

Guidelines for In-depth Interviews with the Custodians of the TV Viewing Community Centers

Objective : To find out reasons for low attendance at the educational telecasts, and what can be done to improve it.

Background Information

- Name
- Age
- Education
- Gender
- Do you belong to this village?
- Since how long telecasts are being shown in the village?
- Since how long you are TV custodian?
- What else do you do for a living?
- Requirements of your regular occupation in terms of timings, total hours? Any additional seasonal requirements?

Nature of Duty

- What is the nature of your duty as a TV custodian?

Operating the TV set

Reporting the fault

Maintenance of records

Any other (Probe)

Operating the TV set

- Were you given training in operation of the set? When? For how long?
- Was it enough? Do you think you need more training? For what purposes?
- What is generally the quality of reception on the TV? Sound? Picture? (Probe)
- How many days in a month electricity is not available? (Probe)

Number of days in a month

All the time

Part of the time

Reporting the Fault

- What is the frequency of breakdown of the TV set? (days in a year) (Probe)
- To whom do your report?
- Facilities for reporting? Prepaid cards etc.
- How many days does it take to repair?

Maintenance of Records

What different records are to be maintained by you? Period of reporting?. To whom sent? Difficulties in keeping records and dispatch of reports.

Nature of records	Period of reporting	To whom sent	Difficulties for keeping records and dispatch of reports

Difficulties Faced by the TV Custodian

Are there any strains/difficulties faced by you in functioning as a TV custodian? If so, what are those?

Reaching the Centre

- How far do you live from the centre? How much time does it take to reach the centre?
- Do you keep a watch? How do you mark time?
- Is it ok to move in the dark especially while returning in the evening?
- Do the people wait when you are late? (Probe)

Honorarium

- What is your honorarium?
- Is the honorarium paid to you on time?
- How easy or difficult it is for you to collect honorarium?

Clash with the Regular Occupation

How often these is a clash between your functioning as a TV custodian and your occupational and social obligations (days in a month)?

What arrangements do you make when there is a clash? (Probe)

Other Difficulties

Operating and safety of the set

Accommodating the audience, maintaining order, controlling misbehaviour etc .

Any other

Audience

On an average, how many people visit the centre on a single day?

- Children
- Women
- Men

Any seasonal variations? Winter/Summer/Sowing time/Harvesting time.

Children

Are there any programmes especially designed for the children? On what days? What are the themes?

Women

Are there any programmes especially designed for the women? On what days? What are the themes?

Men

Who are they?

Landless labours, farmers, other occupations. Among farmers are they mostly big or small farmers?

Do the people from limited households visit or do they represent the cross selection of the village population?

What distance do they come from? Are they from nearby neighborhood or from all parts of the habitation?

For what reasons people generally visit the TV centre? (Probe each reason)

- Just to pass time
- Entertainment
- Information & learning
- Any other

For what reasons people choose not to visit the TV centre? (Probe each reason)

- Distance
- Not safe to more in the dark
- Erratic power supply
- Unsatisfactory viewing conditions
- Programmes not interesting
- Social reasons
- Any other

Suggestions

What you think can be done to increase attendance? (Probe)

- Improve infrasture (bigger room)
- Assured power supply
- Better programming/themes
- More TV centers in the village
- Better timings
- More publicity to the service
- Co-ordination with the community leaders
- Any other