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RESEARCH ARTICLE

MEDIA EXPOSURE AMONG VILLAGERS WITH REFERENCE TO KALISINDH THERMAL POWER PROJECT (KATPP), JHALAWAR, RAJASTHAN.

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Abstract

Media plays a very important role in our life. It keeps connected and updated people living at any corner of world. People can get news and information of events happening in any area of world. Media can help us in our education, entertainment, getting latest information of every corner of world etc. It influences our social life in so many ways. A thermal power plant named as Kalisindh Thermal Power Project is constructed in State Rajasthan. For construction of this power project land of nearby villages viz Devri, Motipura, Nimoda, Singhania and Undal was acquired. Media profile of these villages is to be analyzed to know communication network in villages. A survey has been carried out on people living in these villages through a structured questionnaire to collect information. Convenience sampling method is used for collection of data. Frequency, percentage, simple arithmetic mean and ANOVA are the statistical tools used for the analysis.

Introduction:-

Kalisindh Thermal Power Plant (KaTPP) is constructed in state Rajasthan. It is located near village Undal approximately 15 km far from District Jhalawar. Construction of Kalisindh Thermal Power Plant was started in Oct 2009. For constructing this thermal power plant land was acquired in the year 2008. During land acquisition, land of five villages i.e. Devri, Motipura, Nimoda, Singhania and Undal was also acquired, for which compensation was paid to villagers. A research on socio-economic impact of Kalisindh thermal power project has been carrying out. As a part of this research, impact of media profile on villagers' social life has been analyzed in this paper.

Interorganizational Committee (1995) defined meaning of social impacts as the consequences to human populations of any public or private actions-that alter the ways in which people live, work, play, relate to one another, organize to meet their needs, and generally cope as members of society. The term also includes cultural impacts involving changes to the norms, values and beliefs that guide and rationalize their cognition of themselves and their society.
Becker (2001) defined Social Impact Assessment (SIA) as "the process of identifying the future consequences of a current or proposed action which are related to individuals, organizations and social macro-systems".

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Literature Review:-

Robinson, Barth and Kohut (1997) compared the daily mass media habits of heavy, light, and nonusers of personal computers and on-line services based on 1994 and 1995 national surveys conducted by the Times-Mirror Center for the People and the Press. No significant or consistent evidence of time displacement of mass media was found.

Wilcox and Liard (2000) reported impact of media images of super-slender women on women's self-esteem. Report was based on women's emotions on their personal cues. They concluded that some women enjoyed examining media depictions of extremely slender models, while others find such depictions produce feelings of inadequacy.

Johnson (2001) analyzed the role of television in rural life, and the influence it has had on various social, economic and political processes. He concluded social change at both the structural as well as psychological levels and argued that the village audience is an active and vibrant participant in the use of media, which has ramifications for `development' both at the village level and beyond.

Villani (2001) reviewed the impact of media on children and adolescents and concluded the primary effects of media exposure are increased violent and aggressive behavior, increased high – risk behaviors, including alcohol and tobacco use, and accelerated onset of sexual activity.

Vanclay (2002) examined the list of social impact variables given by the Interorganizational Committee for Guidelines and Principles for Social Impact Assessment and found to be inadequate and contradictory. He developed a new listing of 80-odd indicative social impacts reflecting a change from project-based thinking to inclusion of the impacts of policies and programs, from thinking only about negative impacts to including positive benefits, and from thinking about unintended consequences to including intended consequences. He also highlighted the importance of differentiating between social impacts and social change processes.

Tang et al. (2008) examined in their study the current prospects for and obstacles facing the implementation of Social Impact Assessment (SIA) and participatory planning in the People's Republic of China. They concluded that the poor prospects of SIA and collaborative planning in China lie not only in the weak framework for environmental legislation, but also in all institutions concerning state-society relations, the socialist governing ideology and traditional Chinese culture.

Olken (2009) investigated the impact of television and radio on social capital in Indonesia and found that increased signal reception, leads to more time watching television and listening to the radio, and less participation in social organizations and with lower self-reported trust.

Gwenn et al (2011) stated in a clinical report that engaging in various forms of social media is a routine activity that research has shown to benefit children and adolescents by enhancing communication, social connection, and even technical skills. Because of their limited capacity for self-regulation and susceptibility to peer pressure, children and adolescents are at some risk as they navigate and experiment with social media.

Pokale W. K. (2012) stated the effect of power plants on the socio-economic environment is based on three parameters, viz. Resettlement and Rehabilitation (R & R), Effect on local civic amenities and Work related hazards to employees of the power plants. The development of civic amenities due to the setting up of any power project is directly proportional to the size of the project. The same has been observed to be the highest for the coal based plants followed by the natural gas based plant and lastly the hydroelectric plant. The coal based plant has the highest number of accidents due to hazardous working conditions.

Dominguez-Gomez (2016) argued that, in a sociological context of complexity and dynamism, four conceptual elements should underpin approaches to socio-environmental risk and impact assessment in development projects: a theoretical base in actor-network theory; an ethical grounding in values which are internationally recognized (though not always fulfilled in practiced); a (new) epistemological-scientific base; and a methodological foundation in social participation.

Objective:-

This study is depicted to single objective of analysis of Media Profile of villages in the context of their response to KaTPP.

Rationale:-

Communication network is very necessary to keep connected people with each other. These days everyone is busy in their own life. People don't have much time to go and visit their friends and relatives frequently. They are connected with each other through only communication network. People living in urban areas are very well connected with the whole world through advance communication network. But who knows about the situation of people living in the villages. Kalisindh Thermal Power Project is constructed near village Undal, Rajasthan. Few more villages are also situated in neighboring area of this Thermal Power Project. No study has been carried out to find out media exposure in these villages. This research is to analyze media profile of villagers living in villages located near to the Kalisindh Thermal Power Project. The researcher has gone through exhaustive amount of literature available related to this field of study but very little research in this field is carried out till now. This study is an endeavor to plug this gap.

Hypothesis:-

Following Hypothesis has been framed and tested in the study:-

H_{01}: "There is no significant difference among the villagers with respect to receiving a newspaper at home".
H_{02}: "There is no significant difference among the villagers with respect to receiving magazine at home".
H_{03}: "There is no significant difference among the villagers with respect to own TV".
H_{04}: "There is no significant difference among the villagers with respect to own radio".
H_{05}: "There is no significant difference among the villagers with respect to if own radio, FM/MW/SW".
H_{06}: "There is no significant difference among the villagers with respect to internet connection".

Research Methodology:-

The type of research used here is descriptive in nature. A survey of villagers living in five villages i.e. Devri, Motipura, Nimoda, Singhania and Undal have been carried out by filling a structured questionnaire. Convenience sampling has been used for selection of villagers. As there is not much difference among the profile of villages, the convenience sampling for this particular study is appropriate. Reliability analysis was done to identify internal consistency of the variables. Cronbach's alpha value of the scale was found to be greater than 0.7. This shows adequate internal consistency. Frequency, percentage, simple arithmetic mean and ANOVA are the statistical tools used for the analysis.

Table: - Reliability Statistics

Name of Village	Cronbach Alpha
Devri	0.735
Motipura	0.771
Nimoda	0.724
Singhania	0.757
Undal	0.809

Data Analysis and Findings:-

As the result of Data Analysis following findings have emerged:-

General Information:-

Table – 1 shows that Most of respondents from all five villages, who participated in this survey, are male. Very few female respondents participated in this survey. No female participated from village Devri. It infers that still in villages' position of females is backward; they do not come in front.

Table 1:- Gender

Name of Village	Male (%)	Female (%)
Devri	100	0
Motipura	96	4
Nimoda	93	7
Singhania	72	28
Undal	85	15

Table – 2 shows that most of respondents from all five villages, who participated in this survey are of middle age group i.e. between 25 to 50 years. Only few respondents from all five villages participated from age group less than

25 years and more than 50 years. It infers that most of decisions in most of families in villages are taken by middle age group person.

Table 2:- Age.

Name of Village	Less than 25 years (%)	Between 25 to 50 years (%)	More than 50 years (%)
Devri	12	76	12
Motipura	0	66	34
Nimoda	22	59	19
Singhania	14	60	26
Undal	20	67	13

Table – 3 shows that mostly respondents from all five villages, who participated in this survey are married. Only very few participants are single.

Table 3:- Marital Status.

Name of Village	Single (%)	Married (%)
Devri	14	86
Motipura	0	100
Nimoda	17	83
Singhania	6	94
Undal	13	87

Table-4 shows that only very few respondents of village Motipura owns Land Line phone. Most of the respondents of all five villages under survey own only mobile phone. It infers people feel more comfortable and ease with mobile phone. Hence land line phones are phasing out.

Table 4:- Land Line Phone / Mobile Phone.

Name of Village	Land Line Phone		Mobile Phone	
	Yes (%)	No (%)	Yes (%)	No (%)
Devri	0	100	78	22
Motipura	9	91	94	6
Nimoda	0	100	70	30
Singhania	0	100	90	10
Undal	0	100	85	15

Table – 5 shows that most of respondents in villages own their own vehicle for transportation. Most of people own motorcycle/scooter as their own vehicle. It infers that villagers feel more convenient and comfortable with motorcycle due to road conditions in villages. Few people own tractor and very few people own bullock cart in villages. It infers bullock carts are phasing out. Very few people own car and jeep for transportation.

Table 5:- Own Transport / Vehicle.

Name of Village	Vehicle (%)	Car (%)	Jeep (%)	Tractor (%)	Bullock Cart (%)	Motor Cycle / Scooter (%)	Cycle (%)
Devri	70	2	2	10	2	62	6
Motipura	83	6	0	36	9	77	21
Nimoda	65	2	0	11	7	50	24
Singhania	80	10	0	14	0	70	16
Undal	65	3	2	7	2	45	28

Table – 6 shows that no public transport is available for Devri, Motipura and Nimoda villages, hence respondents of these villages are not satisfied with public transport facility. While public transport is available for village Singhania and Undal, hence people of these villages are satisfied. Village Singhania is located on Mega highway and village Undal is nearby Mega highway passed, hence respondents can easily approach public transport while other villages are little far from Mega highway, so easy approach of public transport facility is not available.

Table 6:- Public Transport.

Name of Village	Availability		Satisfied	
	Yes (%)	No (%)	Yes (%)	No (%)

Devri	0	100	0	100
Motipura	0	100	0	100
Nimoda	0	100	0	100
Singhania	100	0	100	0
Undal	92	8	92	8

Table – 7 shows that Drinking water, Roads, Drainage, Sanitation and electricity are the problems faced by the communities living in these villages.

Table 7:- Problems faced by community.

Table 7A:- Village Devri.

Problems	Most Pressing (%)	More Pressing (%)	Pressing (%)	Less Pressing (%)	Least Pressing (%)	None (%)
Health	0	0	0	0	0	100
Epidemic	0	0	0	0	0	100
Environment	0	0	0	0	0	100
Pollution	0	0	0	0	0	100
Education	0	0	0	0	14	86
Drainage	0	0	100	0	0	0
Roads	0	100	0	0	0	0
Electricity	0	0	0	0	92	8
Drinking Water	100	0	0	0	0	0
Sanitation	0	0	0	100	0	0
Service delivery of Government Programs	0	0	0	0	0	100

Table 7B:- Village Motipura.

Problems	Most Pressing (%)	More Pressing (%)	Pressing (%)	Less Pressing (%)	Least Pressing (%)	None (%)
Health	0	0	0	0	0	100
Epidemic	0	0	0	0	0	100
Environment	0	0	0	0	0	100
Pollution	0	0	0	0	100	0
Education	0	0	0	0	0	100
Drainage	0	100	0	0	0	0
Roads	0	0	0	100	0	0
Electricity	0	0	0	0	0	100
Drinking Water	100	0	0	0	0	0
Sanitation	0	0	100	0	0	0
Service delivery of Government Programs	0	0	0	0	0	100

Table 7C:- Village Nimoda.

Problems	Most Pressing (%)	More Pressing (%)	Pressing (%)	Less Pressing (%)	Least Pressing (%)	None (%)
Health	0	0	0	0	0	100
Epidemic	0	0	0	0	0	100
Environment	0	0	0	0	0	100
Pollution	0	0	0	0	100	0

Education	0	0	0	0	0	100
Drainage	0	0	100	0	0	0
Roads	0	100	0	0	0	0
Electricity	0	0	0	0	0	100
Drinking Water	100	0	0	0	0	0
Sanitation	0	0	0	100	0	0
Service delivery of Government Programs	0	0	0	0	0	100

Table 7D: - Village Singhania.

Problems	Most Pressing (%)	More Pressing (%)	Pressing (%)	Less Pressing (%)	Least Pressing (%)	None (%)
Health	0	0	0	0	0	100
Epidemic	0	0	0	0	0	100
Environment	0	0	0	0	0	100
Pollution	0	0	0	0	0	100
Education	0	0	0	0	0	100
Drainage	0	100	0	0	0	0
Roads	0	0	0	100	0	0
Electricity	0	0	0	0	0	100
Drinking Water	100	0	0	0	0	0
Sanitation	0	0	100	0	0	0
Service delivery of Government Programs	0	0	0	0	100	0

Table 7E:- Village Undal.

Problems	Most Pressing (%)	More Pressing (%)	Pressing (%)	Less Pressing (%)	Least Pressing (%)	None (%)
Health	0	0	0	0	0	100
Epidemic	0	0	0	0	0	100
Environment	0	0	0	0	0	100
Pollution	0	0	0	0	0	100
Education	0	0	0	0	0	100
Drainage	100	0	0	0	0	0
Roads	0	3	2	18	77	0
Electricity	0	0	0	80	20	0
Drinking Water	0	0	95	3	2	0
Sanitation	0	97	3	0	0	0
Service delivery of Government Programs	0	0	0	0	0	100

Media Profile:

Media plays a very important role in our life. It keeps connected and updated people living at any corner of world. People can get news and information of events happening in any area of world. Media can help us in our education, entertainment, getting latest information of every corner of world etc. It influences our social life in so many ways.

Table – 8A shows that only few people of village Devri receive newspaper at their home and very few people are using radio; it infers that radio is phasing out in villages. Most of people are having TV at their home. Very few people are using internet; it infers that people of village are not aware of internet connectivity and benefits of internet.

Table 8A:- Media Profile: Village Devri.

Media	Yes (%)	No (%)	None (%)
Newspaper	14	86	0
Magazines	0	100	0
TV	62	38	0
Radio	2	98	0
FM/MW/SW	2	0	98
Internet	4	96	0

Table – 8B shows that few people of village Motipura receive newspaper at their home. No one is using radio; it infers that radio is phasing out in villages. Most of people are having TV at their home. Very few people are using internet; it infers that people of villages are not aware of internet connectivity and benefits of internet.

Table 8B:- Media Profile: Village Motipura.

Media	Yes (%)	No (%)	None (%)
Newspaper	21	79	0
Magazines	0	100	0
TV	75	25	0
Radio	0	100	0
FM/MW/SW	0	0	100
Internet	4	96	0

Table – 8C shows that very few people of village Nimoda receive newspaper at their home and few people are having TV at their home, hence connected with world through TV. No one is having radio at their home as well as no one is having internet at their home; it infers that people are not aware of internet connectivity and benefits of internet. Village Nimoda seems more backward and undeveloped village.

Table 8C:- Media Profile: Village Nimoda.

Media	Yes (%)	No (%)	None (%)
Newspaper	2	98	0
Magazines	0	100	0
TV	46	54	0
Radio	0	100	0
FM/MW/SW	0	0	100
Internet	0	100	0

Table – 8D shows that many people of village Singhania receive newspaper at their home, very few receiving magazines at their home. Very few people are using radio; it infers that radio is phasing out in village. Most of people are having TV at their home. Very few people are using internet; it infers that people of villages are not aware of internet connectivity and benefits of internet.

Table 8D: - Media Profile: Village Singhania.

Media	Yes (%)	No (%)	None (%)
Newspaper	42	58	0
Magazines	2	98	0
TV	84	16	0
Radio	2	98	0
FM/MW/SW	2	0	98
Internet	4	96	0

Table – 8E shows that few people of village Undal receive newspaper at their home, very few receiving magazines at their home. Very few people are using radio; it infers that radio is phasing out in village. Many people are having

TV at their home. Very few people are using internet; it infers that people of villages are not aware of internet connectivity and benefits of internet.

Table 8E:- Media Profile: Village Undal.

Media	Yes (%)	No (%)	None (%)
Newspaper	18	82	0
Magazines	2	98	0
TV	55	45	0
Radio	2	98	0
FM/MW/SW	2	0	98
Internet	3	97	0

Interpretation of ANOVA:-

The ANOVA table is interpreted as below:-

Receive a newspaper at home:-

Table – 9 shows that f value of interaction between the village and receiving a newspaper at home is 7.028 with degree of freedom 4, which is significant at the 0.01 level. It means that there is significant difference in the villagers with respect to receiving a newspaper at home. In the light of this the null hypothesis namely "There is no significant difference among the villagers with respect to receiving a newspaper at home" is rejected.

Table 9:- ANOVA: MEDIA PROFILE

		Sum of Squares	df	Mean Square	F	Sig.
Receive a newspaper at home	Between Groups	4.085	4	1.021	7.028	.000
	Within Groups	36.034	248	.145		
	Total	40.119	252			
Receive magazines at home	Between Groups	.021	4	.005	.659	.621
	Within Groups	1.963	248	.008		
	Total	1.984	252			
Own TV	Between Groups	4.570	4	1.142	5.276	.000
	Within Groups	53.699	248	.217		
	Total	58.269	252			
Own Radio	Between Groups	.021	4	.005	.444	.776
	Within Groups	2.943	248	.012		
	Total	2.964	252			
If own radio, FM/MW/SW	Between Groups	.021	4	.005	.444	.776
	Within Groups	2.943	248	.012		
	Total	2.964	252			
Internet connection	Between Groups	.059	4	.015	.474	.755
	Within Groups	7.688	248	.031		
	Total	7.747	252			

Further observations from table – 10 are as follows:

1. Significant difference is found between the villagers of village Devri and Singhania at 0.01 level. Mean score of village Devri is higher than that of Singhania, so it can be concluded that more villagers of Singhania are receiving newspaper at home.
2. Significant difference is found between the villagers of village Motipura and Nimoda at 0.05 level. Mean score of village Nimoda is higher than that of Motipura, so it can be concluded that more villagers of Motipura are receiving newspaper at home.
3. Significant difference is found between the villagers of village Motipura and Singhania at 0.01 level. Mean score of village Motipura is higher than that of Singhania, so it can be concluded that more villagers of Singhania are receiving newspaper at home.
4. Significant difference is found between the villagers of village Nimoda and Singhania at 0.01 level. Mean score of village Nimoda is higher than that of Singhania, so it can be concluded that more villagers of Singhania are receiving newspaper at home.

5. Significant difference is found between the villagers of village Nimoda and Undal at 0.05 level. Mean score of village Nimoda is higher than that of Undal, so it can be concluded that more villagers of Undal are receiving newspaper at home.
6. Significant difference is found between the villagers of village Singhania and Undal at 0.01 level. Mean score of village Undal is higher than that of Singhania, so it can be concluded that more villagers of Singhania are receiving newspaper at home.

Table – 10 about here (Post Hoc Tests)

Receive magazine at home:-

Table – 9 shows that f value of interaction between the village and receiving magazine at home is 0.659 with degree of freedom 4, which is not significant. It means that there is no significant difference in the villagers with respect to receiving magazine at home. In the light of this the null hypothesis namely "There is no significant difference among the villagers with respect to receiving magazine at home" is not rejected.

Table – 9 about here (ANOVA: MEDIA PROFILE)

Own TV:-

Table – 9 show that f value of interaction between the villages and own TV is 5.276 with degree of freedom 4, which is significant at the 0.01 level. It means that there is significant difference in the villagers with respect to own TV. In the light of this the null hypothesis namely "There is no significant difference among the villagers with respect to own TV" is rejected.

Table – 9 about here (ANOVA: MEDIA PROFILE)

Further observations from table – 10 are as follows:

1. Significant difference is found between the villagers of village Devri and Singhania at 0.05 level. Mean score of village Devri is higher than that of Singhania, so it can be concluded that more villagers of Singhania own TV.
2. Significant difference is found between the villagers of village Motipura and Nimoda at 0.01 level. Mean score of village Nimoda is higher than that of Motipura, so it can be concluded that more villagers of Motipura own TV.
3. Significant difference is found between the villagers of village Motipura and Undal at 0.05 level. Mean score of village Undal is higher than that of Motipura, so it can be concluded that more villagers of Motipura own TV.
4. Significant difference is found between the villagers of village Nimoda and Singhania at 0.01 level. Mean score of village Nimoda is higher than that of Singhania, so it can be concluded that more villagers of Singhania own TV.
5. Significant difference is found between the villagers of village Singhania and Undal at 0.01 level. Mean score of village Undal is higher than that of Singhania, so it can be concluded that more villagers of Singhania own TV.

Table 10:- Post Hoc Test.

Multiple Comparisons

LSD							
Dependent Variable	(I) Village Name	(J) Village Name	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Receive a newspaper at home	Devri	Motipura	.07277	.07744	.348	-.0798	.2253
		Nimoda	-.11826	.07788	.130	-.2716	.0351
		Singhania	.28000*	.07624	.000	.1298	.4302
		Undal	.04333	.07299	.553	-.1004	.1871
	Motipura	Devri	-.07277	.07744	.348	-.2253	.0798
		Nimoda	-.19103*	.07906	.016	-.3467	-.0353
		Singhania	.20723*	.07744	.008	.0547	.3598
		Undal	-.02943	.07425	.692	-.1757	.1168
	Nimoda	Devri	.11826	.07788	.130	-.0351	.2716
		Motipura	.19103*	.07906	.016	.0353	.3467
		Singhania	.39826*	.07788	.000	.2449	.5516
		Undal	.16159*	.07470	.031	.0145	.3087

	Singhania	Devri	-.28000*	.07624	.000	-.4302	-.1298
		Motipura	-.20723*	.07744	.008	-.3598	-.0547
		Nimoda	-.39826*	.07788	.000	-.5516	-.2449
		Undal	-.23667*	.07299	.001	-.3804	-.0929
	Undal	Devri	-.04333	.07299	.553	-.1871	.1004
		Motipura	.02943	.07425	.692	-.1168	.1757
		Nimoda	-.16159*	.07470	.031	-.3087	-.0145
		Singhania	.23667*	.07299	.001	.0929	.3804
Own TV	Devri	Motipura	.12468	.09454	.188	-.0615	.3109
		Nimoda	-.16348	.09507	.087	-.3507	.0238
		Singhania	.22000*	.09307	.019	.0367	.4033
		Undal	-.07000	.08910	.433	-.2455	.1055
	Motipura	Devri	-.12468	.09454	.188	-.3109	.0615
		Nimoda	-.28816*	.09651	.003	-.4782	-.0981
		Singhania	.09532	.09454	.314	-.0909	.2815
		Undal	-.19468*	.09064	.033	-.3732	-.0162
	Nimoda	Devri	.16348	.09507	.087	-.0238	.3507
		Motipura	.28816*	.09651	.003	.0981	.4782
		Singhania	.38348*	.09507	.000	.1962	.5707
		Undal	.09348	.09119	.306	-.0861	.2731
	Singhania	Devri	-.22000*	.09307	.019	-.4033	-.0367
		Motipura	-.09532	.09454	.314	-.2815	.0909
		Nimoda	-.38348*	.09507	.000	-.5707	-.1962
		Undal	-.29000*	.08910	.001	-.4655	-.1145
	Undal	Devri	.07000	.08910	.433	-.1055	.2455
		Motipura	.19468*	.09064	.033	.0162	.3732
		Nimoda	-.09348	.09119	.306	-.2731	.0861
		Singhania	.29000*	.08910	.001	.1145	.4655
*. The mean difference is significant at the 0.05 level.							

Own Radio:-

Table – 9 show that f value of interaction between the villages and own radio is 0.444 with degree of freedom 4, which is not significant. It means that there is no significant difference in the villagers with respect to own radio. In the light of this the null hypothesis namely "There is no significant difference among the villagers with respect to own radio" is not rejected.

Table – 9 about here (ANOVA: MEDIA PROFILE)

If own radio, FM/MW/SW:-

Table – 9 shows that f value of interaction between the village and If own radio, FM/MW/SW is 0.444 with degree of freedom 4, which is not significant. It means that there is no significant difference in the villagers with respect to if own radio, FM/MW/SW. In the light of this the null hypothesis namely "There is no significant difference among the villagers with respect to if own radio FM/MW/SW" is not rejected.

Table – 9 about here (ANOVA: MEDIA PROFILE)

Internet Connection:-

Table – 9 shows that f value of interaction between the village and internet connection is 0.474 with degree of freedom 4, which is not significant. It means that there is no significant difference in the villagers with respect to internet connection. In the light of this the null hypothesis namely "There is no significant difference among the villagers with respect to internet connection" is not rejected.

Table – 9 about here (ANOVA: MEDIA PROFILE)

Conclusion and Suggestions:-

A thermal power plant was constructed in state Rajasthan. It is located near village Undal approximately 15 km far from District Jhalawar. For construction of this thermal power plant State Government acquired land of five villages i.e. Devri, Motipura, Nimoda, Singhania and Undal. A survey has been carried out for analyzing impact of this

thermal power plant on nearby villages and problems faced by communities living in these villages. Village Singhania is located on Mega highway and village Undal is nearby Mega highway passed, hence respondents can easily approach public transport while other villages are little far from Mega highway, so easy approach of public transport facility is not available. Drinking water, Roads, Drainage, Sanitation and electricity are the problems faced by the communities living in these villages. Very few people are having land line phone at their home these days. People feel more ease in keeping mobile phones with them. Radio is phasing out in villages. Only few people read newspaper in villages. People are dependent on TV for news and entertainment at home. Very few people are connected with internet facility. Most of people in villages are still not aware of benefits of internet connectivity i.e. advance mode of communication.

Communication network is necessary to keep connected people with each other. Villages are partially connected with communication network. Marketers can use these villages as an opportunity for their business and develop communication network of their companies. It may help villagers to keep connected with outside world and communication companies can get their business. Other companies such as online marketers may also get an opportunity for extending their business in villages also.

Limitations of the Study:-

- The study is limited to the villagers living in villages located near to the Kalisindh Thermal Power Plant only; therefore findings may not be valid for other areas.
- Non probabilistic Convenience sampling has been used for collecting primary data from villagers for the study and it has its own limitations.
- Results cannot be generalized.

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