

Rural Communications System in a Manipuri Village of South Assam

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The modern mass media is needful to the human society to improve knowledge and it is one of the means for development and change. The rapid development in the innovation of mobile technology and advanced telecommunication system lead to the creation of new pattern of communication system and bring changes in the social structure in both urban and rural areas. In this regard, an effort is made in the present study to understand the social structure and patterns of exposure to modern mass media in village setting.

The present paper is based on empirical study which was conducted during October-December, 2009 in a Manipuri village, consisting of 103 households, named "Jarultola" in Cachar district of Assam. The study was carried out by using interview schedule technique to one respondent of each 103 households of the village.

The Locale of the Study

Assam is the heart land of the Northeast India. It occupies a triangular area of 78,438sq.kms in which 77,476.23sq.kms are rural and 961.77sq.kms are urban areas and Assam accounts for about 2.4 percent of the countries total geographical area(Directorate of Economics and Statistics, Government of Assam, Guwahati). The state has 27 districts and Cachar is also one of the districts of this state. It is located at the extreme South East corner of Assam and its district head quarter is Silchar. The total area of the district is 3786 sq. kms of which 3751.37 sq.kms. are rural areas and 34.63 sq. kms are urban areas(Directorate of Economics and Statistics, Government of Assam, Guwahati). The district has two sub-divisions -Silchar Sub-division and Lakhimpur Sub-division and 15 Development Blocks.

The village "Jarultola" is located in a remote area in the South of the district Head Quarter Silchar at a distance of about 35 kms from Silchar town. The village is situated under Jibangram Gaon Panchayat of Narsingpur Development Block under Dholai Constituency. It is surrounded by reserved forest in the East, North and South, and Mathurapur Khashiapunji, a Khasi Village and Jibangram Barman Basti are the neighboring villages which are located in the western side of the village. The village is under Dholai Police station and the post office of the village is at Jibangram which is about 1.5 km far away from the village. As per Jamabandi Record (land record) of 1972-73, the total land of the village is 1021 bighas 10 kathas of which 87 bighas 7 kathas are household

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land and 934 bighas 3 kathas are agricultural land (record of the Office of the Range Forest Officer, Howaithang Range Office, Dholai).

As regards to educational facilities, there are four LP Schools in the village. But, there is no educational Institute above the lower primary level in this village. Other educational institutions are located at very far away from the village. One multi purpose school is located at Dholai at about 10 kms away from the village. For college level studies, they should go to a rural college which is at a distance of about 17 kms away from the village or at Silchar which is about 35 kms away from the village. Only one Middle English school is located at Jibangram near Jarultola market at about 1.5 km far away from the village.

Social Structure of Jarultola Village

For the analysis of social structure of Jarultola village, the data have been classified broadly, on the basis of: 1) family structure 2) age group 3) literacy structure 4) occupational structure 5) language skill structure 6) no of govt. and private employees 7) housing structure 8) sources of drinking water 9) structure of visiting to town 10) preferences for treatment and 11) agricultural structure.

Family structure

The family structure of the respondents of the village has been analyzed on the basis of two categories, such as (1) Nuclear family and (2) Joint family and it is found from the data that out of 103 respondents of the village, more than half (51.45%) of the respondents belonged to joint family whereas little less than half (48.54%) of the respondents belonged to nuclear family, in this study.

Age Group

As regards to age group of the respondents, the data have been categorized into seven categories (1) 11-20 (2) 21-30 (3) 31-40 (4) 41-50 (5) 51-60 (6) 61-70 and (7) Above70 and it is revealed from the data that more than one fourth (27.18%) of the respondents belong to the age group of between 21-30 while 26.21% of the respondents belong to the age group of between 31-40. Again, more than one fifth (20.38%) of the respondents belong to the age group of 41-50 whereas less than one tenth (9.70%) of the respondents equally belong to the age group of between 11-20 and 51-60 and few respondents 5.82% and 0.97% of the respondents belong to the age group of between 61-70 and above 70 respectively.

Educational Qualification

As far as the educational qualification of the respondents is concerned, the data reveal that out of the 103 respondents more than two fifth (44.66%) of the respondents have high school level whereas more than one fifth (23.30%) of the respondents have middle primary level. On the other hand, more than one tenth (12.62%) of the respondents have higher secondary level, followed by primary level and illiterate with 7.76% and 6.79% respectively, while 3.88% of the respondents have graduate level and 0.97% of the respondents have post graduate level of education.

Occupation

The occupation of the respondents has been categorized into ten categories, such as (1) House wife /Student/Unemployed persons (2) Government officers/Executives/Managers (3) Professionals (4) Defense personals (5) White collars (5) Petty Businessman (7) Agriculturalists (8) Skilled workers (9) Non - skilled workers (10). Retired persons and the data represent that majority of the respondents (49.51%) were House wives / Students / Unemployed persons while

more than one fifth (21.35%) of the respondents were Agriculturalists, followed by defense personals with 9.70%, Petty businessman with 7.76%, skilled workers with 6.79% and white collars with 4.85%.

Language Skill

As regards to languages known by the respondents is concerned, it can be noted that most of the respondents have bi-lingual skill in the village. Here, the data indicate that more than half (50.48%) of the respondents known Manipuri and Bangla whereas more than one fourth (29.12%) of the respondents known Manipuri, Bangla and Hindi and little less than one fifth (18.44%) of the respondents known Manipuri, Bangla, Hindi and English. There were a few respondents (1.94%), who know Manipuri, English, Hindi, Assamese, Bangla and Mizo languages.

Employment

To analyze the number of government employees in a household in the village, the data have been categorized into three categories such as (1) 1-2 members. (2) 3-5 members and (3) More than five members and it is found that more than one tenth (11.65%) of the respondents have 1-2 government employees in their families while a few (0.97%) of the respondents have more than five government employees in their families in the village.

Number of Private Employees

In case of number of private employees is concerned, the data reveal that 41.74% of the respondents have 1-2 private employees in their families while 6.79% of the respondents have 3-5 private employees and 2.91% of the respondents have more than five private employees in their families, in this study.

Housing

As regards to types of houses of the respondents, it is found that more than two fifth (41.74%) of the respondents have Assam type with wood, bamboo and mud plastered walls and tin roofed houses while little less than one third (33%) of the respondents have Assam type, Bamboo-mud plastered walls with tin roofed houses, 16.50% of the respondents have Assam type Bamboo- mud plastered walls with thatch roofed houses whereas 6.79% of the respondents have Assam type half brick walls with bamboo-cement plastered houses and 0.97% of the respondents have Assam type with brick walls houses, There were also another 0.97% of the respondents who have RCC buildings in the village.

Sources of Drinking water

To analyze the sources of drinking water of the people of the village, it has been classified into six categories, such as (1) Pond (2) Well (3) Tube well (4) Supply water (5) Pond + well and (6) Others. The data reveal that majority of the respondents (91.26%) fetched water from well for drinking purpose whereas 6.79% of the respondents fetched water from pond and 1.94% of the respondents fetched from both pond and well, for drinking purpose. Here, it is also found from the data that majority of the people of the village used drinking water from well as the water supply facility is not available in the village.

Frequency of Visits to Town

The data indicate that 27.18% of the respondents visit to town once in a month, whereas 12.62% of the respondents visit very rarely, 11.65% of the respondents visit more than once in a month, 9.70% of the respondents visit in alternate days, 8.73% of the respondents visit once in a week, 7.76% of the respondents visit once in four months, 6.79% of the respondents visit once in

a year, each 3.88% of the respondents visit once in two months and once in three months, each 2.91% of the respondents visit daily and once in six months and each 0.97% of the respondents visit once in five months and more than once in a week.

Purpose of visiting to town

To understand the purpose of visiting to town by the respondents, the data have been classified into nine categories such as (1) Service (2) Shopping (3) Visiting relatives (4) Medical treatment (5) Business (6) Education (7) Shopping + visiting relatives + medical (8) Shopping + Business and (9) Official + Shopping and it is found that more than half (52.42%) of the respondents visit to town for shopping purpose while less than one fifth (19.4%) of the respondents visit for business purpose, 14.56% of the respondents visit town to visit to their relatives, 7.76% of the respondents visit for shopping and business. Equally 1.94% of the respondents visit for service and for shopping + visit relatives + medical purposes, while each 0.97% of the respondents visit for education and for official & shopping purposes.

Mode of Travelling

The mode of travelling by the respondents has been analyzed by classifying the data into five categories, such as (1) Bus (2) Sumo (3) Hired vehicle (4) Personal vehicle and (5) Other and it is found from the data that majority of the respondents (97.08%) travel by sumo whereas each 0.97% of the respondents travel by bus, hired vehicle and personal vehicle.

Preferences for Medical Treatment

As regards to preferences for treatment, from the data, it is found that majority of the respondents (96.11%) prefer allopathic treatment while a few (1.94%) of the respondents prefer local herbal treatment and each 0.97% of the respondents prefer Homeopathic and Ayurvedic treatment.

Agricultural Activities

In rural areas, most of the people have their own land at least, they have their own household land in case they do not have agricultural land. In this study, it is found that the total land of the village is 1021 bighas 10 kathas of which 87 bighas 7 kathas are household land and 934 bighas 3 kathas are agricultural land (record of the Office of the Range Forest Officer, Howaithang Range Office, Dholai).

Status of Share Cropping

To understand the status of share cropping of the respondents, the data have been categorized into two categories (1) share cropping and (2) self cultivation and the data reveal that out of the 103 respondents there were 80 respondents who have agricultural land in the village and little less than half (49.51%) of the respondents give land for share cropping while more than one fourth (28.15%) of the respondents cultivate themselves. It is also found that they give land for share cropping only for the purpose of paddy cultivation.

To analyze the subjects to whom or from whom the respondents give or take land for share cropping it has been classified into three groups such as (1) Manipuri Hindu (2) Other Hindu communities and (3) Muslim and the data show that more than one fourth (26.21%) of the respondents give their land for share cropping to Manipuri Hindu people whereas less than one fourth (22.33%) of the respondents give to other Hindu community people. On the other hand, as regards to the analysis of the data of taking land for share cropping, it is found that only a few (0.97%) of the respondents take land for share cropping who belongs to Manipuri community.

From the data, it seems that the Manipuris of this village keep mutual co-operation and social relation with other communities of that area though they can not co-operate with Muslims as the Muslim people are not inhabited in that locality.

Crop Cycle

So far as the crops grown in a year by the respondents is concerned, it is found that more than two third (71.84%) of the respondents grow only vegetables while less than one third (28.15%) of the respondents grow both paddy and vegetables. It is also found from the data that in that area, only paddy and vegetable are grown for their basic needs and no one is grown other crops such as wheat, maize etc.

Implements Used in cultivation

It is found from the data that there were more than one fourth (25.24%) of the respondents who used only plough in cultivation whereas a few (1.94%) of the respondents used both plough

Use of Fertilizers

As regards to the status of using fertilizer, the data represent that majority of the respondents (17.45%) do not use any fertilizer while less than one tenth (7.76%) of the respondents used only bio-composed fertilizer i.e. cow dung and a few (2.91%) of the respondents used chemical fertilizer. It also came to know from the respondents that naturally as the plot of that area is a very fertile one, they do not need to use fertilizer for cultivation but a few people who are very interested in using fertilizer, used fertilizer in their some particular plots and almost all (100%) of the respondents reported that they use both local and hybrid seeds in their cultivation.

Traditional Forms of Communication in Jarultala Village

Tradition is a term which refers to customs, beliefs and practices that passes from generation to generation. Traditional media represents a form of communication employing vocal, verbal, musical and visual folk art forms, transmitted to a society or group of societies from one generation to another. They are indigenous modes and have served the society as tools/medium of communication for ages. Since time immemorial, our traditional dance, music, rituals, arts, festivals etc. have been using as media. Thus 'traditional media' refers to traditional form of communication; it may be in the form of Lai Haraoba, Sumang Lila, Khubaishei, Thabal Chongba, Raas-Lila, Kang Shanaba and rituals or festivals. Therefore, to understand the status of traditional forms of communication in the village, the respondents were asked which media/medium is still existed in their locality through which traditional culture is generated and it is found that most of the pujas and rituals which usually Manipuri Hindus practiced, are still existed in this village. These are: Durga Puja, Saraswati Puja, Laxmi Puja, Viswakarma Puja, Kali Puja, Apokpa/Yumlai Khuramba, Cheiraoba, Yaoshang, Kang Chingba, Ningol Chakaoba, Diwali, Krishna Janmastami, Radhastami, Lai Haraoba, Sumang Lila, Khubaishei, Thabal Chongba, Raas-Lila, Kang Shanaba, etc.

Calender of Festivals/Rituals

1. Durga Puja

Generally, Durga Puja is performed twice in a year for five days and in Manipuri custom, the puja path of Durga puja is performed by only Manipuri Brahmins and eight girls is being involved in the puja as "Kumari" of the Goddess Durga. The Puja arati is performed by professionals by singing different arati songs by using Pung (Mridanga) and Mangang. Durga Puja has been organized annually in this village since 1-5 years by local club. It is reported that earlier the Durga

Puja could not organize in the village but after establishment of club in the village, Durga Puja has been organized in the village. Majority of the respondents (35.92%) participated puja on Navami to offer fruits and attend Navami arati while 24.27% of the respondents participated puja daily voluntarily in the locality puja. Again, 19.41% of the respondents participated in day time at locality puja and visit in the evening to see at town while 17.47% of the respondents participated puja daily as a member of the organizing committee of the locality puja but there were 2.91% of the respondents who did not give any response in this regard in this study.

2. Saraswati Puja

To identify the organizer of the Saraswati puja the data have been categorized into four categories, such as, 1. Club/institute 2. Family 3. Common people and 4. All the three. The Saraswati puja is organized by all the three i.e. club/institute, family and common people. Majority (47.57%) of the respondents performed puja at home while 32.03% of the respondents participated puja both at home and at schools/ colleges/ locality pujas and 17.47% of the respondents performed puja at home and helped children in preparing to participate the institute's /locality puja. But 2.91% of the respondents did not give any response regarding the matter as they were Christian.

3. Laxmi Puja

All the respondents (100%) stated about organizing Laxmi puja both family and club/ organization in the village. majority (56.31%) of the respondents performed Laxmi puja at home while 40.77% of the respondents participated the committee puja after performing puja at their home but there were 2.91% of the respondents who did not give any response in this regard.

Patterns of Modern Mass Media Exposure

Again, to analyze the pattern of modern mass media exposure in the village, the data have been classified broadly, on the basis of: 1) Newspaper 2) Magazine 3) Radio 4) Television 5) Cinema 6) Letter 7) Fax 8) Telephone 9) Mobile phone 10) Computer and 11) Internet.

1) Newspaper

So far as the subscription of newspaper is concerned, as the village is located in an interior place and having bad road communication system, no hawker wants to go to the village to deliver newspapers. Therefore, only a few respondents subscribed newspaper who can receive it from Jarultola bazaar and the distribution of the respondents is shown below in table no. 1:

Table No. 1: Subscription of Newspaper by the Respondents

S. No.	Subscription of Newspaper	Frequency			
		Male	Female	Total	Percentage
1	<i>Non- Subscribed</i>	51	50	101	98.05
2	<i>Subscribed</i>	02	00	02	1.94
	Total	53	50	103	100

The data show that majority of the respondents that is 98.05% do not subscribe newspaper and only a few that is 1.94% of the respondents subscribed newspaper. As regards to the types of Newspapers read by the respondents is concerned, it is found that 0.97% of respondents read the Times of India and another 0.97% of respondents read Poknapham (a Manipuri Daily). On the

other hand, in case of time spend on reading newspaper is concerned, equally, 0.97% of respondents spend less than one hour and 1-2 hours in a day in reading newspaper, while 98.05% of respondents do not read newspaper.

2) Magazine

Magazine is a publication, generally published on a regular schedule, containing varieties of articles. Though different types of magazine are available in the market, the rural people do not have must interest in reading magazine as they can not spent time in reading magazine due to their busy household work. Therefore, to find out the status of reading magazine, the respondents were asked whether they read magazine or not. The distribution of the respondents is shown in table no. 2.

Table No. 2: Magazine Reading

SI No	Magazine Reading	Frequency			
		Male	Female	Total	Percentage
1	No	49	49	98	95.14
2	Yes	04	01	05	4.85
	Total	53	50	103	100

The data reveal that less than on tenth (4.85%) of the respondents read magazine whereas more than four fifth (95.14%) of the respondents did not read magazine and it is also found in this study that they read magazines like India Today, Competition success review and Ichemma (a Manipuri magazine) etc.

3) Radio

Before the invention of television, radio was a very popular audio-medium for communication and entertainment in both urban and rural areas. But, after coming of television into rural areas, the demand of radio is decreasing day by day in rural areas.

Therefore, to find out the number of radio set in their households, the respondents were asked whether they have radio set or not and it is found from the data that out of 103 respondents, less than one third (31.06%) of the respondents have radio set and more than three fifth (67.96%) of the respondents do not have radio set, in this study.

3.1 Radio Listening

Nowadays, in rural areas, it seems that most of the rural people do not listen radio though they have their own radio sets. In this regard, to understand the habit of radio listening, the classification has been made in the following way as shown in table no. 3.1.

Table No. 3.1: Radio Listening

S. N.	Whether listen radio	Frequency			Percentage
		Male	Female	Total	
1.	No	04	10	14	13.59
2.	Yes	12	06	18	17.47
	Total	16	16	32	31.06

The data show that less than one fifth (17.47%) of the respondents listen radio regularly while 13.59% of the respondents are irregular listener.

3.2 Time spent daily on listening Radio

To analyze the time spent daily on listening radio by the respondent, the data have been categorized into four categories such as- (1) less than one hour (2) 1-2 hours (3) 3-5 hrs. and (4) more than 5 hours. The distribution of the categories is shown in table no.3.2

Table No. 3.2
Duration of listening Radio by the Respondents

SI No	Time spent daily on listening Radio	Frequency			Percentage
		Male	Female	Total	
1	Less than one hour	04	00	04	3.88
2	1-2 hours	06	04	10	9.70
3	3-5 hrs	01	02	03	2.91
4	More than 5 hours	01	00	01	0.97
	Total	12	06	18	17.47

The data indicate that 9.70% of the respondents spent daily 1-2 hours on radio listening where as 3.88% of the respondents spent less than on hour daily. Again, 2.91% of the respondents spent 3-5 hrs daily and 0.97% of the respondents spent more than 5 hours daily on listening radio.

As regards to programme listen on radio by the respondents, majority of the respondents listen news on radio. But they also interested to listen other programmes such as, film songs, plays, sport news, classical music, bhajans, children's and educational programme etc.

4) Television

Television is an attractive audio-visual media. It is very popular nowadays not only in urban areas but also in rural areas. It provides information to rural illiterates through visualization. In this study, to know the ownership of television, the respondents were asked whether they have television or not. The distribution of the respondents is shown in table no.4.1.

Table No. 4.1: Ownership of Television

SI No	Television	Frequency			Percentage
		Male	Female	Total	
0	No	26	21	47	45.63
1	Yes	27	29	56	54.36
	Total	53	50	103	100

The data show that out of 103 respondents, most of the respondents (54.36%) have their own television sets in their households and less than two fourth (45.63%) of the respondents do not have television, in this study.

4.1 Place of watching Television

Television is not only an audio-visual media which gives education and information to the masses but also brings close relationship with neighbours and relatives. To understand the place of watching television the data have been categorized into four categories such as - (1) At home (2) At neighbour's / relatives / friends' houses (3) At shop and (4) Don't watch. The distribution of the categories is shown in table no. 4.2

Table No. 4.2

SI No	Place of Watching	Place of watching Television			Percentage
		Frequency			
	Television	Male	Female	Total	
1	At home	29	27	56	54.36
2	At neighbour's home	09	11	20	19.41
3	At shop	00	00	00	00
4	Don't watch	15	12	27	26.21
Total		53	50	103	100

The data represent that more than half (54.36%) of the respondents watch television at their home, where as less than one fifth (19.41%) of the respondents watch at neighbor's or relatives' houses and more than one fourth (26.21%) of the respondents do not watch television. There is no one who watches television at shop in this study.

4.2 Time spent on Watching Television:

The time spent by the respondents on watching television has been classified into three categories- (1) 1-2 hours (2) 3-4 hours (3) More than 4 hours as it is shown in table no. 4.3

Table No. 4.3

Times spent on watching Television in a day

S.N.	Time spent on watching Television	Frequency			Percentage
		Male	Female	Total	
1	1-2 hours	20	17	37	35.92
2	3-4 hours	08	15	23	22.33
3	More than 4 hours	10	06	16	15.53
	Total	38	38	76	73.78

From the above table, it can be said that more than one third (35.92%) of the respondents spent 1-2 hours in a day while more than one fifth of the respondents (22.33%) spent 3-4 hours and less than one fifth (15.53%) of the respondent spent more than four hours in a day on watching television.

4.3 Programme Watched on Television

To analyze the types of programme watched by the respondents, it has been categorized into 14 categories, such as- (1) News (2) Music (3) Drama (4) Sports (5) Documentary (6) Educational programme (7) Dance programme (8) Debates (9) Business / Marketing (10). Children's programme

(11) Mythological programme (12) Fashion/interior designing (13) Serials (14) Feature films and the data reveal that the respondents are very interested to watch feature films, serials and news. It represents that 65.04% of the respondents watch feature films and 61.16% of the respondents watch serials while more than half 58.25% of the respondents watch news on television. Again, while 28.15% of the respondents watch music, 25.24% watch dance programme, 21.35% of the respondents watch mythological programme, which is followed by sports with 19.41% children's programme with 11.65% documentary programme with 7.76% and educational programme with 2.91%. It also reveals that the respondents are not much interested to watch the programmes like, business/marketing, debates and fashion/interior designing as their percentages is 2.91%, 1.94% and 0.97% respectively.

5) Cinema

Nowadays, since the majority of people watch movies on VCD at their home, the percentage of the habit of going to cinema hall has decreased. Out of the 103 respondents, only one male respondent has the habit of going to cinema hall. To understand the time of going to cinema hall, he has been asked, how many times in a month does he go to cinema hall, it is reported that he goes 1-5 times to cinema hall in a month.

6) Letter

Earlier letter was the main communication system for transferring messages. But in recent years, since the network service of telephone and mobile phone have been introduced in rural areas, people communicate through telephone and mobile phone instead of letters and letter is used basically for official purpose. Here, in this study, it is found that most of the respondents (93.20%) do not send letter while 2.91% of the respondents send one letter in a month. Again, equally 1.94% of the respondents send 2-3 letters and rarely, while there is no one who send more than three letters in a month. Thus, the finding shows that most of the respondents have low degree of sending letter.

7) Fax

So far as sending messages by fax is concerned, in this study, it is found that out of 103 respondents, only one respondent uses fax in sending messages and the rest other do not need to send messages by fax. When the respondent has been asked about the purpose, place of sending and frequency of sending messages by fax, it has been reported that he sent 3-5 messages by fax basically for official purpose from the office, in the last three months.

8) Telephone

Telephone is a communication system i.e. used to talk to someone who is in another place. Since the mobile network facility is available in that area, the demand of telephone has been replaced by mobile phone. As a result most of the people of the village have surrendered the telephone connection.

Here, in this study, it is found that there were only two households i.e. 1.94% of the respondents who have telephone connection whereas 98.05% of the respondents do not have telephone and it is also found that both the respondents (1.94%) make 201-500 calls in a month.

9) Mobile Phone

Since the mobile phone network has launched in that area, the number of mobile phone subscriber has been increasing day by day. Therefore, to understand the status of ownership of mobile phone among the respondents, they were asked whether they have mobile phone or not. The distribution of the responses of the subject is shown in table no.5.1

Table No. 5.1
Ownership of Mobile phone

S. N.	Whether have Mobile phone	Frequency			Percentage
		Male	Female	Total	
1	No	14	16	30	29.12
2	Yes	39	35	73	70.87
	Total	53	50	103	100

From the data, it is shown that more than two third (70.87%) of the respondents have mobile phone while less than one third (29.12%) of the respondents do not have mobile phone. But those respondents, who have no mobile phone, also used it from their neighbors and relatives.

9.1 Mobile phone service provider

To analyze the popularity of service providers of mobile phone whose networks are available in that area, the respondents were asked what the service provider of your mobile phone is. The distribution of the responses have been shown in table no. 5.2

Table No.5.2
Mobile phone service provider

S. N.	Mobile Phone Service Provider	Frequency			Percentage
		Male	Female	Total	
1	BSNL	03	01	04	3.88
2	Reliance	08	08	16	15.53
3	Airtel	08	05	13	12.62
4	Aircel	26	24	50	48.54
	Total	45	38	83	80.54

The data indicate that most of the respondents (48.54%) used Aircel which is the most popular service provider while Reliance is in the second position of popularity with 15.53% followed by Airtel and BSNL with 12.62% and 3.88% respectively.

9.2 Calls received in a week on Mobile

To analyze the calls receive in a week the responses of the subject were categorized into four categories as- (1) Low (1-20 calls) (2) Medium (21-40 calls) (3) High (41-60 calls) and (4) Very high (More than 60 calls). The distribution of the categories is shown in table no. 5.3

Table No. 5.3
Calls Received in a week on Mobile

S. N.	Calls received in a week on Mobile	Frequency			Percentage
		Male	Female	Total	
1	Low (1-20 calls)	09	06	15	14.56
2	Medium (21-40 calls)	04	06	10	9.70
3	High (41-60 calls)	05	08	13	12.62
4	Very high (More than 60 calls)	21	14	35	33.98
Total		39	34	73	70.87

The data indicate that about one third (33.98%) of the respondents have very high degree in receiving phone calls while 14.56% of the respondents have low degree. Again more than one tenth (12.62%) of the respondents received phone calls in high degree whereas less than one tenth (9.70%) of the respondents have medium degree in receiving phone calls on mobile.

9.3 Calls make in a week:

To analyze the calls made in a week, the responses of the subjects have been categorized into four categories as it is shown in table no.5.4

Table No. 5.4
Calls make in a week

S. N.	Calls make in a week	Frequency			Percentage
		Male	Female	Total	
1	Low (1-20 calls)	10	06	16	15.53
2	Medium (21-40 calls)	03	07	10	9.70
3	High (41-60 calls)	04	09	13	12.62
4	Very high (More than 60 calls).	22	12	34	33.00
Total		39	34	73	70.87

The data reveal that most of the respondents (33%) have very high degree in making calls while more than one tenth (15.53%) of the respondents made calls in low degree. Whereas, more than one tenth (12.62%) of the respondents made calls in high degree while less than one tenth (9.70%) of the respondents made calls in medium degree on mobile phone.

10) Computer:

To understand the total number of respondents who can access to computer, they were asked whether they can access to computer or not. The distribution of the respondents is shown in table no.6.1

Table No. 6.1
Access to Computer

S. N.	Whether access to Computer	Frequency		Percentage	
		Male	Female	Total	
1.	No	49	48	97	94.17
2	Yes	04	02	06	5.82
Total		53	50	103	100

The data show that 5.82% of the respondents can access to computer whereas 94.17% of the respondents have no access to computer.

10.1 Place of using Computer:

To analyze the place of using computer by the respondents, it has been categorized into five categories, such as- (1) Home (2) Cyber cafe (3) Office (4) School/College/University and (5) Other places. The distribution of the categories is shown in table no. 6.2

Table No. 6.2
Place of using Computer

S. N.	Place of using Computer	Frequency			Percentage
		Male	Female	Total	
1	Home	02	00	02	1.94
2	Cyber cafe	01	02	03	2.88
3	Office	00	00	00	00
4	School/College/University	01	00	01	0.97
5	Other places	00	00	00	00
Total		04	02	06	5.82

The data reveal that out of the 5.82% of the respondents 2.88% of the respondents used in cyber cafes while 1.94% of the respondents used in home and 0.97% of the respondents used computer in Schools/Collages/Universities and majority of the respondents used computer for educational purpose.

11) Internet:

The analysis of the respondents who can access to internet is shown in table no. 7.1

Table No. 7.1
Access to Internet

S. N.	Access to internet	Frequency			Percentage
		Male	Female	Total	
1	No	51	48	99	96.11
2	Yes	02	02	04	3.88
	Total	53	50	103	100

The data reveal that 3.88% of the respondents can access to internet while 96.11% of the respondents can not access to internet.

11.1 Frequency of using Internet:

To analyze the frequency of using Internet, the data have been categorized into five categories- (1) Occasionally (2) Daily (3) 1-5 days (4) 6-10 days and (5) More than ten days. The distribution of the categories is shown below in table no. 7.2

Table No. 7.2 : Frequency of using Internet monthly

Sl. No	Frequency of Using Internet	Frequency			Percentage
		Male	Female	Total	
1	Occasionally	00	00	00	00
2	Daily	01	02	03	2.88
3	1-5 days	01	00	01	0.97
4	6-10 days	00	00	00	00
5	More than 10 days	00	00	00	00
	Total	02	02	04	3.88

The data reveal that 2.88% of the respondents used internet daily while 0.97% of the respondents used 1-5 days in a month and it is also found that basically they visit to internet for the purpose of email.

Conclusion

So far as the social structure of the village is concerned, from the findings, it can be noted that majority of the families in the village are joint families. As regards to literacy structure, most of the respondents of the village have high school level and the total population of the village is 603. The respondents of the village belong to different types of occupation and majority of the respondents are House wives / Students / Unemployed persons but agriculture is the subsidiary occupation of most of the respondents and they have multi-lingual skill. Majority of the families (51.45%) have

private employees but having government employees families are only 12.62%. The design of most of the houses of the village is Assam type with wood, bamboo mud plastered walls with tin roofed having 2-3 rooms and their sources of drinking water is mainly from well. Moreover, majority of the respondents of the village visit to town for the purpose of shopping and mostly they visit to town once in a month by sumo, as sumo is popular in that area and majority of the respondents (96.11%) prefer allopathic treatment in this study. As regards to agriculture, some families cultivate themselves and some of them give for share cropping to both Manipuri Hindu and other community Hindu. It seems from the findings that the Manipuris of the village keep mutual cooperation and social relation with other neighboring communities of the locality. Since the agricultural land is a fertile one, chemical fertilizer is not necessary in that area. Therefore only a few interested people used fertilizer in cultivation. As regards to implements used in cultivation, only a few people used both tractor and plough and the most of the respondents used only plough.

On the other hand, as regards to pattern of modern mass media exposure in the village is concerned, from the findings, it can be said that though the villagers are interested in reading newspapers and magazines, due to live in an interior place, they can not access to this facilities. On the other hand, since the mobile phone network is available in the area, the people of the village communicate with their family members, relatives and others through mobile phone instead of letters, telephone etc. As regards to radio, television and cinema, it seems that after arriving of television and VCD/DVD player in the village, the people of the village is much interested in watching television than listening radio except listening news on radio. It can also be noted that majority of the people are interested in watching news and entertainment programs on television and they are more interested to watch movie through VCD/DVD player instead of going to cinema halls for watching movies. Moreover, the level of computer education among the villagers is low as they don't need much in computer related works. In short, it can be concluded that though the mental quality of the people of the village is high, due to having low level of infra-structure facilities, they can not fully access to modern mass media.

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