INTERNATIONAL JOURNAL OF COMMUNICATION DEVELOPMENT

INTERNATIONAL JOURNAL OF COMMUNICATION DEVELOPMENT

(A Peer Reviewed Research Journal)

About The Journal

The International Journal of Communication Development is a new journal devoted to the analysis of communication, mass media and development in a global context in both Indian and international perspective. Authors are encouraged to submit high quality, original works which have not appeared, nor are under consideration, in other journals.

The International Journal of Communication Development examines the way in which similarities and differences open up scope for discussion, research and application in the field of communication, mass media and development. This journal seeks innovative articles, utilizing critical and empirical approaches regarding global communication including, but not limited to, systems, structures, processes, practices and cultures. These articles could deal with content, as well as its production, consumption and effects, all of which are situated within inter- and trans-national, cross-cultural, inter-disciplinary and especially comparative perspectives.

FROM THE EDITOR'S DESK

From the day the journal started I have been asked many a times by readers about the journal decision - making process we follow at IJCD. For a peer reviewed journal it is never a one man show it is always a team decision.

We have peer reviewers who evaluate and comment on the manuscript. They have a system of grading the research article manuscripts under four categories. The first is Accepted without Any Modifications, second is Accepted With the Recommended Minor Modifications, third is Accepted With the Major Modifications and the fourth is Rejected.

The Peer reviewers do not reject as the final say is of the Editorial team but we at IJCD as a rule stick to the recommendations of the reviewers.

To avoid facing a rejection I suggest four steps which need to be followed judiciously. First is to write an effective title and abstract and choose appropriate keywords.

Second is to avoid poor language and grammatical errors. These are the correct use of nouns, verbs, tenses, voice, punctuation marks, symbols, abbreviations and topic specific jargon if need be.

Third is the format of your research paper where the various sections should be prepared logically and the continuity should be maintained in your paper. Cite your sources, follow the relevant style guide and don't forget the footnotes, bibliography and references.

Fourth is the use of tables, figures, and other visual supplements present large amounts of complex data in an organized, visually appealing manner. You can create effective tables and figures while preparing a manuscript, so that your research has maximum impact.

And if you have done all these four things well there is no reason to face a rejection by the peer reviewers.

Officially peer review is the evaluation of work by people of similar competence to the author. It is a form of self-regulation by qualified members of a profession within the relevant field. Peer review methods are employed to maintain standards of quality, improve performance, and provide credibility. In academia, scholarly peer review is often used to determine an academic paper's suitability for publication. They evaluate the quality of the scholarship, reliability of findings, relevance to the field, and appropriateness for the journal.

At IJCD we follow international procedures and norms and do not believe in compromising with the quality.

Dr. Durgesh Tripathi
Editor, IJCD

(A Peer Reviewed Research Journal)

A STUDY ON REPRESENTATION OF WOMEN JOURNALIST DURING PRIME TIME TELEVISION NEWS

Dr. Trishu Sharma, *Associate Professor & HOD, Amity School of Communication, Amity University, Chhattisgarh*

Abstract

This research is conducted on two different Hindi news channels. The purpose of this research was to know the representation of women journalist during primetime television news in the form of anchor, reporter, voice-over artist and Piece to Camera. News being covered by women journalist is also being analyzed on source based also. Content analysis method is used to conduct this study. Journalists were also categorized on the basis of covering hard news and soft news also.

Key Words: Women Journalist, Soft News, Hard News and News Sources

Introduction

At present era in Indian scenario Women journalist are very easy to find in different mediums of media. Not only in print media but also in Electronic media both in Radio and television women journalist are playing very important role. Media researchers cannot forget initial days of Doordarshan news where we watched female news readers. Following these few female news readers from national broadcaster Doordarshan many females entered into the field of Journalism especially in television journalism.

The sphere of influence of the media is increasing day- by- day as the coverage of a small news article is very wide these days, and more importantly, in this modern society, media plays the role of a facilitator of development, disseminator of information, and an agent of change. Today, media is considered as the fourth pillar of the state the world over. More importantly, this is true in context of the biggest democracy like India (Kumar, K.J, 2002) [1].

Gender inequality issues are common topics within media research. A lot of research has been carried out on the frequency of women in news reporting as well as portrayal and stereotyping of women in the media. Women's representation in the newsroom, working conditions for women journalists and gender differences in areas of coverage has also been examined. [2]

Role of Women Journalists

There was a time when newsrooms meant areas where women were not seen and was an exclusive conclave of men. Times have changed and women have proved in more than ample measure that they are in no way inferior to men in the field. Women have established that they can take up any challenge. Women journalists who once confined themselves to newspapers, magazines, and radio have made their presence felt in a big way. Their numbers are also increasing along with those of men in equal measure. Their roles, which were confined to copy editing and translation, have changed now, and they can be seen in areas of reporting, live discussions, politics, crimes, sports, etc. In addition, programmes based on family, health, emotions, entertainment, and literature have been taken over by them and they have a large presence in these areas. [3]

Journalism is a field in India where women have made significant development in the past two decades. Female journalists have covered difficult news like Flood, earthquake and wars and reported from the edge of disastrous events. For example we cannot forget the coverage of famous journalist Barkha Dutt during Kargil War.Women Journalist has become the face of many news channels and is even accepted in cricket reporting, for long a male bastion. Given the above, the author, explores and evaluates whether this transformation is complete or if there are gaps and imbalances.

Review of Literature

Vaishali H.B 92015,"" Changing Face of Women Journalists in Leading Kannada Television Channels: A Study", International Journal of Scientific Research, Volume: 4, Issue: 8, Aug 2015, pp 663-665, ISSN No 2277 – 8179

This study focuses on the changing facets and status of women journalists in leading Kannada TV channels in Karnataka particularly in Bengaluru. The study sample consists of about 50 journalists including both men and women journalists involved in production and administrative positions in various Kannada TV channels. A detailed qualitative analyses will be made based on the in- depth interview method.

Grabe, M. E. Samson, L., Zelankauskiate, A., Yegiyan, N. (2011). Covering presidential election campaigns: Does reporter gender affect the work lives of correspondents and their reportage? *Journal of Broadcasting & Electronic Media, 55*(3), 285-306.

This study shows that men and women network news correspondents differed in how they covered four presidential elections (1992 - 2004). There were fewer women than men reporters involved in election coverage but on average women reported more stories than men and were tonally tougher watchdogs than men. In terms of framing candidates, male reporters were strongly associated with a masculine approach that emphasizes the competitiveness of campaigns. By contrast, women correspondents employed both more feminine and gender-neutral frames than their male colleagues. These content analysis findings were interpreted against the backdrop of information derived from in-depth interviews with five women reporters who appeared in the sampled content.

Strong, C. & Hannis, G. (2007),The visibility of female journalists at Australian and New Zealand Newspapers: The Good News and the Bad News. *Australian Journalism Review, July 2007, Volume29 (1) p115-126*

In this paper researchers found that, the females account for half the population in Australia and in New Zealand, oursurvey of bylines in major Australasian newspapers found female journalists" by line saccounted for only 34 per cent of bylined stories in Australia and 36 per cent in New Zealand. Across both countries, male bylines outnumbered female bylines by a ratio of nearly 2:1.Disaggregating the results revealed that at some newspapers female bylines accounted for more than 50 per cent of front page and general news stories. But there were very few female bylines on the sports pages and in opinion pieces. Female readers therefore lack strong role models among sports reporters and, more importantly, among those who the daily newspapers regard as having opinions that matter. It appears more must be done to create a working environment that encourages women to stay in the journalism industry long term, move into traditionally male areas of journalism, and rise to senior positions.

Ivonne Martinez-Sheperd (2006), "Portrayals of women in prime time reality TV programs", M.Sc. Thesis, Lowa State University.

This study aims to determine the extent to which women were shown and how they were portrayed in reality TV shows. It examined the content of a census of reality shows aired from June to July 2006 shown on primetime on the four major networks: ABC, CBS, NBC, and FOX. The results indicate that in terms of roles, attitudes, behavior and appearance, women were portrayed positively. They were also often depicted as the winners or victors in these shows. The females in the reality shows examined were mainly career professionals and were less likely to be featured in domestic roles. Although the proportion of minority females in these shows was still low, minority females were portrayed as enjoying the same benefits and opportunities as Caucasian females.

Objectives of the Study

1. To know the representation of Women Journalist during Prime Time Television News
2. To know the ratio between Male & Female news anchors

Research Methodology

The study uses content analysis to know the various technicalities done by women journalist given in two major Hindi news channels.

Content Analysis

Content Analysis is described as the scientific study of content of communication. It is the study of the content with reference to the meanings, contexts and intentions contained in messages. The term Content Analysis is 75 years old, and Webster's Dictionary of English language listed it since 1961. In 1952, Bernard Berelson published Content analysis in Communication Research, which heralded recognition for the technique as a versatile tool for social science and media researchers. Some scholars adopted it for historical and political research as well (Holsti, 1968). However, the method achieved greater popularity among social science scholars as well as a method of communication research (Wimmer and Dominick, 1994:163)

Selection of News Channels for study

The study covers two major Hindi News Channels i.e. IBN7 and NDTV INDIA. A Sample size of 5 bulletins (30 mins) of each channel was recorded which was from Prime-Time bulletin. It speeded over to one month as only one bulletin on a day. All these selected Hindi news channels are having good television rating points according to TAM media results.

NDTV INDIA: NDTV started its broadcasting along with Star Network in 1998. But in 2003 its owner Pranab Ray started two independent 24hours news channels on the name of NDTV INDIA (HINDI), NDTV 24X7 (ENGLISH). At present this channel has great impact on common people. NDTV INDIA also achieved number one position in the race of TRPs.

IBN7: This channel is from TV-18 group. This channel has also international support and contribution due to its partnership with CNN. In this TV-18 group mostly shares are in the hands of famous journalist like RajeepSardesai and Samir Manchanda. This group started its 24 hours news channel on the name of IBN7 in 2006, which was previously known as channel-7 (Jagran group). IBN7 also maintain good TRPs for standing in the race of Channel-War.

Date-Interpretation and Findings

On the above methodology and collected data following are the findings

Table-1   TV News Representation based on Voice Over

Category	Variables	%Age
Male Voice Over	129/233	55.36
Female Voice Over	104/233	44.63
Total 233/233		100%Approx

According to the table no.1, it reveals that 55.36% news was given with male voice-overs and 44.63% news was given with female voice-overs. The data shows that maximum stories were given by male journalist.

Table-2 TV News Representation based on By-line

Category	Variables	%Age
Male Byline	147/233	63.09
Female Byline	67/233	28.75
Bureau Report	19/233	8.15
Total 233/233		100%Approx

The data from table 2 reveals that 63.09% news byline was presented by male journalist and 28.75% news was given by women journalist. On the other hand 8.15% news was given as bureau reports. The data reveals that maximum by-lines were given by male journalist.

Table-3 TV News Representation based on PTC

Category	Variables	%Age
Male PTC	107/233	45.92
Female PTC	62/233	26.60
News without PTC	64/233	27.46
Total 233/233		100%

The data from table 3 reveals that 45.92% PTC were given by male journalist and 26.60% PTC were given by female journalist and 27.46% news were presented without PTC. It shows that maximum PTC was given by male journalist. Though there was also good representation of female journalist.

Table-4   Ratio between Male & Female anchors

Category	Variables	%Age
Male Anchor	6/10	60
Female Anchor	3/10	30
Male-Female Together	1/10	10
Total 10/10		100%

For this sample size was 10 bulletins

The data from table-4 reveals that 60% news bulletins was presented by male anchor and 30% bulletins was presented by female anchor, while 10% news bulletins was presented by both male & female anchors. The data shows that a maximum 60% news bulletin was presented by male anchors.

Table-5   TV News Representation based on Interviews

Category	Variables	%Age
Male Interviewer	14/23	60.86
Female Interviewer	9/23	39.13
Total 19/19		100%

Total news based on Interviews: 23

The above data shows that in 60.86% stories interviewer was male journalist and 39.13% was female journalist. The data shows that maximum stories which were based on interview were presented by male journalist.

Findings

1. 44.63% news was given with female voice-overs by selected news Channels during primetime.
2. 28.75% news was given along with by-line of women journalist.
3. 8.15% news was given as bureau reports by selected news Channels during primetime.
4. 26.60% PTC were given by female journalist.
5. 30% bulletins were presented by female anchor, while 10% news bulletins were presented by both male & female anchors.
6. Maximum stories which were based on interview were presented by male journalist.
7. 39.13% news stories which were based on Interviews were taken by female journalist.

Conclusion

It can be stated on behalf of the data and findings that in electronic media specially TV news channels, there is good representation of women journalist. PTC and By-Line representation is also not in bad condition. Women journalist played very important to make a news bulletin success. While working in studio and outside the studio women journalist really played very important role.

References

1. Kumar, K.J,(2002), Mass Communication in India, Jaico Publication.
2. Steiner, Linda, "Gender in the Newsroom", in Handbook of Journalism Studies, ed. Thomas Hanitzsch and Karin Wahl-Jorgensen (e-book, New York and London, 2009), p. 123, 126
3. Vaishali H.B 92015," Changing Face of Women Journalists in Leading Kannada Television Channels: A Study", International Journal of Scientific Research, Volume : 4, Issue : 8, Aug 2015, pp 663-665, ISSN No 2277 – 8179
4. M.V Kamath, *Professional Journalism*, Vikas Publishing House, 2004.
5. Hallin, D. C. (1992). Sound bite news: Television coverage of elections, 1968-1988. Journal of Communication, 42, 5-24.
6. Kamin, D. S., &Gruen, G. E. (1988). A critical analysis of the NBC news special "Six Days Plus Twenty Years: A Dream is Dying." Political Communication and Persuasion, 5, 211-216.

CSR PERFORMANCE OF THE PUBLIC SECTOR IN INDIA: A STUDY OF ENVIRONMENT MANAGEMENT AT NALCO

Dr. Pitabas Pradhan, *Associate Professor, Department of Mass Communication, Aligarh Muslim University, Aligarh, UP*

A**bstract**

Anupsurge in the fortune of a corporate entity not only swellsits coffer, but also for tifiesitspublic service commitments. This social commitment is primarily attributed to the growing realization that by engaging itself in social initiatives, a company earns reputation as a responsible corporate citizen, which gives it competitive edge. Eventually, the economic sense of business has broadened to demonstrate a moral sense, beyond profit. Corporate social responsibility constitute an organization's commitment to wards the society in return for the social resources it exploits. Of late, the global campaign against environment pollution - as a threat to human existence, has positioned corporate environment and waste management as new face of corporate social responsibility. This study explores the approaches of the Indian public sector to environment and waste management with special reference to the National Aluminium Company Ltd.

Key Words: Corporate social responsibility, corporate environment management, industrial waste management, environmental impact assessment, sustainable development.

Introduction

Arthur Page, founder of the first public relations department, upheld the view that "business in a democratic society begins with public permission and ends with public approval". By engaging itself in social initiatives, a corporate enterprise earns the distinction of being a good company and an acceptable brand personality. A good corporate social responsibility plan can help a company to achieve brand visibility, recognition, and awareness among the stakeholders which can give the company a competitive advantage. Corporate social responsibility is an expression of a company's social commitment in the form of returns for the benefits it receives from the society. By so doing a company not only projects a favorable corporate image, but also demonstrates its commitment to democratic traditions. Viewed from this enlightened perspective, corporate social responsibility is not an unnecessary expenditure rather an investment for the future.

The concept of social responsibility of business assumes overriding importance in a country like India with more than 30 percent of people below poverty line who cannot afford the basic human needs. There are 35 percent illiterate people who are outside the fringe of developing India, for whom the high sounding ICT revolutions carries little meaning. But, the country is also home to the world's richest corporate houses, and club of young millionaires, which registered a 22 percent growth in 2012. The rich corporate houses cannot afford to ignore the deprived and marginalized sections, they cannot survive as island of affluence surrounded by a community, which is deprived of the basic minimum facilities of civilized life. A disgruntled community's anger can explode any time, if left unaddressed, making the survival of business difficult.

A company's commitment to social responsibility is defined by its corporate philosophy, its mission and vision, and the strategic choices. As such, some organisations do just to fulfill the statutory legal obligations, but others demonstrate highest degree of voluntarism to add value to the life of the communities around by providing civic facilities, and controlling the negative impacts of their processes. Of late, owing to greater acceptance of environment pollution as a challenge to the mankind and global efforts for its redressal, the scope of corporate social responsibility

has been expanded to incorporate 'environment management' within its purview. Despite it being a fact that many companies are still doing just a lip service in this regard, the efforts of some others deserves to be applauded. To name a few, companies like NALCO, NTPC, BHEL,TISCO *etc.*have good traditions of sponsoring for the cause of the environment (ET, 2006).

Against this backdrop, this article explores the changing dynamics of corporate social responsibility in India with specific reference to the environment management efforts of National Aluminium Company Limited (NALCO).At Nalco, the environment policy stretches beyond the statutory environmental protection to its strategic management. However, in practice the company's efforts leave a lot to be desired (Pradhan, 2002).

Importance of the study

The world today is witnessing a paradoxical situation, on one hand profit prioritization drives corporate to spell their coffers even if it amounts to ignore their moral responsibility, on the other hand some corporate are coming forward to contribute their best for the betterment of the humanity. Evil forces are at constantly at work to obliterate world peace; forces are also at work to promote universal brotherhood. There are mindless actions that amount to damage the environment, but there are also forces constantly at work to protect the natural environment. There are forces spreading corruption, there are also forces fighting to reduce corruption in public life. Theses contradictions are eloquent testimony to the fact that the humanity is ripe with two types of people-one group attempts to misuse the environment to their own advantage, the other committed to create a better environment for all. Spreading the noble missions of the later while exposing the actions of the former, are among the issues that deserves attention today. This will go a long way in creating the much needed awareness on the importance of philanthropy, especially today when it is witnessing a decline. Promoting the understanding that philanthropy is not a wasteful expenditure rather a productive investment can go a long way in strengthening corporate social responsibility.

Objectives of the study

This study seeks to ascertain the response to corporate social responsibility of the Indian corporate sector in general and the National Aluminum Company Ltd in particular. While examining the CSR responses to a broad array issues, the study focuses on the environment and waste management efforts of the company.

The specific objectives of this study are:

1. To analyse the CSR responses of the Indian public sector
2. To examine the level of CSR commitments of NALCO
3. To explore the waste management practices at Nalco
4. To examine Nalco's attempts in minimizing the impacts of its processes on the environment
5. To examine Nalco's attempts in promoting a wholesome environment.
6. To understand the community perception on Nalco's value addition to community life

Review of Literature

The concept'corporate social responsibility' has evolved over time with gradual expansion of its scope, owing to the push and pull factors of responding to rising public opinion, and the need for projecting a wholesome corporate image. Noted economist Milton Friedman has described the social responsibility notion as "a fundamental subversive doctrine". Disapproving corporate leaders behaving like civil servants he said "if business does have a social responsibility other than making a maximum profit for stockholders, how do they know what it is? (Murphy, 1985: 476). Many corporate leaders in the early twentieth century agreed with Friedman's view of corporate social responsibility and believed that 'the business of business is businesses'.

In 1920s and 1930s notions of social responsibility changed to include concerns for those directly involved with the corporations-employees, stockholders, customers, local community, and even government. Reeves and Ferguson called this the 'good citizen' concept(Murphy, 1985: 477). Latter, the concept was further expanded to the "social leader" concept of corporate social responsibility, which visualized the organization as deeply involved in attempting to solve social problems and would advocate any governmental intervention necessary to achieve " quality of life goals"(Murphy,1985: 477).

During 1970s and 1980s, cuts in state funding for social, cultural, educational, and welfare programmes have increased pressure on business and industry to carry a large share of the financial burden for such programmes in their community. The dynamic social, political, technological and economic environment of 1980s has caused great changes in the role of corporations in society, and pushed business leaders and PR practitioners into the public spotlight. It called for a new spirit of volunteerism, new forms of public and private partnerships, and new private sector initiatives for solving social problems. The "good citizen" and "social leader" concepts of social responsibility merged into a "super citizen-leader" role from which few executives and their companies can or should escape.

RCA chairman Thornton F. Bradshaw has said "……. The basic goal of private enterprise remains what it has always been-to produce needed goods and services, earn a fair return on investment, and succeed as an economic institution. The new dimension that must be observed –a new bottom line for business, really-is social approval. Without it economic victory would be pyrrhic, indeed. A socially accountable organization must be a "thoughtful" institution, able to rise above immediate economic interest and to anticipate the impacts of its actions on individuals and groups, from shareholders to employees, to customers to fellow breathers of the air and fellow sharers of the land. A successful business organization must possess a moral sense as well as an economic sense (Murphy, 1985: 484).

The march of liberal and democratic ideas has brought to focus people's feelings, emotions, and attitudes in corporate policy formulation. Profit, no doubt, is essential for business survival, but in the larger context of the society it is not an end in itself; it is only a means to serve the larger society. In this context, Keith Dayton maintains: "we are not in business to make maximum profit for our shareholders. We are in business for only one reason- to serve society. Profit is our reward for doing it well. If business does not serve society, society will not tolerate our profits or even our existence" (Ghosh, 2001). Dow Chemical's former chairman outlined the tenets of CSR in his statement "the business community's efforts to solve social problems must be integrated with long term profit growth. If done properly, solving social problems is both good business and good citizenship, for the two goals are wholly compatible" (Murphy, 1985:480).

In fact, enlightened self-interest has brought the profit motive in line with the social objective of a company. As Arjay Miller, past president of Ford Motor Company has said "the ability of a corporation to protect and enhance shareholder's equity depends crucially upon prosperity, goodwill, and confidence of a larger community" (Ghosh, 2001). As such acceptance of a larger measure of responsibility towards the community is good business as well as good citizenship.

Genesis of Corporate Environment Management

The passion for rapid development through modernization, urbanization and technological advancement has, to a great extent, weakened our sense of commitment to preservation of the natural environment. The development driven destruction of natural resources like forests, trees, wildlife and the flora and fauna, and the unmindful pollution of our water resources and the air, have started paying back in the form of frequent droughts, floods and high variability in rains. The deadly consequences are changes in fertility and mortality, loss of competitiveness, reduced output in resource-based sectors, ecological imbalances, acid rain, global warming and many more. Emission of manmade greenhouse gases like carbon dioxide, methane, nitrous oxide, ozone and halogenated fluorocarbons in addition to activities like increase in radio waves, micro-link communication systems are attributed to the global climate inconsistencies. With the current rate persisting, scientists predict that by 2050, India will be at least three degrees Celsius hotter, many of its rivers would have dried up, floods and droughts would be regular, cyclones more intense and there will be severe water and food shortage (Bose, 1999).

The effluents, solid wastes, particles, and other hazardous wastes discharged by industrial establishments alone account for one-third of the total environmental pollution. The presence in air, beyond certain limits, of various pollutants discharged through industrial emissions has a baneful effect on the health of the people, animal life and vegetation. The industrial wastes go straight into watercourses making then unfit for use. Our efforts for industrialization and urbanization, therefore, must not ignore the environment factor, failing which, all our developmental efforts will end up in threatening human existence. In order to maintain a symbiotic relationship between the ecology and economy, and achieve sustainable development, adequate environmental protection measures are required to be taken both at the project planning and implementation stages.

Being actively involved with the United Nations campaign for protection of the 'Human Environment', starting from the Stockholm conference in 1972, the Government of India initiated efforts to implement decisions of the international campaign. The approach adopted to achieve sustainable development was strict enforcement of environmental laws and proactive measures for environment management. Special attention is being given to control the environmental pollution caused due to industrial activities.

Through consistent effort during the last two decades new technical information on health, safety and environmental aspects of industrial activities emerged. Public concern for the environment was further stimulated by several highly publicized environmental incidents like the Bhopal Gas Tragedy. Comprehensive new regulations came into effect providing for unprecedented penalties for non-compliance. This chain of events stimulated a response from industry. Most companies expanded their health, safety and environmental management, and adopted new programmes to ensure that they were properly protecting their employees and the environment and complying with statutory regulations. The emerging business environment characterized by competition, high degree of public awareness, and

rise of strong public interest groups to some extent forced corporate enterprises to look after issues affecting the society including environment. Against this backdrop, corporate commitment to protection of the environment got a boost.

While complying with the policy measures to protect the environment from further degradation, some industrial units have also voluntarily introduced new approaches to minimize the damage to the environment caused by their processes and for promotion of a healthy environment. Against the backdrop, 'environmental impact assessment', 'environmental auditing' development of eco-industrial parks, environment awareness campaigns, and environment management training programmes has emerged as popular approaches.

Looking into the issue from the perspective of the Indian Mining sector, AnwarulHoda committee has recommended seven principles to constitute the core of the sustainable development framework for India (Cause because, 2012):

(i)   Incorporating environmental and social sensitivities in decisions on leases;

(ii)   Strategic assessment in key mining regions;

(iii) Managing impacts at the mine level impact through sound management systems;

(iv)   Addressing land, resettlement and other social impacts;

(v) Community engagement, benefit sharing and contribution to socio-economic
     Development;

(vi) Mine closure and post closure mining operations must prepare, manage and progressively work on a process
     for eventual mine closure;

(vii) Assurance (of continued improvement in performance against SDF) and Reporting (it   to the public
      domain).

Research Design and Methods

At the core of this paper is a study of the National Aluminum Company Limited (NALCO), which was incorporated into the Indian public sector in 1981, only to emerge as a Navratna company by catering to the aluminum demands of the country in particular and the humanity in general. It is among the few profit making corporate enterprises under the public sector in India. The two production units, the mining and refinery unit, and the smelting plant are located at Damanjodi and Angul, in two opposite parts of the state of Orissa and the captive power plants of the company is located near the later.

A field study to assess the environment management practices, was followed byreview of the company literature on the subject. The company's ubiquitous hoardings, posters, environmental policy statements, special literature were more exciting to the researcher. To examine the veracity of the impression already developed in the researcher, a survey was conducted to know the views of the public on the issue. To carry forward the social survey, a pre-structured questionnaire containing 11 questions was used as the main tool of data collection. The respondents for the study comprise 60 members of the local community (representing both the sexes and various age groups) belonging to six villages including a rehabilitation colony, situated in the immediate neighborhood of the two production units of the plant. Ten persons from each of these villages were randomly selected and the questionnaire was administered among them to know their views on Nalco's corporate social responsibility commitments. This was followed by

informal interactions with few members of the community both at the refinery and smelting plants of the company. The respondents for the study do not include employees of the company who live in its immediate neighborhood, though family members and relatives of a very few living in the neighborhood community may have been included.

Results and Discussions

The Indian corporate sector has shown exemplary commitment to CSR with few aberrations. The Mahartnas alone have spent more than 1100 crores on CSR initiatives during the first half of 2011(Nash, 2012). Government of India has engaged itself in putting a policy framework in place so as to further strengthen the public sector commitment to CSR initiatives. Under the CSR guidelines issued in April 2010 by the department of public enterprises, all central public sector units have to create, mandatorily through board resolution, a CSR budget as a specified percentage of their net profit during the previous year. The expenditure range of CSR in a financial year will be 3-5% of the net profits in case the profit is less than 100 crores. 2-3% (subject of a minimum 3 crores), where the net profit is in between 100-500 crores. and 0.5-2% in case of net profits exceeding 500 crores. These guidelines have been incorporated in the Companies Amendment Bill 2011, thereby making it statutory obligation of the corporate enterprises. The public sector unit's apex body, SCOPE (Standing conference of public enterprises) has already emphasized the need for having social audits on CSR activities.

Among the major CSR initiatives of Indian Public Sector Enterprises are community development, resettlement, rehabilitation, protecting the environment, waste utilization and policies associated with conservation and sustainable development. The CSR fund allocation and expenditure of the Maharatna and Navratna public sector enterprises in India are presented in table-1, which is self-explanatory.

Table-1: CSR allocation/spending of some Central Public Sector Enterprises 2009-10 to 2011-12

Sl. No.	Name of the CPSE	Year	CSR allocation (Rs in Crores)	CSR as percentage of (PAT) of the previous year	Utilisation of CSR funds (Rs in Crores)
1.	Coal India Limited	2009-10	43.81	2.11	40.14
		2010-11	262.28	2.73	152.33
		2011-12	553.33	5.09	37.26
2.	Indian Oil Corporation Limited	2009-10	37.69	1.28	46.85
		2010-11	131.11	1.28	128.41
		2011-12	95.60	1.28	48.80
3.	National Thermal Power Corporation Limited	2009-10	16.74	0.20	20.40
		2010-11	72.37	0.83	72.21
		2011-12	45.52	0.50	6.48
4.	Oil & Natural Gas Corporation Limited	2009-10	322.52	2.0	268.87
		2010-11	335.35	2.0	219.03
		2011-12	378.48	2.0	21.86
5.	Steel Authority of India	2009-10	80.00	1.30	78.79

	Limited	2010-11	94.00	1.39	68.95
		2011-12	64.00	1.30	22.94
6.	Bharat Heavy Electrical Limited	2009-10	3.14	0.1	6.01
		2010-11	21.55	0.5	4.30
		2011-12	30.05	0.5	1.80
7.	Bharat Petroleum Corporation Limited	2009-10	14.72	2.0	14.12
		2010-11	22.00	1.43	18.23
		2011-12	7.73	0.5	1.50
8.	GAIL (India) Limited	2009-10	55.91	2.0	45.78
		2010-11	69.54 *	2.0	48.43
		2011-12	80.95 *	2.0	14.85
9.	Hindustan Aeronautics Limited	2009-10	No CSR	not declared	3.90
		2010-11	allocation		1.79
		2011-12	,,		0.17
			5.00		
10.	Hindustan Petroleum Corporation Limited	2009-10	15.00	2.41	13.84
		2010-11	15.00	1.54	20.10
		2011-12	30.78	2.00	3.59
11.	National Aluminium Company Limited	2009-10	12.72	1.0	12.72
		2010-11	8.14	1.0	8.14
		2011-12	10.69	1.0	10.69
12.	NMDC Limited	2009-10	80.00	1.90	83.07
		2010-11	81.56	1.80	62.23
		2011-12	80.13	0.57	37.24
13.	Power Grid Corporation of India Limited	2009-10	12.67	0.75	4.31
		2010-11	20.41	1.00	15.58
		2011-12	26.97	1.00	6.62
14.	RashtriyaIspat Nigam Limited	2009-10	12.75	0.95	9.37
		2010-11	15.40	2.00	11.73
		2011-12	12.00	1.82	5.39

for 2011-12, the spending is up to September 2011; * includes the carry forward amounts of the previous financial years;

Nalco has allocated additional funds to Nalco Foundation, amounting toRs.8.14 crores, Rs.10.69 crores, and Rs. 8.49 crores respectively during 2010-11, 2011-12, and 2012-13 financial years.

In 2014-15, 1,790 social development projects started operation under the corporate social responsibility schemes in the country, Maharashtra having the biggest share. 51 public sector enterprises spend Rs. 2,387 crore under CSR whereas the private sector enterprises spend 3,951 crores under the scheme.

The number of projects operationalised during 2014-15 in various states is as follows:

Andhra Pradesh	-79
Delhi	-66
Rajstan	-89
Madhya Pradesh	-71
Gujrat	-111
Maharashtra	-202
Karnataka	-95
Tamilnadu	-97
Uttar Pradesh	-80
West Bengal	-79

(Source: Ministry of Corporate Affairs, Govt. of India)

NALCO's Approach to CSR

Nalco's approach towards CSR, articulated in the corporate credo of Nalco Foundation are:

- To work with communities in the vicinity of Nalco projects as partners for sustainable development;
- To take up sustainable development projects to support education, health, drinking water and basic amenities along with income generation programmes;
- To promote art, culture, heritage and sports, with a special emphasis on tribal art and culture;
- To take care of the flora and fauna, creating a beautiful and salubrious environment.

Nalco's spending on issues concerning environment and CSR from 2007-8 to 2010-1, in table -2, speaks about the company's commitment to CSR.

Table-2: Periphery Development & CSR initiatives of NALCO

Head of expenditure	2007-08		2008-09		2009-10		2010-11	
	Rupees in crores	% age of total profit	Rupees in crores	% age of total profit	Rupees in crores	% age of total profit	Rupees in crores	% age of total profit
Research and Development	1.02	0.062	3.48	.273	2.67	.328	1.19	.146
Plantation and horticulture	2.55	0.156	2.80	.220	3.62	.444	4.25	.522
Environment and pollution control	0.75	.0459	0.69	.054	0.62	.076	0.81	.099
Peripheral development, CSR expenses and provisions	24.48	1.5	22.25	1.748	13.84	1.700	16.65	2.045
Profit after tax (crores)	1631.52		1272.27		814		1069	

(Source: Collated from data collected from NALCO Annual Reports)

All along NALCO was allocating 1% of its net profit for periphery development (PD) programme. During 2010-11, the company decided to set up a NALCO Foundation for its Corporate Social Responsibility (CSR) activities, with allocation of an additional 1% of NALCO's net profit every year to fund the projects to be undertaken by this foundation, thereby raising the company's CSR budget to 2 percent of the net profit. For 2011-12, ` 21.38 crore was allocated by NALCO for its peripheral development and CSR activities, which is 2% of the Company's net profit in the previous year.

Among its major CSR initiatives during 2010-11, NALCO Foundation has come forward to set up an Industrial Training Institute (ITI) at Marichamal village in the tribal-dominated Koraput, under the aegis of district administration.To run its mobile health units more professionally, the organization has taken up aproject with Wockhardt Foundation. For the formal education of tribal children, NALCO Foundation is sponsoring250 children to Kalinga Institute of Social Sciences (KISS), Bhubaneswar.To mitigate the menace of malaria and many water-borne diseases, projects have beentaken up to distribute mosquito nets and water filters in 18 villages of Damanjodi sector.In recognition of its CSR initiatives, NALCO received the PSE Excellence Award, 2011, in the Maharatna and Navratna category, instituted by the Department of Public Enterprises (DPE), Governmentof India and Indian Chamber of Commerce, New Delhi on 19th September, 2011.

The data on the perception of the community on Nalco's role in peripheral development is presented in Table- 3. The figures reveal that the community is not satisfied with the company's efforts to look after the area's development.

Table -3: Community perception of Nalco's rolein development

	Yes	No
Community satisfied with the community relations activities of Nalco	24(40)	36(60)
Nalco adequately looks after the community	15(25)	45(75)
The area got developed because of Nalco	39(65)	21(35)

Numbers in the parentheses indicate percentage

Environment Management at NALCO

Having been established reputation as a responsive manufacturing concern, Nalco's endeavour has been to improve its environmental performance through application of environmental friendly material, technology and processes, limiting the emission level and recycling and reutilization of the industrial wastes, and have introduced sustained programmes to establish high standard in the field of environment management.

(i)   Environment Problems Associated with NALCO

Amongthe waste products of NALCO, which are considered to have serious impact on the environment, are the 'fly ash' produced by itscaptive power plant at Angul, the 'red-mud' produced by the aluminium refinery at Damanjodi, 'fluoride' released by the smelterplant at Angul and the waste water. The Captive power plant being a coal-based unit with a capacity of generating 720 MW of electricity produces 4900 tones of fly ash per day, which is more than 70 % of the total quantity of the residues produced. The fly ash generated is disposed in three ash ponds spreading over an

area of 828 acres. The ash ponds not only put an environmental burden on the state but also give rise to several complex socio-economic problems.

(ii) Waste utilization at NALCO

NALCO's efforts in controlling pollution of the environment cover both preventive and curative strategies. To prevent the pollution of air, the fly ash generated in NALCO, is mixed with water and pumped through pipelines to the ash deposit ponds located at a distance of six kilometers (Nalco in harmony with nature, 2002). It has also a recycling plant to purify the water to avoid contamination of the river water.

Through research and development activities, the company has succeeded in productive reutilization of the fly ash, red mud, and wastewater, etc.To utilize the fly ash, the company is seriously engaged in extraction of beta aluminum, fly ash brick blocks, granite tiles and ceramic products, expansion of ash pond dykes using huge quantity of fly ash, experimental use of fly-ash in plantations and agricultural fields as manure, and exploring the possibility of back filling of abandoned coal mines by fly ash.

The company has been engaged in utilization of the *red-mud* in developing fiber-reinforced polymer composition (doors and window panels, tiles and sheets etc.), social conditioners/ fertilizer, ferrite cement etc.NALCO's efforts to study the impact of fluoride involve biological monitoring of fluoride around smelter to assess the impact on vegetation and bovine population and epidemiological survey to investigate the fluoride impact on human beings around the smelter. Environment impact assessment and environment management programmes along with risk analysis and disaster management plan are its special efforts towards controlling its environment.

(iii) Environment Awareness Campaign at NALCO

To instill the habit of sound environment management amongits employees, the company undertakes sustained environment awareness campaigns in the form of plantation programmes, publication of newsletters & information brochures, wall writings,posters,screening of video filmson environment, health and safety issues.To fund the expanding scope of its environment management projects, NALCO has consistently increased its peripheral development budget.

Community perception on NALCO's Environment Management

To know the views of the community on the environment pollution problems associated with NALCO's operations and preventive measures taken by the company a questionnaire was administered among 60 members of the community carefully selected from a number of villages surrounding the plant. The members were asked to mention three biggest problems faced by them in order of priority because of NALCO. The response of the community members is presented in table 4.

Table-4: Problems faced by community because of NALCO

	1st Priority	2nd priority	3rd priority	TW priority	Rank (R)
Disease to livestock, and human beings due to fluoride release	26	3	1	85	1

Environment pollution	1	11	18	43	3
Loss of crop due to release of contaminated water	3	16	11	52	2
Congested and poor housing facilities	7	8	5	42	4
Lack of proper sanitation	5	4	6	29	7
Lack of proper drainage and sewerage system	4	3	1	19	8
No employment opportunity to the locals	5	7	8	37	5
Lack of drinking water facility	6	5	4	32	6
Lack of uninterrupted power supply	3	3	6	21	8

TW(Total Weightage)=(1st priorityx6) + (2nd priorityx5) + (3rd priorityx4) + (4th priorityx3)+ (5thpriorityx2) + (6thpriorityx1)R-rank of preference

The problems are found to be area specific. The first three problems in the table are associated with the Smelter plant community at Angul, whereas the later six are mostly confined to the neighboring community of the Mines &Refinery complex at Damanjodi. It is clear from the table that diseases to live stock and human beings due to fluoride release by the smelter plant is mentioned as the most serious problem followed by loss of crops due to contaminated water. The study revealed that the company's efforts to solve pollution related problems of the community leave much to be desired. Despite the company having established a de-fluorination plant, fluoride release at smelter site continues to affect the livestock as well as human beings and livestock.It was alleged that the company's deflourination plant remains non-functional for reasons known to the company officials.

Conclusions and Suggestions

The "super citizen-leader" role of corporate social responsibility has impacted corporate leaders to an extent of volunteering for social causes. As part of their efforts to improve community life, manufacturing units are volunteering to improve their environmental performance through application of environmental friendly material, technology and processes. Efforts are being made to control the emission of industrial wastes and harmful gases to the environment by following the sustainable development framework.Recycling and reutilization of the industrial wastes are prioritized so as to protect the natural environment and minimize its harmful effects. In this regard new approaches like 'environmental impact assessment', 'environmental auditing', establishment of eco-industrial parks', 'environment awareness campaign', 'training programmes on environment management at the enterprise level' have emerged as more popular approaches.

The National Aluminium Company Limited performed appreciably in the environment management front. Its efforts for recycling, and reutilization of the industrial waste deserve to be applauded. But, still a lot remain to be expected in the area of minimizing the harmful impacts of the company on the natural habitat. Viewed from the community perception, the company's claim of maintaining a wholesome environment seems to be overrated. Checking the release of fluoride and its harmful impacts continues to be threat to the company's relationship with the community. The company cannot afford to ignore, when it is attempting to position itself as a global leader in sector. Therefore, the issue functionalizing the de-fluorination plant must get prioritized in the agenda of the company.

Limitations of the Study

The limitation of time and recourses get reflected in the contents of this paper. Its reliability could have enhanced by making the analysis broad based- incorporating data different units. For, this, dynamics of the CSR expenses could not be properly investigated.

Scope for Further Research

Understanding the dynamics of CSR expenses and the prioritization of issues remains to be investigated. The second question, is it the statutory obligation to spend on CSR, promoted by the government of India recent times,or the volunteerism for social cause that drives public sector CSR expenditure?

References

1. Beyond Aluminum-caring for the community,(2012), Bulletin on CSR at NALCO, Bhubaneswar

2. Bose, A. (1999). Shrinking Forests And Soaring Mercury, Is There Really A Link, *The New Indian Express*, 10 April.

3. Corporate that care-special feature on corporate social responsibility,(2006, March 17)*The Economic Times.*

4. How much are CPSEs spending towards CSR? (2012, May 24), Cause Because

5. Murphy, Thomas A. (1985).The Practice: Business and Industry in Scot M. Cutlip et al. (ed.) Effective Public Relations, Prentice Hall International: New Jersey, P.476

6. Nalco Foundation, (2012). Bulletin on NALCO Foundation, Bhubaneswar: NALCO

7. *NALCO in Harmony with Nature*. 2000).Bulletin by Corporate Communication Department, Natonal Aluminium Company Limited, June.

8. Nash, Dean Roy. (2012). CSR: Contributions of Maharatna Companies of India, Asian Journal of Research in Business Economics and Management, Vol.2 Issue 4, P. 106

9. Pradhan, Pitabas, *Dimensions and Strategies of Corporate Communication*, unpublished Ph.D Thesis, Berhampur University (Orissa), 2001.

10. Rao, P.L.K.M.(1995). 'Statutory Regulations & Environmental Auditing in Industries', New Delhi: *The NESA Newsletter*, Vol. 18.

11. Reeves, Byron and Mary Ann Ferguson-De Thorne, Measuring the Effects of Messages about social responsibility, Public Relations Review, Vol. 6:PP40-55

12. Stanley, B.J. (2002). The Role of Industry in Environmental Management: 'A Labour Management Perspective at the Enterprise Level, *Samridhi*, Vol. 3 7 4(1), PP 46-54.

13. The air we breathe, the water we drink…. Must environment and development be in conflict? (2001, January p2), New Delhi: *The Times of India.*

14. Trivedi, R.N. (1998).*A Text Book of Environmental Pollution and Control*, New Delhi: Anmol Publications Pvt. Ltd.

WOMEN EMPOWERMENT THROUGH INDIAN CINEMA:
A CONTENT ANALYSIS OF TOP BOLLYWOOD MOVIES OF 2015

Prof. (Dr.) Bandana Pandey, Dean, Department of Communication Management & Technology, GJU S&T, Hisar, Haryana

Sumedha Dhasmana, Guest Faculty, Department of Journalism & Mass Communication, CBLU, Bhiwani, Haryana

Abstract

The influence of cinema in our lives is inevitable. It reflects on our lifestyle and society to a great extent. It won't be incorrect to say that women's projection in cinema depicts a lot about women's real life situation. This paper, therefore, attempts to identify the portrayal of women empowerment as projected in Indian Cinema. For the same, content analysis method has been adopted on highest grossing films of 2015. Four films, namely Bajrangi Bhaijaan, Prem Ratan Dhan Payo, Dilwale and Bajirao Mastani were studied.

Keywords: Women Empowerment, Indian Cinema, Bollywood Films, Bollywood Women Empowerment in Cinema

Introduction

Feminist Theorists have been raising their voice, for centuries, on the importance of women empowerment. Cinema being one of the most influential form of communication, persuasion and motivation, has often been used as a platform to raise women issues. How women are represented through cinema remains an important area of concern. Women empowerment includes women's power relationships in family and leadership qualities. It is the belief that women have great potential and are better organized, both physically and mentally. Women's security, decision-making power, and mobility are three indicators for women's empowerment. In India, and more so for rural and less educated women, these three indicators are significantly low. Following are the Beijing conference 1995 indicators of women empowerment (Pandey*et. al.* 2016):

1. Increase in self-esteem, individual and collective confidence;

2. Increase in articulation, knowledge and awareness on health, nutrition reproductive rights, law and literacy;

3. Increase an decrease in personal leisure time and time for child care;

4. Increase on decrease of work loads in new programmes;

5. Change in roles and responsibility in family & community;

6. Visible increase on decrease in violence on women and girls;

7. Responses to, changes in social customs like child marriage, dowry, discrimination against widows;

8. Visible changes in women's participation level attending meeting, participating and demanding participation;

9. Increase in bargaining and negotiating power at home, in community and the collective;

10. Increase access to and ability to gather information;

11. Formation of women collectives;

12. Positive changes in social attitudes;

13. Awareness and recognition of women's economic contribution within and outside the household;

14. Women's decision-making over her work and income.

Review of Literature

Murphy (2015) revealed that women are seeing greater representation in roles valued for their intelligence, their strength, and their independence more frequently in later films than in earlier films, but that they are still not as well-rounded, or as important, as the men.

Ateya (2015) women' social class, job status, nature of job status, level of education and character traits are being positively depicted in movies than before. More women are depicted with high occupational prestige. Women are now shown as having higher levels of education, such as university and post-graduate degrees and fewer women are depicted as illiterate.

Ali, Khan and Ali (2014) studied women portrayal in Pakistani films (1988-1999) and identified that Pakistani films don't reflect the true essence of women in Pakistan and rather depicts women in a negative sense. Moreover women issues are not addressed and women roles are majorly based on assumptions

Sowmya Nanda kumar (2012) the research on the Stereotypical Portrayal of Women in Commercial Cinema, conducted content analysis of highest grossing all time blockbuster hit film all the time. In conclusion this work found women in various forms in Indian cinema in stereotypic roles.

Objective and Methodology

Broad Objective

The broad objective of this study is to analyze women empowerment through Top Bollywood Movies of 2015
Specific objectives

- To identify the total number of women in lead role, supporting role and minor roles in Top Bollywood Movies of 2015.
- To study the manner of presentation of women in Top Bollywood Movies of 2015.
- To explore the dimensions of women characters Top Bollywood Movies of 2015.

Methodology

The research method used for this study is Content Analysis of Top Bollywood Movies of 2015. Content Analysis is a method of studying and analyzing communication in a systematic, objective and quantitative manner for the purpose of measuring variables (Kerlinger 1986)

Universe: The universe selected for the research study is Bollywood films for content analysis.

Sample: The sample selected for content analysis is Top Bollywood Movies of 2015. These films are:
Bajrangi Bhaijaan, Baahubali: The Beginning, Prem Ratan Dhan Payo, Dilwale and Bajirao Mastani

Research Tools - Codebook, Code sheet, Statistical Tool SPSS, MS Excel etc.

Tabulation and Analysis

Table1: Genre and Duration of Movies

Name of the Movie	Genre	Duration (minutes)	Women Centric
Bajrangi Bhaijaan	Emotional Drama	159	No
Prem Ratan Dhan Payo	Romantic Drama	164	No
Dilwale	Romantic Action Drama	154	No
Bajirao Mastani	Epic Historical Romance	158	No

Table1 demonstrates the genre and duration of top bollywood movies of 2015. It is identified that out of the four selected movies, three movies (i.e. Prem Ratan Dhan Payo, Dilwale and Bajirao Mastani) are centered on the theme of romance. Bajrangi Bhaijan which was the highest grossing is a dramatic movie without focusing on romance. Out of all four movies, none of the movie is centered on women.

Table 2: Total Women in Different Roles

Name of the Movie	No of women in Lead Role	No of women in Supporting Role	No of women in Bit Part Role
Bajrangi Bhaijaan	0	1	7
Prem Ratan Dhan Payo	1	1	7
Dilwale	1	1	1
Bajirao Mastani	1	3	5
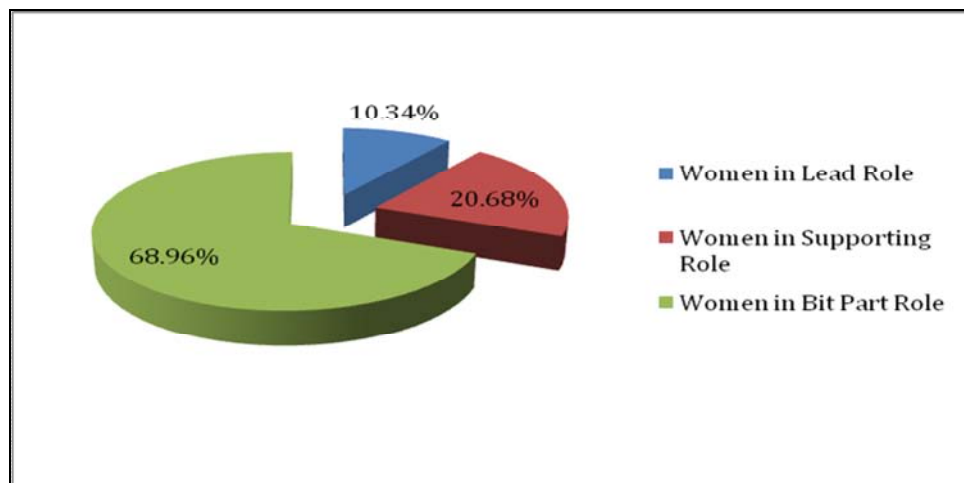
Fig.1: Women in Different Roles

Table 2 and Fig. 1 elaborate the projection of women in various roles. In the four selected movies, a total of 29 women characters have been identified in three roles i.e. in Lead Role, Supporting Role and Bit Part Role. Those actors have been considered in Bit Part role who didn't have more than 5-7 dialogues in the film. It is identified that maximum proportion of women (68.96%) have been shown in bit part roles. 6 out of the total 29 (20.68%) women characters are projected in supporting roles. Three out of the four movies have projected women in lead roles. It is noteworthy here that all four movies showcase male character in lead roles but three movies showcase females in lead role.

Table 3: Portrayed Social Class of women in movies

Name of the Movie	Lead Role	Supporting Role	Bit Part Actor
Bajrangi Bhaijaan			
Upper Class	0	0	0
Middle Class	0	1	2
Lower Class	0	0	5
Total	0	1	7
Prem Ratan Dhan Payo			
Upper Class	1	0	2
Middle Class	0	1	4
Lower Class	0	0	1
Total	1	1	7
Dilwale			
Upper Class	1	1	0
Middle Class	0	0	1
Lower Class	0	0	0
Total	1	1	1
Bajirao Mastani			
Upper Class	1	2	3
Middle Class	0	0	0
Lower Class	0	1	2
Total	1	3	5

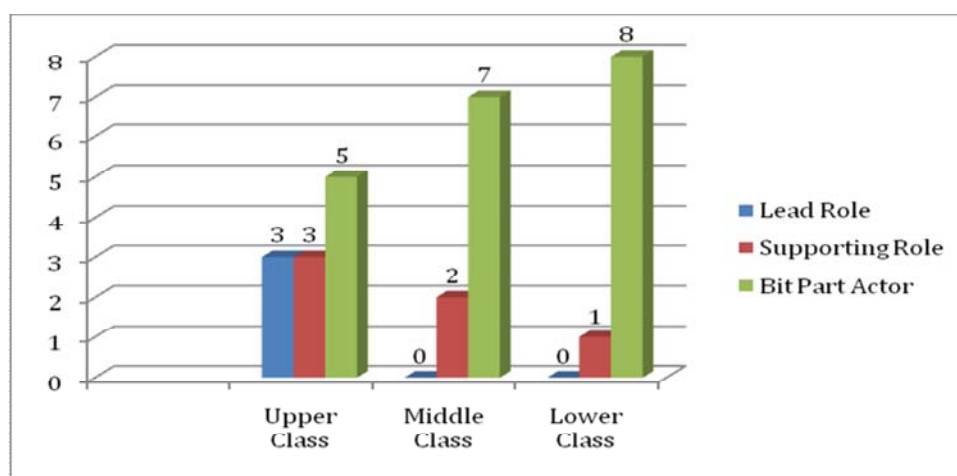Fig. 2: Portrayed Social Class of women in movies

Table 3 and Fig.2 describes the social class of women in various roles. It is identified that all women characters in lead roles belong to upper class. On the other hand, comparatively very less proportion of women in supporting role and bit part role are shown as belonging to upper class. Subsequently, 2 (6.8%) women characters in supporting role and 7

(24.1%) women characters in bit part role belong to middle class. Lastly, 1 (3.4%) women character in supporting role and 8 (27.5%) out of the total women characters in bit part roles are in lower class.

Table 4: Portrayed Age of women in movies

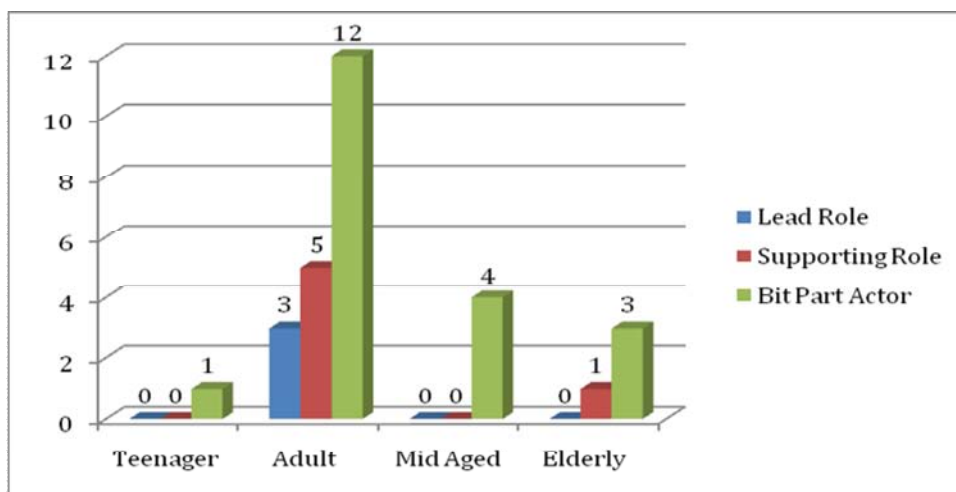| Name of the Movie	Lead Role	Supporting Role	Bit Part Actor
Bajrangi Bhaijaan			
Adult	0	1	4
Mid Aged	0	0	2
Elderly	0	0	1
Total	0	1	7
Prem Ratan Dhan Payo			
Teenager	0	0	1
Adult	1	1	4
Mid Aged	0	0	1
Elderly	0	0	1
Total	1	1	7
Dilwale			
Adult	1	1	1
Mid Aged	0	0	0
Elderly	0	0	0
Total	1	1	1
Bajirao Mastani			
Adult	1	2	3
Mid Aged	0	0	1
Elderly	0	1	1
Total	1	3	5

Fig. 3: Portrayed Age of women in movies

Table 4 and Fig. 3 elaborate the age group of women in movies. It is identified that the maximum women 20 (68.9%) displayed in these movies are shown as adults. This is followed by 4 (13.7%) characters depicting mid-aged women and 4 (13.7%) characters depicting elderly women. It is identified that only 1 (3.4%) character is shown as that of a teenager.

Table 5: Relationship Status of women portrayed in movies

Movie	In a relationship	Engaged	Married	Unmarried	Widow	Undetermined
Bajrangi Bhaijaan	1	0	2	0	0	5
Prem Ratan Dhan Payo	1	1	3	3	0	1
Dilwale	2	0	0	1	0	0
Bajirao Mastani	1	0	2	0	2	4
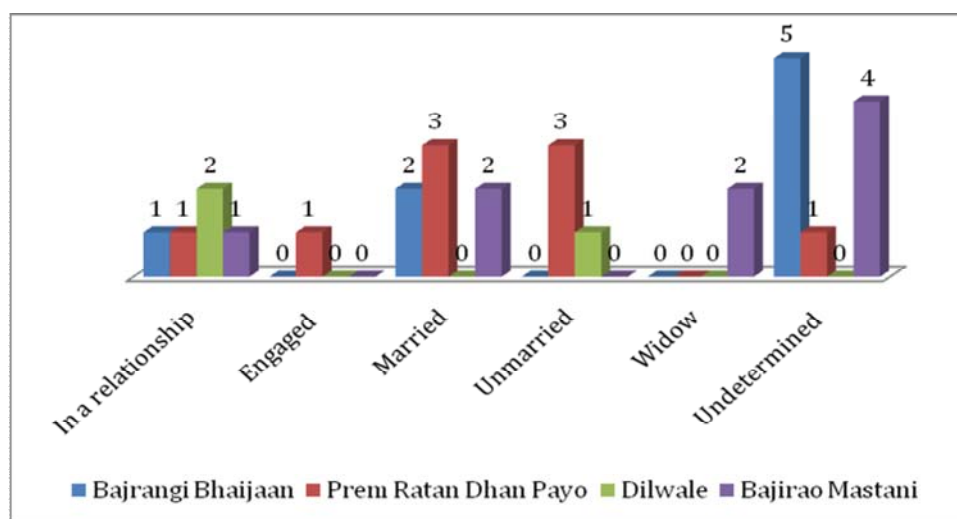
Fig. 4: Relationship Status of women portrayed in movies

Table 5 and Fig. 4 depict the relationship status of women portrayed in the movies. It is identified that the relationship status of maximum women 10 (34.4%) are undetermined in these movies. This is followed by 7 (24.1%) women who are shown as married in the movies. Apart from this, 5 (17.2%) women are shown in a relationship, 4 (13.7%) women are shown unmarried, 2 (6.8%) are shown as widow and 1 (3.4%) is shown engaged.

Table 6: Dress Sense of woman portrayed in movies

Costume	Exposing	Non-exposing	Sometimes exposing sometimes non-exposing
Bajrangi Bhaijaan	2	6	0
Prem Ratan Dhan Payo	1	7	1
Dilwale	1	1	1
Bajirao Mastani	0	9	0
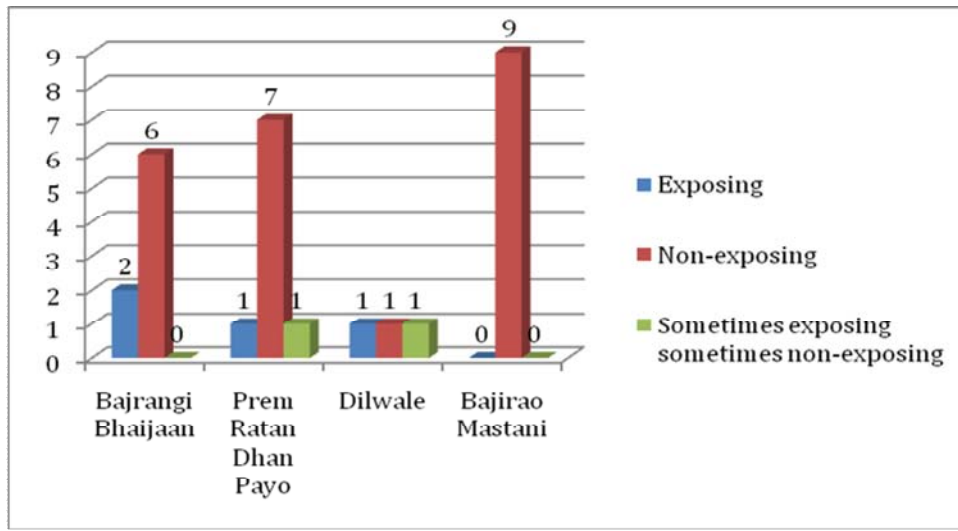
Fig. 5: Dress Sense of women portrayed in movies

Table 6 and Fig. 5 elaborate the dress sense of women portrayed in top bollywood movies of 2015. It is noteworthy that a very high proportion of women 23 (79.3%) are portrayed in non-exposing dresses. Out of the total, only 4 (13.7%) women are portrayed through exposing dresses and 2 (6.8%) are shown in both exposing and non-exposing dresses.

Table 7. Make-up of women portrayed in movies

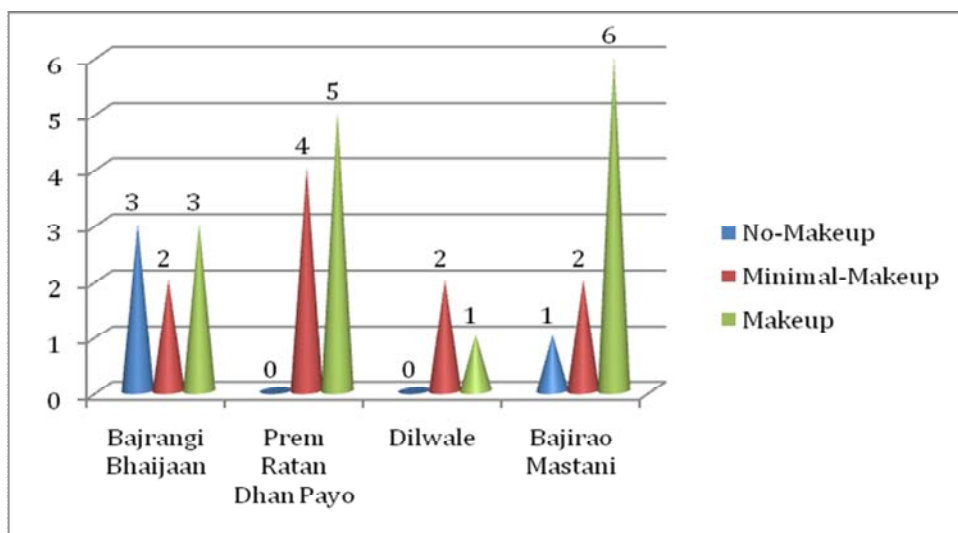| Movie	No-Makeup	Minimal-Makeup	Makeup
BajrangiBhaijaan	3	2	3
PremRatanDhanPayo	0	4	5
Dilwale	0	2	1
BajiraoMastani	1	2	6

Fig. 6: Make-up of women portrayed in movies

Table 7 and Fig. 6 demonstrate the make-up of women in top bollywood movies of 2015. It shows that maximum women characters 15 (51.7%) have applied make-up in the movies. However, a considerable proportion 34.4% is seen in minimal make-up. Only 4 (13.7%) characters are seen without make-up in the movies.

Table 8: Role portrayed in Personal Life

Movie	Daughter	Sister	Wife	Mother	Lover	Undetermined
Bajrangi Bhaijaan	1	0	1	2	1	5
Prem Ratan Dhan Payo	0	2	2	1	2	2
Dilwale	1	3	0	0	3	0
Bajirao Mastani	0	2	3	2	1	2
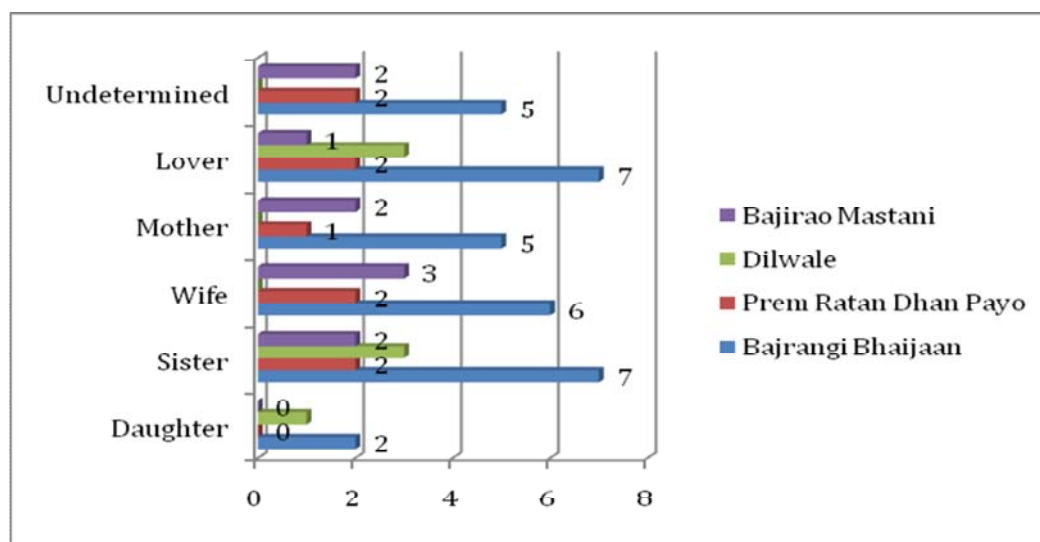
Fig. 7: Role portrayed in Personal Life

Table 8 and Fig. 7 highlight the role portrayal of women in personal life. The female characters are seen playing the role of a daughter, sister, wife, mother and lover. An overlapping of roles have been also identified for instance one female character (Rasika of Bajrangi Bhaijan) was seen playing the role of daughter as well as of a lover.

Table 9: Role portrayed in Professional Life

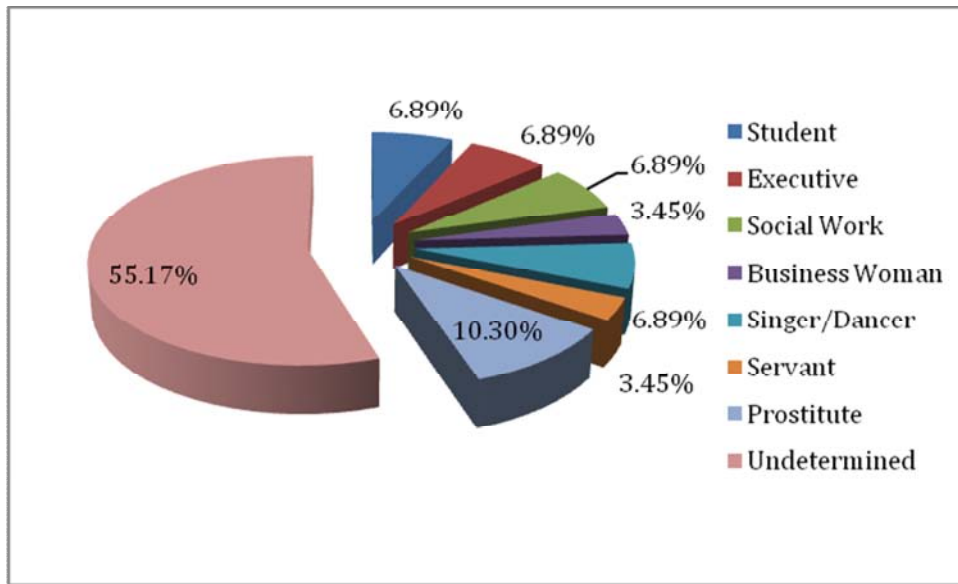| Movie	Student	Executive	Social Work	Business Woman	Singer/Dancer	Servant	Prostitute	Undetermined
Bajrangi Bhaijaan	0	0	0	0		0	3	5
Prem Ratan Dhan Payo	1	2	2	0	1	0	0	3
Dilwale	1	0	0	1	0	0	0	1
Bajirao Mastani	0	0	0	0	1	1		7

Fig. 8: Role portrayed in Professional Life

Table 9 and Fig. 8 highlight the role portrayal of women in professional life. The various roles portrayed by women in professional life are that of a student, executive, social worker, business woman, singer, dancer, servant and prostitute. It is noteworthy that only one negative profession came into light after performing the analysis of top Bollywood movies of 2015.

Table 10: Indicators of Women Empowerment

| Indicators	Bajrangi Bhaijaan	Prem Ratan Dhan Payo	Dilwale	Bajirao Mastani
Self Confidence	3	2	1	4
Knowledge and Awareness	0	0	0	1
Time for Child Care	1	1	0	4
Taking Responsibility of Family	1	1	1	2
Taking Responsibility of community	0	1	0	1
Active participation in social change	0	2	0	
Increase in bargaining and negotiating power at home	2	1	1	3
Increase access to and ability to gather information	1	0	1	0
Formation of women collectives	0	0	0	0
Decision-making over her work and income	1	1	1	0
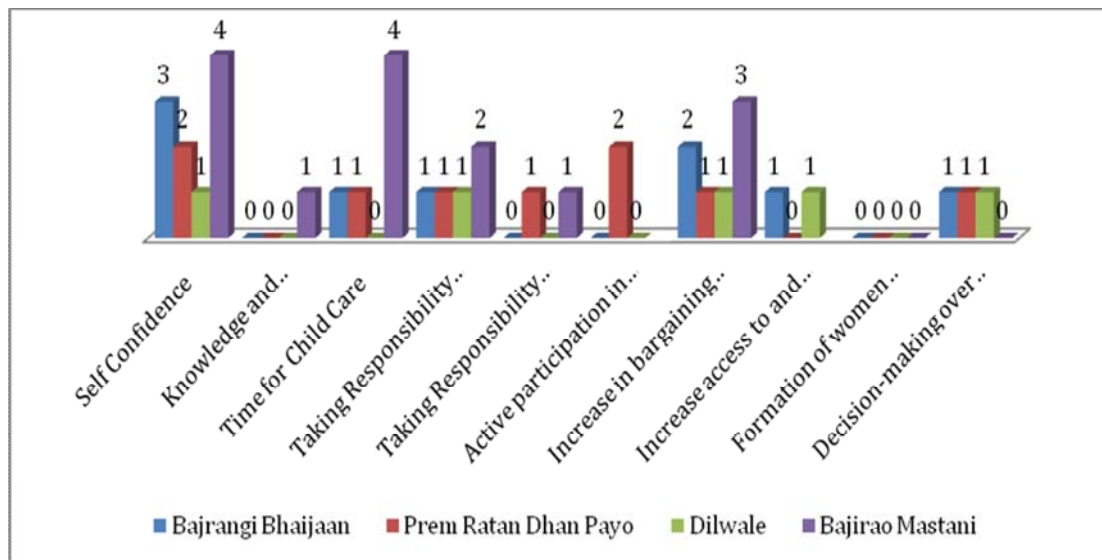
Fig. 9: Indicators of Women Empowerment

Table 10 and Fig. 9 throw light on the women empowering representation. It is noteworthy here that the top Bollywoodmoviesof 2015 depicts women in empowering roles in one way or the other. For instance, Maithili, the lead character of Prem Ratan Dhan Payo is shown as taking responsibility of community and actively participating for social welfare. Similarly, Mastani of Bajirao Mastani is shown as a bold woman who doesn't hesitate to fight for her family and community. Rasika of Bajrangi Bhaijaan represents amazing self confidence and sets example for negotiating power at home. MeeraDev Malik of Dilwale displays empowerment by taking care of her family and decision making over her work and income. Thus it won't be incorrect to state that all top bollywood movies of 2015 depicts women empowerment in one way or the other.

Findings

- It is identified that none of the top Bollywood movies (selected highest grossing) is centered on women.
- It is important to note that that all four movies showcase male character in lead roles but only three movies showcase females in lead role.
- An association between women in lead roles and upper class projection has been identified which, in a way, sidelines the capability of women of middle class.
- It is identified that the maximum proportion of women displayed in these movies are shown as adults.
- While the relationship status of a significant proportion of females remain undisclosed, almost all real-life relationship status are touched upon like that of one being married, unmarried, engaged and widow.
- It is noteworthy that a very high proportion of women are portrayed in non-exposing dresses.
- Women in these movies are shown as conscious of self as most of them are seen in full and minimal make-up.
- The female characters are seen playing the role of a daughter, sister, wife, mother and lover.
- The various roles portrayed by women in professional life are that of a student, executive, social worker, business woman, singer, dancer, servant and prostitute.
- All top Bollywood movies of 2015 depicts women empowerment in one way or the other.

References

1. Ali, Arshad, Khan, Wajid Abdul, & Ali, Hassan Syed. (2014). The Portrayal of Women in Pakistan feature Films Urdu and Punjabi (1988-1999) a Critical Evaluaton.*International Research Journal of Social Sciences3*(2).

2. Ateya, Aya Mohamed. (2014). Women Empowerment as Portrayed Through The Egyptian Cinema: Content Analysis of Films Produced Between 2001-2011 *Journal of Middle East Media 10*.

3. Kerlinger, F.N. (1986). Foundations of behavioural research (3rd ed), New York: Holt, Rinehart and Winston.

4. Murphy, Jocelyn Nicole. (2015). *The role of women in film: Supporting the men -An analysis of how culture influences the changing discourse on gender representations in film* (Journalism Undergraduate Honors Theses), The University of Arkansas.

5. Nandakumar, Sowmya. (2011). The Stereotypical Portrayal of Women in Commercial Indian Cinema. fromhttps://uh-ir.tdl.org/uh-ir/bitstream/handle/10657/217/NANDAKUMAR

6. Pandey, B., Kataria, M., Aggarwal, V. &Dhasmana, S. (2016).Representation of Women through Print Advertisement: A Content Analysis of Advertisement of Newspaper Supplements. *International Journal of Media, Journalism and Mass Communications.2*.11-27

PROSPECT OF COMMUNITY RADIO AS A VEHICLE OF GREEN COMMUNICATION AND SUSTAINABLE DEVELOPMENT: A CASE STUDY OF JAN DHANYOJANA

Nibha Sinha, Independent Researcher and Freelance Faculty (Journalism and Mass Communication
Archana Kumari, Assistant Professor, Department of Mass communication and New Media, Central University of Jammu, Jammu, J & K, India.

Abstract

Green Communication is a term closely related to green technology (Vereecken, W. et al, 2010). The term 'Green' gives the impression of something being environment friendly, which is exactly the case with green communication. With the growth of new communication technologies, undesired energy consumption is also increasing and causing an increase of the global carbon dioxide (CO_2) emissions (Calvanese, E. et al, 2011). Green communication tries to find out the ways through which this environment degradation by carbon emission can be reduced. In this paper, it is tried to investigate how Community Radio can be proved as the most suitable vehicle for communicating environment friendly and need of the hour for sustainable development, taking the case of Jan Dhan Yojana.

Keyword: Community radio, Green communication, Sustainable development, Carbon dioxide emission (CO_2).

Introduction

Due to the problem of global warming and the associated climate change, the carbon emissions currently receive most attention (Vereecken, W. et al, 2010). Inrecentyears, with the explosive growth of wireless communication industry in terms of network infrastructures, network users, and various new applications, the energy consumption of wireless networks and devices is experiencing a dramatic increase. Because of ubiquity of wireless applications, such increasing energy consumption not only results in a high operational cost and an urgent demand for battery/energy capacity to wireless communications operators, but also causes a more severe electromagnetic (EM) pollution to the global environment. Therefore, an emerging concept of "Green Communications" has received considerable attention in hope of finding novel solutions to improve energy efficiency, relieve/reduce radio pollution to unintended users, and maintain/ improve performance metrics (Wang B. et al, 2011). Therefore, certain ways need to be found to communicate effectively yet environment friendly. This is how sustainable development could be achieved.

Sustainable development meets the needs of the present without compromising the ability of future generations to meet their own needs (Jan Servaes, 2013). In a developing country like India which is highly diverse in cultures, languages and values, any kind of development cannot be even thought without active participation of its various groups of people, we can conveniently call 'community'. A group of people may be called community if they have similar cultural, social or economic values. Considering this fact, now every step is being taken to communicate with these communities and assuring their involvement in the development process. "People's participation is becoming the central issue of our time," says UNDP (Human Development Report 1993), to which we add, "and participation requires communication". Communication can be an instrument of power—a revolutionary weapon, a commercial

product or a means of education; it can serve the ends of either liberation or oppression, of either the growth of the individual personality or of drilling human beings into uniformity. (MacBride Commission Recommendation, 1982). This means communication with all strata of people is key to sustainable development.

In India, it is not difficult to communicate with the people of higher strata as they are empowered with language, technology and education, so all kind of media serve their purpose, while people of lower strata are most of the times not literate, economically weak and technically unskilled, which demands an specific media which is neither costly, nor complicated and very much dedicated to address their problems.

A very good way out in this regard could be community radio. Where one side it communicates with the communities in their own words, focuses completely on their welfare and entertainment, on the other side it requires minimum electronic set up, which ultimately would lead to considerably low carbon emission and more environment friendly in compare to other mainstream media. Community radio is a medium of the people, by the people, for the people.

This small study is trying to do a litmus test of communication gaps in recently launched Jan-Dhan Scheme and to find out how well community radio could be used as best possible media to overcome these gaps which would be an ideal vehicle for green communication and eventually lead to sustainable development.

Purpose of the present study

With the above mentioned perspectives and descriptions about green communication and sustainable developments, this study examines following questions:

 i.   What were the communication gaps while informing people about Jan DhanYojana?

 ii. How these communication gaps could be overcome and which is the most suitable medium to do so?

 iii. How can community radio be the most suitable vehicle for informing people about the missions like jan dhan yojana and eventually for green communication and sustainable development?

Methodology

This study uses qualitative method to examine the above mentioned questions. In-depth interviews of the branch managers of three government banks, State Bank of India, Indian Bank and Punjab National Bank and branch managers of two private banks, IDBI Bank and HDFC Bank were taken in order to understand what kind of problems they faced while opening accounts for the people under Jan DhanYojana. All these banks are situated in Indirapuram area of Ghaziabad. Since this area represents a mixed population of all strata, it can be taken as possible sample of metro cities where people from all economic spheres remain present. There are many government and private banks in this area, but only those banks have been chosen purposely which are oldest and credible in the area and having maximum number of consumers with it. The government banks are far ahead in this regard, but accounts can be opened in private banks as well under the Jan Dhan scheme, so two private banks have also been taken as sample to get the complete picture. After thorough interviews of the branch managers of the selected banks, the areas of communication gaps have been found out and an apt solution to these gaps have been suggested. The interviews were semi structured and complementary questions were asked in the course of conversation wherever necessary.

Findings and Analysis

It was very difficult to talk to the branch managers of these banks on the aforesaid issues. They were reluctant to answer many questions. They feel that their only duty is to open the account. When researcher tried to convince them that this interview is important, then only they answered few questions. To get the answer of one question, twice or thrice questions were asked. They feel that because of the scheme much burden has been imposed on the banks and unmanageable rush has been thronged. Following is the bank-wise responses of the focused questions:

State Bank of India, Indirapuram, Ghaziabad

➢ Brief introduction of implementation of scheme:

Under Jan Dhan scheme, to open the account two business correspondents are there taking care of it. Around 3300 accounts have been opened since August, 2014. Almost 90 percent of them are from lower income group.

➢ Queries by the customers:

Those who opened the account were not aware about the benefits of it. They were under the impression that they will get Rs 5000 every month and a cheque book too.

Many of them were coming with the hope that they will get one lakh rupees immediately after opening the account. It was very difficult to clear their misunderstanding. Everyday around 300 to 400 people are visiting to enquire about how to open a/c or if they have not received ATM or what kind of benefit they are getting.

➢ Problems encountered while opening accounts:

Many were not able to fill up the form properly and not confident in mentioning the name of the nominee due to insecurity in financial matters. Those who were already having a/c were also coming to open another a/c under Jan Dhan scheme as they were not aware that how to get benefit under the scheme without opening new a/c.

Even branch managers have not recieved any circular that those who were already having a/c anywhere how they will be beneficiary under this Jan Dhan scheme.

"So, those who are having a/c anywhere and coming with proper documents, we are not restricting them to open the account", said the manager. He said that around half of 3300 a/c are of those customers who are already having a/c. Provision is that one mobile no. will be used for opening only one a/c but they are coming with the same mobile no. to open more a/c.

➢ Important observations:

On every Monday around three times more people are coming in comparison of other week days. On asking how they came to know about the scheme, they replied that Sunday was their holiday so they watched television and came to know through advertisement but they were not aware about all the benefits of the scheme. Many are not even bothered to know in detail about the scheme as they feel that if we are opening a/c after government instruction then certainly will get some benefit. If advertisement is saying to do so they are following it.

90 percent a/c opener customers are slum dweller and from lower income group.

They are relying more on the information they are getting through television and radio. If bank employees are saying anything then they are ready to challenge them.

Recommendations

People are not aware about the term overdraft limit, accidental insurance and life insurance. Manager suggested that in layman language it should be explained through advertisements.

About life insurance coverage of 30 thousand rupees, no one is aware that till 60 years of age it is covered and accidental insurance is for 70 yrs of age and those who are already having the same kind of insurance will not get the benefit under the Jan Dhan scheme. All these informations should be made available beforehand.

Those who are already having a/c how they will be connected with the scheme is not clear to the bank manager and have not received any communication from the government and may be this is the reason those who are having one a/c are opening another a/c. So the communication from government should also be clear.

Manager said that advertisement should have more clarity regarding eligibility of the customer; terms used should be simple and clear. And any new thing is being added then it should be notified by the appropriate medium of communication. They agreed that only through advertisement things can be made clear for people.

Punjab National Bank, Indirapuram, Ghaziabad

➢   Brief introduction of implementation of scheme:

Customer service centre is there to open account. Two employees are there to take care of it. Around 300 a/c have been opened till date. In nearby locality two more branches are there of PNB so customers are distributed among all three branches of PNB.

➢   Problems encountered while opening accounts:

"Indian mentality is the problem. They don't want to listen to bank employees."

➢   Important observations:

Scheme is in the implementation phase so there are more problems. When they started opening the a/c in the month of August then more dilemma was there but slowly things are more clear to the customers too as many have opened the a/c and they are working as opinion leader in the society.

More customers are illiterate so print media is not a good choice. Television ads are little bit beneficial. Many times people don't have time and when they have time, they can get information on radio if it will be repetitively advertised. Those who are working in the fields, more of them are listening to the radio.

Recommendations

Better advertisement content required with more clarity about terms.

Many times language may be the problem. When ad on TV is coming then that is not repetitive and in that case terms are not clarified so they are confused.

Those who are already having a/c, they are rushing more than needy people. Advertisement should make clear the eligibility of the customers.

Indian Bank, Indirapuram, Ghaziabad

➢ Brief introduction of implementation of scheme:

Around 1000 a/c opened. Out of 1000 around 70 percent were actually needy people. They were not having any a/c till now. Initially a/c were opened in hurry but now it is slow as many nearby residents have already opened the a/c.

➢ Problems encountered while opening accounts:

Customers are not able to fill up their form properly so rushing to the bank many times.

➢ Important observations:

Those who are already having a/c now coming less in numbers in the bank. Now if bank comes to know that customer is having a/c in their branch, they are not opening a/c of that customer.

Customers are not clear about the scheme but again they came to know through friends those who have already opened it and by TV, so opening it.

Recommendations:

Customers are not appropriately informed, so content with clarity should be advertised.

HDFC Bank, Indirapuram, Ghaziabad

➢ Every month average 100 customers are coming to open the a/c.

➢ They all are from lower socio economic background.

➢ Around 5 percent housewives have opened the a/c till now.

➢ There is not any problem in opening the a/c.

➢ Very few customers are asking about the scheme in details. So, the manager does not think that there is any requirement in advertisement campaign.

➢ Nobody came to open the a/c who is already having it.

➢ All informations were received regarding the scheme.

IDBI Bank, Indirapuram, Ghaziabad

➢ Brief introduction of implementation of scheme:

Almost 400 a/c have been opened. Around 200 customers visited the branch to open the a/c and rest were opened in a camp. Bank has taken initiative to open the a/c under the scheme and camps were organized in nearby area. Area was also allotted by the DM to the bank to cover the customer.

➢ Problems encountered while opening accounts:

There is confusion among the customers regarding the eligibility as many existing customers are coming to open a/c so under Jan Dhan scheme eligibility should be made clear in the advertisement.

90 percent customers are thinking they will get insurance amount immediately after opening a/c and they will get Rs 5000 monthly.

Almost no customer knows that those who are first time opening a/c between 15th August 2014 to 26th January 2015. Only they will get the benefit of life insurance.

About life insurance coverage, nobody is having any query as it was announced later and even manager was not aware about it. When he was asked then searched it on the net and then confirmed.

Important observations

➢ More accounts have been opened with the SBI because of the reach of this bank. Maximum area of country is covered by the bank so more customers want to open the a/c with this bank.

➢ There is not any confusion regarding the scheme. Although everything is not clear right now about the scheme viz. life insurance coverage but customer will be able to take the benefit after six months only so till that time circular will come regarding the issue.

➢ Scheme is in the implementation stage so terms are being cleared by the government as and when required.

➢ 90 percent customers are from lower socio economic background and five percent housewives have opened the a/c.

➢ Newspaper is not the sufficient medium to advertise the scheme but television is reaching to the people. Problem is the rural areas of the country where no medium of mass communication is there but still a/c have been opened amid ambiguity.

➢ Although government has taken a very good effort, clarity of eligibility is required in any advertisement.

All the branch managers have received the communication from the govt, regarding scheme. Initially there was not any life insurance policy in the scheme when it was announced but on 17th November they got the information that 30 thousand life insurance policies will be given till the age of 60 years. Managers were not eager to answer many questions regarding medium of the advertisement as they say that this is not our responsibility. All were having suggestions regarding advertisement content that it should have more clarity so customer can understand it easily. Terms should be in easy language and eligibility should be more clear to restrict the rush to the bank. Initially chaos was there in the banks to open the a/c. needy people were not able to open the a/c. those who were having the a/c they were coming more in numbers and were not convinced by the employees of the bank. They said that this is the duty of govt and media organization to decide on the issue that how customers will be informed better.

They felt that this is their job to open the a/c and as such there is not any problem as types of enquiries customers are doing while any scheme is launched but at the same time all of them said that eligibility criteria need more clarity so that rush could be controlled.

From the above responses, following points have emerged:

• There is a communication gap between the policy makers and the target audience of Jan Dhan Scheme as they were not communicated clearly about the benefits and eligibility criteria of the scheme

• It is found that television ads have played significant role in informing people about the scheme, but still lack of clarity is there and print ads are of no use as most of the prospective customers are illiterate. Even they are from lower economic group, so television is an expensive affair for them.

- Radio could be a better and effective medium of communication to aware people about this scheme properly, however big radio channels cannot cater to the specific needs of small groups. So, community radio can play a very effective role in this regard. Also it neither needs good educational background nor huge investment to subscribe to community radio station. Thus it seems to be most suitable medium to aware lower income group about this particular scheme.

- This medium is effective as well as a very good tool for green communication as there is very low carbon emission through this media which will eventually lead to sustainable development.

Conclusion

The thorough interviews of all the branch managers clearly reveal that there is lack of information about Jan DhanYojana among the prospective customers. Most of the people coming to open their account in banks are from lower income group, so they are eager to open their account with this misconception that they will immediately get a handsome amount and will get some amount per month. This all misconception is due to lack of information. Even if the informations are reaching to them, there is lack of access to the expensive media and lack of education to the print media, so they go to banks for informations. This increases burden on banks as a huge rush comes daily just for enquiry, which disrupts the daily working environment of banks. All the branch managers recommended that elaborate advertisements should be there to educate people about the scheme, which is not possible on mainstream media due to limited time and space. So, community radio would be best available option to educate people on such schemes and well informed people can make most suitable choices which will contribute to the smooth functioning of the banks. Also since it is environment friendly media, it can be said a very good tool of green communication. For the vast majority of India and its plural society, community radio is the most suitable media which provides region and requirement based informations. Most of the welfare programmes of government are not completely fruitful due to lack of information to the prospective people; this barrier can be overcome by using community radio as a communication vehicle. Pervasive uses of this media would achieve the goals of green communication and sustainable development.

Bibliography

1. Calvanese, E. et al. (2011).Journal of Green Engineering, 267–301.River Publishers.

2. Human Development Report 1993.

3. Mcbride, Sean (1982), Many voices one world, UNESCO.

4. Origin and development of mass media in India (2001), IGNOU (ISBN-81-7263-802-7)

5. Personal Communication with Branch Manager of HDFC Bank, Indirapuram, Ghaziabad, U.P.

6. Personal Communication with Branch Manager of IDBI Bank, Indirapuram, Ghaziabad, U.P.

7. Personal Communication with Branch Manager of Indian Bank, Indirapuram, Ghaziabad, U.P.

8. Personal Communication with Branch Manager of Punjab National Bank, Indirapuram, Ghaziabad, U.P.

9. Personal Communication with Branch Manager of State bank of India, Indirapuram, Ghaziabad, U.P.

10. Sarvaes,Jan (2013), Sustainable Development and Green Communication: African and Asian

11. Vereecken, W. et al. (2010).IEEE.Proceedings of the 4th International Symposium on Communications, Control and Signal Processing (ISCCSP 2010).

12. Wang B. et al. (2011). IEEE Journal on selected areas in Communication, Vol. 29, No. 8.

USE OF ICTS IN APPLICATION OF E-GOVERNANCE IN EDUCATION PROJECTS IN DELHI

Apoorva Buttan, Assistant Professor, Madhu Bala Institute of Communication and Electronic Media, Delhi

Abstract

E-governance has become an indispensable part of the government undertakings in various field. E-governance not only facilitates quick communication, ease of work, transparency and reliability but also provide efficiency to the task. The use of Information Communication Technologies has been instrumental in bringing together education and technology. Delhi is a hub for technological advancements in the field of education. This paper tries to uncover the use of ICTs and receptivity of e-governance projects in education in Delhi.

Key Words: Information Technology, E-Governance, E- Administration, Tele-medicine

Concept of E-governance

Electronic Governance is the application of Information Technology to the processes of Government functioning in order to bring about Simple, Moral, Accountable, Responsive and Transparent (SMART) Governance. Electronic governance also involves transformation from being a passive information and service provider to active citizen involvement. Evolution of E-Governance is a highly complex process requiring provision of hardware, networking and software and re-engineering of the procedures for better delivery of services.

Traditionally, the interaction between a citizen or business and government agency took place in a government office. With emerging ICT it is possible to locate service centers closer to the clients. Such centres may consist of an unattended kiosk in the government agency, a service kiosk located close to the client, or the use of a personal computer in the home or office. E-Governance is an opportunity to take advantage of the increased productivity and reduced costs that can be achieved using Internet based technology. Even better, E-Governance can enhance the citizen's access to government information and services (both central and local), and can provide new ways to increase citizen participation in the democratic process. As one can conclude, E-Governance may include very broad range of services for almost all segments of society.
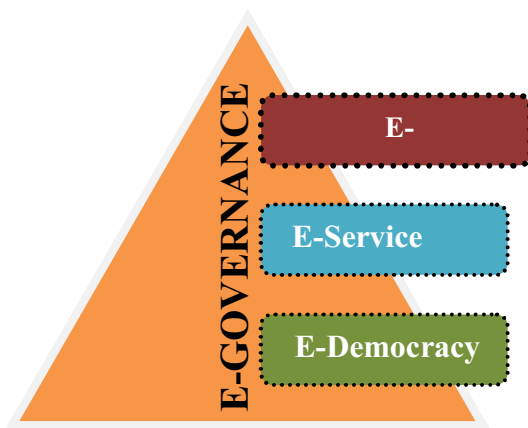

Figure 1: E-Governance

E-government[1] refers to the use of information and communication technology to carry out government operations such as delivering government information and services. E-government is generally recognized as a means of making government more efficient while allowing it to be more responsive to customer needs[2]. E-governance can also be defined as the application of electronic means in the:-

a) Monitoring the performance of various scheme started by government from time to time

b) Interaction between government - citizens and government-business

c) Simplification processes of the government

d) Internal government operations to simplify and improve democratic, government & business aspects of governance

Types of E-Governance

a) Government -to-citizen (G2C): It is the online non- commercial interaction between local and central government with private individuals. Public can get services such as license, death/birth/marriage certificates etc. by the government.

b) Government-to-business (G2B): It includes dissemination of policies, memos, rules and regulations.

c) Government -to employee (G2E): It is the online non- commercial interaction between government organizations and government employees. It includes provision of human resource training and development.

d) Government-to-Government (G2G): It is the online non- commercial interaction between government organizations, departments and authorities and other government organizations, departments and authorities. These services can be used as instrument of international relations and diplomacy.
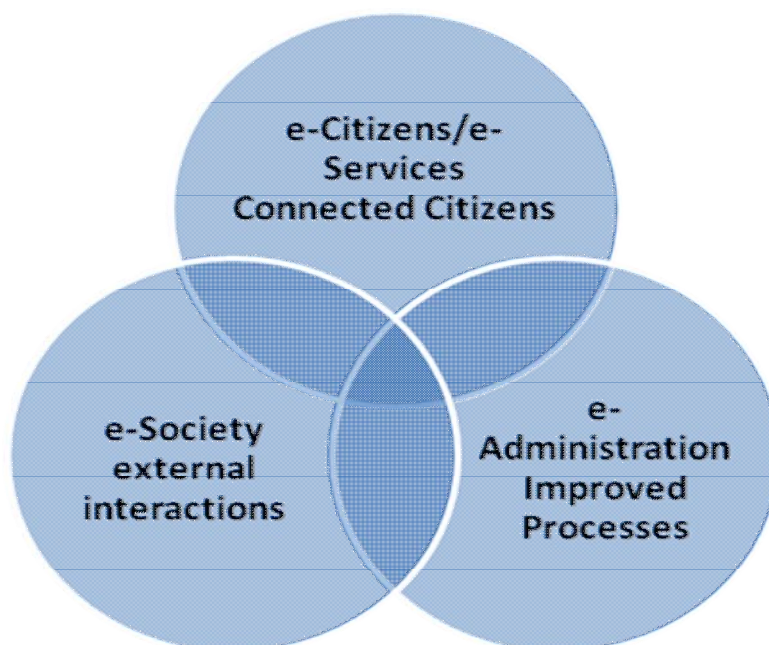

Figure 2: Types of E-Governance

[1]Radl, Alison, & Chen, Y.-C., "Computer Security in Electronic Government: A State-local Education Information System," International Journal of Electronic Government Research, pp. 79-99, 2005.

[2]Panwar, Vaibhav, "Role of data warehousing & data mining in e-governance," 2008

Impact of E-Governance in Education

Two different points are considered to analyse how teachers will use IT in their teaching and Administration, to study the impact of e-governance in education:

a) Establishes a baseline for exploration:

It makes the point that, during the 1990s, the nation established the foundation for extensive use of technology in schools and Classrooms. Access in schools and libraries to computers and the Web is now widespread, on its way to becoming universal. Use of technology in the classroom, however, is more sporadic; few teachers use technology to offer educational experiences previously unavailable.

b) Looks into the future:

In particular, it considers whether information technology will simply support and amplify conventional classroom practice or whether it will have, in Brown's (2000) terminology, a "transformative" effect on the nature of the curriculum and pedagogy. It begins to explore how teachers will use technology in 2007 by imagining what the technology environment surrounding them will look like. The quality and power of technology will continue to increase to the point where it will be able to deliver practically anything that can now be imagined. Moreover, technological advances will make powerful computing tools available to almost everyone at affordable prices. Outside of schools, it can be expected that educational and training uses of information technology will be commonplace.

To better understand where the future of technology in education is headed, it is important to establish a baseline for changes by examining the advances over the last decade. This will leads to following advantages:

a) Student Access to and Use of Technology in Schools

b) Changes in curriculum, school organisation and administration

c) Integrate e-governance in education sector

d) Education and Technology

e) Improving education system

f) Monitoring academic performance

Student Access to and Use of Technology in Schools

Over the past decade, technology grants and donations from businesses, parents, and the government have led to the increasing presence of computers and the Internet in educational institutions. Currently, in our country private schools with the financial support of the management and Government school with the help of new schemes for providing standardised education at par with International standards have computerised. This shows, at best, a crude measure of student access, however, because it includes schools that use computers solely for administrative purposes.

A more useful indicator is the percent of U.S. classrooms that have a computer designated for instructional use: In 1998, more than 75% of U.S. schools met this criterion (Education Week &c the Milken Exchange, 1998).

The last decade has also seen a significant increase in student access to the Internet in school. In 1998, 95% of schools had at least one computer connected to the Internet (NCES, 2000). Once again, this measure is crude; thus, it is important also to examine the percent of instructional rooms within which there is access to the Internet.

Changes in curriculum, school organisation and administration

Given that technologies appropriate role, is to support the achievement of main stream policy directions, and consider how well the school system itself is adjusting to change. One of the ways that the school system is beginning to address vocational need is to reshape the curriculum to provide a far broader mix of academic and vocational courses for all learners. This will involve greater cooperation between schools and the colleges of further and higher education, which have a specific remit to address essential skills shortages and to provide vocational education. There has also been a marked increase in the number of students taking 'business studies' as an optional programme of study at school and in the further education sector. Also understood is the notion that the development of an enterprise culture requires far greater attention to the place of creativity in learning, with a stronger recognition that this involves risk-taking and innovation.

Integrate e-governance in education sector

The studies in educational technology states that implementing e-governance in educational systems will enable effective monitoring of academic standards. The studies cite the example of M-Star[1] education expert system which has overhauled the infrastructure in schools and colleges across India, making the learning system more accountable.

Education and Technology

The Right to Education Act gives little importance for implementing e-governance in our education system and the education sector has remained relatively untouched by e-governance before this Act. This is most distressing, considering that "education is the cornerstone of our efforts to build up the future generation".

As it stands today, our education system is chaotic, to say the least. It is characterised by a high dropout rate, teacher truancy, obsolete syllabi, inadequate infrastructure, unemployable graduates and the lot.

The tiny proportion of quality output that emerges from it is more a case of serendipity and the determination of the students belonging to this micro-minority.

This is because the present system lacks means of continuous monitoring, meaningful evaluation of the teacher and the taught, constant feedback to the players of education concerned like administrators, faculty, parents and students and appropriate timely control and correction mechanisms.

Improving education system

If the quantity and quality of output from our education system have to be substantially improved, then there is no alternative to introducing e-governance in this sphere. However, to be really effective, the e-governance system deployed will have to go beyond mere computerisation of records or processes.

It should be able to provide the management of the educational institution information about:

Why of a happening or a trend besides the What, When and where, so that adequate prophylactic action can be taken. It should be able to provide answers to queries like:

- ✓ Why is the performance of a class dropping in a particular subject?
- ✓ Why is a particularly bright student lagging in performance in the last two terms?
- ✓ Which teacher has produced the best consistent results for her class?

Then again, considering the paucity of funds in our state-aided educational institutions, an e-governance system which is inexpensive to install, simple to use, easy to maintain and can be conveniently expanded will be much more acceptable.

Monitoring academic performance

One such e-governance system for educational institutions — the M-Star Education Expert System — has been piloted in scores of schools in India. This system currently runs in a variety of schools and colleges in the country.

The M-Star system and application runs on proprietary OmVcard or an Online Multi-domain Value Card, costing just a few hundred rupees. Every child and staff member is given the OmVcard which they can insert into any computer where the application is loaded.

Incidentally, the card can be used to check the oft-quoted issue of teacher truancy. Teacher performance in a 'single teacher' school can be monitored by his supervisor remotely, not merely by looking at his or her attendance records, but by gauging the effectiveness of teaching as borne out by the academic performance of the pupils.

Ultimately, if the Education Expert System gets linked to other national e-governance systems, such as the national ID project headed by Nandan Nilekani, then the possibilities are endless.

It could analyse the reasons of dropping out from the system and the teachers become more accountable. The Right to Education could thus become a reality through technology.

Necessity of E- Governance in Higher Education

If the quality of our higher education system has to be improved to make these institutes really world class, then there is no alternative to the introduction of e-governance in this sphere at the fastest possible pace. Implementation of e-governance in technical and vocational institutes will enable their effective & real time monitoring by Government/the regulatory bodies & other stakeholders their own managements, parents of the students & the society, thereby forcing them to maintain quality & become more responsible. E-governance process brings transparency in the system, so e-governance initiatives in the field of higher education will help reduce the corruption up to a large extent. The introduction of e-governance in higher education is one such concept that can empower the governing bodies to administer the progress of the education plan in the whole country and serves various

stakeholders in a much better ways. E-Governance is becoming a global phenomenon that is increasingly attracting the attention of community citizens including politicians, economists, decision and policy makers amongst others (Naheed et al., 2009).

ICT in Various Sectors in India

For an emerging economy like India, fast economic development is possible essentially by embracing ICT in a big way, as ICT alone can provide the requisite competitive edge that is essential for fast and sustained economic growth in a environment that is globalized. In its endeavour to become the 'global services hub', what India needs to attain is nothing but unmatched performance in respect of ICT, BPO and allied sectors. While, it appears that the policy initiatives so far have been in the right direction and so is the performance of this industry over the years, there is no scope for complacency as is evident from ever growing competition from other nations, especially the developing world. In this context, it is relevant to make an analysis of the trend in respect of the performance of Indian ICT industry over the last few years vis-à-vis the rest of the world, the latest developments and trends in the field. Such an analysis would reveal, inter alia, the problems and weaknesses of the industry, as well as its opportunities and threats. Accordingly, it helps us to formulate strategies that are meaningful are helpful for making the industry abreast of the changes. This paper is an effort in this direction.

Agriculture

Information Communication Technology (ICT) can revolutionize Indian farming sector and can benefit all farmers, including small land holders, marginalized and poor farmers.

Sometimes most basic, related to seeds, farming practices, climate, diseases and pests, harvesting mechanisms, application of farm machinery, post-harvest strategies and finally proper marketing despite the availability of farming resources in the nearby areas, there always remains a lack of agricultural information.

Lack of information or untimely-given information, when coupled with other factors like environment leads to a huge loss in the crop produce or crop quality or sale price of the crops and ultimately farmer suffers heavily. Therefore, strategies should be made to equip farmers with all kinds of information right from the seed sowing up to the harvesting and marketing of their farm produce from time to time to reduce losses and promote rural livelihood and food security.

The penetration of useful each and every minute information regarding crops, soils, climate, cultivation practices, financing, storage of produce and marketing in the farming communities is becoming easy, popular and also gaining importance since farmers in many parts of India including Eastern Uttar Pradesh are now becoming mobile and internet friendly day-by-day. Much concerted efforts from Government, Non-government and Industry side is now a demand of high time to make our farmers ICT-friendly so that the benefits of fast developing technological advancements in farm production, storage and marketing can be equally shared among all communities and sectors of the rural society.

Public Administration

Public administration is a key aspect of civil society and it includes a range of services to citizens and industry. It provides various functions that enhance the social, economic and political developments of the citizenry. Most importantly, it provides public information that is useful to the community at large. ICTs facilitate these public administration activities. For instance, e-Government, a concept that defines a situation where government activities and public information can be made available using ICTs. In South Africa the government has expressed the intention of transforming itself into an e-government where information can be accessed at any time by phone or by Internet, with public Internet kiosks provided for universal access. These kiosks are called the Public Information Terminals and there are 300 public information terminals (PIT) installed at post offices around the country.

Urban and Rural Development

ICT applications are useful in facilitating development programmes in many countries. These technologies help in supporting economic and social developments. Mansell &Wehn (1998: 83) note that "diverse current and historical data sets on health, education, water supplies, sanitation, and population growth and movement can be captured, collated, manipulated, and presented" They also note that "economic development can be fostered by tele-working and tele-services in some of the developing countries" (ibid.). The establishment of telecentres in rural communities can facilitate economic empowerment. Mobile telephony can also help rural entrepreneurs in keeping in touch with their market outside their communities.

Environment

ICT applications can help in collecting data about environmental issues. They allow access to information and provide support system to manage and monitor environmental issues. For example, the Geographical Information focuses on the collection, storage, analysis, display and application of geographic data (Mansell and When 1998). The Geographic Information System (GIS) is one of the Geographic Information Technology applications. The GIS can be regarded as an advanced equivalent of a traditional map from which a wide array of information can be extracted for specific purposes. The GIS is an automated system that enables the capture, storage, checking, integration, manipulation, analysis, display, and modelling of complex spatial data (ibid.). The GIS can be useful in the integration of information on climate, soils, and terrains from different sources.

Health

ICTs have potential to make major impact on improving the health of the members of each class in the society and encouraging sustainable development and governance. Effectively used ICTs have enormous potential to gather information, process them and find out better solutions to eliminate all the problems, which empowers citizens as well as Government. Not only for humans but for animals and plants also e-Health is incredible. The main goal of the e-Health is to invent a technique of healthcare which is pervasive in nature. E-Health can certainly provide such an access especially in the rural regions where physicians or doctors may not be available. High treatment costs are the main problem of the modern-day health services in many countries. These costs may not be acceptable and viable both for developing and developed countries. E-Health can reduce treatment costs by decentralizing the medical services and providing global access to all the patients as well as helps to fend off unnecessary trouble like transportation etc. Here some e-health services are defined that are already implemented internationally.

Telemedicine: Telemedicine is an application of information and telecommunication technology in order to provide best possible clinical health care over a long distance. This technique facilitates physical and psychological treatments at a distance, including tele-monitoring of patient's functions. It acts as a life saving solution in critical accidental cases and emergency situations.

E-Prescribing: All types of diseases including physical illness, anxiety, incompetence, anthrax, skin disorder, allergies, phobias etc. can be cured by consulting with the specialist available throughout the world.

M-Health: This is a term used for healthcare supported by mobile devices. The application deals with the use of mobile devices to gather the health data or signals and deliver it to doctor, practitioner or researcher. This kind of real-time monitoring of patient improves health treatment and facilitates doctor to handle multiple issues of multiple patients at a time. Immense rise in mobile phone users in developing countries has created an opportunity of success for m-health.

Healthcare Information System: This is a software solution for appointment scheduling, patient data management, work schedule management and some other administrative tasks related to healthcare.

Cyber-medicine: This is a use of internet to deliver medical services, such as medical consultation and drug prescription. It is the successor to telemedicine. Cyber-medicine is implemented already. It involves transmission of images from a primary care centre to a specialist, who studies the case and suggests more beneficial intervention.

ICT with WSN: ICT and wireless sensor network (WSN) works together and forms new platform of healthcare of animals and medicinal plants. It also helps to search new medicinal plants existing on earth. There are several projects working on in this area.

Research Methodology

Statement of the Problem
The problem statement is "To study the use of ICTs in application of e-governance in education projects in Delhi".

Objectives
The objectives are as follows:

a) To identify the participatory approach of the students and facilitator by the use of ICTs.
b) To understand the impact of ICT in maintaining transparency and accountability in education.
c) To study the mechanism of feedback with the help of ICTs.
d) To study the impact ICTs on e-Governance in exhibiting good administration in higher education.

Research Approach
The researcher has opted for exploratory research design. From the statistical point of view the term 'Universe' refers to the total of items or units in any field of inquiry; whereas the term 'Population' refers to the total items about which

information is desired. The population is said to be finite if it consists of a fixed number of elements so that it is possible to enumerate it in its totality[3].

Universe: It includes student population of Delhi

Population: It includes media students above the age of 14 years and below 25 years.

Sampling Method & Size

Stratified & Cluster Sampling: In this method, the population is sub-divided into homogeneous groups or strata, and from each stratum, random sample is drawn. Stratification is necessary for increasing the sample's statistical efficiency, to provide adequate data for analyzing the various subpopulations, and applying different methods to different strata.

Since the study is based in Delhi colleges and the students, it became necessary to create stratas. Stratification is done in order to define the respondents on the basis of age, gender, education, internet awareness and income level.

Tools of Data Collection

Survey

There are two major types of surveys: descriptive and analytical. A descriptive survey attempts to describe or document current conditions or attitudes. In descriptive survey the interest is in discovering the current situation in the area under study. An analytical survey attempts to describe why situations exist.

Here, the researcher has described the use of products; preference and availability of mediums for advertising and watching which kind of advertising campaigns promote the product and influences the consumer. Thus a descriptive survey approach is used.[4]

Data Analysis and Interpretation

Age	13-18 Years	19-25 years	25 Years & Above	TOTAL
Delhi (Nos.)	138	100	12	250
Delhi (%)	55%	40%	5%	100%

Table1: Age of Respondents in Delhi

Findings: Age of Respondents in Delhi

In Delhi, out of 250 respondents, 55 % of the population is between the age group of 15-18 years while 40% of the sample falls between 19-25 years while there are 5% people above the age of 25 years.

---

[3] **T Satyanarayana, J., "E-Government: The Science of the Possible," New Delhi: Prentice Hall of India, 2004**

[4] Roger D. Wimmer, Joseph R. Dominick, 2010, Mass Media Research: An Introduction, Cengage Learning, Pg 185

Gender	Male	Female	TOTAL
Delhi (In Nos.)	96	154	250
Delhi (%)	38%	62%	100%

Table2: Gender of Respondents in Delhi

Findings: Gender of Respondents in Delhi

According to the table, the total number of respondents who participated in the survey, when categorised into gender, it was found that 38% males and 62% females participated in the study. There is aconsiderable difference between the number of males and females participating in Delhi study since during stratified random sampling done at schools, two of the schools were all girls schools and gender study is not the main focus for the researcher.

Qualification	10+2	Graduate	Post Graduate	Other	TOTAL
Delhi (Nos.)	98	93	37	22	250
Delhi (%)	39%	33%	18%	10%	100%

Table3: Qualifications of Respondents in Delhi

Findings: Qualifications of Respondents in Delhi

The qualification of the Delhi sample where 39 % were into senior secondary, 18% graduate and 33% post graduate students the remaining 10% were into others.

How many hours you surf Internet	0-1 hrs	1-2 hrs	> 2 hrs	TOTAL
Delhi (Nos.)	133	89	28	250
Delhi (%)	53%	36%	11%	100%

Table4: Time spent on Internet by Respondents in Delhi

Findings: Time spent on Internet by Respondents in Delhi

The respondents in Delhi were asked about the time they spend on surfing the internet where 133 respondents i.e 53% spent 0-1 hours on internet, 89 people i.e. 36% spend 1-2 hours on the internet while 28 people i.e 11% spent more than 2 hours on the internet each day.

On which device you access Internet	PC	Tablet	Mobile	Others	TOTAL
Delhi (Nos.)	64	12	186	5	267
Delhi (%)	24%	4%	70%	2%	100%

*Multiresponse table

Table5: Device used to access Internet by Respondents in Delhi

Findings: Device used to access Internet by Respondents in Delhi

The respondents were asked about the device on which they access the internet, most respondents used multiple devices to access the internet. Out of 250 respondents in Delhi, 64 i.e. 24% used a PC, 12 respondents i.e. 4% used a Tablet, maximum people i.e. 70%, 186 of the total used a mobile phone and the remaining 5 people i.e. 2% used other devices like netbooks, kindle etc.

How do you connect with your Teacher?	School/college Website	Software	Offline	Social Network	Others	TOTAL
Delhi (Nos.)	50	108	53	31	8	250
Delhi (%)	20%	43%	21%	12%	3%	100%

Table6: Means to connect with teacher by Respondents in Delhi

Findings: Means to connect with teacher by Respondents in Delhi

The respondents were asked how they connected to their teacher, in Delhi, out of 250 respondents, 50 people connected through school/college website i.e. 20%, 108 respondents i.e. 43% connected through software, 53 respondents i.e. 21% connected offline, 31 of the total i.e. 12% used Social network while 8 people i.e. 3% used other ways.

Table: Awareness about E-governance in Delhi

Have you ever heard about E-Governance?	Yes	No	TOTAL
Delhi (Nos.)	192	58	250
Delhi (%)	77%	23%	100%

Table7: Awareness about E-governance in Delhi

Findings: Awareness about E-governance in Delhi

The sample was questioned if they ever heard about e-governance, in Delhi 192 respondents i.e. 77% out of 250 had heard about it while the remaining 58 i.e. 23% had never heard about this phrase.

Have you ever submitted an admission form online or seen your result on the website?	Yes	No	TOTAL
Delhi (Nos.)	192	58	250
Delhi (%)	77%	23%	100%

Table8: Use of ICT for education by respondents in Delhi

Findings: Use of ICT for education by respondents in Delhi

It is observed from the table that respondents were asked if they've ever submitted an admision form online or have seen their result on the website. Out of 250 of the total, 192 respondents i.e. 77% in Delhi answered affirmative while the remaining 58 i.e. 23% answered in negative.

Do you think ICTs provided by school/college improves transparency?	Agree	Disagree	Can't Say	TOTAL
Delhi (Nos.)	190	11	49	250
Delhi (%)	76%	4%	20%	100%

Table9: View on ICT& Transparency by respondents in Delhi

Findings: View on online services & Transparency by respondents in Delhi

The respondents were asked if the online services (which implied to e-governance) improved transparency. Out of the total respondents in Delhi, 190 people i.e. 76% agreed that transparency is improved, 11 people i.e. 4% didn't agree to this, 49 out of 250 i.e 20% could neither agree or disagree.

Do you think ICT is an effective way of delivering education?	Yes	No	TOTAL
Delhi (Nos.)	176	74	250
Delhi (%)	70%	30%	100%

Table10: Effectiveness of e-learning according to respodents in Delhi

Findings: Effectiveness of ICTs according to respodents in Delhi

The respondents were asked if ICTs are an effective way of delivering education. Out of 250 respondents in Delhi, 176 people i.e. 70% were positive about it while the remaining 74 people i.e. 30% were negative towards it.

Do you think that the presence of the ICTs helps you to stay more connected and updated?	Yes	No	TOTAL
Delhi (Nos.)	142	108	250
Delhi (%)	57%	43%	100%

Table11: Better interactivity of educational institution by presence of ICTs

Findings: Better interactivity of educational institution by presence of ICTs

The respondents were asked if the presence of ICTs helps them to stay more connected and updated. Out of 250 total respondents, 142 people i.e. 57% said yes while the remaining 108 people i.e. 43% said no.

Do you think ICTs improve transparency in the education system?	Yes	No	TOTAL
Delhi (Nos.)	132	118	250
Delhi (%)	53%	47%	100%

Table12: View on ICTs and transparency by respodents in Delhi

Findings: View on ICTs and transparency by respodents in Delhi

The respondents were asked if ICTs help to improve transparency in the education system, out of 250 people in Delhi, 132 respondents i.e. 53% answered in positive while 118 respondents i.e. 47% said that they didn't think that social media improves transparency.

Do you think that parent-teacher barrier is reduced due to use of ICTs?	Yes	No	TOTAL
Delhi (Nos.)	216	34	250
Delhi (%)	86%	14%	100%

Table13: Parent-teacher barrier is reduced due to use of ICTs

Findings: Use of ICTs reduces barriers in interaction between parents and teachers

In Delhi, out of 250 sample, 216 people i.e. 86% think that parent-teacher barrier is reduced due to ICT while the remaining 34 people i.e. 14% didn't think the same.

Does ICT help in better feedback?	Yes	No	TOTAL
Delhi (Nos.)	192	58	250
Delhi (%)	77%	23%	100%

Table14: Feedback improves in ICTs

Findings: Feedback improves with the use of ICTs

The table shows the trend that the respondents were asked if ICTs helps in better feedback or not, to this question, out of 250 respondents in Delhi, 192 people i.e. 77% said yes while the remaining 58 i.e. 23% said no. This trend is observed because e-learning improves the overall services and most delhi respodents are exposed to internet and e-learning services.

.

Do you think ICTs provides better output than conventional education?	Yes	No	TOTAL
Delhi (Nos.)	202	48	250
Delhi (%)	81%	19%	100%

Table15: E-learning programmes and output

Findings: E-learning programmes and output

The respondents were asked if they thought that ICTs provides better output than conventional education. In Delhi, out of 250 respondents, 202 people i.e. 81% said 'yes' it does while 48 people i.e. 19% said 'no' to the same.

Conclusion

The lifestyle, habits and attitudes of the individuals in respective cities are different. It has been observed that technology has a great impact on the people in any city as it changes the way of life. E-Governance is a resultant of technological advancement happening in the IT sector. ICTs have changed the way people consume content and the feedback has taken all new shape. The success of each e-Governance project is dependent upon receptivity of ICTs amongst the end users. The beneficiaries in Delhi are more pro-active and responsive to e-Governance projects which make education system in a metro like Delhi. The students and facilitators are both using internet services to remain connected to the outside world and each other. It has been seen that the students wish to stay connected with the facilitators be it e-learning or conventional mode of education. NarendraModi's vision of smart governance is near to realization because of e-governance and implementation of ICTs in various sectors. Administration becomes easy with e-governance as the control gets de-centralised and departments can be managed online. In education, monitoring is quite essential at each stage. It has been seen that e-governance provides better output in the education with satisfactory results in learning. In Delhi, the people use e-governance facilities provided by the school/college or institution. The acceptance of e-governance is high amongst the people because of the reason that it empowers the individual and helps one get rid of the social evils like corruption. E-governance provides great benefits to the beneficiaries like transparency and accountability. While specifically in education, it becomes quite essential that there remains some level of transparency and accountability. It has been seen that people have faith in e-governance because of the reason that it provide transparency and accountability. As e-governance helps people to skip the long queues and perform a lot of work online like filling forms. If the communication becomes strong the feedback too becomes efficient. The internet gives power to the people and the users of internet have good hold over the content and helps in improving interactivity. It has been seen that parent-teacher barrier is reduced substantially while online services are being used by people in education. People in Delhi are quite confident that parent-teacher barrier is decreased as all records are available online.

Bibliography

Books

1. Abramson A.M., Means E.G.(2001), "e-Government", Price Waterhouse Coopers endowment for the Business of Government, Rowman& Littlefield Publishers Inc.

2. Fraga E. (2002), "Trends in e-Government : How to Plan, Design, Secure and Measure e-Government", Government Management Information Services, Santa Fe, New Mexico

3. Gupta Piyush, Bagga R.K. (2008), "Compendium of e-Governance: Initiatives in India", Universities Press (India) Private Limited, Hyderabad, India

4. Horton W., Horton K.(2003), "E-Learning Tools and Technologies", Wiley Publishing Inc. New Delhi

5. J. Satyanarayana (2004),"e-Government: The Science of Possible", Prentice Hall India Publicationa, New Delhi

6. Jeffrey Roy, University of Ottawa, (2006) "e-Government in Canada", University of Ottawa Press, Ottawa

7. Kolakota Ravi, Winston Andrew B (1999), "Frontiers of ECommerce", Pearson Education Asia, 3rd Edition, New Delhi, India

8. Mishra S. S. & Mukherjee A.(2007), "e-Governance in Developing Nations", The ICFAI University Press, Hyderabad, India

9. Rajora R. (2002), "Bridging the Digital Divide:Gyandoot- The Model for Community Networks", Tata McGraw Hill Publications, New Delhi, India

10. VivekBhardwaj (2006), "A Study of Information & Communication Technology Usage in Indian Schools", Frank Brothers & Co. Publication Ltd, New Delhi,India

Journals & Magazines

1. Agrawal R.S.(2009), "e-Governance: Initiatives in India", Souvenir, 62nd All India Commerce Conference of Indian Commerce Association, MDS University, Ajmer, India

2. Fong B., Hong G.Y., Fong A.C.M.(2003), "A Framework for Technological Management in e-Business Deployment", International Journal of the Computer, The Internet and Management, Vol. 11, No.3, Page No. 63-71

3. Geetika, N. Pandey, "National e-Governance Plan Revisited: Achievments and Road Ahed", Journal on Foundation of eGovernance, Page No. 87-93

4. KayandePatil G.V., PatilRakesh, Waje P.,(2010) "Roles & Responsibilities to implement e-District Project under eGovernance", Recent Trends in Computer Application, Educational Publisher &Distributors,Aurangabad, India. ISBN-978-81-906858- 4-9.

5. Mitra A (2005), "Direction of Electronic Governance Initiatives 3 within two Worlds: Case for a shift in emphasis", Electronic Government, Vol. 2, No.1, page 26-40.

CONTENT ANALYSIS OF PRINT NEWS COVERAGE ON RTI

Upasana Ahuja, Research Scholar, RTM Nagpur University

Abstract

"Media" refers to various means of communication. Media has a crucial role in everyone's life today. Media has done a great job of bringing transparency and accountability for combating the corruption. People also started realizing that corruption is the element to be eradicated. One of the most powerful tools in India that have a greater impact in the recent years to bring social change regarding corruption is the Right to information act (RTI). RTI enables every citizen to access the accessible information from the public body. This paper proposes to study the coverage of RTI related information and news in Selected National Newspapers.

Introduction

The impact of RTI since its advent in 2005, has given us new hope. The light at the end of tunnel has grown into a full blown torch of transparency held afloat largely by social activists and to some extent by a few dedicated government officials. An unexpected laggard who is yet to exploit the full potential of the legislation remains the Indian journalist. When the RTI Act came into force it was assumed that it would be the best tool in a journalist's hands. Sadly this has not been the case and social activists are filling in the gap left behind by journalists. They are taking a lead in acquiring information under the act and in giving it to the media. In media organisations the stress is on exclusives and deadlines. A typical day of a print journalist includes looking at rival publications to check if she has missed any story, getting fired by her boss at the morning meeting, visiting her beat and then reaching office in time to file exclusives as well as jot down spot news. Filing RTI applications, procuring documents after several appeals to the appellate authority and then going through them to first understand and then get a bigger picture means extra slogging. So she takes the easier way out and cultivates a source and gets the same information (even if half baked). She gets the by-line and the newspaper gets its exclusive. The story maybe short of proof and the "reliable source" may abandon the journalist midway but nobody thinks long term.

Review of Literature

Jeannine Relly (2015), "Watchdog journalism: India's three largest English-language newspapers and the Right to Information Act", Available at: India's Right to Information Act (RTIA) has been described as one of the strongest laws in the world for access to public information. The preamble spells out its promise to expose government corruption. Given that the Indian news media is the largest in the world and has a storied history of unearthing public corruption, this exploratory study employed the normative theory of the monitorial role of the news media to examine the extent that the RTIA was used to uncover government corruption. This content analysis examined a census of 221 articles published in India's three largest English-language newspapers in the period after the RTIA was adopted in October 2005 and then five years later. Slightly more than 80% of the articles referencing corruption fell into four thematic categories: progress on implementing the law, public education about the legislation, the watchdog role of activists and other non-journalists, and a brief mention of the RTIA. During this period the English-language dailies reported their own use of the RTIA to expose corruption in 2% of the articles.

M Manu. (2011), "A frenzied media fails to use the RTI Act",

In this paper writer express the concern over very limited use of RTI Act by the journalist. He said that, The problem, it seems, lies in the time and persistence needed in procuring and analysing the information. Take for instance the recent Adarsh Society Scam in Mumbai. The information sought by the National Alliance for Peoples' Movement (NAPM) made a brilliant story which ran for several months and also had the desired impact. Any journalist would have loved to get a by-line on this story. NAPM began looking into the issue six years ago. It filed around seven RTI applications with the Mumbai collectorate, state revenue department, Mumbai Metropolitan Region Development Authority, state urban development and environment departments asking for details of file notings, sale of land and environmental clearances. It had to wait for almost six months to get responses even though under the RTI Act, it is mandatory for authorities to reply within 30 days of receiving the query. Needless to say, the fight for release of information was diligently followed for months by members of NAPM. To imagine a journalist doing something similar seems implausible.

Objective

- To study the coverage of RTI related information and news in Selected National Newspapers.

Hypothesis

- News Based on RTI act gets very low coverage at front page.

Methodology

The methodology adopted for this study is content analysis. In print media, the content analysis of two National English dailies namely The Times of India and Hindustan Times were done and their coverage on RTI issues was analyzed for a period of three months and the analysis was done. A Sample size of 30 days of newspapers is spreaded over to three months as only one newspaper on a day.

Content analysis

- Frequency of News

Frequency of the news helps the researcher to understand how often the news item comes in the newspaper.

- Placement of News

The importance that a news item gets can be judged through their placements. All the news items on the first page are considered as the most important news of the day.

- Selection of Units of Analysis:

The units of analysis for this study are: news, articles, editorials and features.

Data Analysis and Interpretation

Content Analysis of Two Selected News Papers

The data is presented and analyzed in the following tables and graphs.

Table1.1

TOTAL NUMBER OF NEWSPAPERS	180
PUBLISHED STORIES	
THE TIMES OF INDIA	HINDUSTAN TIMES
51	27

The Times of India and Hindustan Times were the selected newspapers for this analysis, from both of these the researcher collected the 180 newspapers and out of that the above data reveals that The Times of India published 51 stories and Hindustan Times published 27 stories in. We observed in the span of 3 months The Times of India has devote more space in giving stories related to RTI act as compare to Hindustan Times.


Table1.2

TOTAL NUMBER OF NEWSPAPERS		180	
COVERAGE OF STORIES ON VARIOUS PAGES			
THE TIMES OF INDIA		HINDUSTAN TIMES	
Front page	Inside Pages	Front Page	Inside Pages
02	49	02	25

The Times of India and Hindustan Times were the selected newspapers for this analysis, from both of these the researcher collected the 180 newspapers and out of that the above data reveals that The Times of India and Hindustan Times both has given 2 stories on front page which has placid on inside pages. On the other side Hindustan Times and

The Times of India has given space to 25 stories and 49 stories respectively in inside pages. The researcher observed in the span of 3 months both the newspapers devoted same space on front pages while The Times of India has devote more space in giving stories related to RTI act as compare to Hindustan Times on Inside pages.

Coverage of News Stories on Various Pages

	Hindustan Times	The Times of India
Front Pages	2	2
Inside Pages	25	49
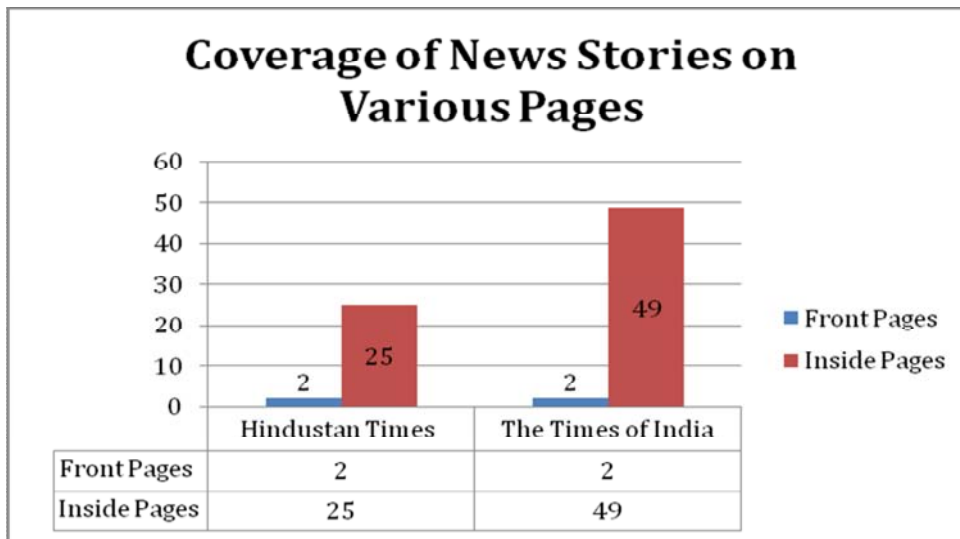
Findings

The main findings of content analysis of 2 major English newspapers i.e. The Times of India and Hindustan Times are:

1. Among both selected newspapers The Times of India gives more stories than Hindustan Times.
2. The Times of India published 51 News stories out of 180 Newspapers While Hindustan Times published only 27 Stories.
3. As far as front page is concerned, both the newspapers has published only 2 news stories related to RTI issue.
4. Findings proved that RTI related stories gets very low coverage on front Pages.

Conclusion

Right to information enabled the media professionals to facilitate timely redressal of public grievances. Right to information enabled the media professionals to fight against injustices to the people. They are approaching government offices to collect information for different reasons. At present, RTI are becoming a regular part of content of mass media. Newspapers and other mass media channels are continuously covering different aspects of this act. At the same time, Media reports also indicate that all things are not going in right direction. The contents of mass media in reference to right to information throw a light on the various practical aspects of this act. Several websites have been developed to give various information about RTI. We can know a lot about the practical aspects of this acts by the stories published in various newspapers.

References

1. http://www.ijetae.com/files/Volume3Issue5/IJETAE_0513_51.pdf

2. www.researchgate.net/publication/263488263_Watchdog_journalism_India's_three_largest_English-language_newspapers_and_the_Right_to_Information_Act

3. www.thehoot.org/media-watch/media-practice/a-frenzied-media-fails-to-use-the-rti-act-5307

4. http://www.rtifoundationofindia.com/

5. https://www.indiapost.gov.in/VAS/Pages/RTI/RTI.aspx

6. https://rtionline.gov.in/

7. http://www.pmindia.gov.in/en/right-to-information-rti/

8. Right To Information, Law and Practice

9. http://www.nlujodhpur.ac.in/downloads/lawreview/Final_Book_Review.pdf

SUBSCRIPTION FORM

Subscription Rate:

Category	Indian/per issue (Rs.)	Annual/ four issue (Rs.)
Individual	200.00	700.00
Institutions	300.00	1000.00
Corporate	500.00	1500.00

Advertisement Rates (Rs.)

Inside cover page	50,000/ per issue	180,000/ Per Annum
Inside back cover page	40,000/ per issue	150,000/ per Annum

Single Insertion (1 issue) Inside B/W Rs. 5000/

Terms & Conditions:
• Print subscription is volume based Rs. 200.00 only. Indian subscribers to add Rs. 100.00 for non-delhi cheque.
• Students should send a photocopy of their ID cards or Admission slip.

Ordering Information

Subscriptions: Payment has to be made in favor of ………………………… payable at New Delhi,

The Editor
IJCD
Dear Sir,
I/We would be interested in subscribing to International Journal of Communication Development for_____ year (s). We are enclosing a DD No._____ Dated _____ drawn on _____ for _____

My contact details are:
Name:_____ Profession: _____

Address: _____
_____
Tel No._____ Email. _____

GUIDELINES TO AUTHORS

International Journal of Communication Development publishes Research Paper and Articles on communication development issues by Media academicians, researchers and media professionals.

Guidelines for the paper are:

• Allmanuscripts should be original and should not be under consideration at other journals or publications.

• Allmanuscripts should accompany a declaration letter of the author and a brief Bio-data (in a paragraph).

• All manuscripts will undergo masked peer review. The normal review period is three months or less.

• Research papers should be between 6,000 and 8,000 words and articles should be between 2,000 and 4,000 words, accompanied with an abstract of 150-200 words.

• All manuscripts should be submitted in MS word in English using 12-point Times Roman in double space.

• All drawings, graphs and tables should be provided on separate page.

• Authors are responsible for obtaining permission from copyrights owners to use lengthy quotations or to reprint or adapt a table or figure that has been published elsewhere.

• International Journal of Communication Development makes every effort to ensure the accuracy of all the information or content published in its publications. However, International Journal of Communication Development and its agents and licensors make no representations or warranties whatsoever as to the accuracy, completeness or suitability for any purpose of the Content and disclaim all such representations and warranties whether express or implied to the maximum extent permitted by law.

• Any views expressed in this publication are the views of the authors and are not the views of International Journal of Communication Development.