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**AN EMPIRICAL STUDY ON STUDENTS' PERCEPTION TOWARDS T-
SAT CHANNEL WITH SPECIAL REFERENCE TO HYDERABAD
DISTRICT**

Dr. H.Radhika

**Associate Professor, Department of Commerce, Badruka College of Commerce and Arts,
Kachiguda, Hyderabad, Affiliated to Osmania University, Telangana.**

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Abstract:

To Educate, Enlighten and Empower the people of Telangana State using audio-visual, wire & wireless technology and Satellite Communications with the help of the inputs from eminent faculty to achieve Bangaaru Telangana, the Telangana Govt. introduced **SoFTNET**- Society for Telangana Network. It is an initiative that provides quality education and training to identify people who aim at achieving their goals by utilizing the potential of Satellite Communications and Information Technology. SoFTNET uses GSAT 8 Satellite and telecasts four channels. T-SAT NIPUNA and T-SAT VIDYA cater to the distance learning, Agriculture Extension, Rural Development, Tele-Medicine and E-Governance requirements of the people of Telangana. Apart from the launch of TS-Class programme, it also started coaching classes for TSPSC Group II Services aspirants. SoFTNET has also promoted digital and cashless payments through awareness videos. With this the Govt. wants to train their employees to provide services with perfection. The Govt. of Telangana has taken a good initiative to empower the people with internet learning. Therefore, the present study throws light on the awareness levels of respondents about t-sat channels and their opinion on the effectiveness of programmes telecasted in t-sat channels and the respondents' satisfaction towards various programmes of t-sat channels.

Introduction:

With the intention of imparting professional education to the present generation of telangana which will help in increase in employment the Govt. of Telangana introduced SoFTNET (Society For Telangana State Network). The Telangana Govt. desired to have its own satellite which would telecast content related to education and competitive examinations among students. SoFTNET uses GSAT 8 Satellite and telecasts four channels. T-SAT NIPUNA and T-SAT VIDYA cater to the distance learning, Agriculture Extension, Rural Development, Tele-Medicine and E-Governance requirements of the people of Telangana. The mission of SoFTNET is to Educate, Enlighten and Empower the people of Telangana State using audio-visual technology and give the best of the education and training facilities to the stakeholders. SoFTNET uses various educational and training resources and enables the quality faculty to provide best education through different channels. Its training facilities in the area of Women and Child Welfare, Rural Development, Skill Development, Health, Agriculture Extension etc., helps the end users to get knowledge in their respective fields.

T-SAT Network is the rebranded version of ManaTV, which will telecast programmes on education, livelihood opportunities, healthcare, agriculture, employment and other subjects through its two channels Vidya and Nipuna. It also provides mobile apps for easy learning. T-SAT stands for Telangana – Skills, Academic and Training and these programmes help the farmers to harvest a good yield and also reduce their debt. Scientists, professors and agriculture extension officers will help disseminate information to farmers using T-SAT. This channel also brings awareness among people by educating them about various diseases and preventive measures to be taken to avoid those diseases.

Mana TV Telangana telecasting programmes on spoken English, hand writing and musical classes as part of summer classes. Apart from telecasting education related programmes, the channel will also provide a wide range of programmes like keertanas, vocal music training etc...

Review of Literature:

- **Proceedings of the Commissioner & Director of school education, telangana, Hyderabad (2017):** The Directorate of examination has issued timetable for starting TS digital classrooms in TS- Govt. schools mentioning that these digital lessons are being telecasted through mana tv (softnet) channel. The purpose of these classes is to make the students understand the lessons easily by video and audio systems enabled in digital method of teaching. It was concluded that, by observing the visuals and listening to the audio, the students can enjoy the classes and remember the subjects easily which helps them to write the exams without any fear.
- **Telangana today (Dec 2017):** In the article “Telangana’s T-SAT to telecast coaching classes for Teacher Recruitment Test”, it was mentioned that T-SAT Nipuna is going to telecast coaching for telangana teacher recruitment test (TRT). This is going to start in Dec 2018 and this channel will help the aspirants to crack the TRT. The programme is going to telecast with the name, ‘TRT Udyoga Guide’ with subject wise audio-visual content.
- **Ch. Susil Rao (2018):** In the article, “KTR thinks big, wants satellite for Telangana” published in Times of India, the IT minister K.T. Rama Rao has expressed that A communications satellite should be there exclusively for Telangana with which the job

seekers will get the benefits of technology by learning for competitive exams through different channels provided by T-SAT and through Youtube also anytime they can learn the content related to various aspects.

Need of the Study:

To Educate, Enlighten and Empower the people of Telangana State using audio-visual, wire & wireless technology and Satellite Communications to achieve Bangaaru Telangana, the Telangana Govt. has introduced SoFTNET (Society For Telangana Network) to provide best teaching by using efficient faculty in every class room to impart knowledge among job seekers and students. By use of satellite channels such as T-SAT Nipuna, T-SAT Vidya, Mana tv Telangana, mobile apps for the same and through Youtube also aspirants can learn various subjects any time. To help the young and educated people with right guidance to employment, coaching to competitive exams, vocational training and skill development, the Telangana Govt. took this initiative for building bangarutelangana. Therefore, the present study has taken up to know the awareness level and perceptions of students towards T-SAT channel and how they are utilising these facilities for their career growth.

Objectives of the Study:

- To study the awareness among respondents about t-sat channel.
- To study the accessibility of the t-sat channel services by the students.
- To study the level of satisfaction on t-sat among respondents.

Research Methodology: The study has been carried out using primary sources and secondary sources such as a structured questionnaire is prepared and administered among 100 respondents of Hyderabad by using convenience sampling techniques and official websites have been visited for the relevant data related to the study respectively. Of 100 respondents only 80 respondents are watching T-SAT channel so expect demographic profile remaining part of the questionnaire is analysed for 80 respondents. The primary data has been analysed using simple percentages.

Data Analysis:

Table -1 : Demographic profile of the respondents

| Gender | Respondents | Percentage |
|--------------------------|--------------------|-------------------|
| Male | 80 | 80% |
| Female | 20 | 20% |
| Total respondents | 100 | 100% |
| Age | Respondents | Percentage |
| 10years-15 years | 0 | NIL |
| 16 years -20 years | 20 | 20% |
| 21 years -25 years | 70 | 70% |
| Above 25 years | 10 | 10% |
| Total respondents | 100 | 100% |
| Education | Respondents | Percentage |
| SSC | 0 | NIL |
| Intermediate | 10 | 10% |

| | | |
|--------------------------|--------------------|--------------------|
| Graduation | 50 | 50% |
| Post graduation | 40 | 40% |
| Total respondents | 100 | 100% |
| Occupation | Respondents | Percentages |
| Students | 40 | 40% |
| Self employed | 30 | 30% |
| Job seeker | 10 | 10% |
| Others | 20 | 20% |
| Total respondents | 100 | 100% |

Source: Primary data, *Others include housewives and retired respondents.

Table 2 : Number of respondents watches T-SAT Channel

| Particulars | Respondents | Percentages |
|--------------------------|-------------|-------------|
| Yes | 80 | 80% |
| No | 20 | 20% |
| No of respondents | 100 | 100% |

Source: Primary data

Of 100 respondents 80 respondents watch T-SAT channel and 20 are not watching T-SAT channels.

Table 3: Period (months) of watching t-sat channel

| Particulars | Respondents | Percentages |
|--------------------------|-------------|-------------|
| Below 4months | 40 | 50% |
| 4 to 8months | 20 | 25% |
| 8 to 12months | 10 | 12.5% |
| Above 1 year | 10 | 12.5% |
| Total respondents | 80 | 100% |

Source: Primary data

Table 4 : Source of awareness about the t-sat channel

| Particulars | Respondents | Percentages |
|--------------------------|-------------|-------------|
| Advertisements | 35 | 44% |
| Referred by students | 25 | 31% |
| family/friends | 10 | 13% |
| Others() | 10 | 12% |
| Total respondents | 80 | 100% |

Source: Primary data

Table 5 : Modes used to watch t-sat channel

| Particulars | Respondents | Percentages |
|--------------------|-------------|-------------|
| Television | 10 | 13% |
| Online(youtube) | 30 | 38% |
| Mobile application | 30 | 37% |
| All of the above | 10 | 12% |

| | | |
|--------------------------|-----------|-------------|
| Total respondents | 80 | 100% |
|--------------------------|-----------|-------------|

Source: Primary data

It is observed that 38% of the respondents are watching T-sat channel through online (YouTube) and equal percentage of respondents use mobile applications to watch T-SAT channel, 13% of them use television and rest 12% use all the above three sources for watching the T- SAT channel.

Table 6 : Respondents' preference towards different programmes to watch in t-sat channel

| Particulars | Respondents | Percentages |
|--------------------------|--------------------|--------------------|
| Education | 45 | 56% |
| News | 15 | 19% |
| Entertainment | 2 | 3% |
| Job alerts | 8 | 10% |
| Other() | 10 | 12% |
| Total respondents | 80 | 100% |

Source: Primary data

Table 7: Usefulness of the information provided by the channel

| Options | Respondents | Percentage |
|------------------------|--------------------|-------------------|
| Yes | 65 | 81% |
| No | 15 | 19% |
| Total responses | 80 | 100% |

Source: Primary data

Table 8: whether t-sat provides best faculty to make learning easy

| Particular | Respondents | Percentage |
|--------------------------|--------------------|-------------------|
| Yes | 60 | 75% |
| No | 20 | 25% |
| Total respondents | 80 | 100% |

Source: Primary data

Table 9: Opinion on the quality of coaching provided by the channel for admitted candidates

| Particulars | Respondents | Percentage |
|--------------------------|--------------------|-------------------|
| Yes | 55 | 69% |
| No | 25 | 31% |
| Total respondents | 80 | 100% |

Source: Primary data

Table 10 : Language preferred to watch the t-sat

| Particulars | Respondents | Percentage |
|--------------------|--------------------|-------------------|
| a. Telugu | 20 | 25% |
| b. English | 20 | 25% |

| | | |
|--------------------------|-----------|-------------|
| c. Hindi | 10 | 13% |
| Both (a&b) | 30 | 37% |
| Total respondents | 80 | 100% |
| No of responses | 100 | |

Source: Primary data

Table 11: Respondents preference towards mode of teaching

| Particulars | Respondents | Percentage |
|--------------------------|-------------|-------------|
| Online | 63 | 79% |
| Offline | 7 | 8% |
| Both | 8 | 10% |
| No idea | 2 | 3% |
| Total respondents | 80 | 100% |

Source: Primary data

It is observed that, majority of the respondents preferring online mode of teaching.

Table 12 : Subscribers level of understanding the teaching

| Subjects | Excellent | Satisfied | Neutral | Dissatisfied | Poor |
|-----------------|-----------|-----------|---------|--------------|------|
| Current affairs | 40 | 10 | 12 | 20 | 5 |
| General studies | 10 | 35 | 8 | 12 | 5 |
| Arithmetic | 10 | 8 | 40 | 8 | 5 |
| History | 10 | 12 | 13 | 60 | 5 |
| Other subjects | 10 | 5 | 7 | 20 | 20 |

Source: Primary data

Out of 80 respondents, 40 members said the teaching for current affairs is excellent, 35 respondents said that, the teaching for general studies subject is satisfied, highest number of respondents i.e. 40 members are neutral towards arithmetic. And 60 respondents are dissatisfied with the teaching of history and 20 respondents expressed that other subjects like English and ethics the teaching is poor.

Table 13 : Satisfaction level on t-sat awareness programmes

| Particulars | No. of respondents satisfied | Percentage |
|--------------------------------------|------------------------------|-------------|
| Prevention of crime | 5 | 6% |
| Swatch telangana | 3 | 4% |
| Skill development | 63 | 79% |
| Any other specify (English & ethics) | 9 | 11% |
| Total respondents | 80 | 100% |

Source: Primary data

It is observed that, out of 80 respondents 63 members are satisfied with skill development programmes telecasted by t-sat channels.

Table 14 : Subscribers interaction with television teachers and experts in t-sat

| Particulars | Respondents | Percentage |
|--------------------------|-------------|-------------|
| Yes | 30 | 38% |
| No | 50 | 62% |
| No of respondents | 80 | 100% |

Source: Primary data

Of the 80 respondents, 30 mentioned that they interact with teachers and experts who teach on Nipuna and Vidya through different modes.

Table 15 : Mode used to meet the teaching faculty for clarifying doubts

| Particulars | Respondents | Percentages |
|--------------------------|-------------|-------------|
| SMS | 6 | 20% |
| Mail | 14 | 47% |
| Telephonic | 5 | 17% |
| Any other | 5 | 16% |
| No of respondents | 30 | 100% |

Source: Primary data

Of the respondents who meet the teaching faculty, majority of the respondents i.e. 47% said that they solve their doubts by mailing the concern faculty. And 16% of the respondents mentioned that they use other modes like posts to communicate with the teaching faculty.

Table 16 : Highest reach out programme in rural areas of t-sat network channels

| Particulars | Respondents | Percentages |
|--------------------------|-------------|-------------|
| Agriculture | 13 | 16% |
| Electronics/computer | 42 | 53% |
| Gk/science | 25 | 31% |
| No of respondents | 80 | 100% |

Source: Primary data

Highest percentage i.e. 53% of the respondents is of the opinion that electronics/ computer based programmes are highest reach out programme in rural areas.

Findings:

- ❖ It is found that, 80% of the respondents are male. 70% of the respondents are of the age group of 21-25 years, 50% of the respondents are graduates and 40% of the respondents are post graduates.
- ❖ It is found that, highest percentage of the respondents are students (40%) followed by self employed and 10% of the respondents are job seekers.
- ❖ Out of 100 respondents, 80% of the respondents watch t-sat channel and 20% do not watch.
- ❖ 50% of the respondents have been watching t-sat channel since four months and 20% of them have been watching since four to eight months. And very few are watching since eight months to one year.

- ❖ Highest percentages i.e. 44% of the respondents are came to know about t-sat channel through advertisements and from friends. A lowest percentage (12%) of the respondents came to know about t-sat through family and other sources.
- ❖ Of the 80 respondents, 38% of the respondents are using online mode and mobile apps for watching t-sat channel.
- ❖ Of the 80 respondents, 56% percentage of them watching education programmes and least percentage of the respondents are watching entertainment programmes. And 81% of the respondents found the programmes of t-sat are useful.75% of the respondents felt that the t-sat provides best faculty to teach various subjects which helps learning easy. Of the 80 respondents, 69% percent of them mentioned that the classes provided by t-sat channel are useful to the students.
- ❖ Highest percentage of the respondents i.e. 37% is preferring to both Telugu and English languages to watch t-sat channels. And majority of the respondents prefer online mode of teaching i.e 79%.
- ❖ Out of 80 respondents, 40 members said the teaching for current affairs is excellent, 35 respondents said that, the teaching for general studies subject is satisfied, highest number of respondents i.e. 40 members are neutral towards arithmetic. And 60 respondents are dissatisfied with the teaching of history and 20 respondents expressed tat other subjects like English and ethics the teaching is poor.
- ❖ It is observed that, out of 80 respondents 63 members are satisfied with skill development programmes telecasted by t-sat channels. And 30 respondents mentioned that they interact with teachers and experts who teach on Nipuna and Vidya through different modes. Of the respondents who meet the teaching faculty, majority of the respondents i.e. 47% said that they solve their doubts by mailing the concern faculty. And 16% of the respondents mentioned that they use other modes like posts to communicate with the teaching faculty.
- ❖ Highest percentage i.e. 53% of the respondents is of the opinion that electronics/ computer based programmes are highest reach out programme in rural areas.

Conclusion:

Quality of Telangana Education System is based on globalization, teaching and learning, governance and knowledge-based society. Therefore, teaching and learning aspects plays a vital role in improving the Telangana Education System in future. As the online education system is in progress the provider should find a solution to overcome the online education issues in order to patch the gap that exists. This is also important in order to maintain the quality of the education system instead of producing incompetent undergraduates. It is recommended that a training and information session on online education is needed and to focus primarily on how e-learning technology can help to improvise the effectiveness and efficiency of undergraduate students learning process and also the quality of graduates. Even the Govt. has to facilitate the rural areas with internet so that it will become easier to the students to learn and watch various educational programmes to prepare for competitive exams and other jobs.

Suggestions:

- ❖ T-sat channel should provide more number of classes.
- ❖ Students are highly satisfied with the service of t-sat channels which help in gaining knowledge.

- ❖ The t-sat channel should keep in mind the need of young generation and telecast the programmes according to the requirement of the students.
- ❖ T-sat channel should use different modes to bring awareness among people about various programmes of t-sat.
- ❖ T-sat channel should upgrade its new upcoming projects.
- ❖ The channel should be promoted more and should reach every student in order to refer and gain knowledge.
- ❖ This channel has to include few more subjects, which can be helpful to all other departmental students.
- ❖ Govt. has to facilitate the rural areas with internet so that it will become easier to the students to learn and watch various educational programmes to prepare for competitive exams and other jobs.

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