

# Patrician College of Arts and Science

Department of Electronic Media

*Broadcast Journalism*

AGB4A

EVEN Semester

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# Kheda Communication Project

- Kheda is a small district in central Gujarath. The district comprises more than 1000 villages. These villages became one of the important milk producing centers in India as an impact of 'white revolution'.
- For empowering the rural community, an instructional television project was introduced. The experiment is named as Kheda Communication Project.
- Social evils were addressed in this special television experiment.
- The project commenced its operation in 1975 and closed in 1990.

- To implement the experiment, 650 community television sets had installed in 443 villages.
- The television sets were owned by the community and maintained by the state government.
- The sets kept in the buildings of the Milk Producer's Co-operative Society, schools or the Panchayath ghar.

- Dooradarshan and the Space Application Centre produced programmes for over an hour every day.
- Programmes focused on alcoholism, caste discrimination, minimum wages, family planning, gender discrimination and cooperatives.
- Television serials, folk drama, puppet shows and other popular formats used for local productions.
- Villagers worked for the project as actors, script writers, directors and visualizers for the programme production teams. Constant interaction with the people was the distinct characteristic of this project.

- Programmes designed in *charotari*, a dialect of Gujarati.
- One of the early serials *Chatur Mota* (wise elder) on dowry and widow remarriage became an “extremely popular serial”.
- In the weekend series for women, the most successful were *Dadi ma Ni haton* (wise women’s talks), *Hun Ne Mara Ae* (I and my husband) and *Jagi Ni Jus to* (When I wake up and see).

- The focus of Kheda Communication Project was:
- Exposing the oppression and bondages in the present social and economic system in such a way as to heighten understanding.
- Mobilizing the community and the individual himself to break away from these bondages.
- Promoting self-reliance among the individuals and the community.

# Satellite Instructional Television Experiment

- **Satellite Instructional Television Experiment** or **SITE** was an experimental satellite communications project launched in India in 1975, designed jointly by NASA and the Indian Space Research Organization (ISRO).
- The project made available informational television programs to rural India.

- The main objectives of the experiment were to educate the financially backward and academically illiterate people of India on various issues via satellite broadcasting, and also to help India gain technical experience in the field of satellite communications.
- The experiment ran for one year from 1 August 1975 to 31 July 1976, covering more than 2400 villages in 20 districts of six Indian states and territories (Andhra Pradesh, Bihar, Karnataka, Madhya Pradesh, Orissa, Rajasthan).



- The experiment was successful, as it played a major role in helping develop India's own satellite program, INSAT.
- The project showed that India could use advanced technology to fulfill the socio-economic needs of the country.
- SITE was followed by similar experiments in various countries, which showed the important role satellite TV could play in providing education.



The ATS-6 satellite that was used for SITE



# Thank you

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