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The Role of Mass Media in Creating Awareness of ICT and Rural Development Programme of Sakala Service, among the PG Students - A Case Study in Mysore

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Abstract:

Sakala or Karnataka Guarantee of Services to Citizens Act, 2011 - provide guarantee of government related services (now 151) to citizens or peoples in the State of Karnataka within the scheduled time limit. With the help of Sakala every citizen of Karnataka has the Right to obtain the service within the stipulated time limit specified by the Provisions of the Act. As of now 151 Subjects have been covered under this scheme included in some of the following major departments such as Commercial Taxes, Education, Food and Civil Supplies, Health and Family Welfare, Home, Labour, Revenue, Transport and Rural Development and Panchayat Raj, women and Child welfare department etc. Provisions that if a person requests for a particular service and is not provided by the respective officer within the stipulated time for that service, then the Officer is to provide compensation to the applicant. This study discuss about the awareness of Govt Development programmes by students of Mysore University. Further based on study the findings has been concluded, the study was an attempt to know the awareness level and the knowledge level of Sakala programmes among educated youth.

1. Introduction

Sakala or Karnataka Guarantee of Services to Citizens Act, 2011 - provides guarantee of government related services (now 151) to citizens or peoples in the State of Karnataka within the scheduled time limit.

Implemented by Department of Personnel and administrative reforms Karnataka With the support of National informatics centre. With the help of Sakala every citizen of Karnataka has the Right to obtain the service within the stipulated time limit specified by the Provisions of the Act. As of now 151 Subjects have been covered under this scheme included in some of the following major departments such as Commercial Taxes, Education, Food and Civil Supplies, Health and Family Welfare, Home, Labour, Revenue, Transport and Rural Development and Panchayat Raj, women and Child welfare department etc. Provisions that if a person requests for a particular service and is not provided by the respective officer within the stipulated time for that service, then the Officer is to provide compensation to the applicant.

2. Research Objectives

- To find out the awareness of Sakala among the students.
- To analyze the Sakala information received throw media.
- To find out the utilization of Sakala service by students.

3. Statement of the Problem

To study the “Awareness of ICT and Sakala services among students of Mysore”

4. Research Methodology

To meet the above objectives of the study, researcher collected primary data using structured questionnaires method and personal interview in the Mysore city. It was selected as it is the Heritage City and developing. The respondents for the study were chosen from the Mysore University. A total of 250 questionnaires was distributed to PG students among received back was 200. which come to overall response percentage is 80%. The respondents were of students from different faculty departments from Mysore University.

5. Data Analysis and Interpretation

Sl. no	Gender	No of Respondents	% Age N=200
1	Male	150	75%
2	Female	50	25%
	Total	200	100%

Table 1: Gender

Table 1 represented that one third of the respondents (75%) were male and only 25% were female.

Sl. no	Age	No of Respondents	% Age N=200
1	>23	120	60%
2	<23	80	40%
	Total	200	100

Table 2: Age

The above table reported that more than half of the respondents (60%) were in the age group of below 23 years, while 40% were belongs to 23 years and above age group.

Sl. no	Education Qualification	No of Respondents	% Age N=200
1	PG 1 st year	95	47.5%
2	PG II year	105	52.5%
	Total	200	100%

Table 3: Education Qualification

Table 3 indicates that majority of the respondents 52.5% were studying in PG II year and remaining (47.5%) were studying in PG I year.

Sl. no	Aware of Sakala Service	No of Respondents	% Age N=200
1	Yes	180	90%
2	No	20	10%
	Total	200	100%

Table 4: Are you aware of Sakala service

The above table stated that majority of the (90%) they were aware of Sakala service and only 10% respondents was not aware of Sakala service.

Sl. no	Media Aware of Sakala	No of Respondents	% Age N=200
1	News Paper/Posters	35	17.5%
2	Magazines	10	5%
3	Radio	45	22.5%
4	TV	80	40%
5	Net	30	15%
	Total	200	100

Table 5: Through which media were you aware of Sakala service

The data presented in table 5 shows that most of the respondents (40%) were aware of Sakala services through TV, followed by 22.5% respondents through radio, 17.5% were through newspaper/posters, 15% were through internet and only 5% were aware of Sakala service through magazines. The result of above table shows that TV is most popular media among respondents to give information about Sakala service.

Sl.no	Impressive and Informative about Sakala Service	No of Respondents	% Age N=200
1	News Paper/Posters	25	12.5%
2	Magazines	0	0%
3	Radio	45	22.5%
4	TV	110	55%
5	Net	20	10%
	Total	200	100%

Table 6: Which media was impressive and informative about Sakala services?

According to table 6 revealed that more than half of the respondents (55%) expressed that TV was most impressive and informative media about Sakala services followed by 22.5% said Radio, 12.5% said newspaper /Posters and only 10% said that internet is most impressive and informative media about Sakala services. It is interesting to note that not a single person prefer magazine as a impressive and informative about Sakala services. According to above analysis the results indicates that TV is the most impressive and informative media about Sakala services among respondents.

Sl.no	Ranking the Media Information about Sakala Service	Rank
1	News Paper/Posters	3
2	Magazines	5
3	Radio	2
4	TV	1
5	Net	4

Table 7: Ranking the media information about Sakala service

The above table indicates that TV was the first most informative source regarding Sakala service and Radio was ranked as second, followed by newspaper/posters, internet and magazines.

	Information Provided by Newspaper	No of Respondents	% Age N=200
1	Over load of information	140	70%
2	Less load of information	20	10%
3	Normal information	40	20%
	Total	200	100%

Table 8: Information provided by Newspaper is.

The findings of the table 8 shows that most of the respondents (70%) said that the information provided by newspaper is over load of information followed by 20% said that it is less load of information and only 10% said the information is normal.

	Informative Provided by Radio	No of Respondents	% Age N=200
1	Over load of information	0	0%
2	Less load of information	20	10%
3	Normal information	180	90%
	Total	200	100%

Table 9: Information provided by Radio is.

Table 9 reported that majority of the respondents (90%) said the information provided by radio is normal followed by 10% respond that the information is less load. It is interesting to note that not a single person said the information provided by radio is over loaded.

	Informative Provided by TV	No of Respondents	% Age N=200
1	Over load of information	5	2.5%
2	Less load of information	165	82.5%
3	Normal information	30	15%
	Total	200	100%

Table 10: Information provided by TV is

According to the survey table 10 stated that most of the respondents (82.5%) opined that the information provide by TV is less loaded, 15% opined the information is normal and only 2.5% opined that the information is over loaded.

	Informative Provided by Internet is Updated Regularly	No of Respondents	% Age N=200
1	Yes	10	5%
2	No	175	87.5%
3	Don't Know	15	7.5%
	Total	200	100%

Table 11: Information provided by Internet is updated regularly

Table 11 reported that majority of the respondents (87.5%) expressed that the information provided by internet is not updated regularly; only 5% expressed it is updated and 7.5% respondents they don't know about the internet.

	Utilization Sakala Services	No of Respondents	% Age N=200
1	Yes	185	92.5%
2	No	10	5%
3	Don't know	5	2.5%
	Total	200	100%

Table 12: Have you utilized Sakala services

The above table represented that 92.5% respondents were utilized Sakala services, only 5% were never utilized these services and 2.5% respondents were don't know about Sakala services.

Sl.no	Visit for the Awareness about Govt Development Programmes	No of Respondents	% Age N=200
1	Internet	10	5%
2	Friends and Relatives	5	2.5%
3	Govt Depts	185	92.5%
	Total	200	100%

Table 13: Where do you prefer to visit for the awareness about Govt development programmes

As per the above responses table 13 shows that majority of respondents (92.5%) prefer to visit Govt depts for the awareness about government development programmes followed by 5% prefer to visit Internet and only 2.5% get information through friends and relatives. The above finding shows that media plays a very important role in creating awareness about government development programmes among people.

Sl.no	Discouraged by Govt Officials'	No of Respondents	% Age N=200
1	Yes	155	77.5%
2	No	45	22.5%
	Total	200	100%

Table 14: Have you been discouraged by Govt officials', while collecting the information

Table 14 indicates that most of the respondents (77.5%) opined that the government officials discouraged them while collecting information about development programmes and only 22.5% opined that the government official never discouraged at all.

6. Conclusion

The research study was focused on the Karnataka Guarantee of Services to Citizens Act, 2011 - provide guarantee of government related services (now 151) to citizens or peoples in the State of Karnataka, within the scheduled time limit (**SAKALA**) and the utilization of the service and the media awareness among the respondents. The study findings may conclude from above that following tables: majority no. of respondents know about Sakala Services. More no. of respondents are aware about Sakala by the television media and more than 50% of them say TV medium was more informative and impressive. Majority of respondents say Govt Web sites are not updated regularly. Around 92% of respondents have utilized Sakala service of Govt of Karnataka.

7. References

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