSA	23.9%	32.9%	36.8%	31.7%	18.2%	32.5%
		% of Total	2.8%	17.7%	9.5%	2.2%	0.3%	32.5%
	Trader/Market Player	Count	11	68	31	4	1	115
		% within Occupation	9.6%	59.1%	27.0%	3.5%	0.9%	100.0%
		% within interested in Panchayats, Local Bodies & General Awareness - PSA	15.5%	21.1%	20.0%	9.8%	9.1%	19.2%
		% of Total	1.8%	11.3%	5.2%	0.7%	0.2%	19.2%
	Agricultural	Count	17	93	33	6	3	152
		% within Occupation	11.2%	61.2%	21.7%	3.9%	2.0%	100.0%
		% within interested in Panchayats, Local Bodies & General Awareness - PSA	23.9%	28.9%	21.3%	14.6%	27.3%	25.3%
		% of Total	2.8%	15.5%	5.5%	1.0%	0.5%	25.3%
	Others	Count	26	55	34	18	5	138
		% within Occupation	18.8%	39.9%	24.6%	13.0%	3.6%	100.0%
		% within interested in Panchayats, Local Bodies & General Awareness - PSA	36.6%	17.1%	21.9%	43.9%	45.5%	23.0%
		% of Total	4.3%	9.2%	5.7%	3.0%	0.8%	23.0%
Total	Count	71	322	155	41	11	600	
	% within Occupation	11.8%	53.7%	25.8%	6.8%	1.8%	100.0%	
	% within interested in Panchayats, Local Bodies & General Awareness - PSA	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
	% of Total	11.8%	53.7%	25.8%	6.8%	1.8%	100.0%	
zone	Majha	Count	29	101	52	14	4	200
		% within zone	14.5%	50.5%	26.0%	7.0%	2.0%	100.0%
		% within interested in Panchayats, Local Bodies & General Awareness - PSA	40.8%	31.4%	33.5%	34.1%	36.4%	33.3%
		% of Total	4.8%	16.8%	8.7%	2.3%	0.7%	33.3%
	Malwa	Count	28	101	53	13	5	200
		% within zone	14.0%	50.5%	26.5%	6.5%	2.5%	100.0%
		% within interested in Panchayats, Local Bodies & General Awareness - PSA	39.4%	31.4%	34.2%	31.7%	45.5%	33.3%
		% of Total	4.7%	16.8%	8.8%	2.2%	0.8%	33.3%
	Doaba	Count	14	120	50	14	2	200
		% within zone	7.0%	60.0%	25.0%	7.0%	1.0%	100.0%
		% within interested in Panchayats, Local Bodies & General Awareness - PSA	19.7%	37.3%	32.3%	34.1%	18.2%	33.3%
		% of Total	2.3%	20.0%	8.3%	2.3%	0.3%	33.3%
Total	Count	71	322	155	41	11	600	
	% within zone	11.8%	53.7%	25.8%	6.8%	1.8%	100.0%	
	% within interested in Panchayats, Local Bodies & General Awareness - PSA	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
	% of Total	11.8%	53.7%	25.8%	6.8%	1.8%	100.0%	

Age : The given data shows interest of people among age group of under 18 to above 65 to go through the Panchayats, Local Bodies & General Awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media. The data reveals that 11.8 percent people extremely interested to go through the Panchayats, Local Bodies & General Awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media, 53.7 percent people are very interested to go through the Panchayats, Local Bodies & General Awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media, 25.8 percent people are somewhat interested to go through the Panchayats, Local Bodies & General Awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media, about 9 percent people are not so interested to go through the Panchayats, Local Bodies & General Awareness - Public Service Advertisements and Programs if it frequently broadcasted on different modes of media and the rest of about 1.8 percent people are not at all interested to go through the Panchayats, Local Bodies & General Awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media. In the age group of 25 to 34, 3.7 percent are extremely interested to go through the Health and Medical awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media, 12.5 percent people are very interested to go through the Health and Medical awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media, 6 percent people are somewhat interested to go through the Health and Medical awareness - Public Service Advertisements and Programs if it frequently broadcasted on different modes of media, about 2.0 percent people are not so interested to go through the Health and Medical awareness - Public Service Advertisements and Programs if it frequently broadcasted on different modes of media and rest of about 0.2 percent people are not at all interested to go through Health and Medical awareness - Public Service Advertisements and Programs if it frequently broadcasted on different modes of media. In the age group of 35 to 44, 2.5 percent are extremely interested to go through the Health and Medical awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media, 14.5 percent people

are very interested to go through the Health and Medical awareness - Public Service Advertisements and Programs if it frequently broadcasted on different modes of media, 6.7 percent people are somewhat interested to go through the Health and Medical awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media, about 0.2 percent people are not so interested to go through the Health and Medical awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media and the rest of about 1.0 percent people are not at all interested to go through Health and Medical awareness - Public Service Advertisements and Programs if it frequently broadcasted on different modes of media. In the age group of above 65, lowest 0.2 percent are extremely interested to go through the Health and Medical awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media, 1.8 percent people are very interested to go through the Health and Medical awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media, 0.2 percent people are somewhat interested to go through the Health and Medical awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media, about 0.3 percent people are not so interested to go through the Health and Medical awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media and rest of about 0.0 percent people are not at all interested to go through Health and Medical awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media. The data shows a significant difference between age groups of 'under 18 to above 65' in their interest to go through the Panchayats, Local Bodies & General Awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media. To establish the significance of difference between age group of under 18 to above 65 with regards to interested to go through the Panchayats, Local Bodies & General Awareness - Public Service Advertisements and Programs if it frequently broadcasted on different modes of media, Chi-square test was applied:

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	19.208 ^a	24	.741
Likelihood Ratio	20.465	24	.670
Linear-by-Linear Association	.002	1	.965
N of Valid Cases	600		

a. 13 cells (37.1%) have expected count less than 5. The minimum expected count is .28.

H₀ – There is no significant difference between age groups of under 18 to above 65 in their interest to go through the Panchayats, Local Bodies & General Awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media.

H_a – Age group of under 18 to above 65 differ significantly in their interest to go through the Panchayats, Local Bodies & General Awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media.

$$\text{Cal } X^2 \text{ Val } 19.208 \text{ (df } 24) \leq \text{Tab Val } 36.42 \text{ at } 0.05 \text{ level of significance}$$

The analysed data reveals that there is no significant relationship between age group of under 18 to above 65 with regards their interest to go through the Panchayats, Local Bodies & General Awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media. The null hypothesis of no significant difference is accepted as ‘age group of under 18 to above 65’ have similar opinion on go through the ‘Panchayats, Local Bodies & General Awareness’ - Public Service Advertisements and Programs if frequently broadcasted on different modes of media. In the others words, the table indicates that age group has different needs to understand the problems through Panchayats, Local Bodies and General Awareness programme. This shows that through grass root base programme it helps people in their social development.

Gender : In the given data shows interest among males and female toto go through the Panchayats, Local Bodies & General Awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media. The data reveals that 11.8 percent people are extremely interested to go through the Panchayats, Local Bodies & General Awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media, 53.7 percent people are very interested to go through the Panchayats, Local Bodies & General Awareness - Public

Service Advertisements and Programs if frequently broadcasted on different modes of media, 25.8 percent people are somewhat interested to go through the Panchayats, Local Bodies & General Awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media, about 7 percent people are not so interested to go through the Panchayats, Local Bodies & General Awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media and the rest of about 1 percent people are not at all interested to go through the Panchayats, Local Bodies & General Awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media. Among Male 5.8 percent are extremely interested to go through the Panchayats, Local Bodies & General Awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media, 36.3 percent are very interested to go through the Panchayats, Local Bodies & General Awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media, 15.3 percent people are somewhat interested to go through the Panchayats, Local Bodies & General Awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media, about 4.3 percent people are not so interested to go through the Panchayats, Local Bodies & General Awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media and rest of about 1 percent people are not at all interested to go through the Panchayats, Local Bodies & General Awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media. Among Female, 6.0 percent are extremely interested to go through the Panchayats, Local Bodies & General Awareness - Public Service Advertisements and Programs if it frequently broadcasted on different modes of media, 17.3 percent are very interested to go through the Panchayats, Local Bodies & General Awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media, 10.3 percent people are somewhat interested to go through the Panchayats, Local Bodies & General Awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media, about 2.5 percent people are not so interested to go through the Panchayats, Local Bodies & General Awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media and rest of about 0.8 percent people are not at all interested

to go through the Panchayats, Local Bodies & General Awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media. The data shows a significant difference between males and females in their interest to go through the Panchayats, Local Bodies & General awareness - Public Service Advertisements and Programs if it frequently broadcasted on different modes of media. To establish the significance of difference between males and females with regards to their interest to go through the Panchayats, Local Bodies & General Awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media, Chi-square test was applied:

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	9.713^a	4	.046
Likelihood Ratio	9.554	4	.049
Linear-by-Linear Association	.070	1	.791
N of Valid Cases	600		
a. 1 cells (10.0%) have expected count less than 5. The minimum expected count is 4.07.			

H₀ – There is no significant difference between males and females in their interest to go through the Panchayats, Local Bodies & General Awareness - Public Service Advertisements and Programs if it frequently broadcasted on different modes of media.

H_a – Males and females differ significantly on interested to go through the Panchayats, Local Bodies & General Awareness - Public Service Advertisements and Programs if it frequently broadcasted on different modes of media.

$$\text{Cal } X^2 \text{ Val } 9.713 \text{ (df } 4) \geq \text{Tab Val } 9.490 \text{ at } 0.05 \text{ level of significance}$$

The analysed data reveals that there is a significant relationship between males and females with regards to their interest to go through the Panchayats, Local Bodies & General Awareness - Public Service Advertisements and Programs if it frequently broadcasted on different modes of media. The null hypothesis of no significant difference is rejected as ‘gender’ plays an important role in developing their interest to go through the ‘Panchayats, Local Bodies & General Awareness’ - Public Service Advertisements and Programs if frequently broadcasted on different modes of media.

In the others words, table indicates that male and females have different needs in understanding problems analytically through Panchayats, Local Bodies and General Awareness programme. This shows that males and females encouraged to know more through grass root level programmes for their practical knowledge.

Education: Given data shows interest among educated persons to go through the Panchayats, Local Bodies & General Awareness - Public Service Advertisements and Programs if it frequently broadcasted on different modes of media. The data reveals that 11.8 percent people are extremely interested to go through the Panchayats, Local Bodies & General Awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media, 53.7 percent people are very interested to go through the Panchayats, Local Bodies & General Awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media, 25.8 percent people are somewhat interested to go through the Panchayats, Local Bodies & General Awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media, about 9 percent people are not so interested to go through the Panchayats, Local Bodies & General Awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media and rest of about 1.8 percent people are not at all interested to go through the Panchayats, Local Bodies & General Awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media. Out of the respondents who are graduates, 5.7 percent are extremely interested to go through the Health and Medical awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media, 18.8 percent people are very interested to go through the Health and Medical awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media, 10.2 percent people are somewhat interested to go through the Health and Medical awareness - Public Service Advertisements and Programs if it frequently broadcasted on different modes of media, about 4.0 percent people are not so interested to go through the Health and Medical awareness - Public Service Advertisements and Programs if it frequently broadcasted on different modes of media and the rest of about 0.8 percent people are not at all interested to go through Health and Medical awareness - Public Service Advertisements and Programs if frequently broadcasted on different

modes of media. Among class 12 students, 4.2 percent are extremely interested to go through the Health and Medical awareness - Public Service Advertisements and Programs if it frequently broadcasted on different modes of media, 20.8 percent people are very interested to go through the Health and Medical awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media, 10.5 percent people are somewhat interested to go through the Health and Medical awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media, about 2.0 percent people are not so interested to go through the Health and Medical awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media and the rest of about 0.7 percent people are not at all interested to go through Health and Medical awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media. Among others graduate, lowest 0.2 percent are extremely interested to go through the Health and Medical awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media, 1.0 percent people are very interested to go through the Health and Medical awareness - Public Service Advertisements and Programs if it frequently broadcasted on different modes of media, 0.5 percent people are somewhat interested to go through the Health and Medical awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media, about 0.0 percent people are not so interested to go through the Health and Medical awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media and the rest of about 0.0 percent people are not at all interested to go through Health and Medical awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media. The data shows a significant difference among educated person's interest to go through the Panchayats, Local Bodies & General Awareness - Public Service Advertisements and Programs if it frequently broadcasted on different modes of media. To establish the significance of difference among educated person with regard to interested to go through the Panchayats, Local Bodies & General Awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media, Chi-square test was applied:

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	28.520a	16	.027
Likelihood Ratio	28.763	16	.026
Linear-by-Linear Association	.065	1	.799
N of Valid Cases	600		
a. 10 cells (40.0%) have expected count less than 5. The minimum expected count is .18.			

H₀ – There is no significant difference among educated persons’ interest to go through the Panchayats, Local Bodies & General Awareness - Public Service Advertisements and Programs if it frequently broadcasted on different modes of media.

H_a – Educated person differ significantly intheir interest to go through the Panchayats, Local Bodies & General Awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media.

$\text{Cal } X^2 \text{ Val } 28.520(\text{df } 16) \geq \text{Tab Val } 26.30 \text{ at } 0.05 \text{ level of significance}$
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The analysed data reveals that there is significant relationship among educated person with regards to their interest to go through the ‘Panchayats, Local Bodies & General Awareness’ - Public Service Advertisements and Programs if frequently broadcasted on different modes of media. The null hypothesis of no significant difference is rejected as ‘education’ plays an important role on go through the ‘Panchayats, Local Bodies & General Awareness’ - Public Service Advertisements and Programs if frequently broadcasted on different modes of media. In the others words, the table indicates that different level of ‘education’ helps in understanding problems analytically through Panchayats, Local Bodies and General Awareness programme. This shows that education encourages person’s needs to know more through grass root level.

Occupation: The given data is about of interest of professionals to go through the Panchayats, Local Bodies & General Awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media among professional. The data reveal that 11.8 percent people are extremely interested to go through the Panchayats, Local Bodies & General Awareness - Public Service Advertisements and Programs if it frequently broadcasted on different modes of media, 53.7 percent people are very interested to go through the Panchayats, Local Bodies & General Awareness

- Public Service Advertisements and Programs if frequently broadcasted on different modes of media, 25.8 percent people are somewhat interested to go through the Panchayats, Local Bodies & General Awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media, about 9 percent people are not so interested to go through the Panchayats, Local Bodies & General Awareness

- Public Service Advertisements and Programs if frequently broadcasted on different modes of media and therest of about 1.8 percent people are not at allinterested to go through thePanchayats, Local Bodies & General Awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media. Among the Service sector, 2.8 percent are extremely interested to go through the Health and Medical awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media, 17.7 percent people are very interested to go through the Health and Medical awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media, 9.5 percent people are somewhat interested to go through the Health and Medical awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media, about 2.2 percent people are not so interested to go through the Health and Medical awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media and rest of about 0.3 percent people are not at allinterested to go through Health and Medical awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media. Among Trader, 1.8 percent are extremely interested to go through the Health and Medical awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media, 11.3 percent people are very interested to go through the Health and Medical awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media, 5.2 percent people are somewhat interested to go through the Health and Medical awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media, about 0.7 percent people are not so interested to go through the Health and Medical awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media and rest of about 0.2 percent people are not at allinterested to go through Health and Medical awareness - Public Service Advertisements and Programs if frequently

broadcasted on different modes of media. Among Agriculture sector, 2.8 percent are extremely interested to go through the Health and Medical awareness - Public Service Advertisements and Programs if it frequently broadcasted on different modes of media, 15.5 percent people are very interested to go through the Health and Medical awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media, 5.5 percent people are somewhat interested to go through the Health and Medical awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media, about 1.0 percent people are not so interested to go through the Health and Medical awareness - Public Service Advertisements and Programs if it frequently broadcasted on different modes of media and the rest of about 0.5 percent people are not at all interested to go through Health and Medical awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media. The data shows a significance difference among professional interested to go through the Panchayats, Local Bodies & General Awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media. To establish the significance of difference among professional with regard to interested to go through the Panchayats, Local Bodies & General Awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media, Chi-square test was applied.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	32.294^a	12	.001
Likelihood Ratio	30.864	12	.002
Linear-by-Linear Association	.057	1	.811
N of Valid Cases	600		
a. 4 cells (20.0%) have expected count less than 5. The minimum expected count is 2.11.			

H₀ – There is no significant difference among professionals interested to go through the Panchayats, Local Bodies & General Awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media.

H_a – Professional differ significantly in their interest to go through the Panchayats, Local Bodies & General Awareness - Public Service Advertisements and Programs if

frequently broadcasted on different modes of media.

$$\text{Cal } X^2 \text{ Val } 32.294 \text{ (df } 12) \geq \text{Tab Val } 21.03 \text{ at } 0.05 \text{ level of significance}$$

The analysed data reveals that there is significant relationship among professional with regards to go their interest to through the 'Panchayats, Local Bodies & General Awareness'- Public Service Advertisements and Programs if frequently broadcasted on different modes of media. The null hypothesis of no significant difference is rejected as 'profession' plays an important role to go through the 'Panchayats, Local Bodies & General Awareness'- Public Service Advertisements and Programs if frequently broadcasted on different modes of media. In the others words, the table indicates that 'professional' have different needs to understand the problems through 'Panchayats, Local Bodies and General Awareness programme', this shows that through grass root base programme helps in their occupation at ground level.

Zone: The given data shows the interest of people of three zones to go through the Panchayats, Local Bodies & General Awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media in three zone. The data reveals that 11.8 percent people in all three zones are extremely interested to go through the Panchayats, Local Bodies & General Awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media, 53.7 percent people are very interested to go through the Panchayats, Local Bodies & General Awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media, 25.8 percent people are somewhat interested to go through the Panchayats, Local Bodies & General Awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media, about 6.8 percent people are not so interested to go through the Panchayats, Local Bodies & General Awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media and the rest of about 1.8 percent people are not at all interested to go through the Panchayats, Local Bodies & General Awareness - Public Service Advertisements and Programs if it frequently broadcasted on different modes of media. In Zone I (Majha) 4.8 percent people are extremely interested to go through the Panchayats, Local Bodies & General Awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media, 16.8 percent people

are very interested to go through the Panchayats, Local Bodies & General Awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media, 8.7 percent people are somewhat interested to go through the Panchayats, Local Bodies & General Awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media, about 2.3 percent people are not so interested to go through the Panchayats, Local Bodies & General Awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media and rest of about 0.7 percent people are not at all interested to go through the Panchayats, Local Bodies & General Awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media. In Zone II (Malwa) about 4.7 percent people are extremely interested to go through the Panchayats, Local Bodies & General Awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media, 16.8 percent people are very interested to go through the Panchayats, Local Bodies & General Awareness - Public Service Advertisements and Programs if it frequently broadcasted on different modes of media, 8.8 percent people are somewhat interested to go through the Panchayats, Local Bodies & General Awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media, about 2.2 percent people are not so interested to go through the Panchayats, Local Bodies & General Awareness - Public Service Advertisements and Programs if it frequently broadcasted on different modes of media and the rest of about 0.8 percent people are not at all interested to go through the Panchayats, Local Bodies & General Awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media. In Zone III (Doaba) 2.3 percent people are extremely interested to go through the Panchayats, Local Bodies & General Awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media, 20.0 percent people are very interested to go through the Panchayats, Local Bodies & General Awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media, 8.3 percent people are somewhat interested to go through the Panchayats, Local Bodies & General Awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media, about 2.3 percent people are not so interested to go through the Panchayats,

Local Bodies & General Awareness - Public Service Advertisements and Programs if it frequently broadcasted on different modes of media and the rest of about 0.3 percent people are not at all interested to go through the Panchayats, Local Bodies & General Awareness - Public Service Advertisements and Programs if it frequently broadcasted on different modes of media. The data shows a significant difference among three Zones of Majha, Malwa, and Doaba interested to go through the Panchayats, Local Bodies & General Awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media. To establish the significance of difference among three Zone of Majha, Malwa, and Doaba with regards to people interest to go through the Panchayats, Local Bodies & General Awareness - Public Service Advertisements and Programs if it frequently broadcasted on different modes of media, Chi-square test was applied.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	9.598 ^a	8	.294
Likelihood Ratio	10.217	8	.250
Linear-by-Linear Association	.173	1	.677
N of Valid Cases	600		
a. 3 cells (20.0%) have expected count less than 5. The minimum expected count is 3.67.			

H₀ – There is no significant difference among three Zones of Majha, Malwa and Doaba interest to go through the Panchayats, Local Bodies & General Awareness - Public Service Advertisements and Programs if it frequently broadcasted on different modes of media.

H_a – All three Zone of Majha, Malwa and Doaba differ significantly interested to go through the Panchayats, Local Bodies & General Awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media.

$\text{Cal } X^2 \text{ Val } 9.598 \text{ (df } 8) \leq \text{Tab Val } 15.51 \text{ at } 0.05 \text{ level of significance}$
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The analysed data reveals that there is no significant relationship among three Zone Majha, Malwa and Doaba with regards to interest of people to go through the Panchayats, Local Bodies & General Awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media among the people. The null hypothesis of no significant difference is accepted as all three 'Zones of Majha,

Malwa, and Doaba' have a similar interest to go through the 'Panchayats, Local Bodies & General Awareness'- Public Service Advertisements and Programs if it is frequently broadcasted on different modes of media among the people of these three zones. In other words, the table indicates that each place of living has different needs to understand the problems through 'Panchayats, Local Bodies and General Awareness programme', This shows that grass root base programme helps people in their social development.

Table 5.89 : Interest of Rural people in ‘Economic Development’ Public Service Programs /Advertisementif broadcasted on different modes of media

			Are you interested to go through the Environmental Hygiene and Sanitation- Public Service Advertisements and Programs if it frequently broadcast on different modes of media ?					Total
			Extremely interested	Very interested	Somewhat interested	Not so interested	Not at all interested	
Age	Under 18	Count	3	20	11	2	1	37
		% within Age	8.1%	54.1%	29.7%	5.4%	2.7%	100.0%
		% within interested in Environmental Hygiene and Sanitation- PSA	4.4%	5.3%	8.8%	9.1%	11.1%	6.2%
		% of Total	0.5%	3.3%	1.8%	0.3%	0.2%	6.2%
	18-24	Count	16	62	19	5	4	106
		% within Age	15.1%	58.5%	17.9%	4.7%	3.8%	100.0%
		% within interested in Environmental Hygiene and Sanitation- PSA	23.5%	16.5%	15.2%	22.7%	44.4%	17.7%
		% of Total	2.7%	10.3%	3.2%	0.8%	0.7%	17.7%
	25-34	Count	24	85	33	4	0	146
		% within Age	16.4%	58.2%	22.6%	2.7%	0.0%	100.0%
		% within interested in Environmental Hygiene and Sanitation- PSA	35.3%	22.6%	26.4%	18.2%	0.0%	24.3%
		% of Total	4.0%	14.2%	5.5%	0.7%	0.0%	24.3%
	35-44	Count	10	115	22	6	2	155
		% within Age	6.5%	74.2%	14.2%	3.9%	1.3%	100.0%
		% within interested in Environmental Hygiene and Sanitation- PSA	14.7%	30.6%	17.6%	27.3%	22.2%	25.8%
		% of Total	1.7%	19.2%	3.7%	1.0%	0.3%	25.8%
	45-54	Count	12	59	20	3	0	94
		% within Age	12.8%	62.8%	21.3%	3.2%	0.0%	100.0%
		% within interested in Environmental Hygiene and Sanitation- PSA	17.6%	15.7%	16.0%	13.6%	0.0%	15.7%
		% of Total	2.0%	9.8%	3.3%	0.5%	0.0%	15.7%
	55-64	Count	3	26	14	2	2	47
		% within Age	6.4%	55.3%	29.8%	4.3%	4.3%	100.0%
		% within interested in Environmental Hygiene and Sanitation- PSA	4.4%	6.9%	11.2%	9.1%	22.2%	7.8%
		% of Total	0.5%	4.3%	2.3%	0.3%	0.3%	7.8%
	65+	Count	0	9	6	0	0	15
		% within Age	0.0%	60.0%	40.0%	0.0%	0.0%	100.0%
		% within interested in Environmental Hygiene and Sanitation- PSA	0.0%	2.4%	4.8%	0.0%	0.0%	2.5%
		% of Total	0.0%	1.5%	1.0%	0.0%	0.0%	2.5%
Total	Count	68	376	125	22	9	600	
	% within Age	11.3%	62.7%	20.8%	3.7%	1.5%	100.0%	
	% within interested in Environmental Hygiene and Sanitation- PSA	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
	% of Total	11.3%	62.7%	20.8%	3.7%	1.5%	100.0%	

			Are you interested to go through the Environmental Hygiene and Sanitation- Public Service Advertisements and Programs if it frequently broadcast on different modes of media ?					Total
			Extremely interested	Very interested	Somewhat interested	Not so interested	Not at all interested	
Gender	Male	Count	30	247	82	13	6	378
		% within Gender	7.9%	65.3%	21.7%	3.4%	1.6%	100.0%
		% within interested in Environmental Hygiene and Sanitation- PSA	44.1%	65.7%	65.6%	59.1%	66.7%	63.0%
		% of Total	5.0%	41.2%	13.7%	2.2%	1.0%	63.0%
	Female	Count	38	129	43	9	3	222
		% within Gender	17.1%	58.1%	19.4%	4.1%	1.4%	100.0%
		% within interested in Environmental Hygiene and Sanitation- PSA	55.9%	34.3%	34.4%	40.9%	33.3%	37.0%
		% of Total	6.3%	21.5%	7.2%	1.5%	0.5%	37.0%
Total	Count	68	376	125	22	9	600	
	% within Gender	11.3%	62.7%	20.8%	3.7%	1.5%	100.0%	
	% within interested in Environmental Hygiene and Sanitation- PSA	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
	% of Total	11.3%	62.7%	20.8%	3.7%	1.5%	100.0%	
Education	1-8th	Count	3	20	12	3	1	39
		% within Education	7.7%	51.3%	30.8%	7.7%	2.6%	100.0%
		% within interested in Environmental Hygiene and Sanitation- PSA	4.4%	5.3%	9.6%	13.6%	11.1%	6.5%
		% of Total	0.5%	3.3%	2.0%	0.5%	0.2%	6.5%
	9th-10th	Count	8	57	18	3	2	88
		% within Education	9.1%	64.8%	20.5%	3.4%	2.3%	100.0%
		% within interested in Environmental Hygiene and Sanitation- PSA	11.8%	15.2%	14.4%	13.6%	22.2%	14.7%
		% of Total	1.3%	9.5%	3.0%	0.5%	0.3%	14.7%
	12th-DIP	Count	17	164	37	5	3	226
		% within Education	7.5%	72.6%	16.4%	2.2%	1.3%	100.0%
		% within interested in Environmental Hygiene and Sanitation- PSA	25.0%	43.6%	29.6%	22.7%	33.3%	37.7%
		% of Total	2.8%	27.3%	6.2%	0.8%	0.5%	37.7%
	Grad/Abv	Count	40	128	56	11	2	237
		% within Education	16.9%	54.0%	23.6%	4.6%	0.8%	100.0%
		% within interested in Environmental Hygiene and Sanitation- PSA	58.8%	34.0%	44.8%	50.0%	22.2%	39.5%
		% of Total	6.7%	21.3%	9.3%	1.8%	0.3%	39.5%
	Others	Count	0	7	2	0	1	10
		% within Education	0.0%	70.0%	20.0%	0.0%	10.0%	100.0%
		% within interested in Environmental Hygiene and Sanitation- PSA	0.0%	1.9%	1.6%	0.0%	11.1%	1.7%
		% of Total	0.0%	1.2%	0.3%	0.0%	0.2%	1.7%
	Total	Count	68	376	125	22	9	600
		% within Education	11.3%	62.7%	20.8%	3.7%	1.5%	100.0%
		% within interested in Environmental Hygiene and Sanitation- PSA	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
		% of Total	11.3%	62.7%	20.8%	3.7%	1.5%	100.0%

			Are you interested to go through the Environmental Hygiene and Sanitation- Public Service Advertisements and Programs if it frequently broadcast on different modes of media ?					Total
			Extremely interested	Very interested	Somewhat interested	Not so interested	Not at all interested	
Occupation	Service	Count	18	121	47	7	2	195
		% within Occupation	9.2%	62.1%	24.1%	3.6%	1.0%	100.0%
		% within interested in Environmental Hygiene and Sanitation- PSA	26.5%	32.2%	37.6%	31.8%	22.2%	32.5%
		% of Total	3.0%	20.2%	7.8%	1.2%	0.3%	32.5%
	Trader/Market Player	Count	7	78	22	6	2	115
		% within Occupation	6.1%	67.8%	19.1%	5.2%	1.7%	100.0%
		% within interested in Environmental Hygiene and Sanitation- PSA	10.3%	20.7%	17.6%	27.3%	22.2%	19.2%
		% of Total	1.2%	13.0%	3.7%	1.0%	0.3%	19.2%
	Agricultural	Count	17	104	29	2	0	152
		% within Occupation	11.2%	68.4%	19.1%	1.3%	0.0%	100.0%
		% within interested in Environmental Hygiene and Sanitation- PSA	25.0%	27.7%	23.2%	9.1%	0.0%	25.3%
		% of Total	2.8%	17.3%	4.8%	0.3%	0.0%	25.3%
	Others	Count	26	73	27	7	5	138
		% within Occupation	18.8%	52.9%	19.6%	5.1%	3.6%	100.0%
		% within interested in Environmental Hygiene and Sanitation- PSA	38.2%	19.4%	21.6%	31.8%	55.6%	23.0%
		% of Total	4.3%	12.2%	4.5%	1.2%	0.8%	23.0%
Total	Count	68	376	125	22	9	600	
	% within Occupation	11.3%	62.7%	20.8%	3.7%	1.5%	100.0%	
	% within interested in Environmental Hygiene and Sanitation- PSA	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
	% of Total	11.3%	62.7%	20.8%	3.7%	1.5%	100.0%	
zone	Majha	Count	30	112	50	4	4	200
		% within zone	15.0%	56.0%	25.0%	2.0%	2.0%	100.0%
		% within interested in Environmental Hygiene and Sanitation- PSA	44.1%	29.8%	40.0%	18.2%	44.4%	33.3%
		% of Total	5.0%	18.7%	8.3%	0.7%	0.7%	33.3%
	Malwa	Count	19	122	43	12	4	200
		% within zone	9.5%	61.0%	21.5%	6.0%	2.0%	100.0%
		% within interested in Environmental Hygiene and Sanitation- PSA	27.9%	32.4%	34.4%	54.5%	44.4%	33.3%
		% of Total	3.2%	20.3%	7.2%	2.0%	0.7%	33.3%
	Doaba	Count	19	142	32	6	1	200
		% within zone	9.5%	71.0%	16.0%	3.0%	0.5%	100.0%
		% within interested in Environmental Hygiene and Sanitation- PSA	27.9%	37.8%	25.6%	27.3%	11.1%	33.3%
		% of Total	3.2%	23.7%	5.3%	1.0%	0.2%	33.3%
Total	Count	68	376	125	22	9	600	
	% within zone	11.3%	62.7%	20.8%	3.7%	1.5%	100.0%	
	% within interested in Environmental Hygiene and Sanitation- PSA	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
	% of Total	11.3%	62.7%	20.8%	3.7%	1.5%	100.0%	

N=600

Age: The given data shows the interest of people in age group of under 18 to above 65 to go through the Environmental Hygiene and Sanitation - Public Service Advertisements and Programs if it frequently broadcasted on different modes of media. The data reveal that 11.3 percent people are extremely interested to go through the Environmental Hygiene and Sanitation - Public Service Advertisements and Programs if frequently broadcasted on different modes of media, 62.7 percent people are very interested to go through the Environmental Hygiene and Sanitation - Public Service Advertisements and Programs if frequently broadcasted on different modes of media, 20.8 percent people are somewhat interested to go through the Environmental Hygiene and Sanitation - Public Service Advertisements and Programs if frequently broadcasted on different modes of media, about 3.7 percent people are not so interested to go through the Environmental Hygiene and Sanitation - Public Service Advertisements and Programs if frequently broadcasted on different modes of media and the rest of about 1.5 percent people are not at all interested to go through the Environmental Hygiene and Sanitation - Public Service Advertisements and Programs if it frequently broadcasted on different modes of media. In the age group of 25 to 34, 4 percent are extremely interested to go through the Environmental Hygiene and Sanitation - Public Service Advertisements and Programs if frequently broadcasted on different modes of media, 14.2 percent people are very interested to go through the Environmental Hygiene and Sanitation - Public Service Advertisements and Programs if frequently broadcasted on different modes of media, 5.5 percent people are somewhat interested to go through the Environmental Hygiene and Sanitation - Public Service Advertisements and Programs if frequently broadcasted on different modes of media, about 0.7 percent people are not so interested to go through the Environmental Hygiene and Sanitation - Public Service Advertisements and Programs if it frequently broadcasted on different modes of media and the rest of about 0.0 percent people are not at all interested to go through the Environmental Hygiene and Sanitation - Public Service Advertisements and Programs if frequently broadcasted on different modes of media. In the age group of 35 to 44, 1.7 percent are extremely interested to go through the Environmental Hygiene and Sanitation - Public Service Advertisements and Programs if it frequently broadcasted on different modes of media, 19.2 percent people

are very interested to go through the Environmental Hygiene and Sanitation - Public Service Advertisements and Programs if frequently broadcasted on different modes of media, 3.7percent people are somewhat interested to go through the Environmental Hygiene and Sanitation - Public Service Advertisements and Programs if frequently broadcasted on different modes of media, about 1.0percent people are not so interested to go through the Environmental Hygiene and Sanitation - Public Service Advertisements and Programs if it frequently broadcasted on different modes of media and the rest of about 0.3 percent people are not at allinterested to go through the Environmental Hygiene and Sanitation - Public Service Advertisements and Programs if frequently broadcasted on different modes of media. In the age group of above 65, lowest 0.0 percent are extremely interested to go through the Environmental Hygiene and Sanitation - Public Service Advertisements and Programs if frequently broadcasted on different modes of media, 1.5 percent people are very interested to go through the Environmental Hygiene and Sanitation - Public Service Advertisements and Programs if frequently broadcasted on different modes of media, 1.0percent people are somewhat interested to go through the Environmental Hygiene and Sanitation - Public Service Advertisements and Programs if frequently broadcasted on different modes of media, about 0.0percent people are not so interested to go through the Environmental Hygiene and Sanitation - Public Service Advertisements and Programs if it frequently broadcasted on different modes of media and the rest of about 0.0 percent people are not at allinterested to go through the Environmental Hygiene and Sanitation - Public Service Advertisements and Programs if frequently broadcasted on different modes of media. The data shows a significant difference between 'age group of under 18 to above 65' ininterested to go through the Environmental Hygiene and Sanitation - Public Service Advertisements and Programs if frequently broadcasted on different modes of media. To establish the significance of difference between age group of under 18 to above 65 with regard to interested to go through the Environmental Hygiene and Sanitation - Public Service Advertisements and Programs if it frequently broadcasted on different modes of media, Chi-square test was applied.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	37.761 ^a	24	.037
Likelihood Ratio	41.492	24	.015
Linear-by-Linear Association	.222	1	.637
N of Valid Cases	600		

a. 15 cells (42.9%) have expected count less than 5. The minimum expected count is .23.

H₀ – There is no significant difference among respondents of different age groups in their interest to go through the Environmental Hygiene and Sanitation - Public Service Advertisements and Programs if it frequently broadcasted on different modes of media.

H_a – Respondents of different age groups differ significantly in their interest to go through the Environmental Hygiene and Sanitation - Public Service Advertisements and Programs if frequently broadcasted on different modes of media.

$\text{Cal } x^2 \text{ Val } 37.761 \text{ (df } 24) \geq \text{Tab Val } 36.42 \text{ at } 0.05 \text{ level of significance}$
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The analysed data revealed that interest of the respondents to their interest to go through the Environmental Hygiene and Sanitation - Public Service Advertisements and Programs if it frequently broadcasted using different media is independent of their age. The null hypothesis of no significant difference is rejected as the respondents of different age groups vary in their interest to go through the Environmental Hygiene and Sanitation - Public Service Advertisements and Programs if frequently broadcasted on different modes of media. In addition, the table also assures that age group has different requirements about Environmental Hygiene and Sanitation programme. This result that basic understanding on Environmental Hygiene and Sanitation helps people in their conservational growth.

Gender: The given data is of interest among males and females to go through the Environmental Hygiene and Sanitation - Public Service Advertisements and Programs if frequently broadcasted on different modes of media. The data reveals that 11.3 percent people are extremely interested to go through the Environmental Hygiene and Sanitation - Public Service Advertisements and Programs if frequently broadcasted on different modes of media, 62.7 percent people are very interested to go through the

Environmental Hygiene and Sanitation - Public Service Advertisements and Programs if frequently broadcasted on different modes of media, 20.8 percent people are somewhat interested to go through the Environmental Hygiene and Sanitation - Public Service Advertisements and Programs if frequently broadcasted on different modes of media, about 3.7 percent people are not so interested to go through the Environmental Hygiene and Sanitation - Public Service Advertisements and Programs if frequently broadcasted on different modes of media and rest of about 1.5 percent people are not at all interested to go through the Environmental Hygiene and Sanitation - Public Service Advertisements and Programs if frequently broadcasted on different modes of media. Among Male 5.0 percent are extremely interested to go through the Environmental Hygiene and Sanitation - Public Service Advertisements and Programs if frequently broadcasted on different modes of media, 41.2 percent are very interested to go through the Environmental Hygiene and Sanitation - Public Service Advertisements and Programs if frequently broadcasted on different modes of media, 13.7 percent people are somewhat interested to go through the Environmental Hygiene and Sanitation - Public Service Advertisements and Programs if it frequently broadcasted on different modes of media, about 2.2 percent people are not so interested to go through the Environmental Hygiene and Sanitation - Public Service Advertisements and Programs if frequently broadcasted on different modes of media and the rest of about 1 percent people are not at all interested to go through the Environmental Hygiene and Sanitation - Public Service Advertisements and Programs if it frequently broadcasted on different modes of media. Among Female, 6.3 percent are extremely interested to go through the Environmental Hygiene and Sanitation - Public Service Advertisements and Programs if frequently broadcasted on different modes of media, 21.5 percent are very interested to go through the Environmental Hygiene and Sanitation - Public Service Advertisements and Programs if frequently broadcasted on different modes of media, 7.2 percent people are somewhat interested to go through the Environmental Hygiene and Sanitation - Public Service Advertisements and Programs if frequently broadcasted on different modes of media, about 1.5 percent people are not so interested to go through the Environmental Hygiene and Sanitation - Public Service Advertisements and Programs if frequently broadcasted on different modes of media and rest of about 0.5 percent people are not at all interested

to go through the Environmental Hygiene and Sanitation - Public Service Advertisements and Programs if frequently broadcasted on different modes of media. The data shows a significant difference between males and females in their interest to go through the Environmental Hygiene and Sanitation - Public Service Advertisements and Programs if it frequently broadcasted on different modes of media. To establish the significance of difference between males and females with regard to their interest to go through the Environmental Hygiene and Sanitation - Public Service Advertisements and Programs if frequently broadcasted on different modes of media, Chi-square test was applied.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	12.128^a	4	.016
Likelihood Ratio	11.703	4	.020
Linear-by-Linear Association	3.019	1	.082
N of Valid Cases	600		
a. 1 cells (10.0%) have expected count less than 5. The minimum expected count is 3.33.			

H₀ – There is no significant difference between males and females in their interest to go through the Environmental Hygiene and Sanitation - Public Service Advertisements and Programs if frequently broadcasted on different modes of media.

H_a – Males and females differ significantly on the interest to go through the Environmental Hygiene and Sanitation - Public Service Advertisements and Programs if frequently broadcasted on different modes of media.

$$\text{Cal } X^2 \text{ Val } 12.128 \text{ (df } 4) \geq \text{Tab Val } 9.490 \text{ at } 0.05 \text{ level of significance}$$

The analysed data reveals that there is a significant relationship between male and female with regards to interested to go through the Environmental Hygiene and Sanitation - Public Service Advertisements and Programs if it frequently broadcasted on different modes of media. The null hypothesis of no significant difference is rejected as ‘gender ‘plays an important role with regards to the interest to go through ‘Environmental Hygiene and Sanitation’ - Public Service Advertisements and Programs if it frequently broadcasted on different modes of media. In addition, the table also assures that male and female have different requirements about Environmental

Hygiene and Sanitation programme, this result is that gender increases the desires about basic understanding on Environmental Hygiene and Sanitation.

Education:In the given data shows interest among educated persons to go through the Environmental Hygiene and Sanitation - Public Service Advertisements and Programs if it frequently broadcasted on different modes of media. The data reveals that 11.3 percent people are extremely interested to go through the Environmental Hygiene and Sanitation - Public Service Advertisements and Programs if frequently broadcasted on different modes of media, 62.7 percent people are very interested to go through the Environmental Hygiene and Sanitation - Public Service Advertisements and Programs if it frequently broadcasted on different modes of media, 20.8 percent people are somewhat interested to go through the Environmental Hygiene and Sanitation - Public Service Advertisements and Programs if frequently broadcasted on different modes of media, about 3.7 percent people are not so interested to go through the Environmental Hygiene and Sanitation - Public Service Advertisements and Programs if frequently broadcasted on different modes of media and the rest of about 1.5 percent people are not at all interested to go through the Environmental Hygiene and Sanitation - Public Service Advertisements and Programs if it frequently broadcasted on different modes of media. Among graduates, 6.7 percent are extremely interested to go through the Environmental Hygiene and Sanitation - Public Service Advertisements and Programs if it frequently broadcasted on different modes of media, 21.3 percent people are very interested to go through the Environmental Hygiene and Sanitation - Public Service Advertisements and Programs if it frequently broadcasted on different modes of media, 9.3 percent people are somewhat interested to go through the Environmental Hygiene and Sanitation - Public Service Advertisements and Programs if frequently broadcasted on different modes of media, about 1.8 percent people are not so interested to go through the Environmental Hygiene and Sanitation - Public Service Advertisements and Programs if it frequently broadcasted on different modes of media and rest of about 0.3 percent people are not at all interested to go through the Environmental Hygiene and Sanitation - Public Service Advertisements and Programs if it frequently broadcasted on different modes of media. Among respondents with secondary education as their qualification, 2.8 percent are extremely interested to go through the

Environmental Hygiene and Sanitation - Public Service Advertisements and Programs if frequently broadcasted on different modes of media, 27.3 percent people are very interested to go through the Environmental Hygiene and Sanitation - Public Service Advertisements and Programs if frequently broadcasted on different modes of media, 6.2 percent people are somewhat interested to go through the Environmental Hygiene and Sanitation - Public Service Advertisements and Programs if frequently broadcasted on different modes of media, about 0.8 percent people are not so interested to go through the Environmental Hygiene and Sanitation - Public Service Advertisements and Programs if it frequently broadcasted on different modes of media and rest of about 0.5 percent people are not at all interested to go through the Environmental Hygiene and Sanitation - Public Service Advertisements and Programs if frequently broadcasted on different modes of media. Among others educated, lowest 0.0 percent are extremely interested to go through the Environmental Hygiene and Sanitation - Public Service Advertisements and Programs if it frequently broadcasted on different modes of media, 1.2 percent people are very interested to go through the Environmental Hygiene and Sanitation - Public Service Advertisements and Programs if frequently broadcasted on different modes of media, 0.3 percent people are somewhat interested to go through the Environmental Hygiene and Sanitation - Public Service Advertisements and Programs if frequently broadcasted on different modes of media, about 0.0 percent people are not so interested to go through the Environmental Hygiene and Sanitation - Public Service Advertisements and Programs if frequently broadcasted on different modes of media and the rest of about 0.2 percent people are not at all interested to go through the Environmental Hygiene and Sanitation - Public Service Advertisements and Programs if frequently broadcasted on different modes of media. The data shows a significant difference among educated persons interest to go through the Environmental Hygiene and Sanitation - Public Service Advertisements and Programs if frequently broadcasted on different modes of media. To establish the significance of difference among educated person with regard to their interest to go through the Environmental Hygiene and Sanitation - Public Service Advertisements and Programs if frequently broadcasted on different modes of media, Chi-square test was applied.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	33.745 ^a	16	.006
Likelihood Ratio	31.852	16	.010
Linear-by-Linear Association	1.934	1	.164
N of Valid Cases	600		

a. 11 cells (44.0%) have expected count less than 5. The minimum expected count is .15.

H₀ – There is no significant difference interest of respondents to go through the Environmental Hygiene and Sanitation - Public Service Advertisements and Programs if it frequently broadcasted on different modes of media with respect to their qualification.

H_a – Respondent with different occupation differ significantly in their interest to go through the Environmental Hygiene and Sanitation - Public Service Advertisements and Programs if it frequently broadcasted on different modes of media.

Cal X^2 Val 33.745 (df 16) \geq Tab Val 26.30 at 0.05 level of significance

The analysed data reveals that there is significant relationship among ‘educated person’ with regards to go through the ‘Environmental Hygiene and Sanitation’ - Public Service Advertisements and Programs if frequently broadcasted on different modes of media. The null hypothesis of no significant difference is rejected as ‘education’ plays an important role on go through the ‘Environmental Hygiene and Sanitation’ - Public Service Advertisements and Programs if it frequently broadcasted on different modes of media. In addition to this, the table assures that different level of education helps understand differently the Environmental Hygiene and Sanitation programme. This results that education increases person desires about basic information on Environmental Hygiene and Sanitation.

Occupation: In the given data shows interest among professionals to go through the Environmental Hygiene and Sanitation - Public Service Advertisements and Programs if it frequently broadcasted on different modes of media among professional. The data reveal that 11.3 percent people extremely interested to go through the Environmental Hygiene and Sanitation - Public Service Advertisements and Programs if frequently broadcasted on different modes of media, 62.7 percent people are very interested to go

through the Environmental Hygiene and Sanitation - Public Service Advertisements and Programs if frequently broadcasted on different modes of media, 20.8 percent people are somewhat interested to go through the Environmental Hygiene and Sanitation - Public Service Advertisements and Programs if frequently broadcasted on different modes of media, about 3.7 percent people are not so interested to go through the Environmental Hygiene and Sanitation - Public Service Advertisements and Programs if frequently broadcasted on different modes of media and rest of about 1.5 percent people are not at all interested to go through the Environmental Hygiene and Sanitation - Public Service Advertisements and Programs if frequently broadcasted on different modes of media. Among Service sector, 3 percent are extremely interested to go through the Environmental Hygiene and Sanitation - Public Service Advertisements and Programs if frequently broadcasted on different modes of media, 20.2 percent people are very interested to go through the Environmental Hygiene and Sanitation - Public Service Advertisements and Programs if frequently broadcasted on different modes of media, 7.8 percent people are somewhat interested to go through the Environmental Hygiene and Sanitation - Public Service Advertisements and Programs if it frequently broadcasted on different modes of media, about 1.2 percent people are not so interested to go through the Environmental Hygiene and Sanitation - Public Service Advertisements and Programs if it frequently broadcasted on different modes of media and the rest of about 0.3 percent people are not at all interested to go through the Environmental Hygiene and Sanitation - Public Service Advertisements and Programs if frequently broadcasted on different modes of media. Among Traders, 1.2 percent are extremely interested to go through the Environmental Hygiene and Sanitation - Public Service Advertisements and Programs if frequently broadcasted on different modes of media, 13 percent people are very interested to go through the Environmental Hygiene and Sanitation - Public Service Advertisements and Programs if it frequently broadcasted on different modes of media, 3.7 percent people are somewhat interested to go through the Environmental Hygiene and Sanitation - Public Service Advertisements and Programs if frequently broadcasted on different modes of media, 1.0 percent people are not so interested to go through the Environmental Hygiene and Sanitation - Public Service Advertisements and Programs if frequently broadcasted on different modes of media and rest of about 0.3 percent people are not

at all interested to go through the Environmental Hygiene and Sanitation - Public Service Advertisements and Programs if frequently broadcasted on different modes of media. Among Agriculture sector, 2.8 percent are extremely interested to go through the Environmental Hygiene and Sanitation - Public Service Advertisements and Programs if frequently broadcasted on different modes of media, 17.3 percent people are very interested to go through the Environmental Hygiene and Sanitation - Public Service Advertisements and Programs if frequently broadcasted on different modes of media, 4.8 percent people are somewhat interested to go through the Environmental Hygiene and Sanitation - Public Service Advertisements and Programs if frequently broadcasted on different modes of media, about 0.3 percent people are not so interested to go through the Environmental Hygiene and Sanitation - Public Service Advertisements and Programs if frequently broadcasted on different modes of media and the rest of about 0.0 percent people are not at all interested to go through the Environmental Hygiene and Sanitation - Public Service Advertisements and Programs if frequently broadcasted on different modes of media. The data shows a significant difference among professionals interested to go through the Environmental Hygiene and Sanitation - Public Service Advertisements and Programs if frequently broadcasted on different modes of media. To establish the significance of difference among professionals with regard to interested to go through the Environmental Hygiene and Sanitation - Public Service Advertisements and Programs if frequently broadcasted on different modes of media, Chi-square test was applied.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	25.871^a	12	.011
Likelihood Ratio	27.103	12	.007
Linear-by-Linear Association	1.141	1	.285
N of Valid Cases	600		
a. 5 cells (25.0%) have expected count less than 5. The minimum expected count is 1.73.			

H₀ – There is no significant difference in their interest of respondents to go through the Environmental Hygiene and Sanitation - Public Service Advertisements and Programs if frequently broadcasted on different modes of media with respect to their occupation.

H_a – Respondents with different occupation differ significantly with regards to their

interest to go through the Environmental Hygiene and Sanitation - Public Service Advertisements and Programs if frequently broadcasted on different modes of media.

Cal X^2 Val 25.871 (df 12) \geq Tab Val 21.03 at 0.05 level of significance

The analysed data reveals that there is significant relationship among professional with regards to go through the Environmental Hygiene and Sanitation - Public Service Advertisements and Programs if frequently broadcasted on different modes of media. The null hypothesis of no significant difference is rejected as 'profession' plays an important role in developing interest to go through the 'Environmental Hygiene and Sanitation' - Public Service Advertisements and Programs if it frequently broadcasted on different modes of media. In other words, respondents interest is varying according to their occupation.

Zone: The given data shows the interest of people of three zones to go through the Environmental Hygiene and Sanitation - Public Service Advertisements and Programs if frequently broadcasted on different modes of media. The data reveals that 11.3 percent people in all three zone extremely interested to go through the Environmental Hygiene and Sanitation - Public Service Advertisements and Programs if frequently broadcasted on different modes of media, 62.7 percent people are very interested to go through the Environmental Hygiene and Sanitation - Public Service Advertisements and Programs if frequently broadcasted on different modes of media, 20.8 percent people are somewhat interested to go through the Environmental Hygiene and Sanitation - Public Service Advertisements and Programs if frequently broadcasted on different modes of media, about 3.7 percent people are not so interested to go through the Environmental Hygiene and Sanitation - Public Service Advertisements and Programs if frequently broadcasted on different modes of media and therest of about 1.5 percent people are not at all interested to go through the Environmental Hygiene and Sanitation - Public Service Advertisements and Programs if frequently broadcasted on different modes of media. In Zone I (Majha) 5.8 percent people are extremely interested to go through the Environmental Hygiene and Sanitation - Public Service Advertisements and Programs if frequently broadcasted on different modes of media, 18.7 percent people are very interested to go through the Environmental Hygiene and Sanitation - Public Service Advertisements and Programs if it frequently broadcasted

on different modes of media, 8.3 percent people are somewhat interested to go through the Environmental Hygiene and Sanitation - Public Service Advertisements and Programs if frequently broadcasted on different modes of media, 0.7 percent people are not so interested to go through the Environmental Hygiene and Sanitation - Public Service Advertisements and Programs if frequently broadcasted on different modes of media and rest of 0.7 percent people are not at all interested to go through the Environmental Hygiene and Sanitation - Public Service Advertisements and Programs if frequently broadcasted on different modes of media. In Zone II (Malwa) about 3.2 percent people are extremely interested to go through the Environmental Hygiene and Sanitation - Public Service Advertisements and Programs if frequently broadcasted on different modes of media, 20.3 percent people are very interested to go through the Environmental Hygiene and Sanitation - Public Service Advertisements and Programs if frequently broadcasted on different modes of media, 7.2 percent people are somewhat interested to go through the Environmental Hygiene and Sanitation - Public Service Advertisements and Programs if frequently broadcasted on different modes of media, 2.0 percent people are not so interested to go through the Environmental Hygiene and Sanitation - Public Service Advertisements and Programs if it frequently broadcasted on different modes of media and rest of 0.7 percent people are not at all interested to go through the Environmental Hygiene and Sanitation - Public Service Advertisements and Programs if frequently broadcasted on different modes of media. In Zone III (Doaba) 3.2 percent people are extremely interested to go through the Environmental Hygiene and Sanitation - Public Service Advertisements and Programs if frequently broadcasted on different modes of media, 23.7 percent people are very interested to go through the Environmental Hygiene and Sanitation - Public Service Advertisements and Programs if frequently broadcasted on different modes of media, 5.3 percent people are somewhat interested to go through the Environmental Hygiene and Sanitation - Public Service Advertisements and Programs if frequently broadcasted on different modes of media, about 1.0 percent people are not so interested to go through the Environmental Hygiene and Sanitation - Public Service Advertisements and Programs if it frequently broadcasted on different modes of media and the rest of about 0.2 percent people are not at all interested to go through the Environmental Hygiene and Sanitation - Public Service Advertisements and Programs if frequently broadcasted on different

modes of media. The data shows a significant difference between three Zones of Majha, Malwa, and Doaba interested to go through the Panchayats, Local Bodies & General Awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media. To establish the significance of difference between three Zone of Majha, Malwa, and Doaba with regard to interested to go through the Panchayats, Local Bodies & General Awareness - Public Service Advertisements and Programs if frequently broadcasted on different modes of media, Chi-square test was applied :

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	17.962^a	8	.022
Likelihood Ratio	18.108	8	.020
Linear-by-Linear Association	.644	1	.422
N of Valid Cases	600		

a. 3 cells (20.0%) have expected count less than 5. The minimum expected count is 3.00.

H₀ – There is no significant difference among the respondents living Majha, Malwa and Doaba of Punjab in their interest to go through the Environmental Hygiene and Sanitation Public Service Advertisements and Programs if frequently broadcasted on different modes of media.

H_a – Respondents living Majha, Malwa and Doaba of Punjab differ significantly in their interest to go through the Environmental Hygiene and Sanitation Public Service Advertisements and Programs if frequently broadcasted on different modes of media.

$\text{Cal } x^2 \text{ Val } 17.962 \text{ (df } 8) \geq \text{Tab Val } 15.51 \text{ at } 0.05 \text{ level of significance}$

The analysed data reveals that there is significant association among interest of the respondents to go through the Environmental Hygiene and Sanitation - Public Service Advertisements and Programs if it frequently broadcasted on different modes of media among the people is independent of the region in which they live. The null hypothesis of no significant difference is rejected indicating that people of rural Majha, Malwa and Doaba have vary in their interest to go through these PSA and Programs.

CHAPTER – 6

Summary and Conclusions

After having dropped off the yoke of colonialism, India as a developing country had embarked on a programme of rural re-construction and development of the community. These community development programmes may differ in size and character, but all aim at delivering higher standards of living to the rural populace which forms the bulk of India's population. In a broader perspective, community development is described as a process of changing the traditional way of living of rural people to a more progressive one. It is also a method to assist people to change and develop themselves. The rural development programmes envisage two elements – one inculcating a sense of self-participation and the second to impart technical and soft skills and initiate self-reliance among rural masses. The 1948 Cambridge conference defined these rural development initiatives as 'a movement designed to promote better living for the whole community i.e. with the active participation..... of the rural people'

Since its inception in 1952, Indian community development has gone a long way in bringing about visible changes in rural life by offering skills to the rural populations. The programme of 1952 was conceived of as areas of intensive development but later changed its characteristics to a more coordinated development programme involving block and village level functionaries. However, the basic principle behind these efforts still remains the same.

As India's population is large and multi-cultural with regional variations, all the issues related to development have to be dealt with simultaneously. Hence, the rural development projects comprise of activities in the fields of agriculture, rural industry, health and sanitation, formal and social education, and economic development and so on. For these programmes to be successful, much needed technical and soft skill training has to be provided to the rural masses, particularly, women and youth.

To achieve all round rural development and enhance living standards of rural population, there is need for communication support at all levels. The current practice of communication planning for rural development at the micro level involves setting

up of block and village level coordinating committees, mahila mandals and youth associations. At the macro level, traditional mass media and digital media are extensively used. All these communication campaigns are used to create awareness and educate the rural masses.

The 1950's also saw contributions from both the academic and the professionals towards rural development in the form of theories and models. These theories and models explained the process of development and development communication. These efforts were a huge support for governments in developing countries including India to plan strategies for rural development and plan communication support for development. To name a few, Prof Wilbur Schramm suggested the role of mass media in development, Prof Daniel Lerner, explained the changes that are taking place in his book 'Passing of the Traditional Society'. Prof Everett M Rogers gave the 'Diffusion of Innovation Model' which explained the process of diffusion of new ideas and skills in rural areas. Many national governments adopted Roger's model to train rural population in various skills – both technical and educational skills. Theories were also developed to explain cognitions and dissonances when people are exposed to new ideas. Some social scientists suggested the role of opinion leaders in development communication. Models like two step and multi-step flow were given to understand as to how the information flows in a society. A classic example is the 'Hypodermic Needle Model' which explained the top bottom flow of information. This was characterized as the funnel approach – 'Dominant Paradigm. Here the media is all pervasive and looked at the agent of change. Later, Authors like Prof Arivnd Singhal and Prof Srinivas Melkote suggested the failure of top-bottom approach in their works on the fall of 'Dominant Paradigm'. Pursuing the theories and models suggested, governments extensively used the traditional mass media, print, electronic and films to support development communication.

India adopted the suggested models of development and developed various communication support strategies for development. Mostly the strategies were married into the five year plans and administered in the form of 'Intensive Rural Development Programme' (IRDP), 'Intensive Agricultural Development Programme' (IADP) and 'Drought Prone Are Programme' (DPAP). One of the most successful

experiments conducted under IADP is the 'Green Revolution' in Punjab and under DPAP, the 'White Revolution' in the State of Gujarat. The successes of these programmes were later adopted in other States as well as part of efforts to make India self-sufficient in agricultural produce. Besides agriculture, development communication models were also used in health and hygiene communication, adult education, programmes on women empowerment etc. In 1975-76, India ventured into a massive experiment of using satellite for developing a national network of TV to take development to the door-step of the common man. Satellite Television Experiment (SITE) gave India an opportunity to see and develop a nationwide network of television to inform and educate the rural masses.

At the turn of the century India saw the digital revolution. Though the dependency on traditional mass media still continues to be there, India is rapidly expanding its digital foot-print. Internet has expanded swiftly for the two decades and has reached the entire population of India. Be it agriculture, health and hygiene, education, skill-based training, programmes of economic development, digital media is extensively used today. Whether government or non-government organization, social media platforms are used to inform and educate masses on various social, political and economic issues. A new era of development is seen in India today not only by using traditional mass media but also digital media.

The State of Punjab, being culturally rich, economically and technologically forward embarked on ambitious programme of rural development in the 1960's as a part of India's effort to make the country self-sufficient in food. Punjab accepted the challenge and implemented 'Green Revolution' programme. In order to successfully implement green revolution, massive communication programme was launched to inform and educate rural masses in general and farmers in particular. An important feature of this development programme is to train youth both in technical and non-technical skills and prepare them to accept change. The basic purpose was to build the capacity of rural population and bring about changes in the rural economy. To achieve this, massive publicity campaigns were carried out using mass media and interpersonal communication channels. Today the State of Punjab stands tall with huge development investment in agricultural and industrial development.

The current study envisages, one such aspect, to understand the role of mass media in capacity building and skill development among rural masses in Punjab. The basic objective of the study is to evaluate the role of mass media in informing and educating the masses in capacity building and skill development. The study was conducted in all the three Zones, 18 Districts and 600 Respondents from rural Punjab. The data was analysed both at descriptive and inferential level. Besides, descriptive analysis of data, statistical tests like Chi-Square and Factor Analysis were applied to draw the inferences. Major findings of the study are discussed as below.

6.1 Summary findings:

A series of questions were asked to the rural respondents on their media habits; most preferred medium for information and entertainment; satisfaction over media performance; rating of media in imparting technical and non-technical skills; different types of technical and soft skills acceptable to rural population; causes and deterrents for rural development and role of public service advertisements in informing and educating the rural masses on skill development programmes promoted by the Central and State Governments. **Following is the summary of the finding based on the descriptive statistics test.**

Media habits and preferred medium for information and entertainment

- Print and television is the most preferred medium of information on various development programmes. However, Radio was very low on preference. Internet was also reported as the most preferred medium.
- Among the media, TV is the most preferred medium for entertainment followed by internet/social media.

Satisfaction over media performance and rating of media in imparting technical and non-technical skills

- Television and internet were rated very high on providing information. Newspaper had a medium preference and Radio was the lowest.
- Internet and TV are the most sought-after medium for learning technical skills followed by face to face contact programme.

Different types of technical and soft skills acceptable to rural population

- Among, the many skills accepted by the rural youth in getting trained is agriculture, food processing, animal husbandry and handicraft work.
- The most preferred medium for learning non-technical/soft skills is internet and workshop mode.
- Among the various non-technical skills acceptable are telecom services, tourism, security and retail business.
- Among the preferred soft skills are communication and language skills, Computer literacy skills and behavioural skills.

Causes and deterrents for rural development

- A number of causes are listed as deterrents for rural development. Among them the most crucial are illiteracy, unemployment, sanitation, Casteism, gender inequality, and lack of information

Role of Public Service Advertisements and Programs in informing and educating the rural masses on skill development programmes

- Most Respondents agreed that Public Service Advertisements and Programs are very important source of information on skill development programmes.
- Public Service Advertisements and Programs on media are responsible in highlighting the social and economic issues in rural areas
- Public Service Advertisements and Programs are responsible for informing and educating the rural masses on skill based training, policy matters, education, human values and critical thinking.
- Public Service Advertisements and Programs are also vital link in development communication.
- In general the audience rating of Public Service Advertisements and Programs on mass media is very high in informing and educating the rural masses.

Reasons for lack of exposure for development issues through Public Service Advertisements and Programs

- Audiences are rarely informed and the information provided is insufficient
- General apathy towards development information
- Information is not available during prime-time

Awareness of Public Service Advertisements on economic and social development programmes

- PSAs are particularly successful in creating awareness on, Go Digital Cashless, MGNREGA/ NRLM/ SHG, Digital India, banking Schemes for Rural and Agriculture development and direct marketing
- Infant Care / Child Vaccination, First Aid Treatment, Drug /Smoke/ Alcohol Negative Impacts, Government Health Schemes and Insurance and General Health Care.

Awareness of Public Service Advertisements on Panchayats, Local Bodies & General Awareness

1. Both Central and State Governments conduct awareness programmes on rural development through PSA.
2. PSAs issued by local bodies are effective in informing about Rural Development Schemes, Rural Health Programs, Rural Employment Scholarship Schemes, Crop Cultivation, Crop Insurance and Rural Marketing.
3. PSAs are also effective in informing and educating about Judicious use of fertilizers and pesticides, Methods of Organic Farming, Uses and Benefits of Renewable resources, Waste management and alternate use, Safe Disposal of Human Waste, Hand Washing Practice, Safe storage of water and Women sanitary complexes.

Chi-square a non-parametric equivalent of parametric test, as applied to understand evaluates the significance of difference between the independent variables like, age; gender; occupation; education and different zones. Broad areas considered are frequency of access to traditional mass media; need for knowledge and skills on

health and hygiene and environmental issues; Awareness of education development and Awareness programme; Role of Gram Panchayats, local Bodies in creating general awareness about development and basic knowledge and information on Environmental Hygiene

Main Findings of Chi Square Test with regards to Media habits and preferred medium for information and entertainment

- The data indicates that the frequency of access to television in terms of the number of times in a week that respondents watch, the study shows that Age, Gender, Occupation and Education have a significant impact on the viewing pattern. However, when different zones of Punjab were considered, no difference was observed between viewers of different zones. With regard to the frequency of viewing television, independent variables have a strong association.
- According to the data analysed, the frequency at which respondents read newspapers in terms of number of times in a week, the study indicates that age, gender, occupation and zone have a significant influence on the behaviour of reading. However, no association between male and female readership was found when Punjab's gender was considered. As far as regular reading of the newspaper is concerned, independent variables have a good pairing.
- Frequency to listen to the Radio in terms of number of times in a week, analysis discloses that Age, Education, Occupation and Zone of living have strong influence on listening Radio practices. However, when Gender of Punjab was considered no difference between the listening of 'male and female' was observed. Regarding frequency to listening to Radio practices, independent variables have strong association.
- The data shows that frequency to access Internet in terms of number of times in week, analysis highlights that age, gender, education, occupation and zone have strong impression on surfing internet habits. With regard to frequency to surfing Internet habits, independent variables have too strong association.

- According to the data analysed, Respondent's time spent on Television Weekly in terms of hours shows that all variables Age, Gender, Education, Occupation and Zone, have a strong influence on the pattern of viewing. Independent variables have paired too strongly with duration of viewing television.
- In a study on Respondent's time spent on reading Newspaper/Magazines-Weekly in terms of hours the data reveals that gender, zone, occupation and education of Punjab were not different among the reading habits of rural people observed. However, only age group has strong impact on reading behaviour. Regarding time spent on reading newspaper, independent variables are not strongly paired.
- In a study on Respondent's time spent on listening to Radio in terms of hours in a week, the data reveals that Age, Education and zone have strong influence on listening to Radio practices. However, gender and occupation of Punjab was considering no difference among the listening of people was observed. Regarding frequent to listening to Radio practices, independent variables are not so strong association.
- In a study on Respondent's time spent on browsing Internet in terms of hours in a week, the data discloses that all age, gender, zone, occupation and education have strong impression on surfing internet habits. However, Zone of Punjab was considered no difference among the Internet browsing was observed. With regard to time spent on accessing Internet in week, independent variables have too strong association.
- In the given data of access to television in three different languages, data reveals that all age, gender, zone, occupation and education have strong influence on watching television in different languages. With regard to language of watching television, independent variables have strong association.
- In the given data of Respondents, to read newspaper in three different languages reveals that all age, gender, zone, occupation and education have strong association on reading behaviour. Independent variables are strongly paired.

- To a question on frequency to access to the Radio in three different languages the respondents listen, highlights that age, gender, occupation and education have strong influence on listening radio practices. However, when zone of Punjab was considered no difference among the listening of people was observed. Regarding language of listening to Radio, independent variables are strong association.
- In a study on frequency to access to the internet in three different languages, the Respondents surfing highlights that all age, gender, zone, occupation and education have strong impression on surfing internet habits. With regard to frequency of surfing internet habits, independent variables have too strong association.

Findings of Chi Square Test with regards to Need for knowledge, Information and skills on different areas for Capacity building of rural people.

- In the given data of need about knowledge, Information and skills on ‘Health and Medical awareness’ among the rural Punjab Respondents, reveals that all age, gender, zone, occupation and education have strong influence on needs about knowledge and skills on ‘Health and Medical awareness’. With regard to needs about knowledge and skills on health and medicine, independent variables have strong difference.
- To a question on different requirements about knowledge and skills on ‘Education’ among the respondents, reveals that Age, Gender, Education, Occupation and Zone have strong association on different requirements about knowledge and skills on education. Regarding different requirements about knowledge and skills on education, independent variables have strong association.
- In a study on different requirements about knowledge and skills on ‘Economic Development’ among the respondents, reveals that Age, Occupation and Education have strong association on different requirements on knowledge and skills of Economic Development. However, ‘Gender’ and ‘Zone’ of Punjab was considered no difference among requirement and need of

knowledge and skills on Economic Development was seen. Independent variables are strongly paired.

- In a study on different requirements about knowledge and skills on General Awareness among the respondents, reveals that Age, Gender, Zone and Education have strong association on different requirements about knowledge and skills on General Awareness. However, Occupation of Punjab was considered no difference among different requirements about knowledge and skills on General Awareness was noticed. Regarding need of skills, knowledge and information on General Awareness, independent variables are strongly paired.
- In the given data on different opinion about knowledge and skills on Environmental and sanitation among the Respondents, highlights that Age, Gender, Education, Occupation and Zone have strong association on different opinion about knowledge and skills on Environmental and sanitation. Regarding different opinion about knowledge and skills on Environmental and sanitation, independent variables have strong association.

Findings of Chi Square Test with regards to Interest in learning ‘Hard and Soft skills’

- A question to Respondents on Interest in learning ‘Technical Skills’ the obtained highlights that, Education, Gender and Occupation of Punjab was not difference among the people was observed. However, ‘Age’ and ‘Zone’ have strong impact and association on Technical Training Skills in need and interest among the people of rural Punjab. Regarding need and interest in Technical Training Skills, independent variables are not strongly associated.
- In the given data, interest of Respondents in learning Non-Technical Training Skills (Hard Skills), reveals that Age, Education and Zone have strong association with interest in learning Non-Technical Skills. However, its is observed that ‘Gender’ and ‘Occupation’ of rural Punjab people were considered no difference in learning Non-Technical training. Independent variables have strong association.

- In the given data interest of respondents in learning Soft Skills, reveals that all variable Age, Gender, Zone, Occupation and Education have strong association with interest in learning soft skills. Regarding interest in learning soft skills, independent variables have strongly paired.
- To a question, the Respondents who are not interested in learning any type of ‘Hard’ and ‘Soft’ skills. To response on ‘Not Required’, highlights that all variables – Age, Gender, Education, Occupation and Zone has strong impact and association on ‘Not Required’ in learning any form of skill. Regarding ‘Not required’, independent variables are not strongly associated.

Findings of Chi Square Test with regards to ‘Interest of Rural People in Public Service Advertisement and Programs’

- In a given data, the interest of rural respondents in Public Service Advertisements and Programs on ‘Health and Medical discloses that ‘Gender’, ‘occupation’ and ‘education’ have strong association with regard to interest in watching PSA/ Programs on Health and Medical awareness. However, it is seen that ‘Age’ and ‘Zones of Punjab’ was considered no difference among the interest in watching PSA/ Programs on Health and Medical awareness. This indicates that basic information on ‘Health and Medical awareness’ programme helps the people in development of their health. Regarding different needs to understand on Health and Medical awareness programme, independent variables have been paired.
- A question to Respondent regarding interest in Public Service Advertisement / Programs on ‘Education Development and Awareness’ highlights that age, Education, Occupation and Gender have strong association on different requirements to understanding on Education development and Awareness programme. However, only zone of Punjab was noticed as no difference among the different requirement to understanding on Education development and Awareness programme. Regarding interest in watching PSA/ Programs on ‘Education development and Awareness’ independent variables have very strong association.

- A question to Respondent regarding interest in Public Service Advertisement / Programs on 'Economic development and Awareness' data, reveals that Occupation and Education have strong association on different requirements to understanding on 'Economic Development and Awareness'. However it is noticed that Age, Gender and Zone of Punjab was considered no difference in watching interest of PSA/ Programs on 'Economic Development and Awareness'. Regarding different interest in watching PSA/Programs on Economic development and Awareness, independent variables have not strongly paired.
- A question to Respondent regarding interest in Public Service Advertisement / Programs on 'Panchayats, Local Bodies and General Awareness programme' collected data, reveals that Gender, Occupation and Education have strong association on different needs to understand the problems through Panchayats, Local Bodies and General Awareness programme. However, Age and Zone of Punjab did not consider any difference between the interest in watching PSA/ Programs and understanding the problems was observed through Panchayats, Local Bodies and General Awareness PSA/ programme. Regarding different interest in watching PSA/Programs on Panchayats, Local Bodies and General Awareness, independent variables have strong association.
- A question to Respondent regarding interest in Public Service Advertisement / Programs on Environmental Hygiene and Sanitation, the obtained data discloses that all independent variables Age, Gender, Zone, Occupation and Education have strong association with interest in watching PSA / Programs on Environmental Hygiene and Sanitation. Independent variables have been strongly paired.

Findings of Chi Square Test regarding 'satisfaction' with the State / Central Government's Public Service Program / Advertisement available on various media sources regarding different capacity building domains.

- In the given data on 'satisfaction' with the State / Central Government's Public Service Program / Advertisements available on various media sources

regarding 'Health and Medical', collected data reveals that age, gender, occupation and education of Punjab was neither different nor was it associated with the people. However, only place of living has strong impact and association on satisfaction towards Health and Medical awareness programme among the people of Punjab. In this data independent variables are poorly paired.

- In the given data on 'satisfaction' with the State / Central Government's Public Service Program / Advertisements available on various media sources regarding 'Education programme', highlights that age, occupation, gender and education was neither different nor associated among the people was observed. However, only zone has strong impact and association on satisfaction towards 'Education programme' among the people of Punjab. Regarding satisfaction towards PSA / Programs on 'Education Awareness', independent variables are not strongly associated.
- In the given data on 'satisfaction' with the State / Central Government's Public Service Program / Advertisements available on various media sources regarding 'Economic development, highlights that age, gender, occupation and education population of Punjab was neither different nor associated among the people detected. However, only place of living has strong impact and association on satisfaction towards PSA/ Programs on Economic development among the people of Punjab. In this data independent variables are poorly paired.
- In the given data on 'satisfaction' with the State / Central Government's Public Service Program / Advertisements available on various media sources regarding 'Panchayats, Local Bodies and General Awareness programme', the data discloses that all age, gender, zone, occupation and education have strong influence on needs of different understanding on problems logically through Panchayats, Local Bodies and General Awareness programme and satisfaction towards PSA/ Programs. With regard to satisfaction towards PSA/ Programs on Panchayats, Local Bodies and General Awareness programme, independent variables too have strongly associated.

- In the given data on ‘satisfaction’ with the State / Central Government's Public Service Program / Advertisements available on various media sources regarding ‘Environmental Hygiene and Sanitation’, the data discloses that age, gender, zone and occupation have strong influence on satisfaction towards PSA/ Programs on Environmental Hygiene and Sanitation’. With regard to needs about knowledge and satisfaction towards PSA/ Programs Environmental Hygiene programme, independent variables too have strong association.

Summary factor analysis

Factor analysis was applied to find out and analyze the factors that support the respondents’ opinion on the role of media in providing information on education and skill development among rural masses. The following factors which had a role in informing, creating awareness and influencing public opinion were identified.

Components

Information	Awareness	Influence
Media has tendency to inform on major social and economic issues related to rural life.	Media creates awareness and encourages the rural people to adapt themselves to the changing environment	Media influences rural masses in understanding and adopting technical and soft skills for development and change.
Media helps in providing information and knowledge on various skill development programmes	Media content teaches the people about social manners and etiquette	Youth and women are influenced with media content to take up training of various skills for their development.
Media informs and provides access to education and training through distance learning and other related	Media content brings a great transition in the human values which empower the women	

media platforms.		
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N=600

Opinion on role of media providing information and education on skill development

Media provides information to change the mind-set and develop positive attitudes among the rural population and helps people to know about various government policies and programs from the government officials. Media works as an educational tool among youth by way of providing information on various Institutional trainings and online information through advertisement. Media also provides information on success stories of successful persons in their particular fields and encourages youth to become like them. Media creates awareness among the rural population to adopt the changing scenario of today's world. Media also teaches how to live and behave in society and it also brings transformation in human value which empowers the women. Media always raises the voice of the rural population in solving their problem. Media influence to the individuals about basic understanding of skills and to access information, knowledge and training to perform efficiently in their occupation. Media also inspires the youth by showing an example of a successful personality. Media influences the rural women to preferred to take training on soft skill and non-technical development through government organized online classes and a special programme on Doordarshan for farmers such as Krishi Darshan.

Media's priority is to inform than educate, entertain and so on through various programme. Media helps in solving problems by way of giving information, exposed and published stories on their channel and in their newspaper respectively. Media becomes a tool to everyone who so ever for children, youth, women even for entire rural people in knowing their rights and duties regarding constitutional, legal, health, economic, political, cultural, educational, social, traditional and ecological. Media gave power to woman to have her real face value and empowered them to that level from where she gets her due respect from the rest of society particular to rural

women. In rural India, Media is the only weapon to hear unheard stories and voice of voiceless.

Ranking as a test was applied to identify the public preferences as primary source of information.

Table 6.1 : Ranking of Media on based of respondent opinion

Media/Ranking	Preferred source of information				Preferred source of entertainment			
	1	2	3	4	1	2	3	4
Print		X					X	
TV	X				X			
Radio				X				4
Internet/Social Media			X			X		

Respondents were asked to rank the mass media as the most preferred source of information and entertainment. The most preferred media in term of source of information provider, Television (electronic media) is the first choice among the people of rural Punjab followed by print media, social media (online) with the help of internet acquired third position and Radio is preferred as the fourth source of information among the population of Punjab.

In the ranking of media on preferred source of entertainment among the people of Punjab television is the most favourite medium as far as entertainment is concerned, social media is the second choice followed by print media and Radio remains the last choice as source of entertainment among the people of Punjab.

Information given by the government, Centre or State or even Local Administration in terms of programme regarding the preferred source for capacity building among the residents of Punjab in which education is the first priority to them as people need basic understanding about the education followed by economic development as source of livelihood, after developing their education and financial background, they

need to develop their knowledge on health and medical awareness programme given by the government, fourth capacity building source is local bodies and general awareness and fifth capacity building programme is environment among the people of Punjab.

6.2 An Analysis on Role of Media in Capacity Building and Skill Development in Rural Punjab.

Sr. No.	Hypothesis	Challenges	Findings	Suggestions
1	People of Rural Punjab are not satisfied with the content and information given by media, related to their capacity building and skill training.	To know their satisfaction level with content and information given by media, related to capacity building and skill training and to know the common reason for low or high satisfaction.	<ul style="list-style-type: none"> • There is very less %age who are highly satisfied from the Public Service Advertisement and Programs available on different modes of media. • Majority of the respondent are neutral in their response that they nether satisfied nor dissatisfied from the available content. • Respondents are only satisfied with the Public Service Advertisements and Programs related to Education and Health/Medical sector. In remaining sectors majority are 	<ol style="list-style-type: none"> 1) PSAs and Programs are mostly focused on Health and Education. There should be need of PSAs and Programs on other domains too like Economic, General Awareness, Sanitation, Environment and etc. 2) For sustainable development of rural areas there is need to focus on Rural Journalism. Rural press should be the mirror of local people, their worries, their anxieties, their troubles and tribulations. Rural journalism can become a common link between the administration of policy makers and farmers. 3) Every Media House must appoint

			<p>not satisfied with the content and Information.</p> <p>Reasons for lack of exposure for development issues through Public Service Advertisements and Programs</p> <ul style="list-style-type: none"> • Audiences are rarely informed and information provided is insufficient. • General apathy (Lack of Interest) towards development information. • Information is not available during prime-time. 	<p>some rural expert journalists. These rural reporters should be in touch with day to day life problems of the common man- a small scale or a marginal farmer, rural artisan, village school teacher, etc. So, in this way Rural journalist and media can play an active role in capacity building of rural people in Punjab.</p> <p>4) Number of frequencies of PSAs and Programs should be increased as people show keen interest and become aware of such advertisement given in the past.</p> <p>5) Prime Time and space should be given to PSAs and Programs.</p>
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2	Rural people are not interested in watching Public Service Advertisements given by State/ Central Government and NGO's	Rural people do not interest in watching content of PSA and Programs. Only Particular age group or people with higher education may show a little bit interest in watching the content of PSAs / Programs.	Studies revealed that the public service advertisement being aired on television, internet and other forms of public service advertisement have a very powerful impact and people watched it with keen interest. Further, it can be said that advertisements play an important role in influencing the behaviour and decision of the public member. The study has shown that Public Service Advertisements have been successful in creating general awareness among the rural population. People are very well aware with Sarv Shikya Abhiyaan, Beti Bachao Beti Padhao, Punjab Government Scholarship Aid and Skill India PMKVY. The general complaint about PSA is	<ol style="list-style-type: none"> 1) Prime Time and space should be given to PSAs and Programs. 2) Number of frequencies of PSAs and Programs should be increased as people show keen interest and become aware of such advertisement given in past. 3) Content of PSA's and Programs should be in Punjabi. 4) There should be some law that make Private Channels and Media houses mandatory to devote some time to PSAs and Programs daily. 5) All different modes of media should be equally utilized for PSAs and Programs. 6) Currently maximum focus is on Health and Education PSAs, There is need of PSA's and Programs on other domains too like Economic,
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			that their frequency of appearance is low, insufficient content and lack of quality. The most surprising finding of the study was the general apathy and reluctance of the rural youth in attending skill development training offered by the central and state governments.	General Awareness, Sanitation, Environment and etc.
3	People of Rural Punjab are interested in perceiving media content for updating their knowledge and awareness.	People of Rural Punjab are not interested in updating their knowledge and awareness.	<p>The Data Reveals that :-</p> <ul style="list-style-type: none"> • Rural people are interested in viewing Public Service Advertisements and Programs. • It is observed through data 70% of respondents are ‘Very Interested’ in viewing all Public Service Advertisement and Programs on different domains. • It is generally considered that 	1) There is need to strengthened the information base for Rural Communities. As rural poor are often unaware of their rights, entitlements and the availability of various government schemes and extension services, new media can also improve their access to the information they need. It has the potential to ensure improved provision of short-term information

			<p>advertisements are effective in informing and educating masses in most aspects of social life. The study has shown that Public Service Advertisements have been successful in creating general awareness among the rural population.</p> <ul style="list-style-type: none"> • There are less than 2% respondents who are not interested in viewing PSA and programs. 	<p>required by the rural poor for effective livelihood strategies.</p> <p>2) eCommunity Technology Teams are organized at the local community level and are comprised of representatives from different sectors to analyze and develop plans to determine the best means of deploying available technology across different sectors.</p>
4	<p>People of Rural Punjab are in need to develop and update their Hard skills and Soft skills to improve socio-economic</p>	<p>People of Rural Punjab are not willing to update their Hard and Soft skills</p>	<p>The data reveals that</p> <ul style="list-style-type: none"> • 75.17% of the respondents are interested in learning Technical training-based skills. • Only 3.50% of the respondents are not willing to take any training which is very small 	<p>1) There should be need to give more stress on web-based content & Multimedia technologies in imparting Skill education. It makes formal and Informal teaching training process more interested. Rural people easily update</p>

	conditions.		<p>%age from the collected responses</p> <ul style="list-style-type: none"> • 33.33% people interested in learning new technical skills related to Agriculture,33.67% in learning Food Processing, 27.50% in Animal Husbandry and 20.50% in Handicrafts. • People are interested to take training to improve socio-economic status of their families • They are interested to improve their skill capacities from the content of Media. 	<p>their knowledge and take information at flexible timings, self-paced learning with an interactive learning experience.</p> <p>2) Develop the content in regional language and there should be platform like ‘Swayam’</p> <p>3) There should be equal stress on Online and Offline training as due to respondents with different demographic profile have different demands.</p>
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5	<p>Media plays a definite role in informing and educating the rural people of Punjab in their skill development and capacity building.</p> <p>Media, through information and awareness is not able to change people's perception.</p>	<p>Rural people use media for leisure and information purpose but it is not able to change their perception.</p>	<ul style="list-style-type: none"> • Media's have tendency to inform on major social and economic issues related to rural life. • Media helps in providing information and knowledge on various skill development programmes • Media informs and provides access to education and training through distance learning and other related media platforms. • Media provides information on successful implementation of development programmes and instills confidence among rural entrepreneurs. • Media creates awareness and encourages the rural people to adapt themselves to the changing 	<p>Mass Media had a direct, immediate and powerful effect on its audiences and Mass media could influence a very large group of people directly and uniformly by 'shooting' or 'injecting' them with appropriate messages. So here are few suggestions to Government and Media Organizations.</p> <ol style="list-style-type: none"> 1. Frequent rural information needs assessments should be done to understand villagers' information needs and thereby sufficient rural related programmes are necessary to be broadcasted at appropriate times. 2. When the target audience is a mix of educated, partially educated, uneducated and a large number of illiterate people, programmes or
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			<p>environment</p> <ul style="list-style-type: none"> • Media content teaches the people about social manners and etiquette • Media content brings a great transition in the human values which empower the women • Media amplifies the voices of the rural peoples and their problems • Media influences rural masses in understanding and adopting technical and soft skills for development and change. • Youth and women preferred and were influenced most in taking up training various skills for their development. 	<p>software has to be designed with a great care.</p> <ol style="list-style-type: none"> 3. Information and education programmes have to be designed in a more interesting way. 4. The Government should allocate adequate funds to Public and private media agencies to promote PSAs/Programs. 5. Rural Journalism should be promoted. 6. Media Literacy programs should be started in schools.
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6.3 Conclusion

The State of Punjab is the front runner and a leading State in development, both socially and economically. Being first to adopt development as part of ‘green revolution’, Punjab has never looked back on development. Blessed with good water resources, skilled labour force, advancement in the industrial sector development on the anvil. Besides, resources the State has very well-developed media as well. Proximity to Delhi, the national capital and very good infrastructure for transportation has its advantages to the State.

The current research explores and evaluates the development support communication in rural Punjab. The study covers all the three zones, 16 districts and involving 600 respondents. The study has revealed that newspapers, television and internet a primary source for information and entertainment. However, as generally assumed, Radio does not list as a primary source. While newspapers serve as a major source of information, Television provides both information and entertainment. Internet as a medium which has a global presence and connectivity supports the masses as a medium for information and learning. Specifically, television and internet provide extensive support in the field of agriculture, animal husbandry, health and hygiene, sanitation and social and economic issues. One of the hallmarks of the media use is its effective role in providing training in skill development. Television and Internet are extensively used in both technical and non-technical (soft skills) learning among the rural youth. A small percentage of Respondents also approved of interpersonal communication and face-to-face workshops as an effective medium in learning.

It is generally considered that advertisements are effective in informing and educating masses in most aspects of social life. The study has shown that Public Service Advertisements have been successful in creating general awareness among the rural population. The advertisements are related to Sarv Shikya Abhiyaan, Beti Bachao Beti Padhao, Punjab Government Scholarship Aid and Skill India PMKVY. Besides, Central and State Government programmes organized by local bodies and Gram Panchayats have played an important and effective role in informing and bringing about change in rural areas. PSAs are particularly effective in creating awareness about, employment opportunities, Skill Development Programs, Government

Schemes for loans and Insurance, Entrepreneurship Opportunities. Besides, PSAs are also effective in informing and educating the rural people on Digital India initiatives. Programmes like Go Digital Cashless, Digital India: National Scholarship Portal and Banking Schemes for Rural and Agriculture are promoted through PSA. Other programmes like Infant Care / Child Vaccination, Drug /Smoke/ Alcohol Negative Impacts, Govt. Health Schemes and Insurance and issues related to women were extensively dealt through PSA's. The general complaint about PSA is that their frequency of appearance is low, insufficient content and lack of quality. The most surprising finding of the study was the general apathy and reluctance of the rural youth in attending skill development training offered by the Central and state governments.

The Respondents were asked to rank the most preferred media for information on various social and economic issues. The data on analysis has revealed that, a great majority of the Respondents rated newspapers as very high on getting information, television for both information and entertainment and internet for information and social interaction and connectivity. However, Radio as a medium of information and entertainment was very low on ranking. On media ranking as a preferred source for capacity building programs organized for development of rural people, the study has revealed that media played a very important role in Education, Economic development, Health & Medical awareness and Environmental awareness. Factor analysis was applied to understand the role and influence of media in creating awareness and influencing rural population to accept skill-based training. A number of factors like social, cultural, economic, problems and prospects of rural people were utilized in driving the opinion of the Respondents. Three components, information, awareness and influence were developed and a number of factors were associated with it. The table below highlights factors associated with communication variables like information, awareness and influence.

Table 6.3 : Factors associated with communication variables		
Information	Awareness	Influence
Media has tendency to inform on major social and economic issues related to rural life.	Media creates awareness and encourages the rural people to adapt themselves to the changing environment	Media influences rural masses in understanding and adopting technical and soft skills for development and change.
Media helps in providing information and knowledge on various skill development programmes	Media content teaches the people about social manners and etiquette.	Youth and women are influenced with media content to take up training of various skills for their development.
Media informs and provides access to education and training through distance learning and other related media platforms.	Media content brings a great transition in the human values which empower the women.	
Media provides information on successful implementation of development programmes and instill confidence among rural entrepreneurs.	Media amplifies the voices of the rural people and their problems	

As a test of independence, Chi-Square was used and the questions related to access to media; time spent on media; language preference for media use; need for information on skill based training for development; use of PSA for promoting both technical and soft skills for rural development; awareness about the Central and State Government programmes administered through local bodies and Gram Panchayats and audience satisfaction of the programmes sponsored by the Central and State Governments. Five variables – age, gender, education, occupation and zones were considered for data analysis.

The study has revealed that the independent variables in respect of access to media and time spent are independent. In other words media habit is dependent on the audiences socio-economic profile. However, occupation and place of living (zones) were not influencing media use. Similar were the findings with regard to the language preferences. With regard to need for information on training and educational requirements, media was independent. The independent variable under study hugely influenced the effectiveness of PSA in informing, educating and bringing about change. Similar were the results on the role of PSA in education, economic development and issues related to health and hygiene and environment. The satisfaction of audience with respect to programmes conducted by Central and State government through local bodies was high and greatly influenced by the independent variables. The hypothesis of no significant difference was largely rejected and it can be concluded that independent variables like age, gender and education largely influenced the role of media in bringing about change in rural areas.

6.4 Suggestions

For Capacity Building of Rural People

1. Need to focus on Public Service Advertisement and Programs by taking view of following suggestions
 - A. Number of frequencies of PSA's and Programs should be increased as people show keen interest and become aware of such advertisement given in the past.
 - B. Prime Time and space should be given to PSA's and Programs.
 - C. Content of PSA's and Programs should be in Punjabi.
 - D. There should be some law that make Private Channels and Media houses mandatory to devote some time to PSA's and Programs daily.
 - E. All different modes of media should be equally utilized for PSA's and Programs
 - F. Currently maximum focus is on Health and Education PSA's, There is need of PSA's and Programs on other domains too like Economic, General Awareness, Sanitation, Environment and etc.
2. Strengthening the information base of Rural Communities using new media tools.
3. Organizing Media Teams in which representatives from different sectors analyse the needs of rural people and develop plans to determine the best means of deploying media resources to build capacities of rural people with time to time needs.
4. Empowering Rural Journalism for Rural development.
5. Media Literacy programs should be started in schools and colleges.

For Skill Development

1. Web based Skill content should be developed, so that people can access it anywhere and anytime.
2. Content should be based on interactive multimedia approach, Using of Modern 3d technologies make the concept easy to understand and explicate. So maximum utilization of technology can make the concept creative and more impactful.
3. Develop the content in regional language and there should be platform like 'swayam'.
4. There should be equal stress on Online and Offline training as different demographic profiles have different demands.

Suggestions to State and Central Government for Capacity Building and Skill development of Rural People

1. Frequent rural information needs assessments should be done to understand villagers' information needs and thereby sufficient rural related programmes are necessary to be broadcasted at appropriate times.
2. Information Ministry should take the responsibility to produce and disseminate more and more TV talks, dramas, serials and other shows at national and international TV channels for educating rural people on household, community and livelihood strategies related issues.
3. The Government should allocate adequate funds to Public and private media agencies to promote PSA/Programs.

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Role of Media in Capacity Building & Skill Development in Rural Punjab

An Infographic of Findings



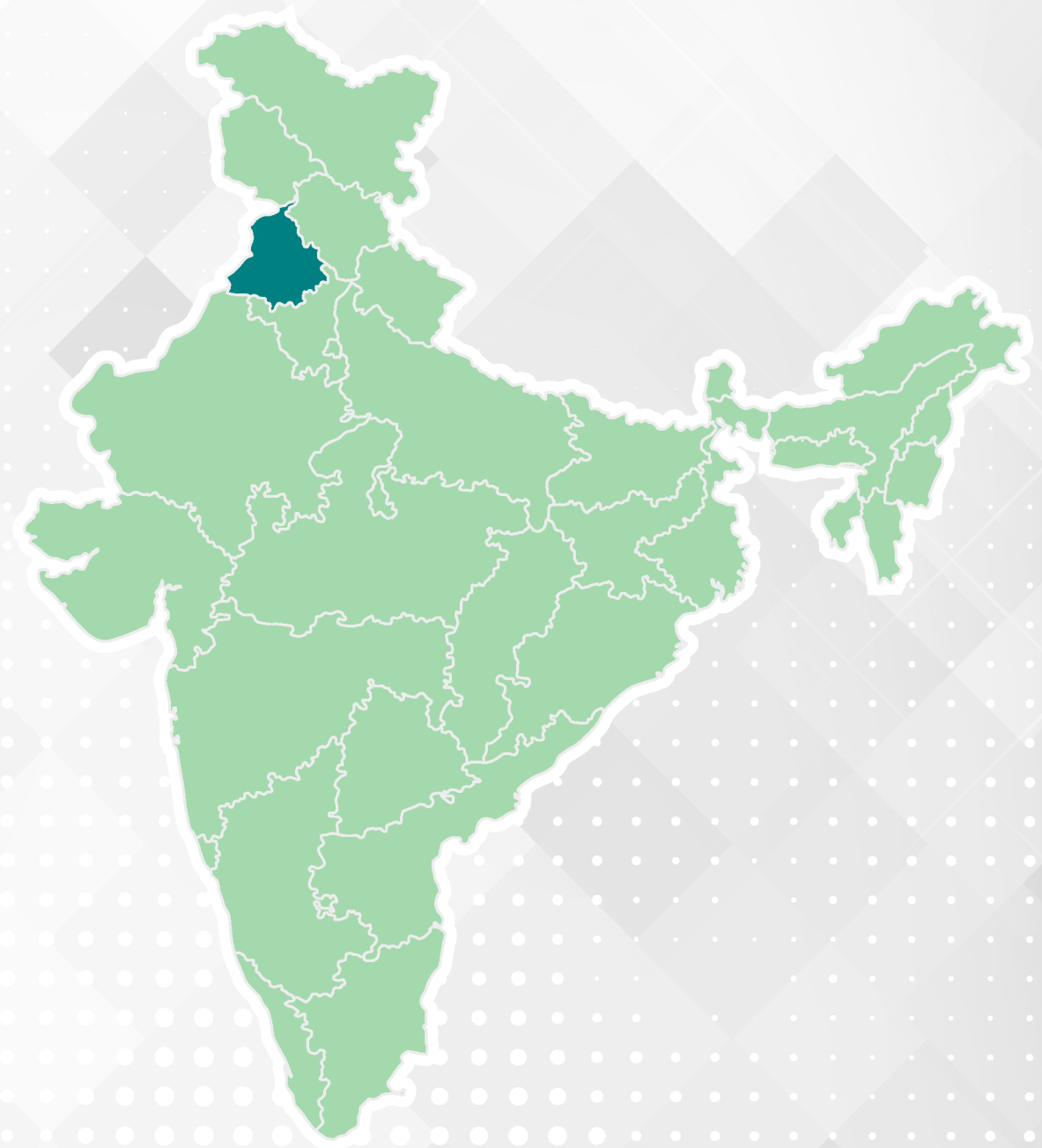
POPULATION
29,870,697 (Projected)



AREA
50,362 Sq-Km



SAMPLE SIZE
600 people



01

OBJECTIVE - 1

To identify the capacity building areas required in rural Punjab.

70%

More than 70% of rural people of Punjab are very much interested in each domain which shows the importance of every domain, so no one can be rejected.

05

SECTORS - That demand the most information:

1. Education
2. Economic
3. Health & Medical
4. General Awareness
5. Environmental Sanitation and Hygiene



DEMOGRAPHICS

Age, gender, zone, occupation and education have strong influence on needs about knowledge and skills on health and medical awareness.



Demands from EDUCATION sector: Age, Gender, Education, Occupation and Zone have strong association on different requires about knowledge and skills on education.

02

OBJECTIVE - 2

To identify the skill development sectors in rural Punjab.

75%

75.17% of the respondents are interested in learning technical training based skills.



Sector Wise Interest of Rural people in learning Hard Skills:

- 33.33% - Agriculture
- 33.67% - Food Processing
- 27.50% - Animal Husbandry and
- 20.50% - Handicrafts
- 23.50% - IT media & Entertainment
- 22.20% - Retail/BFSI
- 25.30% - Tourism & Hospitality



INTEREST

1. To improve socio-economic status of their families
2. To improve their skill capacities from media content



Preferred Medium of Instruction
Electronic Media and Internet can play a vital role in imparting training and skill information



INFO CARD

Most preferred medium for learning non-technical (Hard skills) and Soft Skills is internet and workshop mode where as in Technical Training (Hard skills) Electronic Media and Internet.

Among the various non-technical skills acceptable are telecom services, tourism, security and retail business.

Among the preferred soft skills are communication and language skills, computer and networking skills and behavioral skills.

Demographic: Age, Gender, Education and Occupation have strong influence on willingness to learn different skills as different demographic profiles shows different interest.

03

OBJECTIVE - 3

To understand the role of media for capacity building and skill development in rural Punjab.

81%

Nearly 81% of the respondents have **expressed satisfaction on the use of internet** content in creating awareness on skill development.

28%

28.20 percent of the respondents are satisfied with the role of newspapers in creating awareness



A great majority of the respondents rated, newspapers as very high on getting information, television for both information and entertainment and internet for information and social interaction and connectivity.

Radio as a medium of information and entertainment was very low in ranking.

People preferred to perceive the content in Local Language but in case of Internet there is mix response with Punjabi and English.

People of Rural Punjab love to spend maximum time on Television and Internet as compared to other

Very few respondents are interested in acquiring environmental, hygienic and sanitation information. These are also critical issues of any rural capacity building programmes.



INFO CARD

From Print, Electronic (TV & Radio/-FM) and Internet - 80 percent of the respondents are satisfied with Internet and 50% from Television as a medium in creating awareness on rural programs and skill development opportunities.

35% people are very less satisfied with the information and awareness imparted by Radio. So, one of the important sources of rural development is losing its place.

With the diverse content available on the Internet on different 'Training skills' make this media more popular.

04

OBJECTIVE - 4

To examine the challenges and propose the solutions with respect to media on capacity building and skill development in rural Punjab.

70%

70% of respondents were 'Very Interested' in viewing all Public Service Advertisement and Programs on different Domains.



Rural people are interested in viewing Public Service Advertisements and Programs.



It is generally considered that advertisements are effective in informing and educating masses in most aspects of social life.

02%

There are less than 2% respondents who are not interested in viewing PSA and programs.



INFO CARD

There is very less %age who are highly satisfied from the different Public Service Advertisement and Programs available on various modes of media. Majority of the respondent are neutral in their response that they nether satisfied nor dissatisfied from the available content.

Media creates awareness and encourages the rural people to adapt themselves to the changing environment

Media influences rural masses in understanding and adopting technical and soft skills for development and change.

Media helps in providing information and knowledge on various skill development programmes

Media Role and Awareness in Capacity Building & Skill Development of Rural People

Demographic Profile

* 1. Name

* 2. Gender

Male Female

* 3. Village Address

Address

* 4. District

* 5. Zone

Majha Malwa Doaba

* 6. Educational Qualification

1-8th 9th-10th 12th / DIP Grad/Abv Others

* 7. Occupation

Service Trader/Market Player Agriculture Others

* 8. Age

Under 18 18-24 25-34 35-44 45-54 55-64 65+

Media Role and Awareness in Capacity Building & Skill Development of Rural People

* 9. Rate response in terms of media usage and audience viewership pattern. (Rank your choice, 1=highest to 4= lowest for each audience viewership pattern)

The preferred source of Information



Newspaper/Magazine



TV



Radio/FM



Internet/Social Media

* 10. Rate response in terms of media usage and audience viewership pattern (Rank your choices, 1=highest to 4= lowest for each audience viewership pattern)

The preferred source of Entertainment



Newspaper/Magazine



TV



Radio/FM



Internet/Social Media

* 11. Rate response in terms of media usage and audience viewership pattern (Rank your choices, 1=highest to 4= lowest for each audience viewership pattern)

Fake news or vague information in context to Agriculture and Rural



Newspaper/Magazine



TV



Radio/FM



Internet/Social Media

* 12. How often do you access **Television** ?

Daily 2-3 times a week Rarely

* 13. How often do you access **Newspaper** ?

Daily 2-3 times a week Rarely

* 14. How often do you access **Radio/FM** ?

Daily 2-3 times a week Rarely

* 15. How often do you access **Internet** ?

Daily 2-3 times a week Rarely

* 16. Respondent's time spent on **Television-Weekly**

0 - 7 hrs 7 - 14 hrs 14 hrs or more

* 17. Respondent's time spent on **Newspaper/Magazines-Weekly**

0 - 7 hrs 7 - 14 hrs 14 hrs or more

* 18. Respondent's time spent on **Radio/FM-Weekly**

0 - 7 hrs 7 - 14 hrs 14 hrs or more

* 19. Respondent's time spent on **Internet-Weekly**.

0 - 7 hrs 7 - 14 hrs 14 hrs or more

* 20. In which language do you prefer to watch **Television**?

Punjabi English Hindi Other

* 21. In which language do you prefer to read **Newspaper/Magazine**?

Punjabi English Hindi Other

* 22. In which language do you prefer to listen **Radio/FM** ?

Punjabi English Hindi Other

* 23. Which language do you prefer while surfing the **Internet** ?

Punjabi English Hindi Other

* 24. Rate the Agriculture and Rural Awareness content presently available on **TV**

Very satisfied Satisfied Neither satisfied nor dissatisfied Dissatisfied Very dissatisfied

* 25. Rate the Agriculture and Rural Awareness content presently available on **Newspaper**

Very satisfied Satisfied Neither satisfied nor dissatisfied Dissatisfied Very dissatisfied

* 26. Rate the Agriculture and Rural Awareness content presently available on **Radio/FM**

Very satisfied Satisfied Neither satisfied nor dissatisfied Dissatisfied Very dissatisfied

* 27. Rate the Agriculture and Rural Awareness content presently available on **Internet**

Very satisfied Satisfied Neither satisfied nor dissatisfied Dissatisfied Very dissatisfied

* 28. Rate the Skill and Employment opportunity content presently available on **Television**.

Very satisfied Satisfied Neither satisfied nor dissatisfied Dissatisfied Very dissatisfied

* 29. Rate the Skill and Employment opportunity content presently available on **Newspaper**

Very satisfied Satisfied Neither satisfied nor dissatisfied Dissatisfied Very dissatisfied

* 30. Rate the Skill and Employment opportunity content presently available on **Internet**

Very satisfied Satisfied Neither satisfied nor dissatisfied Dissatisfied Very dissatisfied

* 31. Rate the Skill and Employment opportunity content presently available on **Radio/FM**.

Very satisfied Satisfied Neither satisfied nor dissatisfied Dissatisfied Very dissatisfied

* 32. Do you think rural people of Punjab need basic information, skills, and knowledge in the field of **Health/Medical?**

Definitely Very Probably Probably Possibly Probably Not

* 33. Do you think rural people of Punjab need basic information, skills and knowledge in the field of **Education ?**

Definitely Very Probably Probably Possibly Probably Not

* 34. Do you think rural people of Punjab need basic information, skills and knowledge in the field of **General Awareness ?**

Definitely Very Probably Probably Possibly Probably Not

* 35. Do you think rural people of Punjab need basic information, skills and knowledge in the field of **Environmental and sanitation Hygiene ?**

Definitely Very Probably Probably Possibly Probably Not

* 36. Do you think rural people of Punjab need basic information, skills and knowledge in the field of **Economic Development ?**

Definitely Very Probably Probably Possibly Probably Not

* 37. Which type of skills you and your family members are interested for?

Technical Skills Soft Skills
 Non Technical Skills Not Required

* 38. Which type of Hard Skills (Technical Training) would you prefer to take?

Agriculture Furniture and Fitting Other
 Automotive Animal Husbandry Not interested yet
 Construction Handicrafts
 Food Processing IT, Media & Entertainment

* 39. In which mode do you prefer to take the above skills?

Internet/Social Media Workshop (Ordinary Class Room Teaching)
 Television Not Interested

* 40. Which type of Hard Skills (Non-Technical Training) you would prefer to take?

Telecom Security Others
 Tourism & Hospitality Retail/BFSI Not interested yet

* 41. In which mode do you prefer to take the above skills?

- Internet/Social Media Workshop (Ordinary Class Room Teaching)
 Television Not Interested

* 42. Which type of 'Soft Skills' would you prefer to learn?

- Communication Skills Presentation and Behavioural Skills Computer Literacy
 English language skills Interpersonal skills Not interested yet

* 43. In which mode do you prefer to take the above skills?

- Internet/Social Media Workshop (Ordinary Class Room Teaching)
 Television Not Interested

* 44. What are causes you think that create hindrances in rural developments other than social issues?

- Lack of Information Poor Understanding Deprived Psychology
 Unwillingness Lack of Confidence Lack of Motivation

* 45. What are the major problems in you village ?

- Illiteracy Casteism Clean Water
 Drugs Addiction Gender Inequality Superstition
 Unemployment First Aid / Medicine Human Security / Women Safety
 Sanitation Infrastructure Lack of Awareness in Government Policy

Media Role and Awareness in Capacity Building & Skill Development of Rural People

* 46. Do you think that Media have a tendency to influence rural masses in understanding and adopting technical and soft skills for development and change.

Strongly agree Agree Neither agree nor disagree Disagree Strongly disagree

* 47. Do you think Media has a tendency to inform on major social and economic issues related to rural life.

Strongly agree Agree Neither agree nor disagree Disagree Strongly disagree

* 48. Do you agree with the statement that "Rural people are satisfied with the information given in a Public Service Advertisement running in different modes of media on the above issues."

Strongly agree Agree Neither agree nor disagree Disagree Strongly disagree

* 49. Do you think media can sharpen your critical thinking skills?

Strongly agree Agree Neither agree nor disagree Disagree Strongly disagree

* 50. Do you think that 'media can influence rural women to take up training of various skills for their development.'

Strongly agree Agree Neither agree nor disagree Disagree Strongly disagree

* 51. Media helps in providing information on various skill development and rural development schemes and programs.

Strongly agree Agree Neither agree nor disagree Disagree Strongly disagree

* 52. Media informs and provides access to education and training through distance learning and other related media platforms.

Strongly agree Agree Neither agree nor disagree Disagree Strongly disagree

* 53. Do you agree with this statement that 'Media provides information on successful implementation of development programmes and instills confidence among rural entrepreneurs.'

Strongly agree Agree Neither agree nor disagree Disagree Strongly disagree

* 54. Do you agree with this statement that 'media create awareness and encourage the rural people to adapt themselves to the changing environment' ?

Strongly agree Agree Neither agree nor disagree Disagree Strongly disagree

* 55. Do you agree with this statement that the media content teaches people about social manners and etiquette?

Strongly agree Agree Neither agree nor disagree Disagree Strongly disagree

* 56. Do you agree with this statement that media content brings a great transition in the human values which empower the women?

Strongly agree Agree Neither agree nor disagree Disagree Strongly disagree

* 57. Do you agree with this statement that the media amplify the voices of the rural people and their problems?

Strongly agree Agree Neither agree nor disagree Disagree Strongly disagree

Media Role and Awareness in Capacity Building & Skill Development of Rural People

* 58. Which are the areas where different sources of media are helping you for **Educational development / awareness**?

- | | |
|--|--|
| <input type="checkbox"/> In Choosing Career Options for Students | <input type="checkbox"/> In Selection of Colleges/Universities |
| <input type="checkbox"/> Informal Agriculture Training/Guidance | <input type="checkbox"/> Government, Education Schemes & Policies for Students |
| <input type="checkbox"/> Educational Content for Students | |

* 59. Are you aware of following Public Service Advertisements and Programs ?

- Sarv Shikya Abhiyaan
- Beti Bachao Beti Padhao
- Punjab Government Scholarship Add
- Skill India PMKVY
- 24 x 7 Dedicated Education Channels
- Other

* 60. Are you interested to go through the Education development / awareness- Public Service Advertisements and Programs if they are frequently broadcasted on different modes of media ?

- Extremely interested Very interested Somewhat interested Not so interested Not at all interested

* 61. What do you think are the reasons for unawareness of the above programs?

- | | |
|---|--|
| <input type="checkbox"/> Very Rarely Broadcast | <input type="checkbox"/> Not Available in Prime Time |
| <input type="checkbox"/> Not Interested in PSA & Educational Programs | <input type="checkbox"/> Quality & Information Content not there |

* 62. Which are the areas where different sources of media are helping you in **Economic development**?

- | | |
|---|---|
| <input type="checkbox"/> Provide Employment opportunities | <input type="checkbox"/> Entrepreneurship Opportunities |
| <input type="checkbox"/> Skill Development Programs | <input type="checkbox"/> Packaging & Selling of Agriculture Products |
| <input type="checkbox"/> Government Schemes for loans and Insurance | <input type="checkbox"/> In Learning of artistic activities (Handicrafts) |

* 63. Are you aware of the following Public Service Advertisements and programs ?

- | | |
|--|--|
| <input type="checkbox"/> Go Digital Go Cashless | <input type="checkbox"/> Direct Marketing |
| <input type="checkbox"/> MGNREGA/ NRLM/ SHG | <input type="checkbox"/> Banking Schemes for Rural and Agriculture |
| <input type="checkbox"/> Digital India : National Scholarship Portal | <input type="checkbox"/> Other, None of Above |

* 64. Are you interested to go through the Economic development - Public Service Advertisements and Programs if they are frequently broadcasted on different modes of media ?

- Extremely interested Very interested Somewhat interested Not so interested Not at all interested

* 65. What do you think are the reasons for unawareness of the above programs?

- | | |
|---|--|
| <input type="checkbox"/> Very Rarely Broadcast | <input type="checkbox"/> Not Available in Prime Time |
| <input type="checkbox"/> Not Interested in PSA & Educational Programs | <input type="checkbox"/> Quality & Information Content not there |

* 66. Which are the areas where different media sources help you in **Health & Medical awareness**?

- | | |
|--|---|
| <input type="checkbox"/> Infant Care / Child Vaccination | <input type="checkbox"/> Govt Health Schemes and Insurance pol. |
| <input type="checkbox"/> First Aid Treatment | <input type="checkbox"/> General Health Care |
| <input type="checkbox"/> Drug /Smoke/ Alcohol Negative Impacts | |

* 67. Are you aware of following Public Service Advertisements and programs related to Health & Medical awareness ?

- | | |
|---|---|
| <input type="checkbox"/> Smoking and Drugs | <input type="checkbox"/> Child Vaccination (RUBELLA, POLIO) |
| <input type="checkbox"/> Menstrual Hygiene Programs | <input type="checkbox"/> Healthy and Balanced diets |
| <input type="checkbox"/> AIDS | <input type="checkbox"/> Other |

* 68. Are you interested to go through the **Health and Medical awareness**- Public Service Advertisements and Programs if they are frequently broadcasted on different modes of media?

- Extremely interested Very interested Somewhat interested Not so interested Not at all interested

* 69. What do you think are the reasons for unawareness of the above programs?

- | | |
|---|--|
| <input type="checkbox"/> Very Rarely Broadcast | <input type="checkbox"/> Not Available in Prime Time |
| <input type="checkbox"/> Not Interested in PSA & Educational Programs | <input type="checkbox"/> Quality & Information Content not there |

* 70. Which are the areas where different media sources help you out related to **Panchayats, Local Bodies & General Awareness** ?

- | | | |
|---|---|---------------------------------|
| <input type="checkbox"/> Rural Development Schemes | <input type="checkbox"/> Crop Cultivation | <input type="checkbox"/> Others |
| <input type="checkbox"/> Rural Health Programs | <input type="checkbox"/> Rural Marketing | |
| <input type="checkbox"/> Rural Employment Scholarship Schemes | <input type="checkbox"/> Crop Insurance | |

* 71. Are you interested to go through the Panchayats, Local Bodies & General Awareness - Public Service Advertisements and Programs if they are frequently broadcasted on different modes of media?

- Extremely interested Very interested Somewhat interested Not so interested Not at all interested

* 72. What do you think are the reasons for unawareness of the above programs?

- | | |
|---|--|
| <input type="checkbox"/> Very Rarely Broadcast | <input type="checkbox"/> Not Available in Prime Time |
| <input type="checkbox"/> Not Interested in PSA & Educational Programs | <input type="checkbox"/> Quality & Information Content not there |

* 73. Which are the areas where different sources of media are helping you for **Environment and Sanitation hygiene** ?

- | | |
|--|--|
| <input type="checkbox"/> Judicious use of fertilizers and pesticides | <input type="checkbox"/> Hand Washing Practice |
| <input type="checkbox"/> Ways of Organic Farming | <input type="checkbox"/> Safe storage of water |
| <input type="checkbox"/> Uses and Benefits of Renewable Resources (Solar Energy) | <input type="checkbox"/> Women sanitary complexes. |
| <input type="checkbox"/> Waste management and alternate use | <input type="checkbox"/> Other |
| <input type="checkbox"/> Safe Disposal of Human Waste (Faeces and urine) | |

* 74. Are you interested to go through the Environmental Hygiene and Sanitation- Public Service Advertisements and Programs if they are frequently broadcast on different modes of media ?

- Extremely interested Very interested Somewhat interested Not so interested Not at all interested

* 75. What do you think are the reasons for unawareness of the above programs?

- | | |
|---|--|
| <input type="checkbox"/> Very rarely broadcast | <input type="checkbox"/> Not available in Prime Time |
| <input type="checkbox"/> Not interested in PSA & Educational Programs | <input type="checkbox"/> Quality & Information Content not there |

* 76. Are you satisfied with Program/Advertisement given by the State/Central Government on different media sources regarding **Education** ?

- Very satisfied Satisfied Neither satisfied nor dissatisfied Dissatisfied Very dissatisfied

* 77. Are You Satisfied with Program/Advertisement given by the State/Central Government on different media sources for creating general awareness for **Panchayats, Local Bodies & General Awareness** ?

- Very satisfied Satisfied Neither satisfied nor dissatisfied Dissatisfied Very dissatisfied

* 78. Are You Satisfied with Program/Advertisement given by the State/Central Government on different media sources on **Environmental Hygiene** ?

- Very satisfied Satisfied Neither satisfied nor dissatisfied Dissatisfied Very dissatisfied

* 79. Are You Satisfied with Program/Advertisement given by the State/Central Government on different media sources on **Economic development** ?

- Very satisfied Satisfied Neither satisfied nor dissatisfied Dissatisfied Very dissatisfied

* 80. Are You Satisfied with Program/Advertisement given by the State/Central Government on different media sources on **Health & Medical awareness** ?

- Very satisfied Satisfied Neither satisfied nor dissatisfied Dissatisfied Very dissatisfied

* 81. Are You familiar with **Skill Development Educational courses** ?

- Extremely familiar Very familiar Somewhat familiar Not so familiar Not at all familiar

* 82. Are You aware about Skill Development Centers available nearby your Villages?

Extremely aware Very aware Somewhat aware Not so aware Not at all aware

* 83. What are the sources from where you can get information about Skill Development Educational courses and centres?

Newspaper/Magazine

Internet/Social Media

TV

Other

Radio/FM

84. Are you willing to attend skill development workshops/courses if organized in your village/block?

Extremely interested Very interested Somewhat interested Not so interested Not at all interested

* 85. What type of problems do you face while taking the training? (Multiple selections allowed)

Lack of Quality Training

Lack of Implementation

Lack of Infrastructure

Other

* 86. What type of challenges do the rural people face?

Structural Challenges (Change in the basic ways a Market / Economic Changes)

Regionalism (practice of regional rather than central systems)

Notional Challenges (Foolish and Imaginary Ideas)

Restrained (dispassionate.) to adopt the lifestyle.

* 87. Do you agree with the following statement that sometimes it **feels difficult to take training due to access to resources?**

Strongly agree Agree Neither agree nor disagree Disagree Strongly disagree

* 88. Do you agree with the following statement that sometimes it feels difficult to take training due to the culture and customs of society/ family?

Strongly agree Agree Neither agree nor disagree Disagree Strongly disagree

* 89. If capacity building programs are organized through media for development of rural people, rank your preference, interest wise from 1 to 5 (1 for Maximum 5 for Least)



Education



Environmental Hygiene



Economic Development



Panchayats, Local Bodies & General Awareness



Health & Medical awareness