STUDY ON LISTENERSHIP, REACH AND EFFECTIVENESS OF **COMMUNITY RADIO STATIONS IN INDIA**

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EXECUTIVE **SUMMARY**

Community radio stations (CRSs) are an important part of the media landscape in many countries. They make up one part of a three-tier system of radio, the other parts being public and commercial radio. They were set up to provide a platform for communities to communicate between themselves and with their governments without interference. In many ways the sector entrenches the democratic process in which freedom of communication and speech plays a central role. Wealthy sectors of the society have many media choices but community radio stations often represent the only space where poorer communities can discuss the issues that affect them.

Community radio has been defined in multiple ways by scholars and media institutions. Tabing (2002)[1] , defines community radio as "one that is operated in the community, for the community, about the community, and by the community". According to the author, 'the community can be territorial, or geographical-a township, village, district or island and can also be a group of people with common interests who are not necessarily living in one defined territory'. Hence, it has been built around the ideals of access and participation. Run by locals with active participation of community to serve local audience, community radio stations have the distinct advantage of offering their listeners a variety of content that is usually neglected by the large-scale commercial radio stations. Various definitions and legislation with respect to community radio have included phrases such as "social benefit", "social objectives" and "social gain" as important aspects of radio.

Realizing the vast potential of CRS as an instrument for positive social change and as a tool for community empowerment, the Ministry of Information and Broadcasting (MoIB) seeks to assess the extent to which these stations have been delivering the desired benefits to the community. In this context, the Ministry has mandated the conduct of a study to assess the listenership, reach and effectiveness of CRS in India by way of tangible and intangible, direct or indirect benefits to the community. Academy of Management Studies (AMS) has been commissioned by the MoIB to undertake this study. This report documents the key findings of the study which can be used to design future initiatives and strengthen the CRSs of India.

[1] Tabing, Louie (2002).How to do community Radio: A Primer for Community Radio Operators. New Delhi:UNESCO

Objectives of the study

The overarching goal of the proposed study is to undertake an in-depth assessment of the existing community radio stations located across the country in terms of their listenership, reach and effectiveness. The study will seek to draw pertinent insights into the extent to which the CRSs meet the educational, developmental, social and cultural needs of the community. In view of this, the study would seek to achieve the following specific objectives –

- To generate reliable estimates for measuring the listenership and reach of community radio stations in the community.
- To study the socio-demographic profile of the listeners for assessing the target segment that these radio stations are catering to.
- To examine the behavior of community towards CRS, identify the reasons they have for listening or not listening to CRS, and to measure the extent to which the community participates in these.
- To assess if CRSs are serving as effective platforms for identifying and promoting local talent and culture.
- To assess the effectiveness of CRS in providing tangible and intangible, direct and indirect benefits to the community like creating awareness about relevant local issues, providing useful information, promote a rights based perspective, and role played in disaster management, etc.

STUDY COVERAGE

The study has covered 19 CRSs under three categories namely NGO (8 CRSs), Education (8 CRSs) and Agriculture (3 CRSs). A total of 1844 listeners[2] and 984 non-listeners[3] were sampled for the study including 19 chief functionary officers of CRSs.

KEY FINDINGS

In the overall context, the 19 sample CRSs cover an area or 7818 sq. km. coverage area with 14.8 lakh households (71 lakh population). The overall proportion of listener is 29% with 4.4 lakh listener households (20.8 lakh population)

The key findings emanating from the study with respect to various objectives specified above have been summarized here under:

LISTENERSHIP AND REACH OF COMMUNITY RADIO STATIONS

BASIC PROFILE OF CRSs

- The oldest CRS in NGO category in terms of acquiring license is Sangham Radio, managed by Deccan Development Society, Telegana which acquired license in 2008. In educational category, both, Radio Banasthali of Banasthali University, Rajasthan and Vidyavaani of University of Pune, Maharashtra belonged to oldest category of CRS in terms of acquiring license in 2005. On the other hand, Krishi Community Radio managed by University of Agricultural Sciences, Karnataka which got its license in 2007 is the oldest among agricultural CRSs. Most of the CRS run programs in regional languages and most of them have vision document while mission document is missing in most cases.
- With regard to formation of management committee, 7 out of 8 CRSs in case of NGO CRSs have a management committee in plaace while only 4 out of 8 Education CRSs have the same. Two Agriculture CRSs out of 3 reported to have a management committee. Out of 19 CRSs, 12 CRSs reported to have advisory committee (5 in NGO CRSs, 5 in Education CRSs and 2 in Agriculture CRSs).
- Almost all Chief Functionaries of 19 CRSs informed that the major challenges faced towards smooth functioning of the CRSs are fund problems and it is in need of financial support from the government.
- Majority of the CRSs engaged with the community before its formal establishment.

[2] Total number of listeners to be sampled for the study was originally 1900 but since in some CRSs mainly in UK and Delhi 100 listeners could not be located even after increasing the no. of villages/mohallas, hence the actual number of listener households were 1844.
[3] Total number of non-listeners to be sampled was originally 950.

EVOLUTION OF CRSs IN INDIA

As per the Community Radio Guidelines (2006)4 , the expanded policy permitted that besides educational institutions, the non-governmental organizations and community-based groups, with a track record of developmental work may also set up Community Radio Stations (CRS). It specified that the CRS must have an ownership and management structure that is reflective of the community. At least 50% of the content must be generated with participation of local community, and the programmes produced must be in the local language and dialect(s). Advertising of a restricted nature is permitted for up to five minutes per hour of broadcast. The license is issued for five years and is non-transferable.

The license holder is expected to adhere to the provisions of the programme and advertising code as prescribed for All India Radio. This relates essentially to the norms of good taste, decency and respect for religions, communities and friendly countries etc. The new policy, in its present structure, does not permit CRS to broadcast any programmes that relate to news and current affairs and are otherwise political in nature.

In India, the CRS licenses are granted to only the Not-for-Profit organizations which are rooted in the local community. This gives the CRSs a distinct advantage to focus on local developmental issues of health, nutrition, education, etc. Further, as the broadcast is done in the local languages, people are able to relate to it instantly. As such, the CRSs have the potential to strengthen people's participation in developmental programmes in the country. In December 2002, the Government of India approved a policy for granting licenses for setting up Community Radio Stations at well-established educational institutions, including IITs/IIMs. The matter has been reconsidered and the Government has now decided to broad base the policy by bringing 'Non-profit' organisations, like civil society and voluntary organisations etc., under its ambit in order to allow greater participation by the civil society on issues relating to development & social change. The key points of policy guidelines in this regard are given below:

BASIC PRINCIPLES

An organisation desirous of operating a Community Radio Station (CRS) must be able to satisfy and adhere to the following principles:

a. It should be explicitly constituted as a 'non-profit' organisation and should have a proven record of at least three years of service to the local community.
b. The CRS to be operated by it should be designed to serve a specific well defined local community.
c. It should have an ownership and management structure that is reflective of the community that the CRS seeks to serve.
d. Programmes for broadcast should be relevant to the educational, developmental, social, and cultural needs of the community.
e. It must be a Legal Entity, i.e., it should be registered (under the registration of Societies Act or any other such act relevant to the purpose).

ELIGIBILITY CRITERIA

The following types of organisations shall be eligible to apply for Community Radio licences:

A. Community based organisations, which satisfy the basic principles listed in para. 1 above. These would include civil society and voluntary organisations, State Agriculture Universities (SAUs), ICAR institutions, KrishiVigyanKendras, Registered Societies and Autonomous Bodies and Public Trusts registered under Societies Act or any other such act relevant for the purpose. Registration at the time of application should at least be three years old.

B. Educational institutions

The following shall not be eligible to run a CRS:

i. Individuals
ii. Political Parties and their affiliate organisations (including students, women's, trade unions and such other wings affiliated to these parties)
iii. Organisations operating with a motive to earn profit
iv. Organisations expressly banned by the Union and State Governments.

[4] Ministry of Information and Broadcasting, (2006).Guidelines for Community Radio ,New Delhi

REACH OF CRSs

- Among all the CRSs, KVK Pravara CR, KrishiVigyan Kendra, Maharashtra covers the maximum area of 1695 sq.km while PuduvaiVaani, Pondicherry University, Pondicherry has a coverage area of 115 sq.km which makes it the radio station with least coverage area
- With regard to population within the coverage area or reach in terms of population, Vidyavani CR of Pune University, Mahrashtra reaches to around 1,66,3666 persons (3, 96,111 households) which is highest among all CRSs. Radio Banasthali, Banasthali University, Rajasthan reaches to only 41, 959 persons (7361 households) and is the least among all CRSs

LISTENERSHIP OF CRSs

- Radio Sharda of J&K has the maximum listenership. More than 7 out of 10 households (72%) within the coverage area of Radio Sharda consist of at least one listener of this particular CRS. The listenership is least for Krishi Community Radio, University of Agricultural Sciences, Karnataka, which is only 6%

SOCIO-DEMOGRAPHIC PROFILE OF LISTENERS

DISTRIBUTION OF LISTENERS: SECTOR

- Out of 19 CRSs, 9 CRSs caters totally to rural population with 100% of its listeners residing in rural areas. This is a good indicator considering the fact that major parts of rural India are still devoid of mainstream media.
- With regard to reach of CRSs in urban areas, Apna Radio operated by Indian Institute of Mass Communication, New Delhi has an audience base entirely from urban areas followed by Radio Sharda of J&K where 90% of its listeners are from urban areas.
- In overall terms, more than three-fourth of the listeners (77%) hail from rural areas as against nearly one-fourth (23%) being from urban areas.

DISTRIBUTION OF LISTENERS: GENDER

- It was observed that almost 50% cases, mostly both male and female, listened to radio. From the remaining proportion it was observed that about two-third were mostly male members of the society.
- It was further observed that in cases where proportion of both male and female listeners of radio was very high were normally those states where CRSs have very high proportion of listeners.
- Out of the 19 CRSs, both Chanderi ki Awaz, MP and KVK Pravara CR, Maharashtra have the highest proportion of male listeners (94%).
- Rudi no Radio, Gujarat has the highest proportion of female listeners (51%) followed by Radio Vishnu, AP (50%).

DISTRIBUTION OF LISTENERS: SOCIAL CATEGORY

- OBCs constitute the maximum proportion of listeners (38%) followed by listeners from general category (37%).
- Listeners from SC category are highest (78%) for Sangham Radio, Telegana while ST category listeners are highest for Vidyavaani CRS, Maharashtra (24%).
- 88% listeners of PuduvaiVaani, Pondicherry are from OBC category which is highest among all CRSs while all listeners of Radio Sharda belong to general category

DISTRIBUTION OF LISTENERS: ECONOMIC CATEGORY

- Nearly half of the listeners (45%) belonged to APL category while almost same proportion of listeners (43%) was from BPL category.
- More than 9 out of 10 listeners (93%) of Radio Sharda, J&K were APL, the highest among all CRSs under consideration.
- On the other hand, nearly 9 out of 10 listeners (90%) of Sangham Radio belonged to BPL category while nearly half of listeners (48%) of Vidyavani, Pune University, Maharashtra were from 'others' category which includes Antyodaya, no card etc.

DISTRIBUTION OF LISTENERS: EDUCATIONAL STATUS

- 14% of listeners were found illiterate or LNFE
- Highest proportion of illiterates/LNFE were found in Telangana (55%), Andhra Pradesh & Haryana (both 27%) and Karnataka (24%)
  - Pune (0%), J&K (2%) and Kerala (1%) had least proportion of this category
- Regarding the graduate and post graduate, the overall proportion was found to be 23%.
  - It was highest in J&K (59%), followed by Assam (52%), Pune (48%) and Himachal Pradesh (32%).
  - The minimum proportion of this category was observed in Gujarat (1%) followed by Haryana, Telangana and Andhra Pradesh all at 6%.

PATTERNS OF MEDIA OWNERSHIP

- Nearly all listeners (98%) sampled for the study own a mobile and four-fifth (80%) of them own a TV.
- Radio ownership was also reasonably high at 53%, but ownership in terms of newspapers/magazines is only 38%.
- Households which receive newspaper/magazines at home were highest in case of listeners of Radio Sharda, J&K (91%).
- Ownership of TV and Radio both were highest in case of Radio Sharda, J&K, 100% and 95% respectively.

PATTERNS OF MEDIA OWNERSHIP – CATEGORY WISE

- Newspaper ownership was highest in case of education CRS (47%).
  - Since, most of the listeners of education CRS are students, this might have increased the ownership of newspapers.
- Ownership of TV was maximum in case agriculture CRS (94%) while radio ownership was highest in case of NGO CRS (58%).

RADIO LISTENING HABITS OF LISTENERS

- Nearly 7 out of 10 persons (67%) listen to radio daily, followed by another 14% listening to radio for 3-4 times a week.
  - With respect to individual CRS, more than 9 out of 10 listeners of Radio Sharda, J&K, listen to it every day, the highest among all CRSs.
- With respect to type of CRS, maximum proportion of listeners (70%) of NGO CRS, listen to radio daily, followed by education CRS (65%). 16% listeners of education CRS listen to radio five-six times a week, while another 15% listens to radio for three-four times a week.

PERCEPTION ABOUT CRS

OPINION ABOUT CRS: CATEGORY WISE ANALYSIS

- 57% of the total listeners preferred good music, followed by 44% who liked information that CRS provided, and 23% mentioned that they liked the presenters/anchors/RJs of the radio station.
- The other popular factors liked by them were news, interactive programmes/phone-ins and information about local community problems.
- About three-fifth (60%) of the listeners, in all the three categories, listened to the respective CRS on a daily basis. Maximum proportion of listeners (67%) of NGO CRS, listen to radio daily followed by agriculture CRS (62%).
- About 17% of the listeners of agriculture CRS mentioned that they listened to radio about five to six times a week, followed by education CRS at 15% and NGO CRS at 12%.
- When enquired about the duration of listening to CRS, about 21% of the respondents from all the three categories mentioned that they have been listening to the CRS for about 1 to 2 years.
- Another 21% of the respondents said that they were listening CRS for the past 2 to 3 years.
- About 73% of listeners rated the quality of signal strength as Excellent/Very Good
- About four-fifth (80%) of overall listeners from all category CRSs rated the quality of content as either 'Excellent' or 'Very Good'.
- Around 82% of the listeners from all three categories responded that the variety of CRS programmes broadcasted was excellent or very good.

OPINION ABOUT CRS: CRS WISE ANALYSIS

- The top 3 factors for listening to the radio channel were – good music, information about new things and presenters/anchors/RJs of the radio station.
- The highest proportion of listeners who opted for good music was about 93% for Radio Sharda, J&K, and the lowest was 8% for KVK Pravara CR, in Maharashtra.
- Rudi no Radio of Gujarat had the highest proportion of respondents (70%) who listened to the radio station to get information about new things, while the lowest proportion was at 12% of Radio Vishnu, AP.
- The highest proportion of listeners who listened because of the presenter/anchor/RJ was of Vidyavani, University of Pune with 57% responses, while the lowest proportion was for Sangham Radio of Telengana at only 5%.
- Majority of the listeners (63%), who were interviewed, were listening to the CRSs on a daily basis.
- The highest proportion of daily listeners was for Radio

Sharda, J&K at 97% followed by Radio Rimjhim, Bihar at 94%.

- The minimum/lowest proportion of daily listeners was for PuduvaiVaani, Pondicherry at 19%.
- Two of the radio stations, Radio Sharda, J&K and Vidyavani, University of Pune, Maharashtra received a response of 100% satisfaction for quality of signal transmission from its listeners. This was followed by 97% for Waqt Ki Awaaz, UP and 96% for Radio Media Village, Kerala.
- The lowest proportion of responses on quality of signal strength was received for Radio Luit, Assam at 15% and ChanderikiAwaaz, MP at 29%.
- All the listeners of Radio Sharda, J&K were highly satisfied with the quality of content of programmes aired in their CRS. This was followed by 99% of listeners who gave an excellent rating for Vidyavani, University of Pune in Maharashtra.
- All the listeners of Radio Sharda, J&K rated the variety of programmes to be great. 98% of listeners also gave a good rating for Vidyavani, University of Pune and KVK Pravara CR, Maharashtra CRSs.
- The lowest proportion of rating for this aspect was received for ChanderikiAwaaz, MP at 37%.
- The highest proportion of listeners who were aware of CR reporters was of Radio Media Village, Kerela with 64% and the lowest proportion was at 18% for Hamara MSPICM, HP.
- 65% listeners of Radio Media Village, Kerela responded that their CRS seeks feedback about the broadcasted programmes. The lowest proportion was for Vidyavani, University of Pune where none of the listeners admitted to have been asked for a feedback by the CRS.
- The highest proportion for listeners who gave feedback was at 100% for Radio Banasthali, Rajasthan, and the lowest was for Vidyavani, University of Pune, where none of the listeners gave feedback to the CRS.

REASONS FOR NOT LISTENING

- 45% of non-listeners for almost all the CRSs mentioned that the prime reason for not listening was that they were not aware of the existence of community radio channels.
  - It was seen that only 4% of the non-listeners in Kerela and Gujrat mentioned that they were unaware of CRS in their community. This indicates that these radio channels probably have more awareness/publicity when compared to other CRSs since in all other cases, maximum non-listeners mentioned that they were unaware of CRS.
  - This was followed by 10% people who informed that they prefer listening to other radio stations.
  - Other important factors that emerged as dominant reasons for non-listening were preference for music channels (9%), lack of variety (9%) and poor quality of broadcasted programmes (7%).
- 37% and 30% non-listeners of UP and HP mentioned that the CRS had excessive commercials which put them off from listening to their channel.
- 87% and 50% of non-listeners in Bihar and HP said that the CRS lacked variety.
- Apart from the aforementioned reasons, there were some other factors that emerged from the focused group discussions held in community of all the 19 CRSs by the field officers:
  - Most of the women don't have access to FM channel (Ahmednagar)
  - Women were not allowed to take part in any activity organised by CRS without the permission of husband or in-laws in the family (Ahmednagar)
  - Lack of time and heavy work load at home (AP)
  - There was no solution provided by the CRS to the problems of the community due to which the villagers lost interest in listening to the programmes (Haryana)
  - The phone lines of CRS remain busy most of the time (Kerela)
  - Improper show timings led to poor listenership for the CRS (Puducherry)

PERCEIVED EFFECTIVENESS OF CRS

PERCEIVED EFFECTIVENESS OF CRS ON EDUCATION

- The two items related to education topic received strong assertion by the listeners in terms of its usefulness and relevance. The higher mean values for both usefulness and relevance of the topic implies higher perceived effectiveness of the CRSs with regard to education programs.
- More than four-fifth (83%) of the listeners perceive that education programs were useful and or relevant for an individual and society.

PERCEIVED EFFECTIVENESS OF CRS ON AGRICULTURE

- All the three items related to agriculture topics received strong assertion by the listeners. The higher mean values for both usefulness and relevance of the topic implies higher perceived effectiveness of the CRSs with regard to agricultural programs.
- Three-fourth (75%) of listeners perceives that agricultural programs were useful and/or relevant for an individual and society.

PERCEIVED EFFECTIVENESS OF CRS ON HEALTH AND HYGIENE

- All the two items related to health and hygiene topic received strong assertion by the listeners. The higher mean values for both usefulness and relevance of the topic implies higher perceived effectiveness of the CRSs with regard to health and hygiene programs.
- More than four-fifth (82%) of the listeners perceive that health/hygiene programs were useful and/or relevant for an individual and society.

PERCEIVED EFFECTIVENESS OF CRS ON DISEASE PREVENTION

- All the five items related to disease prevention topics received strong assertion by the listeners. The higher mean values for both usefulness and relevance of the topic implies higher perceived effectiveness of the CRSs with regard to programs related to prevention of diseases.
- More than three-fifth (62%) of the listeners perceive that programs related to disease prevention were useful and/or relevant for an individual and society.

PERCEIVED EFFECTIVENESS OF CRS ON AWARENESS ABOUT GOVERNMENT SCHEMES/ PROGRAMS

- All the eight items related to awareness generation topics received strong assertion by the listeners. The higher mean values for both usefulness and relevance of the topic implies higher perceived effectiveness of the CRSs with regard to programs related to awareness generation.
- More than half (53%) of the listeners perceive that programs related to awareness were useful and/or relevant for an individual and society.

PERCEIVED EFFECTIVENESS OF SOCIAL MESSAGES AIRED BY CRS

- All the three items related to social messages received strong assertion by the listeners. The higher mean values for both usefulness and relevance of the topic implies higher perceived effectiveness of the CRSs with regard to social messages aired by them.
- Half (50%) of the listeners perceive that programs related to social messages were useful and/or relevant for an individual and society.

PERCEIVED EFFECTIVENESS OF LOCAL ISSUES/ TALENT AIRED/PROMOTED BY CRS

- All the two items related to promotion of local talent and local issues received strong assertion by the listeners. The higher mean values for both usefulness and relevance of the topic implies higher perceived effectiveness of the CRSs with regard to promotion and undertaking of local issues.
- More than three-fifth (78%) of the listeners perceive that programs related to local issues were useful and/or relevant for an individual and society.

RECOMMENDATIONS

A country-wide Study on the Listenership, Reach and Effectiveness of Community Radio Stations in India brought to light some pertinent findings which need to be considered while charting future course of action for this scheme. The study offers strategic insights into the performance of the scheme across various states highlighting its efficacy and effectiveness in providing the desired impact on community. The results of the study have led us to propose certain improvements in the operation and functioning of CRSs, which are outlined hereunder. It is hoped that the technical inputs derived from this study would serve to strengthen the scheme by pinpointing the areas requiring refinement or modifications to ensure optimum benefits for the community —

COMMUNITY ENGAGEMENT

Community radio by its very definition is embedded in the community. According to the findings of in-depth interview with chief functionaries and also through FGDs, it was found that CRSs managed by NGOs have a greater engagement with community in comparison to other CRS categories. All of 8 NGO CRSs sampled for the study were havingdeep rooted involvement with community prior to formal establishment of CRS, which is not the case for education CRS (except in case of Radio Media Village, Kerala). Further, the performance of education CRSs in terms of reach and listenership has been found of average category. In case of CRSs under agriculture category also, both their reach and listenership was estimated to be very low in comparison to NGO CRSs. Keeping all these things in mind, more weightage should be given to CRSs run by NGOs at the time of approval of licenses in comparison to other two categories.

FINANCIAL SUSTAINABILITY

Through discussion with chief functionary officials it was found that many of them, though applied for DAVP but they are unable to receive any kind of approval for the same. They also do not have clarity regarding the status of their application (chief functionary of waqtkiawaaz was more vocal about the issue). To make this application process smoother, a timeline should be fixed along with proper information flow mechanism (status to be uploaded and updated in the website) to let the CRSs know about the status of their application.

Community radio stations across the world face problems of sustainability. In order to make the CRSs financially sustainable some innovative ways should be found. For example, some fund of the government could be kept aside to award the best performing CRSs on yearly basis. Further, other Ministries should be roped in to give information on all development schemes of that area on community radio for which appropriate payments would be made. For providing sustainability to this potential medium, it is recommended that DAVP norms for Community Radio Stations need to be simplified and made more liberal.

Further, Knowledge Centers must be created at the CRSs. The basic principle is to create a place where villagers can go for information either free or for a price. A community radio station can function like a rural Knowledge Centre, providing a variety of services. In that case it can provide public service telephone, fax, Video/ CD/ Books/library. It can also sell records, hire out video and audio equipments and extend photo copying facilities. This would lend towards the sustainability of the CRSs.

CAPACITY BUILDING

Capacity building of staff members, volunteers, and community radio reporters is necessary for better functioning of CRSs. As found through this survey, more than 6 out of 10 staff members (62%) of all CRSs taken together did not receive any kind of media training. Hence, government should take help from professionals in the field of media to provide basic training, especially, for innovative original programming with a native flavor.

As a step towards capacity building of the staff members, it is suggested that efforts should be made to identify institutions in every State which offer courses in Mass Communication or Media Management, preferably having a CRS. The selected institutions should be made as nodal training agency of the CRS staff members.

It is recommended that three types of trainings should be designed, catering to specific requirements. These have been discussed below-

1. **Introductory Course** - A 7-10 days introductory or orientation course could be given to CRS staff members through outreach. This training should be provided as close as possible to CRS, preferably if possible in the CRS.
2. **Certificate Course** - 6 months certificate courses could be provided to CRS staff. The fees of the course should be partly subsidized by the Government and partly borne by the CRS.
3. **Diploma Course** - 1-2 year's diploma courses to be provided through distance learning. These courses should have a proper procedure of selecting students and a proper mode of examination. Similarly in this course also, the fees should be partly subsidized by the Government and partly borne by the CRS.
4. **Community Participation**
5. Another way to increase community participation is to form listener clubs with members of the community who can discuss on the programs needed by their particular community and also give feedback to CRS accordingly. The government should take steps so that each CRS forms at least one listener club within its specified coverage area to meet periodically. The list containing their names, address and contact numbers to be provided so that functionality could be monitored, besides developing a forum for feedback.
6. Regular feedback from the listeners is essential in order to identify listeners' preferences. The taste of various listeners (youth, women, men, aged, etc) should be taken into consideration. A Listeners' Club needs to be formed in every CRS, which would act as an apex body. This Club would interact with the listeners at regular basis and take feedbacks regarding the CRS. The feedback can then be forwarded to CRS staff members so it can be incorporated in the respective program.
7. Further, every village within the coverage area of CRS should have a community based Listener Club for local participation and feedback. The members of the club should meet at least once in a month. Their feedback should be transferred to CRS through the apex Listeners' Club.

STRENGTHENING OF TRANSMITTER

Invariably the CRS staff functionary suggested for sustainability issue that the wattage of transmitters should be increased from 50 wt. to at least 100 wt., if not 200 wt.

RECOMMENDATIONS FOR CRSS

The listener community of CRSs listed below wanted the duration of broadcast to be increased —

1. Radio Sharda, J&K;
2. WaqtkiAwaaz, UP;
3. Alfaz-e-Mewat, Haryana;
4. Radio Media Village, Kerala;
5. Radio Rimjhim, Bihar.

(Incidentally, all the aforementioned CRSs were having a deep rooted connection with community)

There were a few CRSs, where the listener community wanted improvement in the quality of contents of the programmes, these CRSs include –

1. PuduvaiVani, Puducherry;
2. VayalagaVanoli, Tamil Nadu;
3. ChanderikiAwaaz, MP;
4. Vidyavani, Pune Maharasthra

In case of CRSs – 1) Rudi No Radio, Gujarat, 2) Pantnagar Janvani, UK, 3) ChanderikiAwaaz, MP and 4) Apna Radio, Delhi, the CRS listeners wanted clarity of reception.

Listeners of Puduvai Vani, Puducherry desired that jokes and folk songs related programmes should be increased.

In conclusion, it can be said that CRSs in India have emerged as a means of enabling rural people and marginalized sections of the society to have greater access to information including opportunities to participate. Given the vast impact of CRSs on improvement in overall wellbeing of an individual as well as society, there is immense potential of CRSs in India which needs to be nurtured and supported. The overall assessment is a positive one and there is a strong case for considering CRS as a prime means of communication where other modes fail. Overall, satisfaction levels with CRS programs are high – with listeners rating CRS being highly effective on overall development of the community. Therefore, community radio can be looked as a potent communication tool in the hands of people for the development of people at large and its sustenance should be ensured by all measures.

CHAPTER 1

INTRODUCTION

1.1 Background and Context of the Study

Community radio stations (CRSs) are an important part of the media landscape in many countries. They make up one part of a three-tier system of radio, the other parts being public and commercial radio. They were set up to provide a platform for communities to communicate among themselves and with their governments without interference. In many ways, the sector entrenches the democratic process in which freedom of communication and speech plays a central role. Wealthy sectors of the society have many media choices, but community radio stations often represent the only space where poorer communities can discuss the issues that affect them.

Therefore, it could be said that CRSs are much more important in case of a country like India, which serves to a pluralistic society where every region, tradition, and class of society is endowed with unique cultural and indigenous identity. Hence, the need for development and approach for communication also differs with cultural differences in the community. It was felt that to facilitate the development of different segments of the population and to give them an opportunity to be heard, there is a need for community specific communication medium that can reach the grassroots level.

Community radio, thus, emerged as a viable option that would help address the linguistic and ethnic diversity and plug all socio-economic and rural-urban gaps in the society. Community radio stations (CRSs) are essentially low power radio stations which are meant to be set-up and operated by the local communities within the third tier of broadcasting after commercial and public broadcasting. They broadcast content that is popular and relevant to a specific audience, thus, providing a platform to the local voices (individuals, groups, and communities) to share their own stories and experiences, and speak about issues concerning their lives that are largely ignored by the mainstream media.

Community radio has been built around the ideals of access and participation. Run by locals with active participation of community to serve local audience, community radio stations have the distinct advantage of offering their listeners a variety of content that is usually neglected by the large-scale commercial radio stations. Various definitions and legislation with respect to community radio have included phrases such as “social benefit”, “social objectives” and “social gain” as important aspects of radio.

A meme used by members of the movement is that community radio should be 10 percent radio and 90 percent community. This means that CRS should focus on getting the community talking and not solely on radio (which is a technological process); the social concerns of community radio are stressed over radio per se. There is also a distinction drawn in contrast to mainstream stations, which mostly cater to commercial concerns. CRSs are meant to carry/undertake information programming geared towards the local area (particularly immigrant or minority groups who are poorly served by major media outlets). They air specialized musical shows and act as a repository of local folk music and cultural heritage. They primarily focus on developmental concerns of local people and engage the local communities to contribute cohesively towards social goals.

1.2 Definition and Characteristics of Community Radio

Community radio has been defined in multiple ways by scholars and media institutions. Tabing (2002) , defines community radio as “one that is operated in the community, for the community, about the community and by the community”. According to the author, ‘the community can be territorial, or geographical-a township, village, district or island and can also be a group of people with common interests who are not necessarily living in one defined territory’.

Community radio, therefore, is established to work for the benefit of the people in the community; it is meant to serve both through providing programmes and information services and through the opportunity to participate in running the station and other activities. This definition presents community radio as operating differently from mainstream media. The major difference being that, while commercial and public service models both treat listeners as objects to be captured for advertisers or to be informed, community radio aspires to treat its listeners as subjects and participants (Lewis and Booth, 1989) .

AMARC-Europe (1994) defines a community radio station as “a non-profit station currently broadcasting, which offers a service to the community in which it is located, or to which it broadcasts, while promoting the participation of this community in the radio”. This definition emphasizes the idea that community radio is operated on a non-profit basis and offers opportunities for participation to the members of the community. Furthermore, the station is under an association, trust or foundation, and is aimed to serve and benefit that community (Fraser and Estrada, 2001)[8].

Almost all definitions, therefore, emphasize the involvement of the community and according to Girard (2007)[9] CRSs share several common characteristics like they are community-based, focus on community service, participatory, not-for-profit and independent. Brief description of each of these characteristics is given below:

- **Community based:** They are owned by a community, and are answerable to it. These communities are often geographic, but they may also be communities of interest, such as ethnic groups.
- **Community service:** The purpose of a community radio station is public service. It will offer programming that answers to the needs of its community, often through the familiar trio of education, information, and entertainment to which one should really add interactivity. According to Fairbairn (2009)[10] , this includes validating and strengthening communities; covering topics that are relevant; encouraging discussion and debate; providing platforms for marginalized voices; and others.
- **Participative:** Community stations should encourage participation. They do this by providing opportunities for listeners to speak, by listening closely to their community to ensure that programming reflects real community concerns, by involving community members in the design and production of programmes, and in many other ways. “Participatory processes generate a strong sense of community ownership; media are demystified, and by participating, communities learn valuable communications and media literacy skills and understandings,” writes Fairbairn (2009).
- **Non-profit:** Community radio stations generally operate on a non-profit basis. This does not mean they have to be poor, nor does it mean they cannot look for sources of income. It simply means that any surplus is ploughed back into the station.
- **Independent:** A station needs to have relationships with a range of groups and individuals, but it should protect itself against anybody trying to exercise undue influence. The station must always be in a position to take programming and other decisions in the best interests of the community as a whole, rather than the interests or agendas of sponsors, funders or other interest groups.

[8] Fraser, C. and Estrada, S. R. (2001).Community radio handbook. Paris: UNESCO
[9] Girard, Bruce. (2007) Empowering Radio: Good practices in development and operation of community radio: Issues important to its effectiveness. Program on Civic Engagement, Empowerment and Respect for Diversity, World Bank Institute.
[10] Fairbairn, Jean. (2009) Community Media Sustainability Guide. Washington: Internews

1.3 Evolution of CRSs in India

As per the Community Radio Guidelines (2006)[11] , the expanded policy permitted that besides educational institutions, the non-governmental organizations and community-based groups, with a track record of developmental work may also set up Community Radio Stations (CRS). It specified that the CRS must have an ownership and management structure that is reflective of the community. At least 50% of the content must be generated with participation of local community, and the programmes produced must be in the local language and dialect(s). Advertising of a restricted nature is permitted for up to five minutes per hour of broadcast. The license is issued for five years and is non-transferable.

The license holder is expected to adhere to the provisions of the programme and advertising code as prescribed for All India Radio. This relates essentially to the norms of good taste, decency and respect for religions, communities and friendly countries etc. The new policy, in its present structure, does not permit CRS to broadcast any programmes that relate to news and current affairs and are otherwise political in nature.

In India, the CRS licenses are granted to only the Not-for-Profit organizations which are rooted in the local community. This gives the CRSs a distinct advantage to focus on local developmental issues of health, nutrition, education, etc. Further, as the broadcast is done in the local languages, people are able to relate to it instantly. As such, the CRSs have the potential to strengthen people's participation in developmental programmes in the country. In December 2002, the Government of India approved a policy for granting licenses for setting up Community Radio Stations at well-established educational institutions, including IITs/IIMs. The matter has been reconsidered and the Government has now decided to broad base the policy by bringing 'Non-profit' organisations, like civil society and voluntary organisations etc., under its ambit in order to allow greater participation by the civil society on issues relating to development & social change. The key points of policy guidelines in this regard are given below:

BASIC PRINCIPLES

An organisation desirous of operating a Community Radio Station (CRS) must be able to satisfy and adhere to the following principles:

a. It should be explicitly constituted as a 'non-profit' organisation and should have a proven record of at least three years of service to the local community.

b The CRS to be operated by it should be designed to serve a specific well defined local community.

c. It should have an ownership and management structure that is reflective of the community that the CRS seeks to serve.

d. Programmes for broadcast should be relevant to the educational, developmental, social, and cultural needs of the community.

e. It must be a Legal Entity, i.e., it should be registered (under the registration of Societies Act or any other such act relevant to the purpose).

ELIGIBILITY CRITERIA

The following types of organisations shall be eligible to apply for Community Radio licenses:

A. Community based organisations, which satisfy the basic principles listed in para. 1 above. These would include civil society and voluntary organisations, State Agriculture Universities (SAUs), ICAR institutions, Krishi Vigyan Kendras, Registered Societies and Autonomous Bodies and Public Trusts registered under Societies Act or any other such act relevant for the purpose. Registration at the time of application should at least be three years old.

B Educational institutions

The following shall not be eligible to run a CRS:

a. Individuals;

b. Political Parties and their affiliate organisations (including students, women's, trade unions and such other wings affiliated to these parties);

c. Organisations operating with a motive to earn profit;

d. Organisations expressly banned by the Union and State Governments.

[11] Ministry of Information and Broadcasting, (2006).Guidelines for Community Radio ,New Delhi

1.4 Rationale for the Study

Realizing the vast potential of CRS as an instrument for positive social change and as a tool for community empowerment, the Ministry of Information and Broadcasting (MoIB) seeks to assess the extent to which these stations have been delivering the desired benefits to the community. In this context, the Ministry has mandated the conduct of a study to assess the listenership, reach and effectiveness of CRS in India by way of tangible and intangible, direct or indirect benefits to the community. Academy of Management Studies (AMS) has been commissioned by the MoIB to undertake this study. This report documents the key findings of the study which can be used to design future initiatives and strengthen the CRSs of India.

1.5 Objectives of the Study

The overarching goal of the proposed study is to undertake an in-depth assessment of the existing community radio stations located across the country in terms of their listenership, reach and effectiveness. The study will seek to draw pertinent insights into the extent to which the CRS meets the educational, developmental, social and cultural needs of the community. In view of this, the study would seek to achieve the following specific objectives–

- To generate reliable estimates for measuring the listenership and reach of community radio stations in the community.
- To study the socio-demographic profile of the listeners for assessing the target segment that these radio stations are catering to.
- To examine the behavior of community towards CRS, identify the reasons they have for listening or not listening to CRS, and to measure the extent to which the community participates in these.
- To assess if CRS are serving as effective platforms for identifying and promoting local talent & culture.
- To assess the effectiveness of CRS in providing tangible and intangible, direct & indirect benefits to the community like creating awareness about relevant local issues, providing useful information, promote a rights based perspective, and role played in disaster management, etc.

1.6 Chapter Scheme of the Study

The present report has been divided into 7 chapters, with background of the study, rationale and objectives being dealt with in Chapter 1. Chapter 2 deals with technical approach and methodology adopted for meeting the research objectives of the study. Chapter 3 presents a description of key characteristics of the CRSs covered under the survey along with estimates of listenership and reach with respect to each CRS. Socio-demographic profile of listeners composes Chapter 4. It is followed by analysis of perception of listeners of CRS in Chapter 5. The perceived effectiveness of CRS programs accruing to the listeners have been explored in Chapter 6. Finally, Chapter 7 presents a summary of findings and policy recommendations for enhancing the listenership of CRS.

The findings obtained from the study will help assess the overall performance of CRSs and understand the degree and nature of impact that they exercise on the local community. The study will help draw pertinent insights into the strengths and weaknesses of CRSs, which will help devise future strategy for strengthening the community radio system in India.

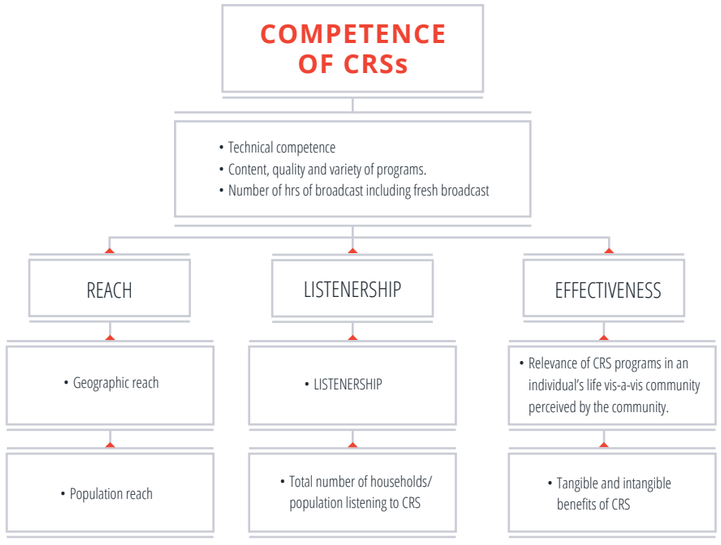
CHAPTER 2

METHODOLOGY OF THE STUDY

2.1 Research Framework

In view of the aforementioned research objectives, the study has adopted a comprehensive research framework taking into consideration the reach, listenership and effectiveness of CRS, the three major aspects to judge the overall performance of the same. But any attempt to understand these three components in isolation would be incomplete, unless we assess the technical and functional competence of the concerned radio station, which is bound to have a direct impact on the overall effectiveness of the radio station. ***Fig.2.1*** provides an overview of the research framework that was used to guide the course of inquiry of this study.

Fig.2.1: Research Framework for the Study



The abovementioned four dimensions examined under the proposed study are briefly described hereunder:

COMPETENCE OF CRSS: For undertaking a holistic assessment, evaluation of competence of identified community radio stations was important. For the purpose of the study 'competence of CRSs' means the technical and functional expertise of the CRSs which has a direct impact on the listenership, reach and effectiveness of the CRS for the community that it serves. Technical competence has been analyzed in terms of signal strength and quality while functional competence dealt with the quality and variety of programme content being aired by CRS and as perceived by the listeners.

REACH: The term '***reach***' has been defined in a variety of ways in media terms, but for the purpose of this study, 'reach' of CRS means the geographical area covered by a particular CRS, given the height of its antenna and strength of transmitter, and also the numbers of households/population within that coverage area or in other words household/population density of that area. The first has been described as '***geographical reach***' and the second as '***population reach***'. This kind of definition of reach would help to know about the actual area covered by the CRS and also the actual number of probable listeners living within that area. Information on the number of probable listeners may facilitate a CRS to prepare programs in a more targeted manner so as to increase the number of actual listeners.

LISTENERSHIP: In this study, '***listenership***' of CRS has been defined as the proportion of households where at least one member is listening to that particular CRS.

EFFECTIVENESS: The study has used '***effectiveness***' to mean the extent to which a CRS has been successful in delivering the desired benefits to the community that it serves. For this, the study has examined the perceived tangible, intangible, direct or indirect benefits that the community has received as a result of being exposed to community radio.

2.2 Sampling Approach

The selection of sample was done after a lot of deliberation through brainstorming sessions conducted under the leadership of Joint Secretary, MoIB. A total of 4 such sessions were held on 18th March, 12th April, 26th April and 1st June. The original proposal underwent lots of changes as a consequence of the aforementioned brainstorming sessions. At the outset, the key points of original proposal are discussed and subsequently final picture as emerged after the deliberations is given.

The sampling approach proposed to be adopted for the study has been explained in the sections hereunder in terms of calculation of adequate sample size and the method of selecting various sampling units.

2.2.1 Sample Size

The study intended to develop a comprehensive and consolidated estimate of the listenership, reach and effectiveness of community radio stations spread across the country. The persons who listen to community radio stations and, thus, are potential to have been benefitted by it form the key target respondents for this study. To be able to sample adequate number of such households that will help generate statistically reliable estimates of the effectiveness of CRSs in the country, we have used the following formula to calculate the sample size.

$$n = D \times z21\text{-}A/2 \times P \times (1\text{-}P)/ d2$$

Where,

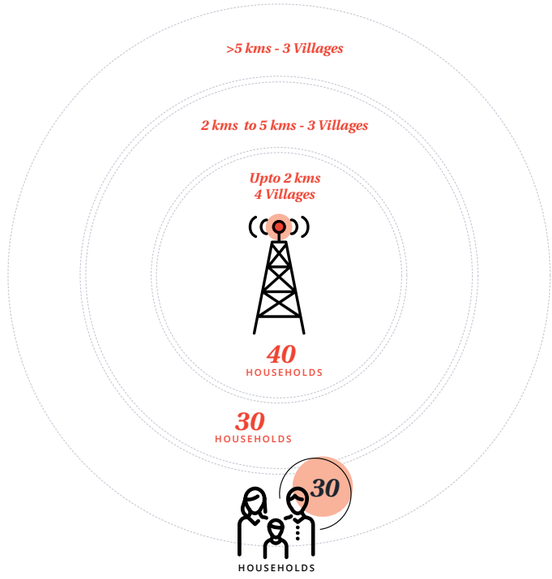
n = Required sample size

z1-A/2 = The z-score corresponding to 95% level of confidence (+1.96)

d = Permissible margin of error

P = Expected probability prevalence rates

D = Design effect



A survey of secondary literature reflected that, given the prevalence of multiple media for information and entertainment such as televisions, cable TV, newspapers and internet, the overall listenership of the radio is limited to around 15% of the total population at any given point of time. As per the IRS 2012, Q4 results, radio has an estimated audience of 159.69 million people as against 578 million in the TV segment and 353 million in the print sector. This calculates to about 13% of the total population when considering the coverage of radio. It is assumed that the coverage of community radio stations would be still lower considering the selective nature of programmes being aired and the type of communities that are being targeted.

In view of the above facts, taking a conservative approach, the value of P is taken as 10%. Thus, at 10% prevalence, the total number of households to be sampled in each of the two categories in order to generate reliable estimates at 95% level of confidence, with a margin of error of 2% and design effect of 2 would be 1800. Thus, it was proposed to cover a total of 1800 households.

2.2.2 Sample Selection

The study used multi-stage sampling approach to identify the study sample. First, the required number of CRSs have been identified, which formed the primary sampling units. The catchment area of the selected CRSs constituted the sampling frame for selecting the secondary sampling units, that is, the villages in rural areas or mohallas in urban areas. In the last stage, households to be studied have been recognized after completing the listing and identifying the number of households listening to and those that are not listening to CRSs. The method adopted for sampling the CRS, villages/mohallas and the households has been elaborated in the sections hereunder:

SELECTION OF COMMUNITY RADIO STATIONS: As per the terms of reference there are a total of 130 CRSs active across the country for more than 2 years. Of these CRSs, 81 belong to education, 39 belong to NGOs and 10 belong to agriculture sector. While selecting the CRSs, due consideration was given to two aspects –

- Geographical spread of the radio stations across the country
- The nature of radio station, that is, education, NGO or agriculture

The ToR, presented a list of 130 identified community radio stations for reference. After examining the list, two steps were taken to ensure that the above two aspects are taken care of while selecting the sample. For the purpose of ensuring that the CRSs are geographically dispersed across the country, the states where CRSs are located have been divided into six geographical zones – North, Northeast, East, Central, West and South Zones.

During the brain storming sessions, it was decided that the stations should be distributed in four zones only. Consequently, these 130 CRSs were distributed in four zones as shown below —

Zone	Community Radio Stations	Education	NGO	Agriculture	Total
North	No. of CRS	22	13	4	39
West	No. of CRS	18	12	4	12
East	No. of CRS	6	4	0	32
South	No. of CRS	35	10	2	47
Total Number of CRS		**81**	**39**	**10**	**130**

Thereafter, while deciding on the number of CRSs to be sampled from each category, it was ensured that the number to be selected is equal to at least 10% of the CRSs located in the zone in any specific category, subject to a minimum of 1, unless there is no CRS or zero CRS in any specific category. As a result, a total of 19 CRSs were identified out of the existing 130. This calculated to 15% of the total CRSs identified for the study, which was sufficient to generate statistically reliable estimates for the country-wide analysis. Originally, using the above criteria, the distribution was 10, 6, and 3 under categories of education, NGO and agriculture respectively.

During the aforementioned brainstorming sessions, considering the existing proportion of all three categories of CRSs, it was concluded that the distribution should be 8, 8, 3 for Education, NGO and Agriculture categories respectively. The matrix hereunder presents the number of CRSs located in each category across all the four zones and the number of CRSs proposed to be selected —

Zone	Community Radio Stations	Education	NGO	Agriculture	Total
North	No. of CRS to be Sampled	2	3	1	6
West	No. of CRS to be Sampled	2	2	1	5
East	No. of CRS to be Sampled	1	1	0	2
South	No. of CRS to be Sampled	3	2	1	6
Total No. of CRS to be Sampled Across all Six Zones		**8**	**8**	**3**	**19**

SELECTION OF VILLAGES/MOHALLAS: While a majority of the CRSs are assumed to be representing the rural areas, it is understood that there will be some CRSs that will be serving the urban population. Accordingly, villages or mohallas were selected in case of each CRS. Distance of a CRS from a specific village/mohalla was considered to select a sample village/mohalla. The distance norm was divided into three categories, namely villages/mohallas within- i) 2 kms, ii) 2-5 kms, and iii) 5 kms and above. Using probability proportional to size (PPS) technique, four villages/mohallas were chosen within 2 kms of the CRS, three villages within 2-5 kms, and three villages from more than 5 kms of the CRS.

SELECTION OF HOUSEHOLDS: As described in the preceding sections, the study should cover at least 1800 listener households, spread across 19 CRSs.

During the brainstorming sessions, it was decided that 100 listener HHs may be covered from each sample CRS, thus, making a sample size of 1900 listener HHs. As discussed above, a total of 10 villages/mohallas from each CRS were selected. To be able to select a total of 100 households from each of the distance category, the study covered 10 households in each of the village selected. This lead to a total of 100 households within the signal coverage area of each CRS. The table below describes the same along with total number of households selected from each village —

Distance from CRS	No. of Villages per CRS	No. of HHs per Village	Total Households
Within 2 km	4	10	40
2 to 5 km	3	10	30
5 km and above	3	10	30
Overall	**10**	**10**	**100**

Once the villages/mohallas was selected, a complete mapping and listing of households in these villages/ mohallas was undertaken. During the listing exercise the households were probed on the following aspects –

- Whether they have a radio
- Does any member of the household regularly listens to radio
- Who listens to the radio
- Does he/she listen to area specific CRS

On the basis of their responses, they were classified into the two categories, that is, those who listen to the sampled CRS, and those who do not listen to CRS. Then from each of the two categories, ten and five households were respectively selected using systematic random sampling approach.

During the aforementioned brainstorming sessions, it was also decided that 50 non-listener HHs may be covered from each sample CRS, thus, making a sample size of 950 non-listener HHs.

The final sample size and details are summarized in the table given below —

Description of Sample	
Particulars	***Number***
Number of Zones	4
Number of CRS	19
Number of Zones	4
Number of CRS	19
Number of villages/ Mohallas per CRS	10
Total Number of Villages/Mohallas per CRS	190
Number of listener households to be sampled from each Village/Mohalla	10
Number of listeners households to be sampled per CRS	100
Total Number of listener households to be sampled across 19 CRS	1900*
Number of non-listener households to be sampled from each Village/Mohalla	5
Number of non-listeners households to be sampled per CRS	50
Total Number of non-listener households to be sampled across 19 CRS	**950***

**The actual nos. of listener households were 1844 as in some CRSs mainly in UK and Delhi 100 listeners could not be located even after increasing the no. of villages/mohallas*

*** The actual nos. of non-listener households were 984 as against 950*

2.3 Research Instruments

The study has used a mixed methods approach, whereby, both quantitative and qualitative research methods were applied for generating desired information. The research instruments used for the study were designed to generate quantitative as well as qualitative estimates as desired for the issues under question. The collection of data by involving multiple stakeholder groups, across various common issues, further assisted in triangulation of data, thus, adding further strength to the study results.

The schedules included both open and closed ended questions about various aspects like programming details, technical and human resource details, socio-demographic profile of listeners, media ownership, radio listening habits, and perceived effectiveness of CRS programs. Brief description of each of the research instruments used for eliciting responses of target listeners have been presented below:

- **Listing of households** was employed in the sampled village to assess the listenership of the CRS in the community and for identifying the households that listen to and those that do not listen to area specific CRSs.
- **Questionnaire survey** was used to elicit information on varied aspects of CRSs from households listening and not listening to CRSs.
- **Focus Groups Discussions** were conducted with resource persons/volunteers of CRS from the community, community members in general, and members of listener's club to understand their perceptions and expectations from the CRS.
- **Case studies** were done to find out pertinent stories of interest that reflect upon the effectiveness of CRS. These case studies were analyzed to draw insights into the performance of CRS and were quoted in the report as exemplary evidence.

2.4 Estimation of Reach and Listenership

As depicted above, reach has been found out through geographical and population reach. The estimation procedure of the same has been described below:

GEOGRAPHIC REACH: Geographic reach is nothing but the coverage area of a particular CRS or in other words, total area covered by it. In order to find out the coverage area, hand-held GPS device was used. During the field work, traverses were taken along all the roads going away from CRS. The latitudes and longitudes of the points were noted, where the signal strength of the CRS got weak. This process was repeated in all directions (East, West, North and South) from the CRS. The coordinates thus measured were plotted in the Google Map using Arc GIS Software. The area formed by joining all the points was measured in the plan referred above. This was called as the 'Geographic Reach' of the respective CRS.

POPULATION REACH: Total number of households inside the coverage area of CRS has been taken as population reach. Once the coverage area was estimated, then total number of households was calculated using Census data, 2011.

LISTENERSHIP: The listing schedule was used to calculate the proportion or number of households listening to specific CRSs. Any household where at least one member listens to that area specific CRS, that household has been considered as the listener household.

The chapter that follows will present an overview of the key socio-demographic characteristics of listeners covered under the survey. These insights will help get a better understanding of the reasons and factors that might influence various findings described in succeeding sections.

CHAPTER 3

LISTENERSHIP AND REACH OF COMMUNITY RADIO STATIONS

3.1 Background

As discussed previously, CR is a type of radio service that caters to the interests of a certain area, broadcasting content that is popular to a local audience but which may often be overlooked by commercial or mass media broadcasters (UNESCO, 2002)[12]. CR can play a vital role in the development and democratization of a society by enabling communities to articulate their experiences and to critically examine the issues, processes and policies affecting their lives. It is a particularly effective means of communication in communities where most people can neither read nor write, as those people can speak and listen. Its listenership and reach is therefore, far more important than the readership of newspapers and audience of television, particularly in developing countries. Hence, the present chapter would deal with listenership and reach of the sampled CRSs for the purpose of the study. In order to find out comparable indicators, data has been analyzed for three categories of CRSs namely, *i)* NGO *ii)* Education, and *iii)* Agriculture. Other than estimates on listenership and reach, the chapter has also dealt with profile of CRSs along with its key characteristics in terms of area and population within coverage area, proportion of listener households and also challenges and issues faced by respective CRSs.

3.2 Profile of CRSs

This section will deal with the key characteristics of each of the CRSs which would facilitate to gain an understanding on various aspects of functioning of CRSs, including programming and technical details. Additionally, features like year of establishment, presence of vision and mission document, frequency, etc., also constitute a part of this section. All these data have been analyzed on the basis of responses gathered through in-depth interview schedule of chief functionary officials of CRSs. The sections ahead provide a brief description of each of the 19 CRSs separately.

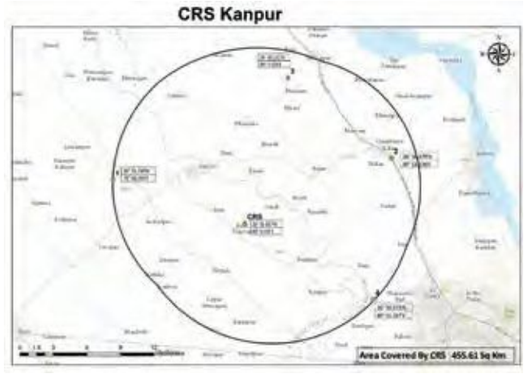
3.2.1 Waqt ki Awaz, Kanpur, UP

Launched in 2013, Waqt ki Awaz Community Radio Station is situated in district Kanpur of UP (latitude 26°33.857N' and longitude 80°5.142E'). The area covered by this CRS is around 456 sq.km., as seen from the map

given alongside. ***(Enlarged version of the same map has been attached in annexure).***

Total number of households within coverage area is 46, 472 with a population of 2, 50, 950. The proportion of listener households has been estimated at 50%. Managed by 6 staff members, it comes under NGO category of CRSs and transmits its programs under the frequency of 91.2 MHz. The thematic focus of the station is on local art and culture, social harmony, health education, societal problems and issues, community participation in management of Panchayati Raj Institutions. The formats of the programs are drama, interview, talk show etc., and are aired in Hindi language with total hours of program broadcast being 8 hrs.

As per the findings from interview schedule of this station's chief functionary officer, the CRS engaged with the community before its formal establishment. Although the CRS does not have any vision or mission document but still the station's main aim is to serve the community. As reported by the functionary, the station organizes regular field level events, focus group discussions with the community to find out the issues and challenges of the community, and prepares program contents on that basis. It boasts of a management committee with 11 members, but there is no advisory committee and it takes feedback of programs through phone calls. On being probed about the signal strength and quality of transmission, the chief functionary officer reported that although, there is no problem in signal transmission but still quality varies because of presence of single phase electric line which leads to heavy fluctuations. Such kind of fluctuation creates problems during audio mixture and also damages hard disk. The major challenges faced towards smooth functioning of the CRSs are fund problems and problems with regard to training of the staff members and it is in need of financial support from the government, as reported by the chief functionary officer. *Table 3.1 below illustrates the key features of the CRS.*



[12] UNESCO, (2002).How to do community radio.

Table 3.1: Brief Profile of Waqt ki Awaz, Kanpur, UP			
Year of Establishment	2013	Total population within coverage area	2,50,950
Type	NGO	No. of listener HHs	23, 422
Latitude	26°33.857N'	Proportion of listener HHs	50.4
Longitude	80°5.142E'	Total no. of staff	6
Area covered	456 sq.km	Total hours of broadcast	8
HH density (HHs/sq.km)	102	Total hours of fresh broadcast	4
Total HHs within coverage area	**46, 472**	**Problem in signal transmission**	**No**

IMPACTS ON LISTENERS OF WAQT KI AWAZ, KANPUR, UP

Efforts were made to capture the incidences of direct impact on the listeners due to Community Radio Station. The important case studies have been categorized into various issues and compiled as ahead —

SANITATION — CONSTRUCTION OF INDIVIDUAL HOUSEHOLD TOILETS

An agriculture farmer named Vishnu Singh, aged about 32 years, listener of ***Waqt ki Awaz, Uttar Pradesh,*** residing in Surajpur village of Kanpur Dehat district, mentioned that due to the programmes related to sanitation and significance of toilets, he has already constructed a toilet in his house. According to him, many other families of his village have also started constructing toilets after listening to the radio programme.

IMPROVED INCOME AND AGRICULTURAL YIELD

An agriculture farmer named Bhagat Singh Azaad, aged about 68 years, residing in Kakardahi ward no. 8 village of Kanpur Dehat district, mentioned that after listening to a programme aired about agriculture on ***Waqt-ki-Awaz, Uttar Pradesh***, he started using organic manure to improve his yield on the 5 acre land that he possessed. After adopting this method (organic manure), to improve yield, Bhagat Singh Azaad slowly stopped the usage of chemical fertilizers in his farming. This change of adopting the modern method of using organic manure greatly helped him in improving his yield. He stated that he used 4 bigha land to sow urad and moong pulses using organic manure, which gave him a yield of about 5.5 quintals of pulses. The increase in income works out to exceeding Rs. 1000/- per hectare per year. He mentioned that other villagers using chemical fertilizers and pesticides for increasing yield were also attracting many diseases in the community. He thanked the community radio station for this piece of information which has greatly helped in improving the yield and has also requested to provide more information on latest farming techniques.

IMPROVED LIVELIHOOD

Golu aka Mahendra is a 20-year-old listener of Waqt-ki-Aawaz. He started losing his vision at a very early age in 5th standard. Slowly, his vision went away completely. Due to poverty, Golu's father was unable to provide him any medical treatment, hence, his problem became permanent. His blindness hampered his ability to do anything, because of which his family members used to beat him. He made many attempts to learn something by seeking help of other people, but nobody helped him. Golu then started listening to Waqt-ki-Aawaz CRS and one day with the help of a kid he went to the CRS. He expressed his desire to learn to play Dholak, and sought their help. They understood his problem and agreed to teach it to him. With passage of time, Golu became really good at playing Dholak. Now, Golu plays dholak at CRS and also at a programme at hospital every Tuesday. People now call him to play the instrument at various functions and gatherings as well. He has also joined a group of musicians. With this success of his, Golu's family is very happy and their behaviour towards him has changed. Golu is now living a normal life just like others.

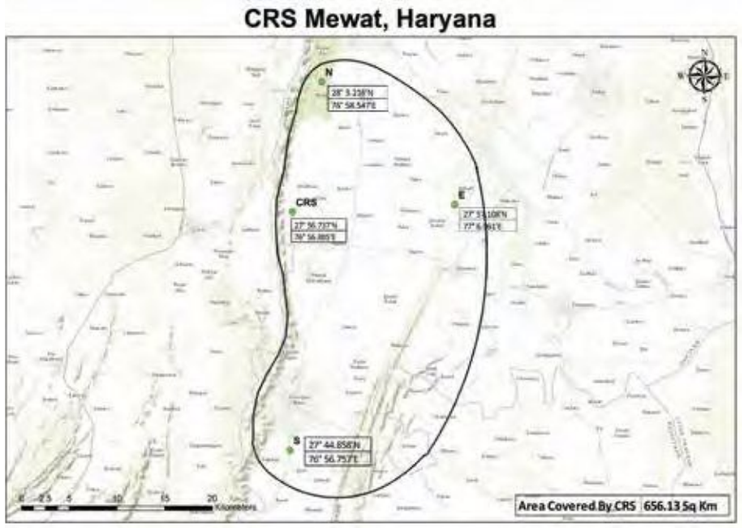
CONFIDENCE BUILDING AND GENDER EQUALITY

Anamika Yadav, aged 20 years, residing in Manda village of Kanpur Dehat district, was interviewed, and she shared her overall personality development which happened after regularly listening to programmes aired on ***Waqt Ki Awaz.*** She mentioned that earlier she lacked the confidence and was unable to communicate her views. After listening to the numerous programmes broadcasted in the CRS, she feels that she has gained confidence and does not fear expressing her thoughts. She also stated that the high proportion of community/village has gone through a transformation and now gives freedom to girls of the village. The community has also started supporting education for girls which has led to overall community development in her area. ***Waqt Ki Awaz*** was given the entire credit for all the positive changes that she and her community had experienced on the issues related to gender parity.

PERSONALITY DEVELOPMENT AND KNOWLEDGE ENHANCEMENT

During field work, a listener, Pratha Saini aged 18 years from Hatikha village, talked about the positive turnaround of her overall personality and increased self-confidence due to the programmes broadcasted by Waqt Ki Awaz. She mentioned that Waqt Ki Awaz has helped in developing her overall behavior; she has learnt how to behave at home, publicly and with elders. After regularly listening to a broadcasted programme, "Buti Bua", she now possesses knowledge of all the home remedies to treat minor illness. She even recommends these remedies to her family members who are facing any minor health issues. Her creative side has also been triggered by the programmes aired, which have increased her interest in singing.

3.2.2 Alfaz-e-Mewat, Mewat, Haryana



Launched in 2012, Alfaz-e-Mewat Community Radio Station is situated in Mewat district of Haryana (latitude 27°56.737N' and longitude 76°56.885E'). The area covered by this CRS is around656 sq.km., as seen from the map given alongside. ***(Enlarged version of the same***

map has been attached in annexure). Total number of households within coverage area is 64, 301 with a population of 4, 37, 245. The proportion of listener households is 24% as found through survey. Managed by 7 staff members, it comes under NGO category of CRSs and transmits its programs under the frequency of 107.8 MHz. The thematic focus of the station is on agriculture, women's empowerment, health and nutrition, gender equality, local governance, and education.

The formats of the programs are drama, health show, motivational show, talk show etc., and are aired in Hindi and Mewati languages, with total hours of program broadcast being 13 hrs. As per the findings from interview schedule of this station's chief functionary officer, the CRS engaged with the community before its formal establishment. The CRS vision document states that the station's main aim is to empower the local rural community. As reported by the functionary, the station organizes regular field level events, focus group discussions with the community to find out the issues and challenges of the community, and prepares program contents on that basis. It boasts of a management committee with 15 members and an advisory committee with 25 members, and it takes feedback of programs through phone calls, SMS, narrow-casting and live discussions. On being probed about the signal strength and quality of transmission, the chief functionary officer reported that there is no problem in signal transmission and it is good. The major challenges faced towards functioning of and involvement into the CRS are lack of participation from women members of the community and it is in need of financial support from the government and demand status of Press from it, as reported by the chief functionary officer.
Table 3.2 below illustrates the key features of the CRS.

Table 3.2: Brief Profile of Alfaz-e-Mewat, Mewat, Haryana

Year of Establishment	2012	Total population within coverage area	4,37,245
Type	NGO	No. of listener HHs	15, 689
Latitude	27°56.737N'	Proportion of listener HHs	24.4
Longitude	76°56.885E'	Total no. of staff	7
Area covered	656 sq.km	Total hours of broadcast	13
HH density (HHs/sq.km)	98	Total hours of fresh broadcast	4
Total HHs within coverage area	**64,301**	**Problem in signal transmission**	**No**

IMPACTS ON LISTENERS OF ALFAZ-E-MEWAT, MEWAT, HARYANA

Efforts were made to capture the incidences of direct impact on the listeners due to Community Radio Station. The important case studies have been categorized into various issues and compiled as ahead —

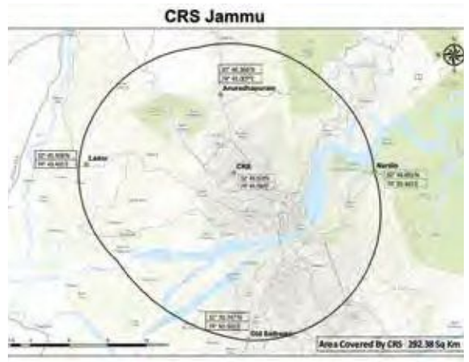
SANITATION — CONSTRUCTION OF INDIVIDUAL HOUSEHOLD TOILETS

- 47 year old Bhagwan Devi of Bhadas village of Nagina block in Mewat district had a toilet constructed in her house after listening to Sehat ka Paigam program of ***Alfaz-e-Mewat, Haryana***. She has also motivated many people of her community to do the same. She gave examples of many people who had a toilet constructed in their houses after she convinced them to do so for cleanliness.
- Mr. Munfeed Khan, a resident of Kaliya Baas village in Firozpur Zirka block, also constructed toilet in his house after getting inspired from a program related to cleanliness on ***Alfaz-e-Mewat, Haryana.*** He has even inspired and motivated many people to do the same.
- Pravin, a 21 year old young man living in Moolthaan village of Nagina block, got inspired and aware about benefits of constructing a toilet in his house from Alfaz-e-Mewat, Haryana. He learnt about the ill effects of open defecation from the program. His father supported him financially and they had a toilet constructed in their house. He has been a source of inspiration to his neighbors and people in his community are looking forward to constructing toilets in their houses.

IMPROVED INCOME AND AGRICULTURAL YIELD

- Bhajan Devi, 54 Years, a resident of Godhana village in Mewat district is an ASHA worker as well. She started listening to Humse hai Shaasan program on ***Alfaz-e-Mewat CRS, Haryana*** and got inspired to do something herself. She contacted the head of the CRS and got help from there. She got engaged to Aajeevika mission and learnt to sew clothes. She now teaches sewing to others as well. Both her daughters also sew clothes. All of them are earning well through it and are supporting their needs better. She gives all the credit to ***Alfaz-e-Mewat CRS*** for her successful life.
- Wasim Akram is a resident of Ghagas village of Nagina block. Earlier, they used to practice ordinary farming techniques and the productivity was not high. But after introduction of ***Alfaz-e-Mewat CRS,*** many positive changes have come up in agricultural practices in his village. He has learnt many new things from this medium. For example – They have started producing Bajra and tomatoes using new techniques of farming learnt from CRS programmes. According to them, they are getting an increase in farm produce worth Rs. 10000/- to 15000/- per year. They are happy on account of higher productivity. They wish that CRS continues to provide such important and useful information.

3.2.3 Radio Sharda, Jammu, J&K



Launched in 2010, Radio Sharda Community Radio Station is situated in district Jammu of UP (latitude 32°45.618N' and longitude 74°49.580E'). The area covered by this CRS is around 292 sq.km., as seen from the map given alongside. ***(Enlarged version of the same map has been attached in annexure).*** Total number of households within coverage area is 1, 79, 521 with a population of 8, 79, 654. The station comes under NGO category of CRSs and transmits its programs under the frequency of 90.4 MHz. The proportion of listener households of the CRS was estimated at 72%. The thematic

focus of the station is on motivating the younger generation for promotion of culture and language through educational programmes. The formats of the programs are interviews with prominent people and health based talks, etc., and are aired in Kashmiri, Dogri and Punjabi languages with total hours of program broadcast being 15 hrs. As per the findings from interview schedule of this station's chief functionary officer, the CRS engaged with the community before its formal establishment. The CRS vision or mission document states that the station's main aim is to connect people and solve their problems. As reported by the functionary, the station organizes live cricket commentary and live pooja aarti, etc., apart from their regular shows. It boasts of a management committee with 24 members and an advisory committee with 10 members, and it takes feedback of programs through phone calls, live programs, and surveys. The chief functionary of the CRS said that the signal becomes weak after 50 kms., when asked about signal strength and quality of transmission which is natural given the height of antenna permitted to the CRS. The major challenge faced towards smooth functioning of the CRS is limited wattage of transmission, as reported by the chief functionary officer.

Table 3.3 below illustrates the key features of the CRS.

Table 3.3: Brief Profile of Radio Sharda, Jammu, J&K

Year of Establishment	2010	Total population within coverage area	8,79,654
Type	NGO	No. of listener HHs	1,29,614
Latitude	32º45.618N'	Proportion of listener HHs	72.2
Longitude	74º49.580E'	Total no. of staff	NA
Area covered	292 sq.km	Total hours of broadcast	15
HH density (HHs/sq.km)	614	Total hours of fresh broadcast	3.5
Total HHs within coverage area	1,79,521	Problem in signal transmission	No

IMPACT ON LISTENERS OF RADIO SHARDA, JAMMU, J&K

Efforts were made to capture the incidences of direct impact on the listeners due to Community Radio Station. The important case studies have been categorized into various issues and compiled as ahead —

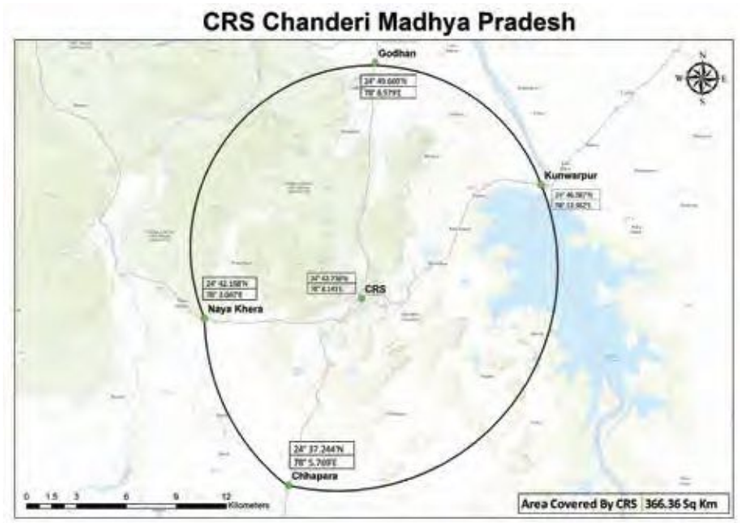
REVIVAL OF CULTURE

In Jammu, many people like Shankar Lal Gupta of Roopnagar village, Ashok Ji Raina of Saraswati Vihar village, Shambhu Nath Pandita of Mudhi-2 village, Avtar Hugami of Netra Kothiya village, Raj Kumar of Tof Ward of Subhash Nagar village, Jai Kishan Sharma of Ajeet Colony, Pradyuman Krishna Raina of Durganagar village, Pran Nath Pandita of Mudhi-1 village, are very happy with the introduction of Radio Sharda CRS. Their Kashmiri Culture, language, heritage, songs, artists have been revived through this CRS. All these people were extremely delighted that Radio Sharda broadcasts programmes in their language as this is helping their children learn their native language. They also said that Radio Sharda also broadcasts programmes related to social issues and gives messages of motivation and maintaining peace in Jammu and Kashmir. The people of Jammu had best of wishes for Radio Sharda.

IMPROVED LIVELIHOOD

- Maharaj Krishna Pandita of Purkhu camp village said that after relocating from Kashmir to Jammu region, he started listening to Radio Sharda. By listening to it, he got some useful ideas and tips to earn a living for his family. He started a business of his own and today he is counted among most respected people of his community.
- Ram Krishna Vangnu of Janipur village of Jammu district had to relocate from Srinagar to Jammu due to unforeseen circumstances. After relocating, soon he became a member of Radio Sharda Club Foundation and he started creating awareness among people about radio and communication. People of his community like him a lot and he is happy for it. He also said that he addresses social issues through CRS.

3.2.4 Chanderi Ki Aawaz, Chanderi, MP



Chanderi ki Aawaz CRS was launched in 2010 in Chanderi district of MP (latitude 24º42.736N' and longitude 78º8.141E'). The area covered by this CRS is around 366 sq.km., as seen from the map given alongside. ***(Enlarged version of the same map has been attached in annexure).*** Total number of households within coverage area is 9,892 with a population of 45,502. Managed by 7 staff members, it comes under NGO category of CRSs and transmits its programs under the frequency of 90.4 MHz. The proportion of listener households of the CRS was estimated at 15%. The thematic focus of the station is on health and nutrition, rights of women, conservation of local talent and folk arts, legal awareness, employment, rights and entitlements. The formats of the programs are drama, story-telling, health show, etc., and are aired in Hindi language with total hours of program broadcast being 6 hrs. As per the findings from interview schedule of this station's chief functionary officer, the CRS engaged with the community before its formal establishment. The CRS vision and mission document states that the station's aim is to promote regional culture, handicrafts, arts, and to provide information on all issues to people and create awareness and empower people. As reported by the functionary, the station organizes regular narrow casting sessions with the community to find out the issues and challenges of the community, and prepares program contents on that basis. It takes feedback of programs through phone calls and through personal contact or meetings. On being probed about the signal strength and quality of transmission, the chief functionary officer reported that there is no problem in signal transmission and transmission is fine. The major challenges faced towards smooth functioning of the CRS are fund problems and it is in need of financial support from the government, as reported by the chief functionary officer.

Table 3.4 below illustrates the key features of the CRS.

Table 3.4: Brief Profile of Chanderi Ki Aawaz, Chanderi, MP			
Year of Establishment	2010	Total population within coverage area	45,502
Type	NGO	No. of listener HHs	1,484
Latitude	24°42.736N'	Proportion of listener HHs	15
Longitude	78°8.141E'	Total no. of staff	7
Area covered	366 sq.km	Total hours of broadcast	6
HH density (HHs/sq.km)	27	Total hours of fresh broadcast	3
Total HHs within coverage area	**9,892**	**Problem in signal transmission**	**No**

IMPACT ON LISTENERS OF CHANDERI KI AAWAZ, CHANDERI, MP

Efforts were made to capture the incidences of direct impact on the listeners due to Community Radio Station. The important case studies have been categorized into various issues and compiled as ahead —

IMPROVED HEALTH

26-year-old, Sunil Kumar Lodhi is a resident of Sakvara village in Chanderi block of Ashok Nagar district. He and his wife never had their children vaccinated because they thought it might do more harm than good to their children. But after listening to a health related programme on Chanderi-ki-Aawaz CRS, they had both their children vaccinated. Many others in their village also followed their suit and had their children vaccinated. This brought about a good change in their village. They thank Chanderi-ki-Aawaz CRS for this.

IMPROVED HEALTH

Kamlesh, a 32-year-old resident of Pancham Nagar Colony of Chanderi block listens to Sanjeevani program on Chanderi-ki-Aawaz CRS. He had some medical problem in his ears, which many doctors were unable to cure. He then followed some advice given on the radio program, and used Jadi-Bootis suggested by doctors on radio program. After using it over the passage of time Kamlesh's ear problem has cured and he is happy about it. He wants the Sanjeevani programme to continue on CRS, and believes that many people will benefit through this program.

IMPROVED LIVELIHOOD

Bundel Singh Lodhi is a visually challenged person living in Madhi Chanderi village of Ashok Nagar district. He listened to programmes on Chanderi-ki-Aawaz CRS and liked them. Later, he collected some creative people of his village and started a program 'Lokrang' which gets broadcasted on Chanderi-ki-Aawaz CRS. He even got opportunities to broadcast his program on various platforms like Bhopal Doordarshan, Bina, etc. and got felicitated by District Magistrate. He also performs in various programmes organised by Madhya Pradesh government.

IMPROVED LIVELIHOOD

Bano B., 44-year-old lady living in Ward 4 of Chanderi, learnt about formation of a Self-Help-Group by chanderi workers from a programme on Chanderi-ki-Aawaz CRS. She got inspired from it and gathered some women from her community to form a group with them. All 15 ladies of the group started by contributing Rs. 50 per month per member and used that money for children's education, construction of toilets, etc. Later, they increased their contribution to Rs. 1,000 per month and now they don't need to take loans for their needs. They have become independent with this. They give the credit for this to Chanderi-ki-Aawaz CRS and thank them for it. They wish that Chanderi-ki-Aawaz CRS reached out to everybody so that more people could get inspired like them.

ENCOURAGEMENT FOR EDUCATION

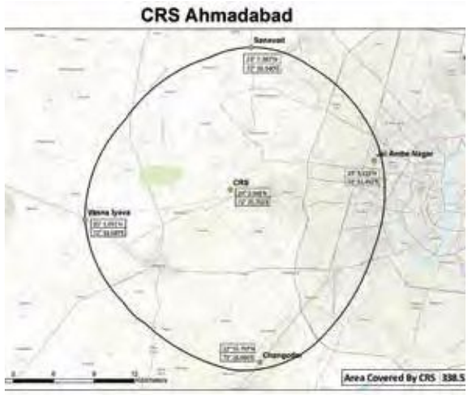
Ganeshram Prajapati of Khanpur village got his son Durgesh enrolled in a school after getting inspired from Chanderi-ki-Aawaz CRS. He learnt that by getting his son educated, he is creating a good future for his son and his family. His son is learning English and that makes him proud of his son. He inspired others to send their children to school as well as and that will contribute to overall welfare of his village.

SANITATION — CONSTRUCTION OF INDIVIDUAL HOUSEHOLD TOILETS

Aakash Koli, is an 18-year-old living in Chanderi-18 village of Chanderi block in Ashok Nagar. Aakash iterated that his village was very filthy and there used to be garbage and dusts everywhere. He then listened to Chanderi-ki-Aawaz CRS and learnt some tips for maintaining cleanliness in the surroundings. He also learnt about ill effects of open defecation. He then collected some money built a toilet in his house. After that, about 7-8 toilets got constructed in his area. He gives the credit of this to Chanderi-ki-Aawaz CRS.

3.2.5 Rudi No Radio, Sanand, Ahmedabad, Gujarat

The CRS, Rudi No Radio was launched in 2009, in Ahmedabad District of Gujarat (latitude 23°2.144'Nand longitude 72°25.702'E). The area covered by this CRS is around 339 sq.km., as seen from the map given alongside. ***(Enlarged version of the same map has been attached in annexure).*** Total number of households within coverage area is 14,895 with a population of 75,966.



The station comes under NGO category of CRSs and transmits its programs under the frequency of 90.4 MHz. The proportion of listener households of the CRS was

estimated at 17%. The thematic focus of the station is on topics like health, education, folk music, traditional food, storytelling, employment and livelihoods, agriculture, traditional medicines and animal husbandry, etc. The formats of the programs are musical program, wishes programs, children's program, women's show etc., and are aired in Gujarati language with total hours of program broadcast being 6 hrs. As per the findings from interview schedule of this station's chief functionary

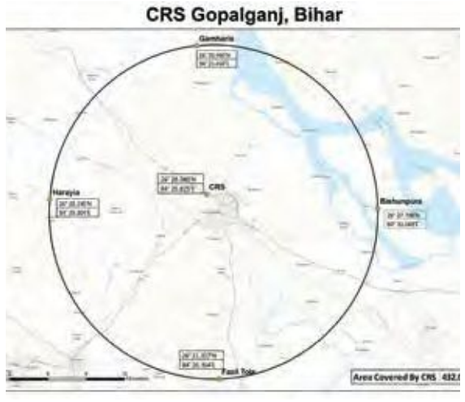
officer, the CRS engaged with the community before its formal establishment. Although the CRS does not have a vision or mission document, but the station's main aim is to connect people and give them useful information. As reported by the functionary, the station approached taluka panchayat for government schemes and collector for their rights and Aarogya Kendra for OHC and CHC, apart from their regular shows. It takes feedback of programs through phone calls, live programs, narrow casting, and surveys. When asked about the quality of transmission and signal strength, the chief functionary of the CRS said that tall buildings create hindrances for signals which affect the broadcast quality. This in turn results in people facing difficulty in listening to the CRS. The major challenge faced towards smooth functioning of the CRS is the establishment of tall buildings which hamper the signals and they suggest outdoor broadcasting, as reported by the chief functionary officer.

Table 3.5 below illustrates the key features of the CRS.

Table 3.5: Brief Profile of Rudi no Radio, Anand, Gujarat

Year of Establishment	2009	Total population within coverage area	75,966
Type	NGO	No. of listener HHs	2488
Latitude	23°2.144'N	Proportion of listener HHs	16.7
Longitude	72°25.702'E	Total no. of staff	8
Area covered	339 sq.km	Total hours of broadcast	6
HH density (HHs/sq.km)	44	Total hours of fresh broadcast	3
Total HHs within coverage area	**14,895**	**Problem in signal transmission**	**Yes**

3.2.6 Radio Rimjhim, Gopalganj, Bihar



Radio Rimjhim CRS was launched in 2009, in Gopalganj District of Bihar (latitude 26°28.340'Nand longitude 84°25.825'E). The area covered by this CRS is around 432 sq.km., as seen from the map given alongside. ***(Enlarged version of the same map has been attached in annexure).*** Total number of households within coverage area is 87,710 with a population of 5, 35, 032. The station comes under NGO category of CRSs and transmits its programs under the frequency of 90.4 MHz.The proportion of listener households of the CRS was estimated at 45%.

The thematic focus of the station is on village development, flood relief, combating superstitions, social awareness, promotion of education, women's empowerment and security, national unity, communal harmony and integration, elimination of hunger and malnutrition. The formats of the programs are show on science and technology, skill development, show for women and girls etc., and are aired in Hindi and Bhojpuri languages with total hours of program broadcast being14 hrs. As per the findings from interview schedule of this station's chief functionary officer, the CRS engaged with the community before its formal establishment. Although the CRS does not have a vision or mission document, but the station's main aim is to connect people and give them useful information. As reported by the functionary, the station conducts community related surveys, apart from their regular shows.

It takes feedback of programs through phone calls, SMS, E-Mail and door-to-door surveys. On being probed about the signal strength and quality of transmission, the chief functionary officer reported that although there is no problem in signal transmission locally, but conflicting signals from across the border weaken their signal strength. This leads to fluctuations in signal transmission of the CRS. Such kind of fluctuation creates problems during audio mixture and also damages hard disk. The major challenge faced towards smooth functioning of the CRS is lack of funding and requires government support for it, and they suggest increase in wattage of transmitter, as reported by the chief functionary officer.

Table 3.6 below illustrates the key features of the CRS.

Table 3.6: Brief Profile of Radio Rimjhim, Gopalganj, Bihar

Year of Establishment	2009	Total population within coverage area	5,35,032
Type	NGO	No. of listener HHs	39,470
Latitude	26°28.340'N	Proportion of listener HHs	45
Longitude	84°25.825'E	Total no. of staff	7
Area covered	432 sq.km	Total hours of broadcast	14
HH density (HHs/sq.km)	203	Total hours of fresh broadcast	8
Total HHs within coverage area	**87,710**	**Problem in signal transmission**	**Yes**

IMPACT ON LISTENERS OF RADIO RIMJHIM, GOPALGANJ, BIHAR

Efforts were made to capture the incidences of direct impact on the listeners due to Community Radio Station. The important case studies have been categorized into various issues and compiled as ahead —

IMPROVED INCOME AND AGRICULTURAL YIELD

- During the field visit, a farmer named Dinesh Yadav was interviewed. He was about 47 years and was a resident of Dewa Pur Shahabuddin village of Gopalganj district. He said that he owned 13 Kattha of land; he mainly used to grow wheat in his fields. After listening to the agriculture/farming related programmed aired in ***Radio Rimjhim, Bihar,*** Dinesh started using organic fertilizers instead of chemical fertilizers and saw a huge improvement in the yield. Earlier his 13 Kattha agricultural land provided him with only 7 quintals of wheat, which was increased to 10 quintals after adopting the organic manure suggested by the CRS. He was happy that his yield had increased by 3 quintals which ultimately increased his income by about Rs. 4000/- per year from 13 kattha or about 0.48 hectare land.
- Another farmer named Kishan Dev Ram, aged 32 years, is a resident of Bardoli village. He has 2 kattha land, which used to give him 2 quintals of wheat when he was using chemical fertilizers. After listening to the agriculture/farming related programmes aired in Radio Rimjhim, he started ***using organic fertilizers instead of chemical fertilizers, which improved his yield by 1 quintal. He now gets 3 quintals of wheat from his 2 Kattha agricultural land.***
- A farmer aged about 35 years, named Umakant Singh Tiwari, from Ek Derwa village of Gopalganj district, mentioned that he has seen a lot of positive changes in his village due to the programmes aired in ***Radio Rimjhim, Bihar***. He talked about the agriculture related programmes that provide important information about farming, increasing yield, new seeds and preparing compost/organic manure. This type of information has improved the agricultural yield of the villages to a great extent. He also stated that other programmes related to cleanliness have also contributed in broadening the mindsets of the villagers.
- Another farmer named Dharmendra Kumar Mishra, aged 35 years, of Hembardha village, also mentioned that information related to scientific methods of farming have helped in improving the agricultural yield of the farmers. He also said that the radio channel has also contributed a lot in creating awareness of new medicines available in the village hospital

SANITATION — CONSTRUCTION OF INDIVIDUAL HOUSEHOLD TOILETS

A student named Dhananjay Kumar Yadav, aged 20 years and a resident of Paithan Patti village of Gopalganj district, said in his interview that after listening to the programmes related to cleanliness and sanitation, a number of people in his village have constructed toilets in their houses. He also mentioned that the community had become more aware about the significance of cleanliness and hygiene. Open defecation has been reduced to a great extent ***(Listener of Radio Rimjhim, Bihar).***

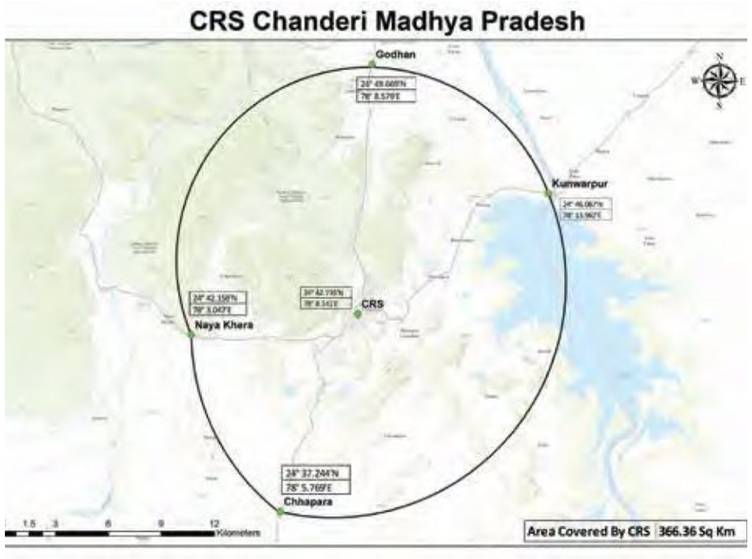
CONSTRUCTION OF ROADS

- A community member, Dharmendra Singh, who is a teacher aged about 38 years, from Jagiri Tola of Gopalganj district, mentioned that ***Radio Rimjhim, Bihar*** helped the villagers in construction of pucca road. The CRS continuously broadcasted the problems faced by the community due to the Kaccha road in their village. Since this village is prone to floods, the CRS has always warned about the upcoming flood, which has helped the community in preparing themselves for the crisis.
- Another person named Babulal Manjhi, a social worker, aged 32 years, from Chain Patti village, also mentioned that the kaccha roads of the village were converted to pucca roads due to the efforts made by the community ***Rimjhim radio statio***n. He stated that his community has experienced an overall progress and he gives the entire credit to ***Radio Rimjhim, Bihar***.

EDUCATION

The programmes broadcasted on education have also deeply impacted the youth of the community. A grocery shop owner named Ramesh Rai, aged 36 years, from Madhusaraya village, said that he is a regular listener of ***Radio Rimjhim, Bihar*** for the past 5 years. He talked about a show "Hello My Choice" which is one of his favorites, and mentioned that the programme provides a lot of information about education and general knowledge. His son, who is also a regular listener of this radio station, follows this show and has shown increased interest in his studies. He has even topped in his class. Through this radio station, his son understands the importance of education and has promised his parents that he will find a government job after completing his higher education.

3.2.7 Vayalaga Vanoli, Madurai, Tamil Nadu



The CRS Vayalaga Vanoli was launched in 2011, in Madurai district of Tamil Nadu (latitude 10º12.834'Nand longitude 78º22.126'E). The area covered by this CRS is around 296 sq.km., as seen from the map given alongside. ***(Enlarged version of the same map has been attached in annexure)***. Total number of households within coverage area is 29,938 with a population of 1, 16, 760.

The station comes under NGO category of CRSs and transmits its programs under the frequency of 90.4 MHz.The proportion of listener households of the CRS was estimated at 48%. The thematic focus of the station is on agriculture, women's empowerment, health, education, youth, environment, etc. The formats of the programs are skits, songs, features, speeches and debates etc., and are aired in Tamil language with total hours of program broadcast is 16 hrs.

As per the findings from interview schedule of this station's chief functionary officer, the CRS engaged with the community before its formal establishment. Although the CRS does not have a vision or mission document, but the station's main aim is to create awareness on social issues. As reported by the functionary, the station conducts community related surveys, apart from their

regular shows. It takes feedback of programs through phone calls, letters, and personal communication. The chief functionary of the CRS informed that the transmission is good up to 15 km., and thereafter the signals become feeble. The major challenge faced towards smooth functioning of the CRS is lack of funding and requires government support for it, and they suggest organization of awareness camps for community, as reported by the chief functionary officer.

Table 3.7 below illustrates the key features of CRS.

Table 3.7: Brief Profile of Vayalaga Vanoli, Madurai, Tamil Nadu

Year of Establishment	2011	Total population within coverage area	1,16,760
Type	NGO	No. of listener HHs	14,311
Latitude	10°12.834'N	Proportion of listener HHs	47.8
Longitude	78°22.126'E	Total no. of staff	5
Area covered	296 sq.km	Total hours of broadcast	16
HH density (HHs/sq.km)	101	Total hours of fresh broadcast	10
Total HHs within coverage area	**29,938**	**Problem in signal transmission**	**Yes**

IMPACT ON LISTENERS OF VAYALAGA VANOLI, MADURAI, TAMIL NADU

Efforts were made to capture the incidences of direct impact on the listeners due to Community Radio Station. The important case studies have been categorized into various issues and compiled as ahead —

IMPROVED INCOME AND AGRICULTURAL YIELD

A farmer named Ramaswamy was interviewed to understand the kind of positive impact ***Vayalaga Vanoli, Tamil Nadu*** has created in his life. He responded that in his 2 acre land, which he used for paddy cultivation, he used to get 1500-2000 Kg. (i.e. 20-25 bags) of paddy per acre. Since he is a listener of the CRS, he followed about 6-7 episodes on SRI Method of Paddy Cultivation and started following the instructions provided by the radio jockey. He made the following changes in his method of paddy cultivation:

- Reduced transplantation duration from 20-25 days to 14-15 days
- Followed other instructions such as land leveling, planting method, water level management, using fertilizers at different stages, using pesticides
- Avoided machineries and instead used human resource to reduce damage

He experienced the following benefits, apart from improved yield, after following the SRI technology

- Reduction in the number of human resource used for cultivation
- Insect/Rat issues were reduced
- Damage reduced after decrease in use of machinery
- Additional income from sale of straw
- Additional profit of Rs. 5-6 per kg of Patharu

Ramaswamy stated that his paddy yield improved from 1500-2000 kg./acre to 3500-4000 kg./per acre (45-46 bags). He is also getting an additional income of Rs. 8,000 from sale of straw and profit of Rs. 5-6 per kg of Patharu implying an overall increase exceeding Rs. 20000/- per hectare per year. The radio channel also provides information about the market price of Madurai and other nearby government and private markets which help the farmers to store the yield accordingly and supply it to the market on a suitable date, thus, increasing their revenue.

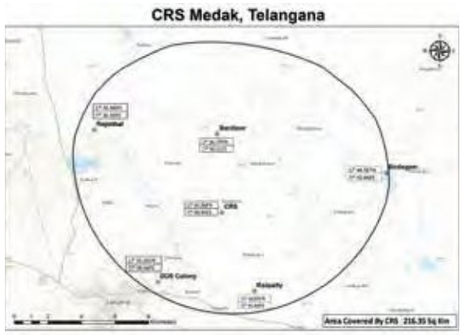
HEALTH AND WELLBEING

- A number of people interviewed during the field visit mentioned the health benefit they received after listening to health related programs such as "Nalam Nalamariya" aired by the ***Vayalaga Vanoli, Tamil Nadu.*** Illarajothi from Ayyapatti mentioned that her mother was suffering from knee pain for several years. After following the advice of the doctor in the broadcasted programme, they saw a lot of improvement in the knee pain.
- A student of 12th standard named S. Sivaranjani from Mangalampatti village said that after listening to ***Vayalaga Vanoli radio,*** she became aware of Anemia and started consuming iron tablets as provided by the government. She also started looking after her food habits and checks her HB count at frequent intervals.
- A married woman, B. Sumangali, from Vellinipatti village was trying to conceive for the past few years. She called the doctor who was in a phone programme of "Nalam Nalamariya" of ***Vayalaga Vanoli CRS.*** After consulting the doctor at the hospital, she was able to conceive.
- A woman from Manapachery village, named D. Amala, aged about 29 years, mentioned that she had always suffered from upper stomach pain and had temporarily resolved her issue through home remedies. But, after listening to the doctor's advice on "Nalam Nalamariya" program of ***Vayalaga Vanoli radio,*** she changed her food habits, and also consulted the same doctor at the hospital for tablets. Her pain has subsided to a great extent, and she feels comfortable now.
- Another woman, S. Vennila from Kalapur village, said that she had participated in a cooking contest organized by ***Vayalaga Vanoli CRS***. After listening to the lecture given by D. Kamalasundari about nutritional foods, she understood the significance of healthy and home-made snacks and also the ill-effects of packed food and snacks. She followed the advice and observed an improvement in her children's overall health.

GROWTH DEVELOPMENT OF KIDS

During the field visit, a lady named Dhanlakhsmi from Mangalampatti was interviewed. She mentioned that she had been worried about her son's slow weight gain, and started listening to Vayalaga Vanoli radio health program as suggested by her neighbor. In the programme, she consulted a doctor who suggested some medicines for stomach worms which was probably the reason for slower weight gain. Another programme on nutrition provided her with the information of offering small millets base snacks to children with slower weight gain. After following the above advices, she observed a ***2 kgs weight gain*** in her son and was extremely satisfied with the radio programmes.

3.2.8 Sangham Radio, Medak, Telangana



Sangham Radio CRS was launched in 2008, in Medak district of Telangana (latitude 17°43.369'Nand longitude 77°40.404'E). The area covered by this CRS is around 216 sq.km., as seen from the map given alongside. ***(Enlarged version of the same map has been attached in annexure).*** Total number of households within coverage area is 11,467 with a population of 57,333.

The station comes under NGO category of CRSs and transmits its programs under the frequency of 90.4 MHz. The proportion of listener households of the CRS was

estimated at 10%. The thematic focus of the station is on women's issues, biodiversity, ecological agricultural, land ownership, seed sovereignty, ecological enterprises of women, healthcare and plant medicines, herbal care for animal diseases, making children's education relevant to rural milieu, legal education, etc., and are aired in Telugu and Kannada languages with total hours of program broadcast being 2 hrs. As per the findings from interview schedule of this station's chief functionary officer, the CRS engaged with the community before its formal establishment. Although the CRS does not have a vision or mission document, but the station's main aim is to create awareness on social issues. As reported by the functionary, the station celebrates Annual Biodiversity Festival and other days, apart from their regular shows. It takes feedback of programs through phone and personal communication. On being probed about the signal strength and quality of transmission, the chief functionary officer reported that the quality varies and fluctuates as there is single phase current only which results in heavy fluctuations and problems like audio mixture and damaging of hard disk. The major challenge faced towards smooth functioning of the CRS is lack of funding and requires government support for it, and they suggest increasing of frequency, solving of electricity problem and advertisement of CRS, as reported by the chief functionary officer.

Table 3.8 below illustrates the key features of the CRS.

Table 3.8: Brief Profile of Sangham Radio, Medak, Telangana

Year of Establishment	2008	Total population within coverage area	57,333
Type	NGO	No. of listener HHs	1,124
Latitude	17°43.369'N	Proportion of listener HHs	9.8
Longitude	77°40.404'E	Total no. of staff	3
Area covered	216 sq.km	Total hours of broadcast	2
HH density (HHs/sq.km)	53	Total hours of fresh broadcast	1
Total HHs within coverage area	**11,467**	**Problem in signal transmission**	**Yes**

IMPACT ON LISTENERS OF SANGHAM RADIO, MEDAK, TELANGANA

Efforts were made to capture the incidences of direct impact on the listeners due to Community Radio Station. The important case studies have been categorized into various issues and compiled as ahead —

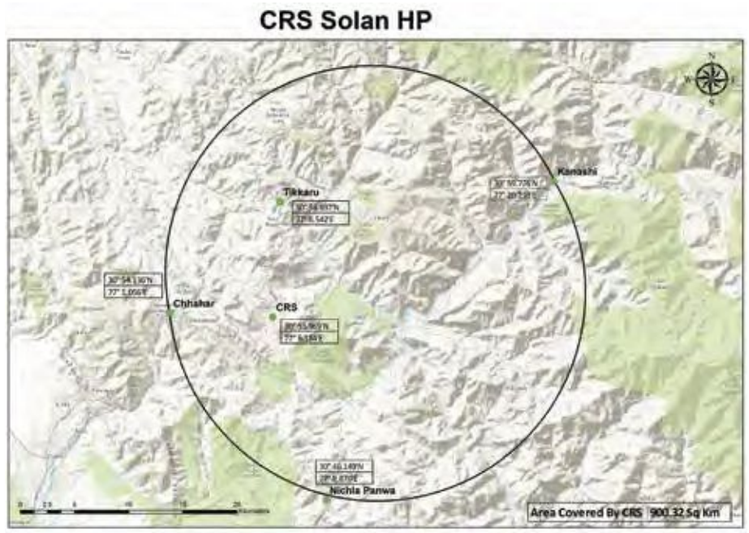
Personality Development and Knowledge Enhancement

Narsam, a listener of Radio Sangam, lives in Gunjotti village of Medak district in Telangana. He has been participating in radio programmes for last 6 years. He understood the power of radio and even distributed radio sets in neighborhood. By listening to it, Narsam has developed a positive personality. Radio programmes of Radio Sangam CRS have brought about a sense of security and confidence in him. He has become a source of inspiration for many in the community.

Narsam also gives many programmes on the radio like song programmes, folk song programmes, debate programmes, programmes about social issues, and is very happy about it. He gives all the credit to Radio Sangam CRS.

3.2.9 Hamara MSPICM, Tashi Delek, Himachal Pradesh

Launched in 2009, Hamara MSPICM, Tashi Delek Community Radio Station is situated in Solan district of Himachal Pradesh (latitude 30°53.969N' and longitude 77°6.184E'). The CRS covers 900 sq.km. of area, as seen from the map given alongside. ***(Enlarged version of the same map has been attached in annexure)***. Total number of households within coverage area is 68,424 with a population of 3, 21, 594. The proportion of listener households of the CRS was estimated at 32%. Managed by 6staff members, it comes under Educational category of CRSs and transmits its programs under the frequency of 90.4 MHz. The thematic focus of the station is to create awareness on hygiene, agriculture, environment, health etc., among local community and is aired in Hindi, Pahari and Punjabi languages with total hours of program broadcast being 12 1/2 hrs. As per the findings from interview schedule of this station's chief functionary officer, the CRS did not engage with the community before its formal establishment. The CRS vision document states that the station's main aim is to create sustainable platform for dissemination of information on social, cultural, economic and development issues aiming towards



the upliftment of the community through community participation. As reported by the functionary, the station does not organize regular field level events and discussions with the community. It takes feedback of programs through phone calls, and during events and committee visits. The chief functionary of the CRS was asked about his opinion about transmission quality and signal strength and he said that signals become weak in hilly areas which hampers the transmission. The major challenges faced towards functioning of and involvement into the CRS is bad weather and signal problem, as reported by the chief functionary officer. *Table 3.9 below illustrates the key features of the CRS*

Table 3.9: Brief Profile of Hamara MSPICM, TashiDelek, Himachal Pradesh			
Year of Establishment	2009	Total population within coverage area	3,21,594
Type	Educational	No. of listener HHs	22,101
Latitude	30°53.969N'	Proportion of listener HHs	32.3
Longitude	77°6.184E'	Total no. of staff	6
Area covered	900 sq.km	Total hours of broadcast	12 1/2
HH density(HHs/sq.km)	76	Total hours of fresh broadcast	7
Total HHs within coverage area	**68,424**	**Problem in signal transmission**	**No**

IMPACT ON LISTENERS OF HAMARA MSPICM, TASHI DELEK, HIMACHAL PRADESH

Efforts were made to capture the incidences of direct impact on the listeners due to Community Radio Station. The important case studies have been categorized into various issues and compiled as ahead —

EDUCATION

During field visit, a private employee named Kapoor Singh, aged 40 years, residing in Kleen village – ward no. 13 of Solan district, was interviewed to understand the impact of the radio programmes aired by ***Shakti radio station, Himachal Pradesh,*** on him or his family members and to also identify any changes (positive or negative) on his family. According to Kapoor Singh, the programmes related to youth community broadcasted by the radio station, have had a positive impact on his children. Earlier, his children were not interested in studies and were not putting enough effort to excel in education. After listening to the radio programmes broadcasted in the CRS, the children have started to show interest in both studies and sports. He also stated that the children have started to understand the importance of education and they have mentioned it to their mother that they will study till the time they end up in a secured government job.

Kapoor Singh concluded by saying that his family listens to the FM daily and a positive impact has been created due to the programmed aired in this FM. He thanked the radio station for its efforts in broadcasting informative programmes.

3.2.10 Apna Radio, Indian Institute of Mass Communication, Delhi

Apna Radio, launched in 2005, is situated in the state of Delhi (latitude 28°32.377N' and longitude 77°10.463E'). The CRS covers 21 sq. km. of area, as seen from the map given alongside. ***(Enlarged version of the same map has been attached in annexure)***. Total no. of households within coverage area is 49,362 with a population of2, 36, 936. The proportion of listener households of CRS was estimated 3%.

Managed by 4 staff members, it comes under Educational category of CRSs and transmits its programs under the frequency of 96.9 MHz. The thematic focus of the station is to engage students of IIMC along with other universities with communities, and is aired in Hindi and English languages with total hours of program broadcast being 7 hours. As per the findings from interview schedule of this station's chief functionary officer, the CRS did not engage with the community before its formal establishment.

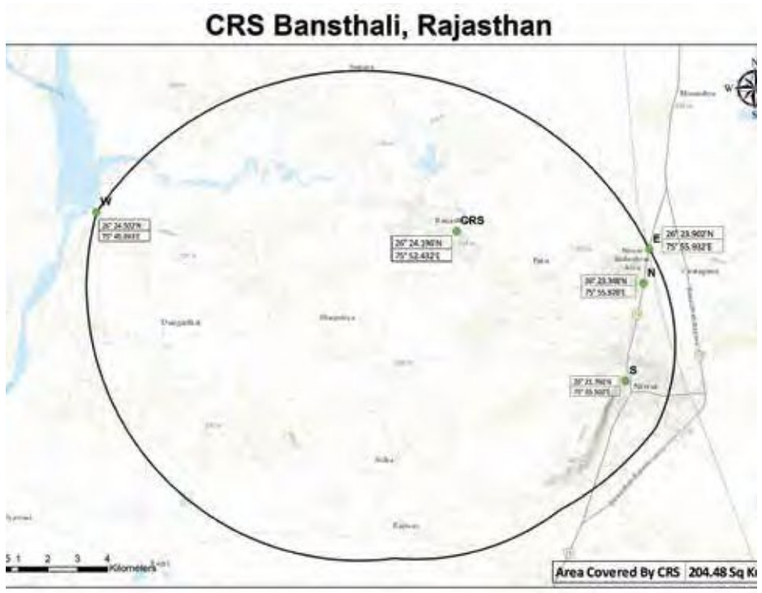
The CRS does not have a mission or vision document but the station's main aim is to work towards the upliftment of the community through community participation. As reported by the functionary, the station presents write-ups and documentaries for children, apart from their regular shows. It takes feedback of programs through phone calls.On being probed about the signal strength and quality of transmission, the chief functionary officer reported thatsignals are too weak and that makes listening very difficult for people. The major challenges faced towards functioning of the CRS are competitions from other Radios and lack of volunteers, and they suggest that up-gradation of infrastructure and logistics should be done, as reported by the chief functionary officer.

Table 3.10 below illustrates the key features of the CRS.

Table 3.10: Brief Profile of Apna Radio, Indian Institute of Mass Communication, Delhi			
Year of Establishment	2005	Total population within coverage area	236936
Type	Educational	No. of listener HHs	1481
Latitude	28°32.377N'	Proportion of listener HHs	3.0
Longitude	77°10.463E'	Total no. of staff	4
Area covered	21 sq.km	Total hours of broadcast	7
HH density(HHs/sq.km)	2324	Total hours of fresh broadcast	2 1/4
Total HHs within coverage area	**49,362**	**Problem in signal transmission**	**Yes**

3.2.11 Radio Banasthali, Tonk, Rajasthan

Radio Banasthali was launched in 2005, in Tonk District of Rajasthan (latitude 26°24.196'N and longitude 75°52.432'E). The area covered by this CRS is around 204 sq.km., as seen from the map given alongside. ***(Enlarged version of the same map has been attached in annexure)***. Total number of households within coverage area is 7,361 with a population of 41,959.



The station comes under Educational category of CRSs and transmits its programs under the frequency of 90.4 MHz, and is managed by 11 staff members.The proportion of listener households of the CRS was estimated at 24%. The thematic focus of the station is on topics like education, health, nutrition, environment, agriculture, folk, art, culture, rural and community development etc. The formats of the programs are live phone-in, interactive and informal style, and field interviews etc., and are aired in Hindi and Rajasthani languages with total hours of program broadcast being12 hrs.

As per the findings from interview schedule of this station's chief functionary officer, the CRS was not engaged with the community before its formal establishment. The CRS vision or mission document states that the station's main aim is to provide an avenue for the free flow of beneficial information aimed at bringing about socio-economic changes in the society. As reported by the functionary, the station organizes camps, competitions and regular visits and meetings etc., apart from their regular shows. It takes feedback of programs through personal contact or meetings. When asked about the signal strength and quality of transmission, the chief functionary officer reported that the quality of signals is not good and an application for up-gradation of transmitter has been submitted by them. The major challenge faced towards smooth functioning of the CRS is lack of funds and they suggest government support for it, as reported by the chief functionary officer.
Table 3.11 below illustrates the key features of the CRS.

Table 3.11: Brief Profile of Radio Banasthali, Tonk, Rajasthan

Year of Establishment	2005	Total population within coverage area	41959
Type	Educational	No. of listener HHs	1730
Latitude	26º24.196'N	Proportion of listener HHs	23.5
Longitude	75º52.432'E	Total no. of staff	11
Area covered	204 sq.km	Total hours of broadcast	12
HH density (HHs/sq.km)	36	Total hours of fresh broadcast	6
Total HHs within coverage area	**7361**	**Problem in signal transmission**	**Yes**

IMPACT ON LISTENERS OF RADIO BANASTHALI, TONK, RAJASTHAN

Efforts were made to capture the incidences of direct impact on the listeners due to Community Radio Station. The important case studies have been categorized into various issues and compiled as ahead —

SANITATION — CONSTRUCTION OF INDIVIDUAL HOUSEHOLD TOILETS

Babulal Sharma is a 45-year-old resident of Chainpura village in Tonk district. He listens to ***CRS Banasthali, Rajasthan*** and likes Swasthya Charcha program on it. He got the idea from the program to construct a toilet in his house and motivated others as well to do so. Many people in his community have constructed toilets in their houses and the awareness about health & hygiene has increased. He said people are bringing about change in the society.

PERSONALITY DEVELOPMENT AND KNOWLEDGE ENHANCEMENT

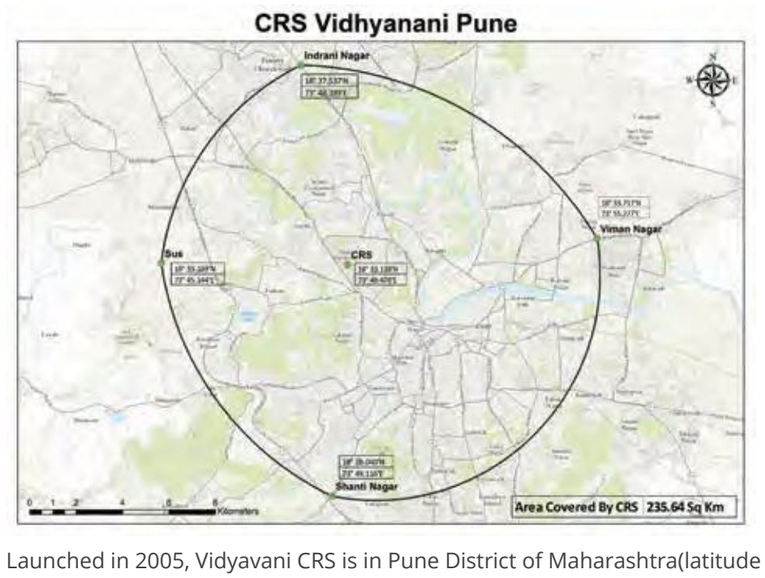
Bhawna Jain, a resident of Banasthali village in Tonk district, was an educated lady, who never got a chance to do something meaningful. One day a friend told her about a fashion program being broadcasted on Banasthali CRS. She went to the CRS to take part in it as a speaker. Later, ***she was called by the CRS again to work as an anchor, reporter and writer, and she started working there.*** From there, she got inspiration to become independent, and she studied B. Ed from Banasthali University. Now she is working as a ***teacher in Banasthali***, and is very happy that she is spreading her knowledge. She gets a lot of respect in the society, and she feels now she is leading her life very well and has become independent.

IMPROVED INCOME AND AGRICULTURAL YIELD

- Giriraj Gujjar, a 30-year-old man living in Ahmedpura village in Tonk District belongs to a farmer family. He used to listen to radio very fondly every day, and one day he listened to ***Banasthali CRS, Rajasthan*** and started liking it. He continued listening to it and also noted down their contact number announced on-air. He liked the program Swasth Pashu, Khushhaal Kisaan on CRS, and he then called CRS to talk to veterinary doctor because one of his buffalo fell ill. The doctors prescribed some medicines and by taking it, his buffalo became healthy again. He then got in touch with CRS again and he was offered a job to work as an anchor in the CRS, which he accepted. He now works with dedication and joy. He communicates in local Rajasthani language so that more people could understand him and that has gained him a lot of popularity and respect in the community. He now inspires people to get educated and maintain good health.
- Kailash Devi, a resident of Damodarpura village in Nivai block of Tonk district is a regular listener of ***Radio Banasthali.*** She particularly likes Swasth Pashu, Khushhaal Kisaan program and that has brought about a big change in her husband's agricultural profession. She owns 3 buffaloes and 2 cows, and takes care of her animals in the ways as told in the radio programmes. She is able to recognise the kind of illness of her animals with the ways told on CRS. She feeds her animals with the food told about on CRS, and that has resulted in increased milk from them and, thereby,

increased earning for her and her family. Her husband, a farmer, also learnt many new techniques of farming from CRS and has learnt to use good fertilisers and pesticides on crops. He has been able to increase his earning from this and both of them give the credit of this to ***Radio Banasthali CRS.*** According to a rough estimate, the increase in income from enhanced production of milk and farm produce is about Rs. 30000/- per year.

3.2.12 Vidyavani CR, Pune, Maharashtra



Launched in 2005, Vidyavani CRS is in Pune District of Maharashtra(latitude 18º33.138'N and longitude 73º49.476'E). The area covered by this CRS is around 236 sq.km., as seen from the map given alongside. ***(Enlarged version of the same map has been attached in annexure).*** Total number of households within coverage area is 3, 96, 111 with a population of 16, 63, 666.

The station comes under Educational category of CRSs and transmits its programs under the frequency of 107.4 MHz, and is managed by 11 staff members.The proportion of listener households of the CRS was estimated at 14%. The thematic focus of the station is on topics like women's empowerment, education extension and information, youth community and local governance. The formats of the programs are live phone-in, interactive and informal style and field interviews etc., and are aired in Marathi, Hindi and English languages with 13 hrs. of program broadcast.

As per the findings from interview schedule of this station's chief functionary officer, the CRS was not engaged with the community before its formal establishment. The CRS vision or mission document states that the station's main aim is to create awareness in the committee on all types of issues like health, law, women's security, etc. As reported by the functionary, the station organizes camps, expert lectures and Kavi Sammelans etc., apart from their regular shows. It takes feedback of programs through SMS, phone calls, e-mails, letters and personal contact.

The chief functionary of the CRS was asked about his opinion of signal strength and quality of signal and he said that the signal quality is ok and transmission is fine as expected. The major challenge faced towards smooth functioning of the CRS is of technical reach and they suggest that technical facilities should be improved and broadcasting range of transmitters should be increased, as reported by the chief functionary officer.
Table 3.12 below illustrates the key features of the CRS.

Table 3.12: Brief Profile of Vidyavani, Pune, Maharashtra

Year of Establishment	2005	Total population within coverage area	1663666
Type	Educational	No. of listener HHs	55852
Latitude	18º33.138'N	Proportion of listener HHs	14.1
Longitude	73º49.476'E	Total no. of staff	11
Area covered	236 sq.km	Total hours of broadcast	13
HH density (HHs/sq.km)	14.1	Total hours of fresh broadcast	4 1/2
Total HHs within coverage area	**396111**	**Problem in signal transmission**	**No**

3.2.13 Radio Luit, Guwahati, Assam

Launched in 2011, Radio Luit Community Radio Station is situated in district Guwahati of Assam (latitude 26º9.320 N' and longitude 91º39.824E'). The area covered by this CRS is around 242 sq.km., as seen from the map given alongside. ***(Enlarged version of the same map has been attached in annexure).*** Total number of households within coverage area is 30,230 with a population of 1, 45, 104. Managed by 6 staff members, it comes under Educational category of CRSs and transmits its programs under the frequency of 90.8 MHz. The proportion of listener households of the CRS was estimated at 42%. The thematic focus of the station is on discovering talent within the community and individuals with focus on creating awareness, and offering remedial solutions to the community. The formats of the

programs are drama, interview, features, talk show etc., and are aired in many languages including Hindi, Assamese, Bengali, etc., with total hours of program broadcast being 12 hrs. As per the findings from interview schedule of this station's chief functionary officer, the CRS did not engage with the community before its formal establishment.

The CRS vision and mission document says that the station's main aim is to highlight the problems faced by the target communities as well as; it also aims at elucidating the woes and grievances of the target communities which might have been overlooked by the so called mainstream media houses. As reported by the functionary, the station conducts discussions with the community to find out the issues and challenges of the community, and prepares program contents on that basis. It boasts of management and advisory committees, and it takes feedback of programs through phone calls, SMS, letters and through Facebook. On being probed about the signal strength and quality of transmission, the chief functionary officer reported that the situation of transmission is not sound as their transmitter has become very noisy which affects listening. The major challenge faced towards smooth functioning of the CRS is about making new programmes, and it is in need of financial support from the government, as reported by the chief functionary officer. *Table 3.13 below illustrates the key features of the CRS.*

Table 3.13: Brief Profile of Radio Luit, Guwahati, Assam

Year of Establishment	2011	Total population within coverage area	1,45,104
Type	Educational	No. of listener HHs	12727
Latitude	26°9.320N'	Proportion of listener HHs	42.1
Longitude	91°39.824E'	Total no. of staff	6
Area covered	242 sq.km	Total hours of broadcast	12
HH density (HHs/sq.km)	125	Total hours of fresh broadcast	7
Total HHs within coverage area	30,230	Problem in signal transmission	Yes

IMPACT ON LISTENERS OF RADIO LUIT, GUWAHATI, ASSAM

Efforts were made to capture the incidences of direct impact on the listeners due to Community Radio Station. The important case studies have been categorized into various issues and compiled as ahead —

Maheswar Das, a veteran Kaali Player – Rejuvenated at the age of 90 Years

Maheswar Das of Geruwa, Hajo is an aged person of about 90 years of age. Previously, besides being a farmer, he used to play *Kaali*, a traditional Assamese old wind instrument. He was interviewed and felicitated by Luit Community Radio Station. Consequently, he found a new enthusiasm and inspiration to work with his *Kaali*, which was a 200 years old instrument. Subsequently, he started to teach the instrument to the youths. It was great that a simple radio interview lead him to revive an endangered folk musical instrument. He was really thankful to Radio ***Luit for providing him the inspiration at this age and making his burdensome life to be worthwhile.***

Bharat Burman — Contact No. — 9508560017 – A Blind Singer from Dharapur

Mr. Bharat Burman, blind since birth, a resident of Dharapur (Kamrup-Assam) is around 40 years old. He had an inherent talent for music. He started singing modern Assamese songs & folk songs in his adolescence and became a prominent singer during his 30s. By then, Mr. Burman started performing in the locally arranged programs in Dharapur, especially, during special occasions & festivals, such as Rongali Bihu. Thus, he became popular among the villagers and neighbours in the locality. As the luck would have it, last year, a Volunteer, from Radio Luit, Ms. Ranumoni Kalita, met him in the village and introduced him to the ***CRS Radio Luit Centre*** at Idol Building of the Gauhati University. Subsequently, Mr. Burman became a regular participant in many programs of the ***Radio Luit 90.8,*** such as Mukolisora, Aaalap, Bikhoyon, Luit-er-Shrota, Quezzeria. He also bagged the prize of winner twice in quezzeria program. More importantly, he could perform as a singer for both folk songs and Assamese songs in the channel, which gave him immense pleasure & satisfaction besides enhancing his popularity and professional circle in the society. He is full of gratitude towards Radio Luit.

PERSONALITY DEVELOPMENT AND KNOWLEDGE ENHANCEMENT

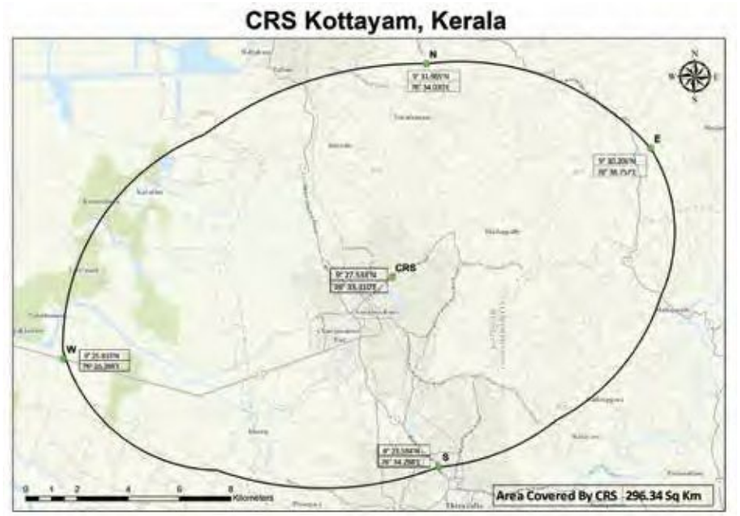
- **Bharat Barman - Mobile number: 9508560017-** Mr. Raman is a resident of Dharapur in Assam and is visually challenged. Mr. Raman got a platform in the form of Radio Luit to showcase his talent. This changed his personality and gave him self-confidence. Now, he performs in many programmes on Radio Luit like, program on social awareness, mukolisora, aalap, etc.

He also has a lot of friends in the society.

- **Anju Kalita – Mobile number: 9859074910** Mrs. Anju is a house wife living in Dharapur in Assam. Mrs. Anju started listening to Radio Luit,and with passage of time, her knowledge about various things increased; she has become a better person. She also gets chances to participate in many program like, aamar ghar, Baandhabi, hatu, mukolisora, poojoriya, etc., which are broadcasted on Radio Luit. She is very happy and gives credit of this to Radio Luit.
- **Jugeswari Barua – Mobile number: 9864916030** Ms. Barua is a resident of Nizarapur in Assam. Ms. Barua started listening to Radio Luit a lot of useful information on topics related to health and medicine. She has now started thinking positively and does her daily household work very enthusiastically. She also started doing some exercises for better health. She even got a chance of participating in 'baandhobi' program on Radio Luit CRS. She is a happy and confident woman now.

3.2.14 Radio Media Village, Kottayam, Kerala

Radio Media Village CRS was launched in 2012 in Kottayam district of Kerala (latitude 9°27.533N' and longitude 76°33.310E'). The area covered by this CRS is around 296 sq. km., as seen from the map given alongside. ***(Enlarged version of the same map has been attached in annexure).***



Total number of households within coverage area is 82, 086 with a population of 3, 36, 553. Managed by 11 staff members, it comes under Educational category of CRSs and transmits its programs under the frequency of 90.8 MHz. The proportion of listener households of

the CRS was estimated at 61%. The thematic focus of the station is on agriculture, health, education, cultural integration and promotion of charity. The formats of the programs are reality shows, *voxpopuli*, skits, dramas, interviews, documentaries etc., and are aired in Malayalam, Tamil and Hindi languages, with total hours of program broadcast being 19 hrs.

As per the findings from interview schedule of this station's chief functionary officer, the CRS did not engage with the community before its formal establishment. Although the CRS does not have a vision or mission document, the station's aim is to provide information on all issues to people, and create awareness and empower people. As reported by the functionary, the station has formed radio clubs, radio villages and has organized many camps with the community to find out the issues and challenges of the community, and prepares program contents on that basis. It takes feedback of programs through Facebook, WhatsApp, letters, phone calls, and through personal contact or meetings. The chief functionary of the CRS was asked about the signal and transmission quality and he reported that sometimes problems occur but he is overall satisfied with signal strength. The major challenges faced towards smooth functioning of the CRS are in training people and it is in need of more involvement of people in programming, as reported by the chief functionary officer.

Table 3.14 below illustrates the key features of the CRS.

Table 3.14: Brief Profile of Radio Media Village, Kottayam, Kerala

Year of Establishment	2012	Total population within coverage area	336553
Type	Educational	No. of listener HHs	50073
Latitude	9°27.533N'	Proportion of listener HHs	61
Longitude	76°33.310E'	Total no. of staff	11
Area covered	296 sq.km	Total hours of broadcast	19
HH density (HHs/sq.km)	277	Total hours of fresh broadcast	13
Total HHs within coverage area	**82086**	**Problem in signal transmission**	**Yes**

IMPACT ON LISTENERS OF RADIO MEDIA VILLAGE, KOTTAYAM, KERALA

Efforts were made to capture the incidences of direct impact on the listeners due to Community Radio Station. The important case studies have been categorized into various issues and compiled as ahead —

SOCIAL IDENTITY

- Listeners who started participating in the initiatives of ***Radio Media Village, Kerala***, were able to create their individual identity in the society. A lady named Lissy Kutty Panadan, aged about 48 years, from Vazhappalli/ Vadakkekkara village was interviewed. She is

LISSY KUTTY

a housewife and now also a part time radio artist. Initially she was a regular listener of the programmes aired in Radio Media, she gathered a lot of information about various things such as, women empowerment, agriculture, education, acting, drama, etc., she also used to advice people on these topics. She realized her inclination towards Drama and she joined the radio channel in order to air her own programme, which ultimately became very popular among the listeners. She is being recognized in the society and her work is appreciated by most of the people in her community. This has boosted her confidence to a great extent. She stated that she is earning Rs. 6,000 per month from the job at the radio station and is able to help her husband in managing the household expenditures. Due to the additional income in her family, she says that her family in financially independent and they do not need any outsider's help to manage their expenditures.

- Another lady from Vazhappalli village, Lissy Jose, aged 47 years, was interviewed. She is a housewife and social worker. She said that the radio programmes aired in the CRS has helped her in gathering a lot of information related to social issues. Being a social worker, she is interested in listening to the social issues, understanding the reasons for it and makes an effort to improve the

LISSY JOSE

situation. She organizes health camps in nearby villages and is also the President of Panchayat Mahila Association of her village. The information she receives from the radio programmes has helped her work more for the society and has also facilitated in creating her own identity in the community.

GRANT THROUGH CHARITY PROGRAMME

Interviews with two listeners revealed that the charity programme broadcasted by Radio Media Village has helped them improve their living condition. A 45 years old farmer named, Anttappan from Paral village of Alappuzha district

ANTTAPPAN

mentioned that he ***shifted from a rented house to his own house*** due to the grant he received after requesting through the Charity Programme aired by the CRS. This has given him a lot of stability in life and he is greatly relieved.

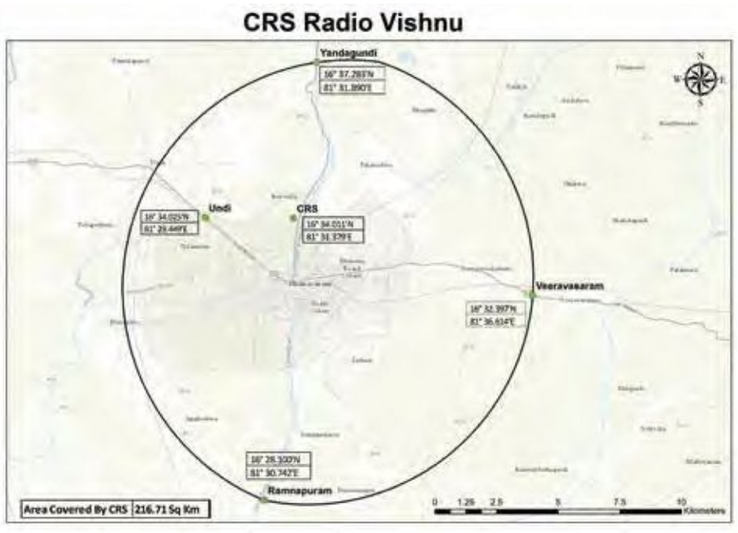
Another lady named Shaliamma from Thalavady village of Alappuzha district, aged about 37 years said that she was suffering from *Mosulardistophia* for the past 10 years due to which ***she was unable to walk, and hence, was bed ridden.*** Her family was also in debt due to the money spent on doctors and ultimately she had to stop all her treatments

SHALIAMMA

due to lack of finance. After requesting through the Charity Programme broadcasted by the CRS, she was able to ***raise 1 lakh rupees which helped her family in clearing the loans.*** The remaining amount has been utilized in commencing her treatment once again. She has ***started her physiotherapy sessions.***

3.2.15 Radio Vishnu, Bhimavaram, Andhra Pradesh

Radio Vishnu was launched in 2007 in Bhimavaram district of Andhra Pradesh (latitude 16°34.011N' and longitude 81°31.379E'). The area covered by this CRS is around 217 sq.km., as seen from the map given alongside. ***(Enlarged version of the same map has been attached in annexure).*** Total number of households within coverage area is 35,757 with a population of 1,25,150.



Managed by 5 staff members, it comes under Educational category of CRSs and transmits its programs under the frequency of 90.4 MHz. The proportion of listener households of the CRS was estimated at 22%. The thematic focus of the station is for the students, by the students, of the student, and for the community, by the community, of the community etc., and is aired in Telugu language with total hours of program broadcast being 12 hours. As per the findings from interview schedule of this station's chief functionary officer, the CRS engaged with the community before its formal establishment. Although the CRS does not have a vision or mission document, the station's aim is to provide information on all issues to people and create awareness and empower people. As reported by the functionary, the station does not conduct any field activities. It takes feedback of programs through letters and phone calls. On being probed about the signal strength and quality of transmission, the chief functionary officer reported that the coverage is there in only 35 villages and signals don't get transmitted to apartments. This affects their listenership. The major challenges faced towards smooth functioning of the CRSs are financial and they suggest that wattage of transmitters should be increased, as reported by the chief functionary officer.

Table 3.15 below illustrates the key features of the CRS.

Table 3.15: Brief Profile of Radio Vishnu, Bhimavaram, Andhra Pradesh

Year of Establishment	2007	Total population within coverage area	125150
Type	Educational	No. of listener HHs	7724
Latitude	16°34.011N'	Proportion of listener HHs	21.6
Longitude	81°31.379E'	Total no. of staff	5
Area covered	217 sq.km	Total hours of broadcast	12
HH density (HHs/sq.km)	165	Total hours of fresh broadcast	10
Total HHs within coverage area	**35757**	**Problem in signal transmission**	**Yes**

IMPACT ON LISTENERS OF RADIO VISHNU, BHIMAVARAM, ANDHRA PRADESH

Efforts were made to capture the incidences of direct impact on the listeners due to Community Radio Station. The important case studies have been categorized into various issues and compiled as ahead —

PERSONALITY DEVELOPMENT AND KNOWLEDGE ENHANCEMENT

Many listeners of Radio Vishnu CRS like V. Nirmala of Annavaram, Ch. Varalakshmi, Ch. Nagajyothi of Durgapuram, N. Surya Kumari of Annavaram are particularly happy about the variety of programmes and services that Radio Vishnu offers to its listeners. They pointed out the range of programmes broadcasted by Radio Vishnu CRS. They all said that they got many useful tips, personal experiences, guidance and advice from experts of many fields. They have applied these tips in their lives and got benefits from it. They give all the credit to Radio Vishnu CRS, and would like Radio Vishnu CRS to continue and reach as many people as possible. They all had good wishes for Radio Vishnu CRS.

3.2.16 PuduvaiVaani, Pondicherry University, Puducherry

Puduvai Vaani CRS was launched in the year 2008 in Puducherry (latitude 12°0.741N' and longitude 79°51.489E'). The area covered by this CRS is around 115 sq.km., as seen from the map given alongside. ***(Enlarged version of the same map has been attached in annexure).*** Total number of households within coverage area is 90,371 with a population of 3,70,522.

The CRS comes under Educational category of CRSs and transmits its programs under the frequency of 107.8 MHz. The proportion of listener households of the CRS was estimated at 21%. The thematic focus of the station is on topics like women's empowerment, communal harmony, health and education etc., and is aired in Tamil, Hindi and English languages with total hours of program broadcast being 8 hours. As per the findings from interview schedule of this station's chief functionary officer, the CRS did not engage with the community before its formal establishment. Although the CRS does not have a vision or mission document, the station's aim is to provide information on all issues to people, create awareness, and empower them.

As reported by the functionary, the station does not conduct any field activities. It takes feedback of programs through phone calls. He was also asked about his opinion on signal quality and strength and he reported that although there is no major problem, but apartments disturb the transmission signal which affects their listenership. The CRS suggests that wattage of transmitters should be increased, as reported by the chief functionary officer.

Table 3.16 below illustrates the key features of the CRS.

Table 3.16: Brief Profile of Puduvai Vaani, Pondicherry University, Puducherry

Year of Establishment	2008	Total population within coverage area	370522
Type	Educational	No. of listener HHs	19159
Latitude	12°0.741N'	Proportion of listener HHs	21.2
Longitude	79°51.489E'	Total no. of staff	1
Area covered	115 sq.km	Total hours of broadcast	8
HH density (HHs/sq.km)	787	Total hours of fresh broadcast	2 1/2
Total HHs within coverage area	**90,371**	**Problem in signal transmission**	**No**

IMPACT ON LISTENERS OF PUDUVAIVAANI, PONDICHERRY UNIVERSITY, PUDUCHERRY

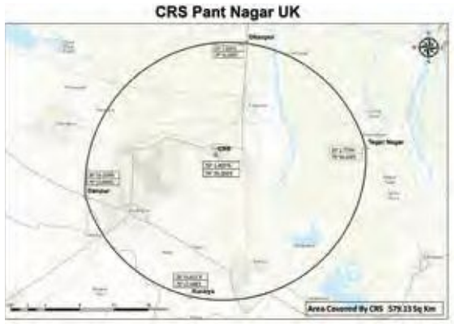
Efforts were made to capture the incidences of direct impact on the listeners due to Community Radio Station. The important case studies have been categorized into various issues and compiled as ahead —

IMPROVED INCOME

- Ganeshan, a fisherman in Koonimedu Puducherry, used to earn around Rs. 12,000 to 15,000/- per month with great difficulty after fishing for about 20-22 days. However, after listening to a broadcasted programme of ***Puduvai Vaani***, Puducherry, Samuthaya Sirgipal (Yelelo), he learnt that a fish called "Vanjaram", which is available only in Andhra Pradesh and Tamil Nadu, is one of the costliest varieties of fish. He started fishing for more no. of days especially in the months Oct., Nov. and Dec. The CRS also provided information about another costly fish called "Seerfish", which is caught using hooks and lines. With the help of information provided by CRS, he now earns about Rs. 5,000/- to Rs. 8,000/- per month more than the earlier income.
- Ilango, a carpenter belonging to Kalapet Puducherry, also gave similar response in his interview. He mentioned that he participated in a programme called "Intha Vaaran Ivar" aired by ***Puduvai Vaani CRS***, where he shared his work experience and listed out a detailed method that he followed in order to do his job. Many listeners were impressed by his work. He stated that earlier he used to earn only about Rs. 8,000/- to 10,000/- per month, however, after the community listened to his interview in the radio programme, he started getting more work which increased his earnings to Rs. 20,000/- to 25,000/- per month.

3.2.17 Pantnagar Janvani, GB Pant University of Technology, Pantnagar, Uttarakhand

Launched in the year 2011, Pantnagar Janvani CRS is located in Pantnagar district of Uttarakhand (latitude 29°1.402N' and longitude 79°29.266E'). The area covered by this CRS is around 579 sq.km., as seen from the map given alongside. ***(Enlarged version of the same map has been attached in annexure).*** Total number of households within coverage area is 65,442 with a population of 3,46,841.



The CRS comes under Agricultural category of CRSs and transmits its programs under the frequency of 90.8 MHz, and is managed by 6 staff members. The proportion of listener households of the CRS was estimated at 11%. The thematic focus of the station is to share relevant information on topics like agriculture, veterinary, animal sciences, horticulture, food technology etc. The formats of its programs are talk shows, informative shows, etc., aired in Hindi language with total hours of program broadcast being 12 hours.

As per the findings from interview schedule of this station's chief functionary officer, the CRS did engage with the community before

its formal establishment. Although the CRS does not have a vision or mission document, the station's aim is to provide information on all issues to people, create awareness, and empower people. As reported by the functionary, the station conducts field activities like weekly and monthly meetings and focused group discussions etc., apart from its regular shows. It takes feedback of programs through phone calls, and live radio programmes. On being probed about the signal strength and quality of transmission, the chief functionary officer reported that the transmitter covers a radius of 15-20 km. and is working fine. The CRS faces challenge in ensuring people's participation and suggests that representatives of government should engage with CRS, as reported by the chief functionary officer.

Table 3.17 below illustrates the key features of the CRS.

Table 3.17: Brief Profile of Pantnagar Janvani, GB Pant University of Technology, Pantnagar, Uttarakhand

Year of Establishment	2011	Total population within coverage area	346841
Type	Agricultural	No. of listener HHs	7264
Latitude	29°1.402N'	Proportion of listener HHs	11.1
Longitude	79°29.266E'	Total no. of staff	6
Area covered	579 sq.km	Total hours of broadcast	12
HH density (HHs/sq.km)	113	Total hours of fresh broadcast	12
Total HHs within coverage area	**65,442**	**Problem in signal transmission**	**No**

IMPACT ON LISTENERS OF PANTNAGAR JANVANI, GB PANT UNIVERSITY OF TECHNOLOGY, PANTNAGAR, UTTARAKHAND

Efforts were made to capture the incidences of direct impact on the listeners due to Community Radio Station. The important case studies have been categorized into various issues and compiled as ahead —

IMPROVED INCOME AND AGRICULTURAL YIELD

- Ranjit Malik, 58, a farmer living in Gadarpur block of Udham Singh Nagar District, is completely dependent upon his farm produce for his and his family's living. He told how he was able to increase the productivity of his agricultural land by listening to Krishi Sandesh program on ***Pantnagar Janvani CRS***, Uttarakhand. He mentioned how he used some seeds and fertilisers which were told by agricultural experts on radio and after using them, the productivity has increased and his profits have increased by almost Rs. 15,000/- per hectare per year. He emphasised that his produce has doubled from 10 quintals to 20 quintals and he owed all his success to Pantnagar Janvani CRS.
- Padlochan Vishwas, a 50-year-old farmer, resides in Basantipur village of Udham Singh Nagar District. Mr. Vishwas began listening to ***Pantnagar Janvani*** and he became its permanent listener very soon. He started listening to Machli Palan program on the radio and he got the idea of starting a business of fishery by listening to it. Through this program, he got useful tips for effective fish-keeping. He also learnt some tips for sprinkling pesticides on his farm produce which resulted in increasing his productivity from 8 quintals to 18 quintals. Witnessing this improvement in his profession, many others in his community started listening to the radio and have started sprinkling pesticides on their crops and have also stated fishery business. In all, the village is on the way to progress. He owed all this success to Pantnagar Janvani CRS.
- A 35-year-old resident of Shantinagar village of Haldwani block in Nainital district, Harish Prasad said that he has been able to increase his farm productivity from 8 quintals to 13 quintals with the use of fertilisers about which he came to know through ***Pantnagar Janvani CRS***. Harish pointed out that earlier, his crops got damaged due to insects and he did not realise what was wrong with his crops. Until one day when he started listening to CRS. He got many tips about agriculture, and knowledge about insecticides and pesticides. He started sprinkling them on his crops, thereby preventing the loss of his crops due to damage caused by insects. As a result, his total produce increased substantially and his losses also reduced greatly. He also gave the credit of this to Pantangar Janvani CRS.

HEALTH AND CLEANLINESS

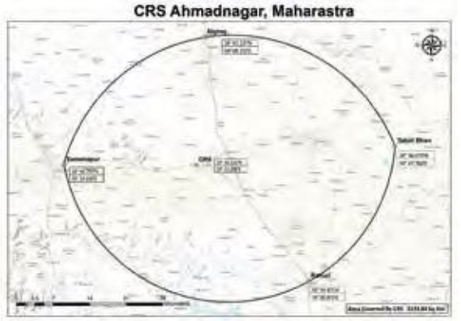
Shivam Kumar Kushwaha, 15 year old resident of Sanjay Colony of Udham Singh Nagar, shared his story about ***learning about cleanliness and healthy techniques of living***. He said, after a child of his village dies of dengue, he started listening to ***Hello Doctor*** program on Pantnagar Janvani to learn about cleanliness. He learnt ***about methods to clean surroundings clean, and how to prevent spread of diseases like dengue and malaria***. He also learnt methods of proper disposal of waste materials in pits. After following the practices told on CRS, many people have started following him and this has brought about a positive change in his village. He and others in his village give the credit for this to Pantnagar Janvani CRS.

PERSONALITY DEVELOPMENT AND KNOWLEDGE ENHANCEMENT

A resident of Indira Colony, 25 year old Amit, was suffering from a financial crisis in his life. He started listening to programs of Pantnagar Janvani CRS, and particularly likes ***Bhakti Aradhana*** Program. With time, he got a chance to ***showcase his talent of playing flute on programs*** of CRS. After that, people have started recognising him and now children of his community learn playing flute from him. ***He is called on talk-shows and other programs on CRS and he enjoys doing it***. Through this, he has made a different identity of his in the community and he owes this to Pantangar Janvani CRS.

3.2.18 KVK Pravara CR, Krishi Vigyan Kendra, Ahmednagar, Maharashtra

KVK Pravara CRS was launched in the year 2009, and is located in Ahmednagar district of Maharashtra (latitude 19°34.720N' and longitude 74°27.282E'). The area covered by this CRS is around 2134 sq.km., as seen from the map given alongside. ***(Enlarged version of the same map has been attached in annexure).*** Total number of households within coverage area is 1,54,245 with a population of 7,86,650. The CRS comes under NGO category of CRSs and transmits its programs under the frequency of 90.8 MHz. It is managed by 8 staff members. The proportion of listener households of the CRS was estimated at 18%. The thematic focus of the station is to share relevant information on topics like agriculture, health, education, rural development and local culture etc. The formats of its programs are phone-in programme, phoenix programme, etc., and are aired in Marathi language with total hours of program broadcast being8 hours. As per the findings from interview schedule of this station's chief functionary officer, the CRS did engage with the community before its formal establishment. The CRS vision and mission document states that the station's aim is to uplift rural community socio-economically and to provide first-hand information, knowledge and skill to youth and women. As reported by the functionary, the station conducts field activities like annual days, group discussions, etc., apart from its regular shows. It takes feedback of programs through phone calls, register entries, personal contact and during discussions and meetings. The chief functionary was also asked about his opinion on signal strength and broadcast quality to which he said that signals are of good quality and they face no

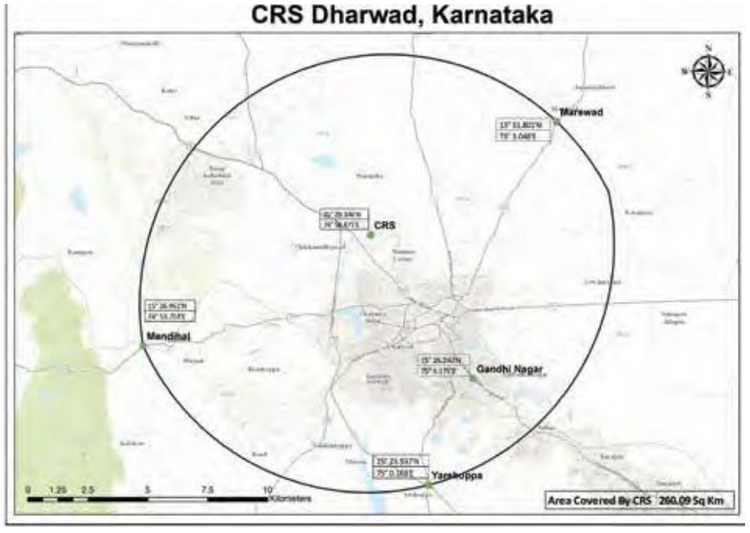


problems in this regard. The CRS faces challenge in maintenance and running costs, and suggests that frequent contact with community and checking of quality of CRS should be done, as reported by the chief functionary officer. ***Table 3.18 below illustrates the key features of the CRS.***

Table 3.18: Brief Profile of KVK Pravara CR, Krishi Vigyan Kendra, Ahmednagar, Maharashtra			
Year of Establishment	2009	Total population within coverage area	786650
Type	NGO	No. of listener HHs	27918
Latitude	19º34.720N'	Proportion of listener HHs	18.1
Longitude	74º27.282E'	Total no. of staff	8
Area covered	2134 sq.km	Total hours of broadcast	8
HH density (HHs/sq.km)	91	Total hours of fresh broadcast	4
Total HHs within coverage area	**154245**	**Problem in signal transmission**	**No**

3.2.19 Krishi Community Radio, Dharwad, Karnataka

The CRS – Krishi Community Radio was launched in was launched in the year 2007, and is located in Dharwad district of Karnataka (latitude 15º29.346N' and longitude 74º58.871E'). The area covered by this CRS is around 260 sq.km., as seen from the map given alongside. (Enlarged version of the same map has been attached in annexure). Total number of households within coverage area is 58,260 with a population of 2,85,475. The CRS comes under Agricultural category of CRS and transmits its programs under the frequency of



90.4 MHz. It is managed by 9 staff members. The proportion of listener households of the CRS was estimated at 6%. The thematic focus of the station is on agricultural broadcast for farmers' help which includes weather, climate, market advisory and success stories of women and children etc. The formats of its programs are informative programmes, etc., and are aired in Kannada and English languages with total hours of program broadcast being6 hours. As per the findings from interview schedule of this station's chief functionary officer, the CRS did engage with the community before its formal establishment. Although the CRS does not have a vision or mission document, the station's aim is to uplift rural community socio-economically and to provide first-hand information, knowledge and skill to farmers. As reported by the functionary, the station conducts field activities like meetings, exhibitions etc., apart from its regular shows. It takes feedback of programs through phone calls, and during field visits. On being probed about the signal strength and quality of transmission, the chief functionary officer reported that multi-storey buildings in Dharwad disturb the signal which affects the broadcast quality. The CRSs faces challenge broadcast and transmission due to limited range and suggest that the transmission capacity be increased, as reported by the chief functionary officer. ***Table 3.19 below illustrates the key features of the CRS.***

Table 3.19: Brief Profile of Krishi Community Radio, Dharwad, Karnataka			
Year of Establishment	2007	Total population within coverage area	285475
Type	Agricultural	No. of listener HHs	3321
Latitude	15º29.346N'	Proportion of listener HHs	5.9
Longitude	74º58.871E'	Total no. of staff	9
Area covered	260sq.km	Total hours of broadcast	6
HH density (HHs/sq.km)	224	Total hours of fresh broadcast	3
Total HHs within coverage area	**58260**	**Problem in signal transmission**	**Yes**

3.3 Reach and Listenership of CRSs

One of the principal objectives of this study is to measure reach and listenership of each of the sampled CRSs. As already described in methodology, reach has been divided into two parts, viz., i) Geographic reach, i.e., the total area covered by each CRS, and ii) Population reach, i.e., total population residing within that coverage area. Further, listenership measures the proportion of households listening to that particular CRS within the coverage area. Although area covered by each CRSs could not be increased because of restriction on height of antenna and other geographical factors, but still efforts could be made by a CRS to increase its population reach through various awareness generation activities. Only when reach in terms of population increases then only, a CRS can design a program including its timing of broadcast in order to improve listenership. For all these reasons, reliable estimates on both these aspects become necessary and this section deal with the same. The sections ahead will deal with each of these aspects separately.

Coverage Area Estimation: The coverage area was measured by using a hand-held GPS. During the field work, traverses were taken along all the roads going away from CRS. The latitudes and longitudes of the points were noted, where the signal strength of the CRS got weak. This process was repeated in all directions (East, West, North and South) from the CRS. The coordinates, thus, measured were plotted in the Google Map using Arc GIS Software. The area formed by joining all the points was measured in the plan referred above. This was called as the 'Coverage Area' of the respective CRS.

Household Density: The block/blocks that came under the coverage area were considered in order to calculate the household density and/or population density. The density values (no. of HHs/sq.km. and or population/sq.km.) were taken from Census 2011. These figures facilitated in calculating the total no. of households/population within the coverage area of a particular CRS with known area in sq.km.(Coverage Area of CRS X Density of Household/ Population).

Listener Households: Subsequently, the proportion of listener HHs/listeners in 190 sample villages across the 19 CRS (minimum 10 villages per CRS) was derived from the primary data obtained from the listing schedule of a village. This proportion was used in order to calculate the no. of listener households within the coverage area. The coverage area and listener households are shown in the table 3.20

Table 3.20: Coverage and Proportion of Listener Households

Sl. No.	State	No. of HH Listed& enquired	% of Listener HH	Area (sq. km)	HH Density	Total HH in coverage area	No of listener HHs
1	Andhra Pradesh	963	21.6%	217	165	35757	7724
2	Assam	1576	42.1%	242	125	30230	12727
3	Bihar	1241	45.0%	432	203	87710	39470
4	Delhi*	1417	3.0 %	21	2324	49362	1481
5	Gujarat	1015	16.7%	339	44	14895	2488
6	Haryana	1191	24.4%	656	98	64301	15689
7	Himachal Pradesh	1126	32.3%	900	76	68424	22101
8	Jammu & Kashmir	1099	72.2%	292	614	179521	129614
9	Karnataka	1675	5.7%	260	224	58260	3321
10	Kerala	1104	61.0%	296	277	82086	50073
11	Maharashtra -Pune	1556	28.2%	236	1681	396111	55852
12	Maharashtra -Ahamadnagar	1407	18.1%	1695	91	154245	27918
13	MP	1332	15.0%	366	27	9892	1484
14	Puducherry	949	21.2%	115	787	90371	19159
15	Rajasthan	818	23.5%	204	36	7361	1730
16	Tamil Nadu	1111	47.8%	296	101	29938	14311
17	Telangana	1478	9.8%	216	53	11467	1124
18	Uttar Pradesh	1271	50.4%	456	102	46472	23422
19	Uttarakhand	1095	11.1%	579	113	65442	7264
Total		**23424**	**29.48%**	**7818**	**190**	**1481845**	**436952**

**During the field work, it was informed that the transmitter of Delhi CRS was not functioning properly*

It should be noted that Radio Sharda of J&K and Media Village Radio of Kerela were found to be way ahead in terms of listenership in comparison to other CRSs. During the field visit, it was reported that Radio Sharda was an exceptional case as it catered to mainly migrant Kashmiri Hindus who were rehabilitated in a particular part of Jammu. Since these migrants were not connected to their roots, they were apprehensive that their children would lose touch of their culture, tradition, values and language. It was observed that these people were keen on making their children listen to the radio programmes aired by Radio Sharda in order to make them aware of their culture. It was also informed that thousands of Kashmiri Hindus all around the world listen to the CRS through internet. For this unique reason, this radio station was having highest (72%) proportion of listener households. It also has highest no. of listener HHs.

The remaining 4 CRSs out of the 'top performing CRSs' were popular mainly because of the quality, content and strong local flavor in their broadcasted programmes. These radio stations also had active involvement of the surrounding community. It was seen that these CRSs had a direct and long-term connect with the community which contributed in higher listenership of these radio stations. Another factor which also contributed to the superior performance of these community radio stations were that they were physically located in remote areas that were away from urban settlements. The location had limited opportunity of any other alternate medium of entertainment, which in turn helped in increased listenership.

Radio Media Village of Kerela, a CRS run by Education Institute having proportion of listeners next to Radio Sharda in terms of listenership due to various factors. This CRS is being run by St. Joseph's College of Communication which in itself is a specialized unit to conduct radio programmes. The total number of hours of their broadcasted programmes is 19 hours out of which, 13 hours are dedicated for fresh content. The coverage area of this CRS encompasses 4 districts – Kottayam, Alapuzha, Pathanamthitta and Idukki which provides a huge community (population) base for the radio station. Based on FGDs (Focused Group Discussions) with community members, it was revealed that this CRS gives significant stress to programs related to organic farming, which has helped in improving yield and income of many farmers of the community. The farmers have started using organic manure and reduced the usage of pesticides in their farming. It was also informed during one of the FGD that the CRS organizes medical/health camps, organic agricultural camps, public cultural programmes, sports & art events, music competition, cookery shows, etc. These activities trigger the community to participate ultimately connecting themselves with the CRS. It can be said that this particular CRS has been working like an NGO even though it is run in an educational institute.

In Gujarat, the CRS experienced a downward trend of listenership in the last 3-4 years. It was reported that the community surrounding the CRS had undergone major lifestyle changes in the past few years. Most of the agricultural land, which was not very productive, was purchased by an industry at lucrative prices. The same industry is also creating new jobs for the community, ultimately making them more financially well-off and hence improving their lifestyle. It was informed that the villagers have shifted to TV, which evidently led to the decline in radio listenership in general and CRS listenership in general. This CRS is supported by SEWA organization, an old NGO working with the community with over a decade in the field of women empowerment and livelihood. The NGO functionaries also feel that the community's improved economic condition has changed their needs and social issues due to which SEWA's role appears to be diminishing, requiring a change in approach.

In Madhya Pradesh, Chanderi ki Awaaz CRS was reportedly shut down for over 4 months due to break down of its transmitter. As a result, the CRS lost many of its listeners. It was informed that the radio station is yet to be fully repaired. Further, it was also informed that the CRS was quite popular at one point of time, as it catered to specific community of weavers in the area.

In Telangana, it was reported that the CRS was broadcasting programmes for only 2 hours (i.e. from 7 PM to 9 PM). It was observed that this CRS is also witnessing the declining trend of listeners. It was reported that the base is shifted towards TV. The reduction in listenership strength has raised the sustainability issues by getting into vicious cycle of lack of listener population leading to lack of advertisements.

It should be noted that during the survey, the transmitter of Delhi CRS was not functioning due to which the coverage area could not be calculated. It was also reported that

the programmes aired by the radio station were not popular among the community surrounding the CRS.

In the overall context, the 19 sample CRSs cover an area or 7818 sq. km. coverage area with 14.8 lakh households. The overall proportion of listeners is 29% with 4.4 lakh listener households. As on January 2017, the total no. of CRSs has become 201, with 116 in education sector, 77 in NGO sector, and only 8 in agriculture sector. The category-wise comparison of the CRSs of existing and the cutoff taken at the time of initiation of award of contract (2015) is given ahead —

Particulars	*Education*	*NGO*	*Agriculture*
As per TOR (2015)	81	39	10
As on January 2017	116	77	8

It may be seen that the government is already giving thrust to CRSs in NGO category, which is showing increase of nearly 100%, whereas the education category shows an increase of about 50%. Incidentally, the agriculture category is showing a downward trend. The present study also corroborates that the NGO category is performing much better than the other categories as depicted in the table given ahead —

Particulars	*Education*	*NGO*	*Agriculture*	*Overall*
Distribution of Sample CRSs	8	8	3	19
Total area covered by sample CRSs (sq km)	2231	3054	2534	7819
Total Households in the coverage area (nos.)	759703	444197	277947	1481846
Proportion of listener households	22%	51%	14%	29%
Total no of listener HHs in sample CRSs	170845	227601	38503	436949
Distribution of Existing 201 CRSs	116	77	8	201
Expected listener HHs in 201 CRSs (nos.)	2477254	2190659	102675	4770588
Total area expected to be covered by 201 CRSs (sq. km)	**32350**	**29395**	**6757**	**68502**

It can be seen from the above table that more than 50% of the listener households listen to CRSs of NGO category, while only 22% listen to Education category and 14% listen to Agriculture. On extrapolating this data for expected number of listener households, it was found that there are about 47 lakh listener households of the 201 CRSs, covering an area of about 68 sq. km.

3.4 Desegregation of Radio Listeners' by Gender

As mentioned earlier 23,424 households were listed and probed about their radio listening habits. The radio listening habits of the listeners was also analysed gender-wise. The same has been tabulated below-

Gender-wise Distribution of Households Listening Radio				
Particulars	*No. of HHs listening to Radio*	*% Mostly male members listening radio*	*% Mostly female members listening radio*	*% Mostly both male and female listening radio*
OVERALL	8900	32.7	17.6	49.7
CRS-WISE				
J&K	815	7.5	2.8	89.7
BIHAR	558	10.0	1.1	88.9
UP	605	10.2	7.6	82.1
HP	363	20.9	7.7	71.3
KERALA	717	11.0	18.5	70.4
PUDUCHERY	624	18.6	16.5	64.9
TELANGANA	130	22.3	22.3	55.4
RAJASTHAN	219	40.6	5.0	54.3
HARYANA	294	52.0	3.1	44.9
KARNATAKA	359	60.4	7.0	32.6
AP	277	36.5	31.4	32.1
GUJARAT	194	43.8	24.7	31.4
ASSAM	1359	35.0	33.8	31.2
UTTARAKHAND	124	63.7	8.9	27.4
DELHI	232	56.5	16.8	26.7
MP	222	70.3	6.3	23.4
MAHARASHTRA-1	838	44.0	33.7	22.3
MAHARASHTRA-2	361	73.4	5.3	21.3
TAMILNADU	609	50.4	31.9	17.7

It was observed that almost 50% cases, mostly both male and female, listened to radio. From the remaining proportion it was observed that about two-third were mostly male members of the society.

It was further observed that in cases where proportion of both male and female listeners of radio was very high were normally those states where CRSs have very high proportion of listeners.

3.5 CRSs Staff and Volunteers

The staff of CRS was distributed as per their Educational status, which has been presented in the table on the next page –

Distribution of CRSs' Staff as per Education Status (Values in numbers)						
Particulars	***n***	***less than class 10***	***Class 10***	***Class 12***	***Graduate***	***Postgraduate***
Overall	81	3	4	14	31	29
GENDER-WISE						
Male	40	1	0	9	14	16
Female	41	2	4	5	17	13
CRS CATEGORY-WISE						
NGO	32	2	4	7	11	8
Education	28	0	0	7	7	14
Agriculture	21	1	0	0	13	7

It can be seen that of the 81 CRS staff, 7 were educated upto class 10 or below it. However, what's noticeable is that of these 7, 6 are female. Incidentally, of these 7 under-qualified staff members, 6 were found to be working with the NGO category of CRS.

The staff were also analysed as per the technical education received by them. It can be seen that 15% of the 81 staff members had taken training in mass communication and 24% had taken training in media management.

Of the 15% (12) staff who had taken training mass communication, three-fourth were found to be male. It is noticeable that of the 12 who had taken training in mass communication, 11 were understandably working with the CRS of Education category. And all the 12 were post-graduate.

Of the 24% (19) staff who had taken training in media management, three-fifth were male and two-fifth were female. When the staff were analysed education-wise, it was found that three-fifth were post-graduate, and remaining two-fifth were either graduate or educated upto class 12th ***(in the ratio 3:1)***.

Distribution of CRSs' Staff as per Technical Education (Values in Numbers)			
Particulars	***n***	***No. taken training in mass communication***	***No. taken training in media management***
Overall	81	12 (15%)	19 (24%)
GENDER-WISE			
Male	40	9	11
Female	41	3	8
CRS CATEGORY-WISE			
NGO	32	0	2
Education	28	11	11
Agriculture	21	1	6
EDUCATION-WISE			
Less than Class 10	3	0	0
Class 10	4	0	0
Class 12	14	0	2
Graduate	31	0	6
Postgraduate	29	12	11

CHAPTER 4

SOCIO-DEMOGRAPHIC PROFILE OF LISTENERS

4.1 Background

A reflection on key characteristics of listeners' would help towards assessing the basic features of the population to which the CRSs are catering to. Apart from being part of objective, such kind of information may facilitate the CRSs to prepare content of their programs as per the uniqueness of the group of people or community and also fix the timing accordingly. With this overview, this chapter provides analysis on the socio-demographic profile of listeners. The analysis has been categorized on the basis of individual CRSs and type of CRSs viz., NGO, education, and agriculture. The sections ahead will illustrate on the same. It is worth re-iterating here that total number of listeners sampled for the study was 1844 which were elected from 19 CRSs.

4.2 Socio-Demographic Profile of Listeners: Individual CRSs

4.2.1 Distribution of Listeners: Sector

Table 4.1 provides the proportion of listeners in terms of place of residency of the listeners for each of the CRSs under study. It is worth pointing out here that out of 19 CRSs, 9 CRSs cater totally to rural population with 100% of its listeners residing in rural areas. This is a good indicator considering the fact that major parts of rural India are still devoid of mainstream media. With regards to reach of CRSs in urban areas, Apna Radio operated by Indian Institute of Mass Communication, New Delhi has an audience base entirely from urban areas, followed by Radio Sharda of J&K where 90% of its listeners are from urban areas. In overall terms, more than three-fourth of the listeners (77%) hails from rural areas as against nearly one-fourth (23%) being from urban areas.

Table 4.1: Proportion of Listeners: Sector-wise (n=1844)

Names of CRSs	*Rural*	*Urban*
Waqt Ki Awaaz, UP	100.0%	0.0%
Alfaz-e-Mewat, Haryana	100.0%	0.0%
Radio Sharda, J&K	10.0%	90.0%
Chanderi ki Awaaz, MP	53.5%	46.5%
Rudi no Radio, Gujrat	100.0%	0.0%
Radio Rimjhim, Bihar	100.0%	0.0%
Vayalaga Vanoli, Tamil Nadu	100.0%	0.0%
Sangham Radio, Telengana	100.0%	0.0%
Hamara MSPICM, Tashi Delek, HP	41.6%	58.4%
Apna Radio, Indian Institute of Mass Communication, New Delhi	0.0%	100.0%
Radio Banasthali, Banasthali University, Rajasthan	100.0%	0.0%
Vidyavani, University of Pune, Maharashtra	21.8%	78.2%
Radio Luit, Guwahati University, Assam	40.0%	60.0%
Radio Media Village, St. Joseph College of Communication, Kerala	80.0%	20.0%
Radio Vishnu, Sri Vishnu Educational Society, AP	83.0%	17.0%
Puduvai Vaani, Pondicherry University, Pondicherry	100.0%	0.0%
Pantnagar Janvaani, GB Pant University of Technology, Uttrakhand	75.9%	24.1%
KVK Pravara CR, Krishi Vigyan Kendra, Maharashtra	100.0%	0.0%
Krishi Community Radio, University of Agricultural Sciences, Karnataka	100.0%	0.0%
Overall	**76.7%**	**23.3%**

4.2.2 Distribution of Listeners: Gender

The gender wise distribution of listeners has been illustrated in table 4.2, which reveals that in overall terms, 70% of the sampled listeners are males as compared to only 30% females. If the CRSs are considered individually, then both Chanderi ki Awaz, MP and KVK Pravara CR, Maharashtra have the highest proportion of male listeners (94%). Rudi no Radio, Gujarat, has the highest proportion of female listeners (51%) followed by Radio Vishnu, AP.

Table 4.2: Proportion of Listeners: Gender wise(n=1844)

Names of CRSs	*Male*	*Female*
Waqt Ki Awaaz, UP	70.0%	30.0%
Alfaz-e-Mewat, Haryana	89.0%	11.0%
Radio Sharda, J&K	75.0%	25.0%
Chanderi ki Awaaz, MP	94.2%	5.8%
Rudi no Radio, Gujrat	51.0%	49.0%
Radio Rimjhim, Bihar	89.0%	11.0%
Vayalaga Vanoli, Tamil Nadu	49.5%	50.5%
Sangham Radio, Telengana	51.4%	48.6%

Hamara MSPICM, Tashi Delek, HP	56.4%	43.6%
Apna Radio, Indian Institute of Mass Communication, New Delhi	81.0%	19.0%
Radio Banasthali, Banasthali University, Rajasthan	83.5%	16.5%
Vidyavani, University of Pune, Maharashtra	49.5%	50.5%
Radio Luit, Guwahati University, Assam	85.0%	15.0%
Radio Media Village, St. Joseph College of Communication, Kerala	65.0%	35.0%
Radio Vishnu, Sri Vishnu Educational Society, AP	50.0%	50.0%
Puduvai Vaani, Pondicherry University, Pondicherry	57.8%	42.2%
Pantnagar Janvaani, GB Pant University of Technology, Uttrakhand	77.1%	22.9%
KVK Pravara CR, Krishi Vigyan Kendra, Maharashtra	94.0%	6.0%
Krishi Community Radio, University of Agricultural Sciences, Karnataka	73.3%	26.7%
Overall	**69.7%**	**30.3%**

4.2.3 Distribution of Listeners: Social Category

According to the figures in table 4.3, OBCs constitute the maximum proportion of listeners (38%) followed by listeners from general category (37%), in overall terms. Listeners from SC category are highest (78%) for Sangham Radio, Telegana, while ST category listeners are highest for Vidyavaani CRS, Maharashtra, (24%). 88% listeners of Puduvai Vaani, Pondicherry, are from OBC category, which is highest among all CRSs, while all listeners of Radio Sharda belongs to general category.

Table 4.3: Proportion of Listeners: Social Category (n=1844)

Names of CRSs	*SC*	*ST*	*OBC*	*General*
Waqt Ki Awaaz, UP	20.0%	0.0%	50.0%	29.0%
Alfaz-e-Mewat, Haryana	6.0%	0.0%	75.0%	19.0%
Radio Sharda, J&K	0.0%	0.0%	0.0%	100.0%
Chanderi ki Awaaz, MP	16.3%	3.5%	64.0%	16.3%
Rudi no Radio, Gujrat	33.0%	5.0%	42.0%	12.0%
Radio Rimjhim, Bihar	19.0%	3.0%	45.0%	33.0%
Vayalaga Vanoli, Tamil Nadu	9.9%	3.0%	75.2%	11.9%
Sangham Radio, Telengana	77.6%	0.9%	2.8%	18.7%

Hamara MSPICM, Tashi Delek, HP	24.8%	5.0%	5.0%	65.3%
Apna Radio, Indian Institute of Mass Communication, New Delhi	6.0%	0.0%	75.0%	19.0%
Radio Banasthali, Banasthali University, Rajasthan	21.6%	6.2%	37.1%	35.1%
Vidyavani, University of Pune, Maharashtra	27.7%	23.8%	11.9%	36.6%
Radio Luit, Guwahati University, Assam	18.0%	2.0%	3.0%	77.0%
Radio Media Village, St. Joseph College of Communication, Kerala	3.0%	3.0%	28.0%	66.0%
Radio Vishnu, Sri Vishnu Educational Society, AP	17.9%	0.9%	53.6%	27.7%
Puduvai Vaani, Pondicherry University, Pondicherry	9.2%	1.8%	88.1%	0.9%
Pantnagar Janvaani, GB Pant University of Technology, Uttarakhand	24.1%	1.2%	32.5%	42.2%
KVK Pravara CR, Krishi Vigyan Kendra, Maharashtra	19.0%	8.0%	22.0%	47.0%
Krishi Community Radio, University of Agricultural Sciences, Karnataka	4.8%	1.9%	54.3%	39.0%
Overall	**20.0%**	**3.9%**	**38.2%**	**37.3%**

4.2.4 Distribution of Listeners: Economic Category

Nearly half of the listeners (45%) belonged to APL category, while almost same proportion of listeners (43%) was from BPL category, if all the CRSs are taken together (table 4.5). More than 9 out of 10 listeners (93%) of Radio Sharda, J&K were APL, the highest among all CRSs under consideration. On the other hand, nearly 9 out of 10 listeners (90%) of Sangham Radio belonged to BPL category, while nearly half of listeners (48%) of Vidyavani, Pune University, Maharashtra, were from 'others' category which includes Antyodaya, no card, etc.

Table 4.5: Proportion of Listeners: Economic Category(n=1844)

Names of CRSs	*APL*	*BPL*	*Others*
Waqt Ki Awaaz, UP	60.0%	20.0%	20.0%
Alfaz-e-Mewat, Haryana	45.0%	40.0%	15.0%
Radio Sharda, J&K	93.0%	2.0%	5.0%
Chanderi ki Awaaz, MP	41.9%	41.9%	16.3%
Rudi no Radio, Gujarat	82.0%	17.0%	1.0%
Radio Rimjhim, Bihar	33.0%	50.0%	17.0%
Vayalaga Vanoli, Tamil Nadu	19.8%	77.2%	3.0%

Sangham Radio, Telengana	10.3%	89.7%	0.0%
Hamara MSPICM, Tashi Delek, HP	71.3%	14.9%	13.9%
Apna Radio, Indian Institute of Mass Communication, New Delhi	42.9%	16.7%	40.5%
Radio Banasthali, Banasthali University, Rajasthan	74.2%	20.6%	5.2%
Vidyavani, University of Pune, Maharashtra	45.5%	6.9%	47.5%
Radio Luit, Guwahati University, Assam	67.0%	29.0%	4.0%
Radio Media Village, St. Joseph College of Communication, Kerala	54.0%	45.0%	1.0%
Radio Vishnu, Sri Vishnu Educational Society, AP	2.7%	95.5%	1.8%
Puduvai Vaani, Pondicherry University, Pondicherry	5.5%	78.9%	15.6%
Pantnagar Janvaani, GB Pant University of Technology, Uttrakhand	66.3%	27.7%	6.0%
KVK Pravara CR, Krishi Vigyan Kendra, Maharashtra	49.0%	28.0%	23.0%
Krishi Community Radio, University of Agricultural Sciences, Karnataka	7.6%	73.3%	19.0%
Overall	**45.0%**	**42.5%**	**12.5%**

4.2.5 Distribution of Listeners: Educational Status

In overall terms, 14% of listeners were found illiterate or LNFE. However, this section was significantly high in Telangana (55%), Andhra Pradesh & Haryana (both 27%) and Karnataka (24%). Pune, J&K and Kerala had least proportion of this category. Regarding the proportion of graduate and post graduate, the overall was found to be 23%. It was highest in J&K (59%), followed by Assam(52%), Pune (48%) and Himachal Pradesh (32%). The minimum proportion of this category was observed in Gujarat(1%) followed by Haryana, Telangana and Andhra Pradesh all at 6%. The overall proportion of other categories was Primary and Upper Primary (25%), Secondary (23%) and higher secondary (16%). ***The category-wise and CRS-wise distribution is depicted in table 4.6 given below —***

Table 4.6: Educational Status of Listeners (n=1844)

Names of CRSs	*Illiterate & LNFE*	*Primary & Upper Primary*	*Secondary*	*Higher Secondary*	*Graduate& Post Graduate*
Waqt Ki Awaaz, UP	9.0%	32.0%	33.0%	16.0%	10.0%
Alfaz-e-Mewat, Haryana	27.0%	40.0%	14.0%	13.0%	6.0%
Radio Sharda, J&K	2.0%	8.0%	10.0%	21.0%	59.0%
Chanderi ki Awaaz, MP	7.0%	47.7%	20.9%	11.6%	12.8%
Rudi no Radio, Gujarat	16.0%	49.0%	24.0%	10.0%	1.0%

Radio Rimjhim, Bihar	17.0%	23.0%	28.0%	13.0%	19.0%
Vayalaga Vanoli, Tamil Nadu	12.9%	20.8%	20.8%	29.7%	15.9%
Sangham Radio, Telengana	55.1%	14.0%	14.0%	11.2%	5.6%
Hamara MSPICM, Tashi Delek, HP	8.0%	19.8%	19.8%	20.8%	31.7%
Radio Banasthali, Banasthali University, Rajasthan	8.2%	29.9%	28.9%	9.3%	23.7%
Vidyavani, University of Pune, Maharashtra	0.0%	11.8%	25.7%	14.9%	47.5%
Radio Luit, Guwahati University, Assam	12.0%	0.0%	13.0%	23.0%	52.0%
Radio Media Village, St. Joseph College of Communication, Kerala	1.0%	15.0%	36.0%	21.0%	27.0%
Radio Vishnu, Sri Vishnu Educational Society, AP	26.8%	32.1%	27.7%	7.1%	6.3%
Puduvai Vaani, Pondicherry University, Pondicherry	5.5%	23.8%	20.2%	31.2%	19.2%
Pantnagar Janvaani, GB Pant University of Technology, UK	4.8%	24.1%	32.5%	18.1%	20.5%
KVK Pravara CR, Krishi Vigyan Kendra, Maharashtra	5.0%	36.0%	21.0%	15.0%	23.0%
Krishi CR, Univ. of Agri Sciences, Karnataka	23.9%	27.6%	18.1%	10.5%	20.0%
Overall	**13.5%**	**25.1%**	**22.5%**	**16.4%**	**22.5%**

4.3 Socio-Demographic Profile of Listeners: Type of CRSs

The sections ahead deal with socio-demographic profile of listeners on the basis of the types of CRSs which are NGO, education and agriculture.

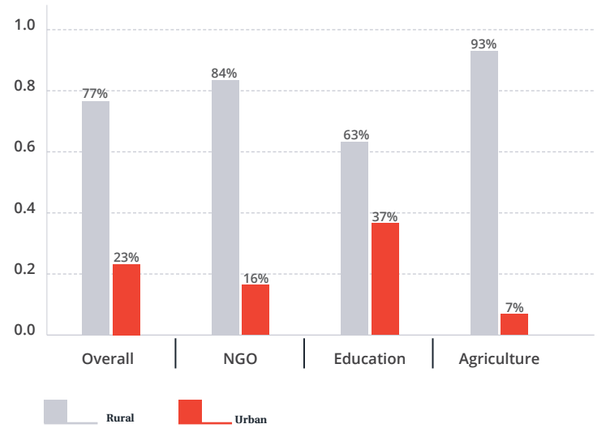
4.3.1 Distribution of Listeners: Sector

With respect to type of CRS also, major proportion of listeners were from rural areas, which reflects on one hand better penetration of radio in rural areas. On the other hand, since, rural areas are generally devoid of any other mode of entertainment or source of information, therefore, it might have naturally increased the proportion of listeners in those areas. As expected, agriculture CRS caters to the highest number of rural listeners (93%) among the three types followed by NGO CRS (84%) (table 4.7). Since most of education CRS are located in and around urban areas, hence, naturally their proportion of urban listeners is highest at 37%.

Table 4.7: Distribution of Listeners: Sector

Type of CRS	*Rural*	*Urban*
NGO	83.6%	16.4%
Education	63.4%	36.6%

Agriculture	93.1%	6.9%
Overall	**76.7%**	**23.3%**

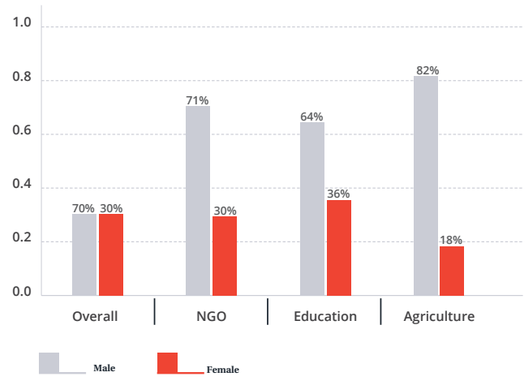


4.3.2 Distribution of Listeners: Gender

Most of the listeners of CRS were males with agricultural CRS reaching to highest proportion of listeners (82%) (table 4.8) followed by NGO CRS (71%). Female listeners were maximum in case of education CRS (36%).

Table 4.8: Distribution of Listeners: Gender

Type of CRS	*Male*	*Female*
NGO	70.5%	29.5%
Education	64.4%	35.6%
Agriculture	81.6%	18.4%
Overall	**69.7%**	**30.3%**

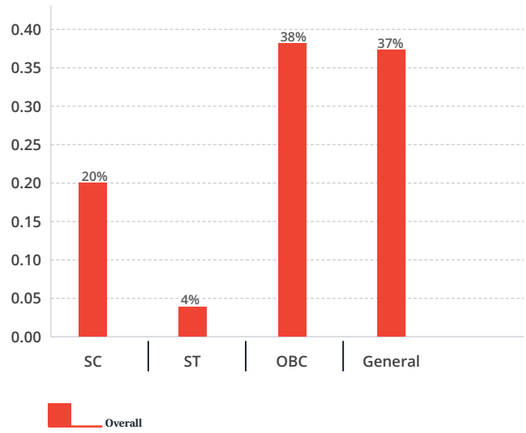


4.3.3 Distribution of Listeners: Social Category

SC and OBC category listeners were highest in case of NGO CRS, 24% and 44% respectively (table 4.9). General category listeners were 43% both in case of education and agriculture CRS, and is the highest also. Further, education CRS had the highest number of ST listeners (6%).

Table 4.9: Distribution of Listeners: Social Category

Type of CRS	*SC*	*ST*	*OBC*	*General*
NGO	23.3%	1.9%	43.6%	30.1%
Education	18.2%	5.9%	33.1%	42.8%
Agriculture	15.3%	3.8%	36.8%	42.7%
Overall	**20.0%**	**3.9%**	**38.2%**	**37.3%**

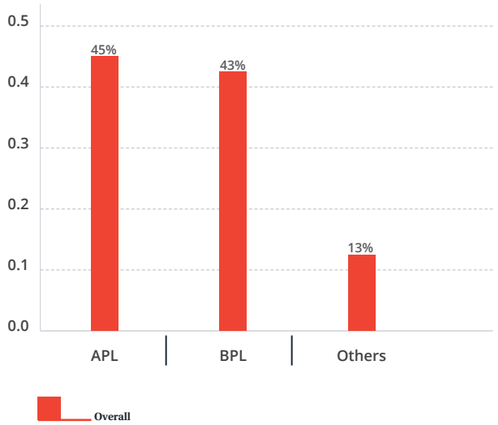


4.3.4 Distribution of Listeners: Economic Category

Nearly half of listeners of NGO CRS (48%) were from APL category which is highest among all types of CRS. Agriculture CRS boasts highest proportion of listeners both from BPL (44%) and others category (17%) ***(table 4.10).***

Table 4.10: Distribution of Listeners: Economic Category

Type of CRS	*APL*	*BPL*	*Others*
NGO	47.9%	42.7%	9.4%
Education	44.4%	41.5%	14.2%
Agriculture	38.9%	44.4%	16.7%
Overall	**45.0%**	**42.5%**	**12.5%**



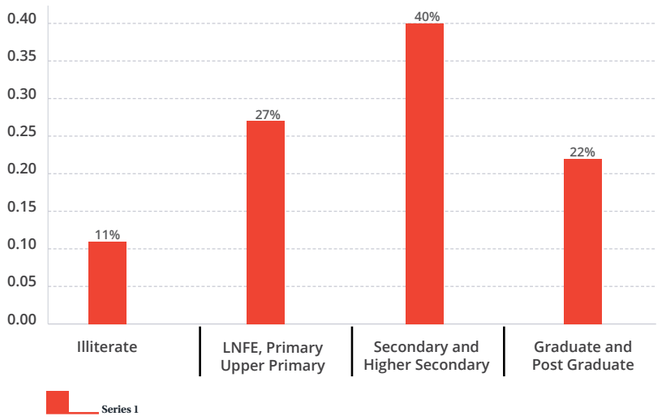
4.3.5 Distribution of Listeners: Educational Status

As per figures in table 4.11, illiterate listeners were highest in case of NGO CRS (16%), while primary educated listeners were maximum in case of agriculture CRS (16%). Listeners who have completed upper primary education were highest in case of NGO CRS (17%) and major proportion of listeners of education CRS have completed their secondary education (24%). Similarly, higher secondary educated listeners (18%), graduates (21%) and post-graduate listeners (9%) were also highest in case of education CRS.

Table 4.11: Distribution of Listeners: Educational Status

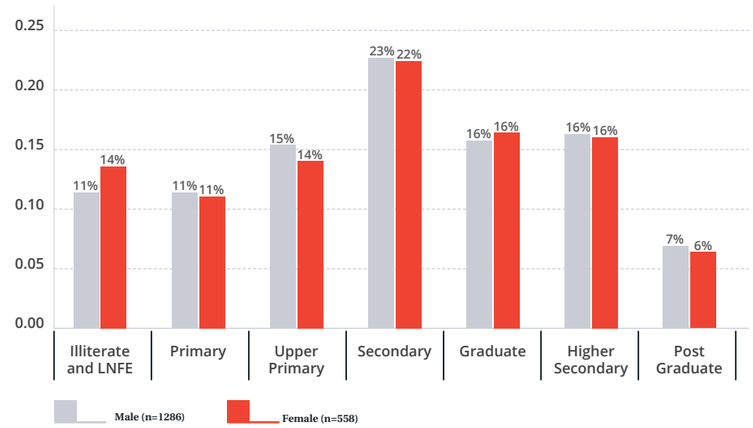
Type of CRS	*Illiterate*	*LNFE*	*Primary*	*Upper Primary*	*Secondary*	*Higher Secondary*	*Graduate*	*Post Graduate*
NGO	15.7%	3.0%	12.0%	16.9%	20.5%	15.7%	11.3%	4.8%
Education	6.8%	2.0%	8.4%	11.2%	24.1%	18.0%	20.6%	8.9%
Agriculture	11.1%	0.7%	15.6%	13.9%	23.3%	14.2%	17.0%	4.2%
Overall	**11.3%**	**2.2%**	**11.1%**	**14.0%**	**22.5%**	**16.4%**	**16.1%**	**6.4%**

The overall scenario of education status in the chart below shows that two-fifth (40%) of the listeners were secondary or higher secondary and about one-fifth (22%) were graduate or post graduate. About one-tenth (11%) were found to be illiterate, whereas, remaining more than one-fourth (27%) were 8th class or below.



4.3.6 Gender-wise desegregation of Educational Status of Listeners

It was also attempted to study the gender-wise education status of the listeners, the same is depicted in the figure given ahead —



Excepting a slight difference in Illiterate and LNFE listeners (14% females as against 11% of males), it was found that in almost every other educational status, the proportion of radio listeners of both male and female was more or less the same.

4.4 Patterns of Media Ownership by Households

Ownership of media at household level enables people to make full use of the opportunities presented both by traditional and by new communications services. In order to gain an understanding of the patterns of ownership of various types of media at household level, this section, therefore, depicts analysis of the same. The analysis has been done first in terms of individual CRS and then by type of CRS.

4.4.1 Patterns of Media Ownership: Individual CRS

Quite interestingly, nearly all listeners (98%) sampled for the study own a mobile and four-fifth (80%) of them own a TV (table 4.12). Radio ownership was also reasonably high at 53%, but ownership in terms of newspapers/magazines is only 38%. Households which receive newspaper/magazines at home were highest in case of listeners of Radio Sharda, J&K (91%). Ownership of TV and Radio both were highest in case of Radio Sharda, J&K, 100% and 95% respectively. In case of mobile ownership, almost all listeners of the CRSs under study had a mobile.

Table 4.12: Media Ownership: Individual CRS

Names of CRSs	*Newspaper Ownership*	*TV Ownership*	*Radio Ownership*	*Mobile Ownership*
Waqt Ki Awaaz, UP	12.0%	22.0%	66.0%	100.0%
Alfaz-e-Mewat, Haryana	7.0%	20.0%	43.0%	97.0%
Radio Sharda, J&K	91.0%	100.0%	95.0%	99.0%
Chanderi ki Awaaz, MP	15.1%	67.4%	23.3%	98.8%

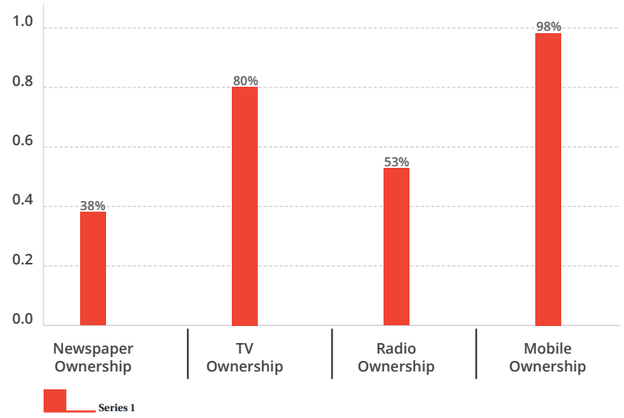
Rudi no Radio, Gujarat	45.0%	98.0%	52.0%	99.0%
Radio Rimjhim, Bihar	12.0%	39.0%	75.0%	98.0%
Vayalaga Vanoli, Tamil Nadu	28.7%	99.0%	76.2%	98.0%
Sangham Radio, Telengana	15.9%	89.7%	31.8%	93.5%
Hamara MSPICM, Tashi Delek, HP	53.5%	89.1%	45.5%	100.0%
Apna Radio, Indian Institute of Mass Communication, New Delhi	38.1%	71.4%	28.6%	100.0%
Radio Banasthali, Banasthali University, Rajasthan	13.4%	74.2%	23.7%	100.0%
Vidyavani, University of Pune, Maharashtra	69.3%	77.2%	56.4%	99.0%
Radio Luit, Guwahati University, Assam	76.0%	95.0%	21.0%	100.0%
Radio Media Village, St. Joseph College of Communication, Kerala	68.0%	98.0%	66.0%	99.0%
Radio Vishnu, Sri Vishnu Educational Society, AP	19.6%	96.4%	65.2%	95.5%
Puduvai Vaani, Pondicherry University, Pondicherry	34.9%	94.5%	52.3%	97.2%
Pantnagar Janvaani, GB Pant University of Technology, Uttrakhand	18.1%	94.0%	22.9%	98.8%
KVK Pravara CR, Krishi Vigyan Kendra, Maharashtra	68.0%	95.0%	75.0%	100.0%
Krishi Community Radio, University of Agricultural Sciences, Karnataka	34.3%	94.3%	60.0%	97.1%
Overall	**38.1%**	**80.2%**	**52.8%**	**98.3%**

4.4.2 Patterns of Media Ownership: Type of CRS

Newspaper ownership was highest in case of education CRS (47%). Since, most of the listeners of education CRS are students, this might have increased the ownership of newspapers. Ownership of TV was maximum in case agriculture CRS (94%), while radio ownership was highest in case of NGO CRS (58%) (table 4.13).

Table 4.13: Media Ownership: Type of CRS

Table 4.13: Media Ownership: Type of CRSt				
Names of CRSs	*Newspaper Ownership*	*TV Ownership*	*Radio Ownership*	*Mobile Ownership*
NGO	28.5%	67.1%	58.2%	97.9%
Education	46.9%	88.5%	46.6%	98.7%
Agriculture	41.3%	94.4%	54.5%	98.6%
Overall	**38.1%**	**80.2%**	**52.8%**	**98.3%**



4.4.3 Socio-Demographic Profile of Listeners by type of Media Ownership

The sections ahead deal with socio-demographic profile of listeners on the basis of the media type owned by them. Listeners were asked about ownership of News Paper, TV and Radio. On further analysis following were the distributions of listeners for all three communication mediums —

I. News Paper Ownership

The distribution of listeners was observed for social and economic. It has been described below:

a. **Social Category-wise:** The distribution of listeners in different socio-economic groups is as ahead —

Scheduled Caste	*Scheduled Tribe*	*Other Backward Castes*	*General*
28.5%	42.3%	26.3%	54.4%

It may be seen that the newspaper ownership was maximum (54%) in general category, followed by ST (42%), and SC (29%), it was minimum in case of OBC (26%).

b. **Economic Category-wise:** The distribution of listeners in different economic categories is as ahead —

APL	*BPL*
45.7%	29.9%

It may be seen that the newspaper ownership was observed much higher (46%) in APL category in comparison to BPL category, which was less than one-third (30%) of the total BPL respondents.

II. TV Ownership

The distribution of listeners was observed for social and economic and has been described below:

a. **Social Category-wise:** The distribution of listeners in different social categories is as ahead —

Scheduled Caste	*Scheduled Tribe*	*Other Backward Castes*	*General*
82.1%	73.2%	72.3%	87.8%

It may be seen that the TV ownership was observed maximum (88%) in general category, followed by SC (82%), however, ST (73%) and OBC (72%) were almost equal.

b. **Economic Category-wise:** The distribution of listeners in different economic categories is as ahead —

APL	BPL
80.1%	80.3%

It may be seen that the TV ownership was observed almost similar (80%) across both the economic categories.

III. Radio Ownership

The distribution of listeners was observed for social and economic and described below:

a. **Social Category-wise:** The distribution of listeners in different socio-economic groups is as ahead —

Scheduled Caste	Scheduled Tribe	Other Backward Castes	General
46.5%	49.3%	52.1%	57.0%

It may be seen that the radio ownership was observed maximum (57%) in general category followed by OBC (52%) and ST (49%), it was minimum in case of SC (47%).

a. **Economic Category-wise:** The distribution of listeners in different economic categories is as ahead —

It may be seen that the TV ownership was observed almost similar (53%) across both the economic categories.

APL	BPL
52.5%	53.1%

4.5 Radio Listening Habits of Listeners

The listening habit includes weekly frequency of listening to radio, and place of listening to radio. Further, it also includes the timing of listening to radio.

4.5.1 Weekly Frequency of Listening to Radio

As per figures in table 4.14, nearly 7 out of 10 persons (67%) listen to radio daily, followed by another 14% listening to radio for 3-4 times a week. With respect to individual CRS, more than 9 out of 10 listeners of Radio Sharda, J&K listen to it every day, the highest among all CRSs. 4 out of 10 listeners (40%) of Puduvai Vaani, Pondicherry University, Pondicherry, listen to radio five to six times a week, highest among all CRSs, and almost the same proportion of listeners (41%) of Radio Luit, Guwahati University, Assam, listen to radio three-four times a week —

Table 4.14: Radio Listening Habits: Individual CRS

Names of CRSs	Daily	5-6 times a week	3-4 times a week	Once-twice a week
Waqt Ki Awaaz, UP	85.0%	7.0%	3.0%	5.0%
Alfaz-e-Mewat, Haryana	73.0%	9.0%	17.0%	1.0%
Radio Sharda, J&K	96.0%	1.0%	3.0%	.0%
Chanderi ki Awaaz, MP	53.5%	5.8%	19.8%	20.9%
Rudi no Radio, Gujarat	55.0%	13.0%	25.0%	7.0%
Radio Rimjhim, Bihar	93.0%	2.0%	3.0%	2.0%
Vayalaga Vanoli, Tamil Nadu	57.4%	14.9%	15.8%	11.9%
Sangham Radio, Telengana	49.5%	11.2%	21.5%	17.8%
Hamara MSPICM, Tashi Delek, HP	59.4%	19.8%	14.9%	5.9%
Apna Radio, Indian Institute of Mass Communication, New Delhi	54.8%	11.9%	11.9%	21.4%
Radio Banasthali, Banasthali University, Rajasthan	71.1%	9.3%	14.4%	5.2%
Vidyavani, University of Pune, Maharashtra	89.1%	4.0%	4.0%	3.0%
Radio Luit, Guwahati University, Assam	44.0%	15.0%	41.0%	.0%
Radio Media Village, St. Joseph College of Communication, Kerala	80.0%	15.0%	5.0%	.0%
Radio Vishnu, Sri Vishnu Educational Society, AP	73.2%	5.4%	15.2%	6.3%
Puduvai Vaani, Pondicherry University, Pondicherry	43.1%	40.4%	12.8%	3.7%
Pantnagar Janvaani, GB Pant University of Technology, Uttrakhand	56.6%	3.6%	16.9%	22.9%
KVK Pravara CR, Krishi Vigyan Kendra, Maharashtra	80.0%	10.0%	5.0%	5.0%
Krishi Community Radio, University of Agricultural Sciences, Karnataka	51.4%	29.5%	12.4%	6.7%
Overall	**67.0%**	**12.3%**	**13.8%**	**7.0%**

With respect to type of CRS, maximum proportion of listeners (70%) of NGO CRS, listens radio daily, followed by education CRS (65%). 16% listeners of education CRS, listen to radio five-six times a week, while another 15% listens to radio for three-four times a week —

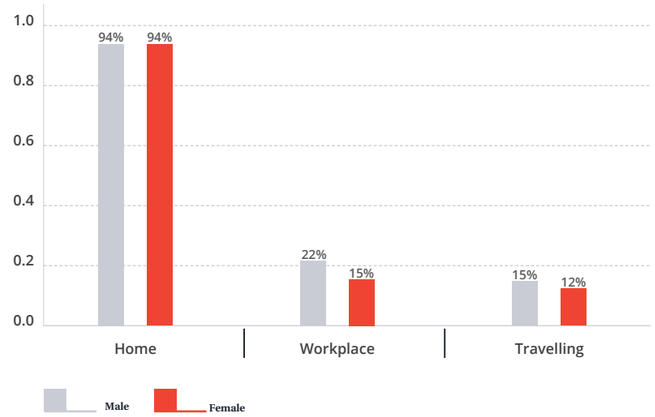
Table 4.15: Radio Listening Habits: Type of CRS

Type of CRS	Daily	5-6 times a week	3-4 times a week	Once-twice a week
NGO	70.4%	8.1%	13.5%	8.1%
Education	65.0%	15.5%	15.1%	4.5%
Agriculture	62.8%	15.3%	11.1%	10.8%
Overall	**67.0%**	**12.3%**	**13.8%**	**7.0%**

The chapter describes about the socio-demographic profile of the listeners in terms of their place of residency, gender, and educational status. Further, analysis was also done on the basis of listeners' social and economic category. Besides, depiction on ownership of various types of media by listeners including their radio listening habits is also an integral part of this chapter.

4.5.2 Place of Listening to Radio

The respondents were enquired about the place where they listened to radio. The same has been presented below-



An overwhelming majority (of both male and female) of 94% was found to be listening to radio at their homes. Further, 22% of males and 15% females were found to be listening to radio at their workplace, and 15% males and 12% females responded to listening to radio while travelling.

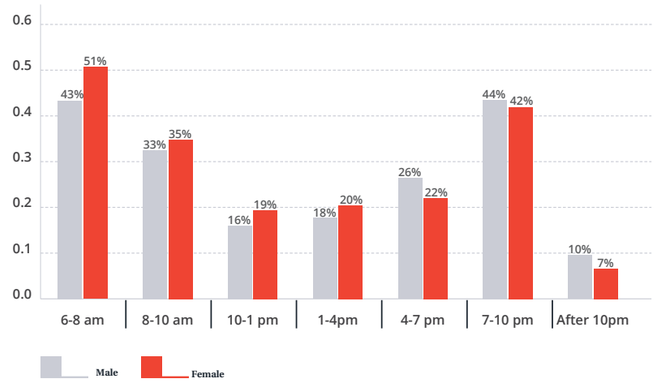
The responses were further segregated age-wise based on their place of listening to radio. It was found that an overwhelming majority (more than 90%) of all age groups preferred to listen to radio at home. The same has been tabulated below-

Age wise distribution of radio listeners based on place of radio listening						
Particulars	***Overall***	***Upto 20 Years***	***21 to 30 Years***	***31 to 40 Years***	***41 to 50 Years***	***51 Years or More***
Home	93.8%	96.2%	91.2%	91.8%	95.1%	96.9%
Workplace	19.7%	14.6%	20.6%	24.9%	19.7%	15.1%
Travelling	14.0%	16.5%	17.8%	14.2%	11.6%	10.1%
Shop	0.2%	0.0%	0.0%	0.5%	0.3%	0.0%
Any other	1.0%	0.9%	2.8%	0.7%	0.0%	0.3%

4.5.3 Time of Listening to Radio

The respondents were enquired about the time when they listened to radio. The same has been presented ***Figure 4.5.3***.

About 50% of female and 43% of male were found to be listening to radio early in the morning, between 6 to 8 am. Further, 44% of males and 42% females were found to be listening to radio later in the evening, between 7 to 10 pm.



The responses were further segregated age-wise based on their time of listening to radio. It was found most of the people of all age groups listened to radio early in the morning, between 6 to 8 am. It is interesting to note the about 50% of 41 years or more listened to radio early in the morning. The same has been tabulated below-

Age wise distribution of radio listeners based on place of radio listening						
Time Duration	***Overall***	***Upto 20 Years***	***21 to 30 Years***	***31 to 40 Years***	***41 to 50 Years***	***51 Years or More***
6-8AM	45.6%	42.5%	38.6%	46.0%	50.4%	51.1%
8-10 AM	33.2%	34.4%	32.2%	32.5%	35.6%	32.1%
10-1 PM	17.0%	17.5%	17.0%	18.3%	14.8%	17.6%
1-4PM	18.5%	17.5%	13.9%	23.8%	17.3%	19.8%
4-7 PM	25.1%	26.4%	26.4%	22.7%	24.3%	26.3%
7-10 PM	43.0%	46.2%	43.1%	40.7%	43.4%	43.3%
After 10 PM	8.7%	7.1%	9.7%	9.4%	10.0%	6.1%

4.5.4 Economic-category wise Segregation of Radio Listeners

An attempt was also made to analyse the radio listeners' economic category wise, based on their time of listening to radio. It was found that about 50% of listeners of all the category listened to radio early in the morning, between 6 am to 8 am. Similarly, the same trend was observed later in the evening, between 7 pm to 10 pm.

The pattern of listening to radio was found quite similar amongst APL and BPL, excepting between 10 am to 7 pm, proportion of APL listeners was higher (68%) than the proportion of BPL (54%).

The same has been presented below-

Economic Category-wise distribution of radio listeners based on time of radio listening				
Particulars	***Total***	***APL***	***BPL***	***Others***
6-8 AM	45.6%	45.5%	44.1%	51.1%
8-10 AM	33.2%	35.8%	31.5%	29.4%
10-1 PM	17.0%	17.6%	15.6%	19.9%
1-4PM	18.5%	21.9%	16.6%	12.6%
4-7 PM	25.1%	28.7%	21.5%	24.2%
7-10 PM	43.0%	40.6%	46.6%	39.4%
After 10 PM	8.7%	8.3%	7.0%	15.6%

CHAPTER 5
PERCEPTION ABOUT CRS

5.1 Background

One of the major objectives of this study is to identify the behavior of the community towards CRS. Behavior could be analyzed in terms of a particular community's perception towards their CRS regarding what they feel about their respective CRS. It could include type of programs preferred by the community, listening habits of CRS in terms of regularity of listening, duration of listening, perception about quality of signal etc. The chapter also analyses perception of community regarding the variety and content of CRS programs, and how they give feedback, including nature of participation by the community in CRS activities. The sections ahead provide description on each of these aspects separately.

5.2 Opinion about Community Radio Stations

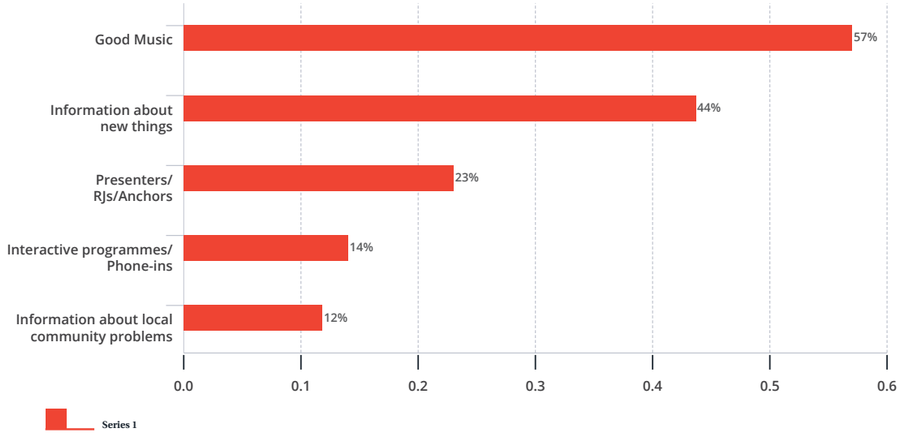
An in-depth questionnaire developed for listeners also included questions to probe the opinion of listeners about the CRSs and the grading they gave to their respective CRS. During the process, CRSs were asked about the aspects such as quality of signal strength, quality of content, variety of programmes, etc.,. The responses received were analyzed in the following ways:

1. Category wise (i.e. NGO, Education and Agriculture)
2. Individual CRS

5.2.1 Opinion about CRS: Category wise Analysis

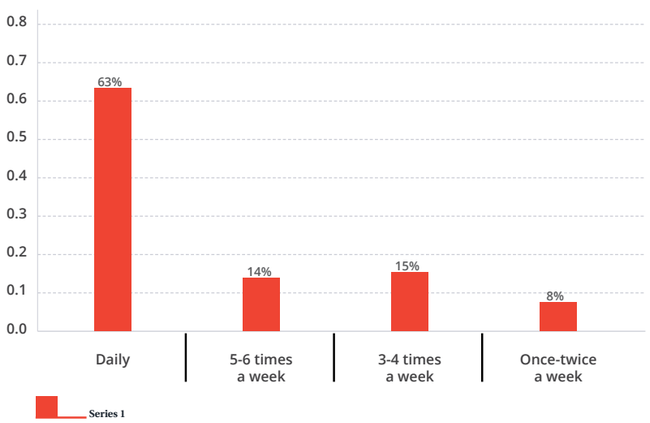
The listeners interviewed were provided a list of items and were asked to choose the factors they liked most about their respective CRSs. It can be seen from Table 4.17 that 57% of the total listeners preferred good music, followed by 44% who liked information that CRS provided, and 23% mentioned that they liked the presenters/anchors/RJs of the radio station. The other popular factors liked by them were news, interactive programmes/phone-ins and information about local community problems. A category wise analysis is provided in the ***table 5.1 as below-***

Table 5.1: Preferred Aspects of CR Programmes: Type of CRS							
Type of CRS	***Presenters/ RJs/Anchors***	***Information about new things***	***Good Music***	***News***	***Interactive program/ phone-ins***	***Information about local community problems***	***Information updates (traffic, market prices)***
NGO	22.7%	48.4%	70.2%	21.9%	5.5%	9.8%	4.3%
Education	25.6%	38.1%	50.3%	8.0%	19.4%	16.8%	4.1%
Agriculture	17.4%	45.8%	38.9%	12.5%	22.9%	4.2%	7.6%
Overall	**23.0%**	**43.7%**	**57.0%**	**14.7%**	**14.0%**	**11.8%**	**4.7%**



As per the figures in table 5.2, it can be clearly stated that about three-fifth (60%) of the listeners in all the three categories listened to the respective CRS on a daily basis. Maximum proportion of listeners (67%) of NGO CRS, listens to radio daily, followed by agriculture CRS (62%). About 17% of the listeners of agriculture CRS mentioned that they listened to radio about five to six times a week, followed by education CRS at 15% and NGO CRS at 12%. People who listened to the CRS about three to four times a week was highest for the education CRS at 19%, followed by NGO CRS at 14% and agriculture CRS at 10%. A miniscule percentage of about 8% listened to the CRS irregularly, i.e., one or two times a week.

Table 5.2: Radio Listening Habits: Type of CRS				
Type of CRS	***Daily***	***Upto 20 Years***	***21 to 30 Years***	***Once-twice a week***
NGO	66.6%	11.8%	13.7%	7.8%
Education	60.4%	14.7%	18.9%	6.0%
Agriculture	62.2%	17.0%	10.4%	10.4%
Overall	**63.3%**	**13.8%**	**15.3%**	**7.5%**



When enquired about the duration of listening to CRS, about 21% of the respondents from all the three categories mentioned that they have been listening to the CRS for about 1 to 2 years. Another 21% of the respondents said that they were listening CRS for the past 2 to 3 years. The figures in table 5.3 show that the responses of time duration were spread out in all the options.

Table 5.3: Radio Listening Duration: Type of CRS

Table 5.3: Radio Listening Duration: Type of CRS						
Type of CRS	***1-6 months***	***7-12 months***	***13-24 months***	***25-36 months***	***37- 48 months***	***More than 48 months***
NGO	9.6%	14.9%	22.3%	21.2%	12.8%	19.3%
Education	19.0%	18.1%	19.9%	19.7%	8.9%	14.3%
Agriculture	8.3%	30.6%	19.8%	20.8%	11.1%	9.4%
Overall	**13.3%**	**18.7%**	**20.9%**	**20.5%**	**11.0%**	**15.7%**

** Totals may exceed 100% due to multiple responses*

The listeners were also asked to rate the quality of signal strength of their respective CRSs. An analysis (refer Table 5.4) of category-wise rating showed that about 44% of listeners under the NGO CRS category rated the signal strength as 'Very Good', followed by 35% listeners each under the education and agriculture CRS category. An overall proportion of about 34% rated the signal strength of CRS to be 'Excellent', about 35% of the listeners of education CRS, 34% of agriculture CRS and 34% of NGO CRS rated the signal strength as 'Excellent'. A miniscule percentage of only 5% rated the quality of signal strength to be not so good. The remaining 22% rated the signal strength as 'Average'.

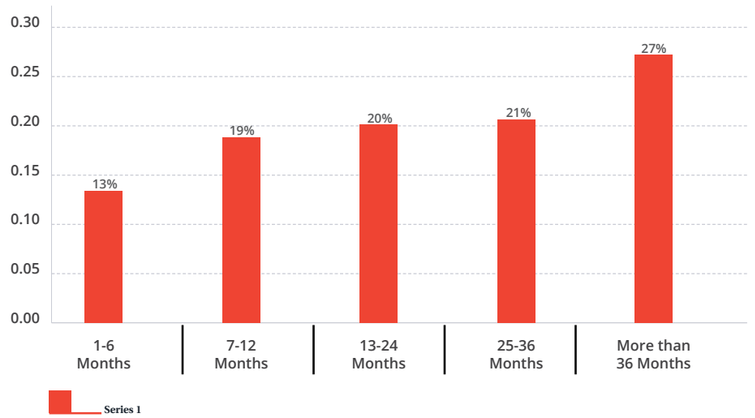
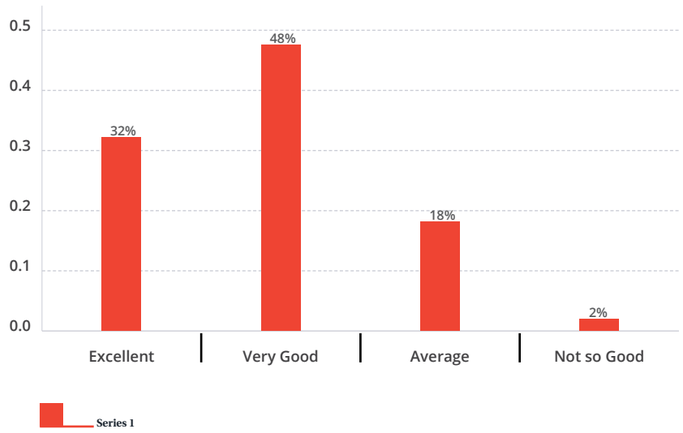


Table 5.4: Radio Listening – Quality of Signal Strength: Type of CRS					
Type of CRS	*Excellent*	*Very Good*	*Average*	*Not so Good*	
NGO	33.5%	14.9%	22.3%	21.2%	
Education	35.4%	18.1%	19.9%	19.7%	
Agriculture	34.4%	30.6%	19.8%	20.8%	
Overall		18.7%	34.4%	39.0%	21.5%	5.0%

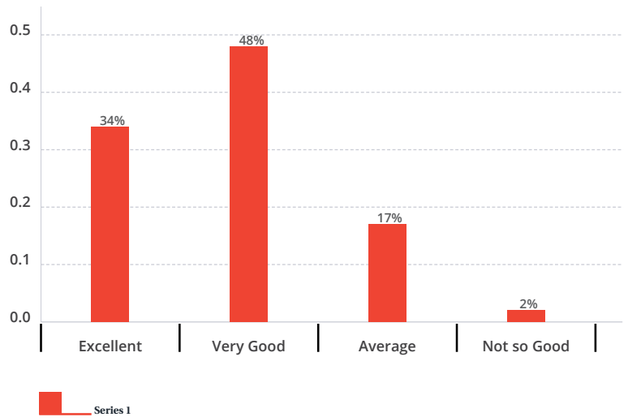
About four-fifth (80%) of overall listeners from all category CRSs rated the quality of content as either 'Excellent' or 'Very Good'. As per the figures presented in table 5.5 it can be seen that about 58% of listeners under NGO CRS category, 41% of education CRS and 39% of agriculture CRS rated the quality of content of broadcasted programmes as 'Very Good'. It was also seen that 36% of education CRS listeners, 34% of agriculture CRS and 28% of NGO CRS listeners rated the quality of content as 'Excellent'. Only a miniscule 2% of the listeners felt that the quality of content was not up to the mark.

Table 5.5: Radio Listening – Quality of Programme Content: Type of CRS				
Type of CRS	*Excellent*	*Very Good*	*Average*	*Not so Good*
NGO	28.0%	57.7%	13.1%	1.3%
Education	35.8%	40.6%	20.2%	3.4%
Agriculture	34.4%	38.5%	26.7%	.3%
Overall	32.2%	47.6%	18.2%	2.0%



Listeners were also asked for their rating on the variety of programmes aired in the CRSs. Around 82% of the listeners from all three categories responded that the variety of CRS programmes broadcasted were excellent or very good. As per figures in table 5.6 it can be seen that 52% of NGO, 49% of agriculture and 43% of education CRS listeners rated the variety of programmes to be 'Very Good'. About 36% of education, 34% of agriculture and 31% of NGO CRS listeners responded that the variety of programmes is 'Excellent'. It was observed that an overall 17% of the listeners rated the variety of programmes as 'Average' and a miniscule 1.6% of listeners thought that the variety was not so good.

Table 5.6: Radio Listening – Quality of Programme Content: Type of CRS				
Type of CRS	*Excellent*	*Very Good*	*Average*	*Not so Good*
NGO	31.4%	52.0%	15.4%	1.3%
Education	36.2%	42.8%	18.6%	2.4%
Agriculture	33.7%	49.0%	17.0%	.3%
Overall	33.7%	47.7%	17.0%	1.6%



Listeners were also probed to understand their awareness levels on the CR reporters that were from within their community. As per the figures presented in table 5.7, it was seen that 44% of listeners under the NGO CRS category mentioned of being aware of CR reporters from the community. This was followed by 32% of listeners from education CRS and 30% from agriculture CRS who said that they were aware of the CR reporters from the community who were working in the radio station. An alarming 63% of listeners denied knowing any CR reported working in the radio station that belonged to their community. Further, the respondents who were aware of CR reports were asked if those reporters asked about the programmes they would want to be aired, to which, about 77% of listeners said that they were asked about it. These 77% listeners were further surveyed to find out whether their request to broadcast their choice of programmes was considered, and 91% of them said that their request was obliged by the CRSs.

Table 5.7: Listeners' Awareness on CR Reporters: Type of CRS			
Type of CRS	*% Listeners aware of CR reporters*	*% Listeners asked for their choice of Programmes*	*% Listeners whose request was obliged*
NGO	44.0%	70.8%	92.3%
Education	32.3%	85.0%	88.5%
Agriculture	29.9%	81.4%	97.1%
Overall	**36.9%**	**77.2%**	**91.4%**

The listeners were also probed to find out if CRS asked for feedback for their programmes aired. As per table 5.8, it can be seen that only about 32% of the listeners responded that they were asked for feedback from the respective CRSs. A significant 68% of the listeners said that they were not asked for any feedback. The 32% were further asked if they gave feedback to the CRSs, to which, 65% responded that they gave feedback. The remaining 35% denied of giving feedback to CRSs.

Table 5.8: Feedback Mechanism: Type of CRS		
Type of CRS	*% Listeners who were asked for feedback*	*% Listeners who gave feedback*
NGO	30.7%	70.1%
Education	33.2%	52.6%
Agriculture	32.6%	84.0%
Overall	**32.0%**	**64.8%**

5.2.2 Opinion about CRS – CRS wise Analysis

Similar to the analysis of Opinion about CRS done category wise, it is appropriate to also understand the listeners' view about each of the 19 sample CRSs.

TYPES OF PROGRAMMES

When enquired about the type of programmes preferred by the listeners, it was seen that in almost all cases the top 3 factors for listening to the radio channel were – *good music, information about new things and presenters/ anchors/RJs of the radio station*.

The highest proportion of listeners who opted for good music was about 93% for Radio Sharda, J&K and the lowest was 8% for KVK Pravara CR, in Maharashtra. The second most preferred aspect for listening to CRSs was the information about new things provided by the radio stations. It was seen that Rudi no Radio of Gujarat had the highest proportion of respondents (70%) who listened to the radio station due to this reason while the lowest proportion was at 12% of Radio Vishnu, AP. The third most popular aspect was the presenter/anchor/ RJs of the radio stations because of which many listened to the programmes. The highest proportion of this aspect was of Vidyavani, University of Pune, with 57% responses while the lowest proportion was for Sangham Radio of Telengana at only 5%. It is important to mention that for Radio Media Village, Kerala, about 55% and 54% of the responses were also received for Interactive programmes/phone-ins and Information about local community problems respectively.

The primary data also reveals that majority of the listeners (63%), who were interviewed, were listening to the CRSs on a daily basis. The highest proportion of daily listeners was for Radio Sharda, J&K at 97%, followed by Radio Rimjhim, Bihar at 94%. The minimum/lowest proportion of daily listeners was for Puduvai Vaani, Pondicherry at 19%. It was informed that 35% of the listeners of Pondicherry CRS listened five to six times a week and another 34% listened three to four times a week.

RATING ON QUALITY OF CRS & VARIETY OF ITS PROGRAMMES

The listeners were also asked to rate the radio station on aspects such as – *quality of signal transmission, quality of content of the programmes and variety of programmes aired*.

It was seen that about 74% of the overall listeners were highly satisfied with the quality of signal transmission of the CRSs. Two of the radio stations, Radio Sharda, J&K and Vidyavani, University of Pune, Maharashtra, received a response of 100% satisfaction from its listeners. This was followed by 97% for Waqt Ki Awaaz, UP, and 96% for Radio Media Village, Kerala. The lowest proportion of responses on quality of signal strength was received for Radio Luit, Assam, at 15% and Chanderi ki Awaaz, MP, at 29%. It was noted that 67% and 59% of the listeners in Assam and MP respectively gave an average rating to the quality of signal transmission.

About four-fifth (80%) of the listeners rated the quality of content of CRSs to be Excellent/Very Good. All the listeners of Radio Sharda, J&K, were highly satisfied with the quality of content of programmes aired in their CRS. This was followed by 99% of listeners who gave an excellent rating for Vidyavani, University of Pune in Maharashtra. It was seen that only 37% of the listeners of Chanderi ki Awaaz, MP, rated the content quality to be good, the remaining 63% rated as average or below average.

As far as variety of programmes broadcasted was concerned, a whopping 82% of the listeners responded that it was either excellent or very good. Yet again, it was seen that all the listeners of Radio Sharda, J&K, rated the variety of programmes to be great. 98% of listeners also gave a good rating for Vidyavani, University of Pune and KVK Pravara CR, Maharashtra CRSs. The lowest proportion of rating for this aspect was received for Chanderi ki Awaaz, MP at 37%. The remaining 63% of the listeners rated the variety of broadcasted programmes as average or below average.

COMMUNITY RADIO REPORTERS FROM THE COMMUNITY

It was seen that 37% of the overall respondents were aware of the CR reporters from the community who are working in the radio station, whereas 63% said that they were not aware. The highest proportion of listeners who were aware of CR reporters was of Radio Media Village, Kerela with 64% and the lowest proportion was at 18% for Hamara MSPICM, HP.

Further, the listeners who were aware of CR reporters were probed to understand if these people ask for the kind of programmes the community wants to be broadcasted, 77% of them replied that they were asked. Yet again, the highest proportion of listeners that responded with a yes was of Radio Media Village, Kerela at 97%, followed by Vayalaga Vanoli, Tamil Nadu at 95%. The lowest proportion here was of Vidyavani, University of Pune, Maharashtra, where only 33% listeners said that were asked about their preference of programmes to be broadcasted.

Out of the aforementioned 77% listeners who were asked for their choice of programmes, about 91% of them mentioned that their demand for their program wish list was obliged by the CRS. A complete majority of listeners in 6 CRSs said that their respective CRSs responded by providing the choice of programmes they had requested for. These CRSs were as follows–

1. Hamara MSPICM, HP
2. Alfaz-e-Mewat, Haryana
3. Vidyavani, University of Pune, Maharashtra
4. Chanderi ki Awaaz, MP
5. KVK Pravara CR, Krishi Vigyan Kendra, Maharashtra
6. Krishi Community Radio, University of Agricultural Sciences, Karnataka

The lowest proportion of listeners who mentioned that the radio station obliged with their request was at 55% of Puduvai Vaani, Puducherry.

FEEDBACK MECHANISM

About 32% of the listeners interviewed said that the CRSs seek for feedback about their programmes. The highest proportion was once again for Radio Media Village, Kerela, where 65% of the respondents said that their CRS sought feedback about the broadcasted programmes. The lowest proportion was for Vidyavani, University of Pune, were none of the listeners admitted to have been asked for a feedback by the CRS.

Among these listeners, 65% responded that they have provided their feedback to the radio station. The highest proportion was at 100% for Radio Banasthali, Rajasthan, and the lowest was for Vidyavani, University of Pune, were none of the listeners gave feedback to the CRS.

5.3 Reasons for Listening to CRS

The CRS listeners were probed to understand the prime reasons that motivate them to switch on the community radio channel. From the analysis of primary data, it was revealed that there were three major reasons/ factors, which encouraged the community to listen to CRS. These factors were – *good music, information about new things and presenters/anchors/RJs of the radio station.* It can be seen from ***Table 5.1*** that 58% of the total listeners preferred good music provided by CRS, followed by 44% who liked information about new things that CRS provided, and 22% mentioned that they were fond of the presenters/anchors/RJs of the radio station. ***The distribution of frequency is shown as ahead in table 5.9.***

Table 5.9: Reasons for Listening to CRS

Reasons	*Percentage (%)*
Good Music	58.0%
Information about new things	44.1%
Presenters/RJs/Anchors	22.4%
Interactive programmes/phone-ins	13.3%
Information about local community problems	11.6%
Information updates (traffic, market prices etc)	4.6%
Sports coverage, Agriculture, Health issues and Government Schemes	4.2%

** Totals may exceed 100% due to multiple responses*

During the field visit, case studies of listeners and general focused group discussions were conducted in order to understand their views on their community radio station. The listeners preferred music related programmes over all other programmes, as the CRS played folk local music which connected well with the villagers/rural community. During this era, where the youth and children are losing the connection with their local culture and language, the community radio station is a welcome change for the parents who encourage their children to listen to such musical programmes. It was also observed that in almost all cases, the listeners appreciated the ***agriculture related information*** in the broadcasted programmes. Many of the agriculture farmers followed the advice by community radio stations to stop using pesticides and inculcate the habit of using organic manure. These kinds of suggestions helped the farmers to improve their yield, which ultimately increased their income. Other kind of information such as health, education and women empowerment were also well-liked by the community. The community reported to be more aware of diseases and ways to prevent them, overall health and importance of immunization. The younger generation listeners understood the importance of education and employment due to the related programmes aired in CRSs. Women listeners were also seen to be increasing their participation in CRS programmes and were gaining self-confidence and self-identity of their own in the society.

5.4 Reasons for Not Listening to CRS

During the field visit, the non-listeners were also interviewed to understand their thoughts about CRS and to also find out the reason for not listening to the community radio channels. Out of the 19 sample CRSs, 45% of non-listeners for almost all the CRSs mentioned that the prime reason for not listening was that they were ***not aware of the existence of community radio channels***. This is a major pointer received for the radio stations that should focus on marketing/promoting their channel. This was followed by 10% people who informed that they prefer listening other radio stations. Other important factors that emerged as dominant reasons for non-listening were preference for music channels (9%), lack of variety (9%) and poor quality of broadcasted programmes (7%). ***Table 5.10 represents the figures received as reasons for not listening for all the 19 CRSs.***

Table 5.10: Reasons for Not Listening to CRS

Reasons	*Percentage (%)*
Unaware of any CRS	44.6%
Prefer listening to the stations already used to	10.2%
Prefer only music channels	9.3%
Lack of variety	9.1%
Poor quality of broadcast	6.9%
Hearing problem	4.9%
Too many commercials	4.5%
Lack of relevance for my community	4.3%
Prefer Television	1.8%
No Time/Not Interested	1.2%
No Response	6.3%

It was seen that only 4% of the non-listeners in Kerela and Gujrat mentioned that they were unaware of CRS in their community. This indicates that these radio channels probably have more awareness/publicity as compared to other CRSs, since in all other cases, maximum non-listeners mentioned that they were unaware of CRS.

In Kerela, 80% of the respondents mentioned that they preferred other radio channels. It was also noted that 87% and 50% of non-listeners in Bihar and HP said that the CRS lacked variety, which could be an actionable insight for the radio channel to improve their content used in programmes aired.

37% and 30% non-listeners of UP and HP respectively, mentioned that the CRS had excessive commercials which put them off from listening to their channel. This could also be treated as a recommendation, and efforts can be made to reduce the time dedicated to commercials.

Apart from the aforementioned reasons, there were some other factors that emerged from the focused group discussions held in community of all the 19 CRSs by the field officers –

1. Most of the women don't have access to FM channel (Ahmednagar)
2. Women were not allowed to take part in any activity organised by CRS without the permission of husband or in-laws in the family (Ahmednagar)
3. Lack of time and heavy work load at home (AP)
4. There was no solution provided by the CRS to the problems of the community due to which the villagers lost interest in listening to the programmes (Haryana)
5. The phone lines of CRS remain busy most of the times (Kerela)
6. Improper show timings led to poor listenership for the CRS (Puducherry)

Hence, it can be concluded that all community radio stations must aim at increasing the awareness of their channel by marketing/promotion. This would lead to improved listenership to a great extent.

5.5 Sustainability Issues

During the field visit, attempts were made to assess the sustainability of CRS. The Chief functionaries were enquired about the financial sustainability of the CRSs.It was interesting to note that most of them informed about the paucity of financial resources, however, some of them did not provide any information about the income and expenditure details to justify the claim of fight for survival. As a matter of fact, 8 CRSs operating within a college or university campus informed that their sustainability is provided by university management. Similarly, Rudi No Radio informed that the sustainability comes through the Sewa Academy. 3 CRSs (Waqt Ki Avaaz, Kanpur, Alfaz e Mewat and Hamara MSPICM) did not disclose any information regarding income and expenditure.

The findings from the remaining CRSs revealed that the funds are mainly generated through 3 sources

1) Public Funding, 2) Donor's Grant, and 3) Advertisement/sponsored programme. The last one includes DAVP payments, as well as, funds received from local advertisement.

Only 2 CRSs – Radio Sharda, J&K, and Sangham Radio, Telangana, reported to have received the financial assistance through the public funding as 50% and 20% respectively of total funds generated by the CRS.

Financial assistance from donors was reportedly received by CRSs Vayalaga Vanoli, Sangham Radio, Radio Rimjhim and Radio Media Village as 40%, 30%, 20% and 10% respectively of total funds generated by CRS.

Out of 19 CRSs, only 8 reported to have received financial assistance from the advertisement and sponsored programmes. *These 8 may be divided in two groups* -1) receiving 50% or above and 2) receiving 35% and below. As depicted in the table given below 5 of the CRSs fall in the first group, whereas, only 3 CRSs fall in the second group —

Proportion of CRS' annual budget is generated from following:					
Sl. No	***Name of the CRS***	***Type of CRS***	***Public Fundings***	***Donor's grants***	***Advertising/ Sponsored Programmes***
1	Sangam Radio	NGO	20%	30%	50%
2	Vayalaga Vanoli	NGO	NA	40%	25%
3	Radio Media Village	EDU	NA	NA	70%
4	Radio Sharda	NGO	50%	10%	35%
5	KVK Pravara	Agri	NA	NA	50%
6	Chanderi ki Aawaz	NGO	NA	NA	30%
7	Radio Rimjhim	NGO	NA	20%	80%
8	Radio Luit	EDU	NA	NA	50%

The table above reveals that Radio Rimjhim (80%) and Radio Media Village (70%) are generating significant proportions from the advertisement/sponsored programmes.

5.6 Listeners' Expectation from CRSs

The listener community of CRSs was also asked to provide their feedback regarding their expectation from CRS. While analyzing the data, it was revealed that there were two types of responses –

- Listener community that wanted the programme time and variety to be increased;
- Listener community that was in diferrent.
- The CRSs of first type having strong bond with community are –
  - Radio Sharda, J&K;
  - Waqt ki Awaaz, UP;
  - Alfaz-e-Mewat, Haryana;
  - Radio Media Village, Kerala;
  - Radio Rimjhim, Bihar.
- There were a few CRSs, where the listener community wanted improvement in the quality of contents of the programmes, these CRSs include –
  - Puduvai Vani, Puducherry;
  - Vayalaga Vanoli, Tamil Nadu;
  - Chanderi ki Awaaz, MP;
  - Vidyavani, Pune Maharasthra.
- In case of CRSs –1) Rudi No Radio, Gujarat, 2) Pantnagar Janvani, UK, 3) Chanderi ki Awaaz, MP and 4) Apna Radio, Delhi, the CRSlisteners wanted clarity of reception.
- Listeners of Puduvai Vani, Puducherry desired that jokes and folk songs related programmes should be increased.

CHAPTER 6

PERCEIVED EFFECTIVENESS OF CRS

6.1 Background

Community radio has been referred to as 'a communicative tool that can be used to mobilize communities to support development initiatives, either those started by the government, the international aid agencies, or the local NGOs' (Banda, 2006)[13]. In this definition, community radio is presented as part of communication for development. It naturally indicates that this kind of communication system would help people acquire the knowledge and skills they need to improve their condition and that of society. Moreover, CRS have the potential to promote good governance, transparency and accountability and to have the capacity to mobilize the people to take ownership of development within the society. Improvement in an individual's condition of life as well as the society could be seen as effectiveness of a CRS.

Although, it is not easy to define, or to measure, effectiveness since it is subjective to opinion, but still within the humanitarian sector there is consensus among some groups that effectiveness measures the extent to which the activities backed under the action achieve their purpose (OECD 1999)[14]. In case of CRS, effectiveness could be measured in terms of the intended changes leading to the adoption of safer, healthier living practices and improved access to services for better health, nutrition, water, hygiene, and sanitation, education, child protection, HIV/AIDS prevention, and peace-building and analyzing the impact of such contributions to a given society. With this background, the present chapter brings to light the effectiveness of CRS in an individuals' life including the community in which he/she lives.

Effectiveness was measured with respect to the perception of listeners about usefulness and relevance of CRS programs in their life and community respectively. Specific questions related to varied topics on the same. The topics were categorized under seven broad categories which are:

- Education
- Agriculture
- Health and Hygiene
- Prevention of diseases
- Information on government schemes and programs
- Social messages
- Information on local issues, local culture etc.

The items in the questionnaire were Likert type rating scales, and analysis was done on the basis of all CRS taken together. The sections ahead describe in detail the effectiveness on each of the aspects mentioned above.

[13] Banda, F. (2006).'Alternative media: A viable option for Southern Africa', OPENSPACE, Vol.1, No. 5.
14OECD, (1999).Guidance for Evaluating Humanitarian Assistance in Complex Emergencies. Paris. Overseas Economic Cooperation for Development.

6.2 Perceived Effectiveness of CRS on Education

Effectiveness on education has been assessed on the basis of two items in the questionnaire measuring different dimensions of usefulness/relevance of education related topic. These are Likert-type rating scales ranging between 1 and 5 (1=not at all useful/relevant; 5=extremely useful/relevant). Table 6.1 below describes the items along with mean scores and standard deviation (SD). Since, it's a five-point scale, a mean value of above 2.50 signifies that the topic is fairly useful/ relevant for an individual/society.

Table 6.1: Effectiveness of CRS on Education

Topic	Extent of usefulness for an individual Type of CRS		Relevance for community	
	Mean	SD	Mean	SD
Literacy programs	4.49	0.58	4.60	0.56
Benefits of education/girls' education programs	4.50	0.56	4.53	0.57

As per table 6.1, all the two items related to education topic received strong assertion by the listeners. The higher mean values for both usefulness and relevance of the topic implies higher perceived effectiveness of the CRSs with regard to education programs.

Further, in order to estimate the proportion of listeners at various levels of perceiving effectiveness of CRS program, the scores obtained in each item by an individual have been added. Therefore, in each item the respondent could get a minimum score of 2 (2X1) and maximum score of 10 (2X5). The more the score towards 10, the more effective the CRS program is. On the basis of scores, the listeners' responses were divided into three levels namely, useful, neutral and not useful with regard to individual usefulness and relevant, neutral and not relevant with respect to relevance for community.
Table 6.2 below, represents the results for the proportion of listeners at various levels.

Table 6.2: Extent of usefulness/relevance of education programs

Extent of usefulness for individual1	Range of Scores	Proportion	Extent of relevance for community	Range of Scores	Proportion
Not useful	2-5	16.1%	Not relevant	2-5	16.3%
Neutral	6-7	0.9%	Neutral	6-7	0.3%
Useful	8-10	83.0%	Relevant	8-10	83.4%
		Mean= 8.27 SD = 2.00			Mean= 8.39 SD = 2.01

In line with the findings of table 6.1, table 6.2 also illustrates that listeners perceive that education programs were useful and or relevant for an individual and society with more than four-fifth (83%) of them scoring between 8 and 10, in both aspects of effectiveness.

6.3 Perceived Effectiveness of CRS on Agriculture

Effectiveness on agriculture has been assessed on the basis of three items in the questionnaire measuring different dimensions of usefulness/relevance of agriculture related

topic. These are Likert-type rating scales ranging between 1 and 5 (1=not at all useful/ relevant; 5=extremely useful/relevant). Table 6.3 below describes the items along with mean scores and standard deviation (SD). Since it's a five-point scale, a mean value of above 2.50 signifies that the topic is fairly useful/ relevant for an individual/society.

Table 6.3: Effectiveness of CRS on Agriculture

Topic	Extent of usefulness for an ndividual		Relevance for community	
	Mean	SD	Mean	SD
Agricultural schemes	4.46	0.60	4.50	0.58
Tips about farming/ agriculture	4.46	0.58	4.48	0.59
Market prices of agricultural produce	4.46	0.61	4.53	0.59

As per table 6.3, all the three items related to agriculture topics received strong assertion by the listeners. The higher mean values for both usefulness and relevance of the topic implies higher perceived effectiveness of the CRSs with regard to agricultural programs.

Further, in order to estimate the proportion of listeners at various levels of perceiving effectiveness of CRS program, the scores obtained in each item by an individual have been added. Therefore, in each item the respondent could get a minimum score of 3 (3X1) and maximum score of 15 (3X5). The more the score towards 15, the more effective the CRS program is. On the basis of scores, the listeners' responses were divided into three levels namely, useful, neutral and not useful with regard to individual usefulness and relevant, neutral and not relevant with respect to relevance for community.
Table 6.4 below, represents the results for the proportion of listeners at various levels.

Table 6.4: Extent of usefulness/relevance of education programs

Extent of usefulness for individual	Range of Scores	Proportion	Extent of relevance for community	Range of Scores	Proportion
Not useful	3-8	21.0%	Not relevant	3-8	20.5%
Neutral	8-9	3.6%	Neutral	8-9	4.4%
Useful	9-15	75.4%	Relevant	9-15	75.1%
		Mean= 11.49 SD = 3.49		Mean=11.60 SD = 3.50	

In line with the findings of table 6.3, table 6.4 also illustrates that listeners perceive that agricultural programs were useful and/or relevant for an individual and society with nearly three-fourth (75%) of them scoring between 9 and 15, in both aspects of effectiveness.

6.4 Perceived Effectiveness of CRS on Health and Hygiene

Effectiveness on health and hygiene has been assessed on the basis of two items in the questionnaire measuring different dimensions of usefulness/relevance of health and hygiene related topic. These are Likert-type rating scales ranging between 1 and 5 (1=not at all useful/relevant; 5=extremely useful/ relevant). Table 6.5 below describes the items along with mean scores and standard deviation (SD). Since it's a five-point scale, a mean value of above 2.50 signifies that the topic is fairly useful/ relevant for an individual/society.

Table 6.5: Effectiveness of CRS on Health and Hygiene

Topic	Extent of usefulness for an individual		Relevance for community	
	Mean	SD	Mean	SD
Personal hygiene	4.50	0.57	4.54	0.58
Water and sanitation	4.50	0.56	4.55	0.57

As per table 6.5, all the two items related to health and hygiene topic received strong assertion by the listeners. The higher mean values for both usefulness and relevance of the topic implies higher perceived effectiveness of the CRSs with regard to health and hygiene programs.
Further, in order to estimate the proportion of listeners at various levels of perceiving effectiveness of CRS program, the scores obtained in each item by an individual have been added. Therefore, in each item the respondent could get a minimum score of 2 (2X1) and maximum score of 10 (2X5). The more the score towards 10, the more effective the CRS program is. On the basis of scores, the listeners' responses were divided into three levels namely useful, neutral and not useful with regard to individual usefulness and relevant, neutral and not relevant with respect to relevance for community. Table 6.6 below, represents the results for the proportion of listeners at various levels.

Table 6.6: Extent of Usefulness/Relevance of Health/Hygiene Programs

Extent of usefulness for individual	Range of Scores	Proportion	Extent of relevance for community	Range of Scores	Proportion
Not useful	2-5	18.0%	Not relevant	2-5	18.1%
Neutral	6-7	0.1%	Neutral	6-7	0.4%
Useful	8-10	81.9%	Relevant	8-10	81.5%
		Mean= 8.19 SD = 2.01		Mean= 8.28 SD = 2.04	

In line with the findings of table 6.5, table 6.6 also illustrates that listeners perceive that health/hygiene programs were useful and/or relevant for an individual and society with more than four-fifth (82%) of them scoring between 8 and 10, in both aspects of effectiveness.

6.5 Perceived Effectiveness of CRS on Disease Prevention

Effectiveness on disease prevention has been assessed on the basis of five items in the questionnaire measuring different dimensions of usefulness/relevance of prevention of diseases related topics. These are Likert-type rating scales ranging between 1 and 5 (1=not at all useful/relevant; 5=extremely useful/relevant). ***Table 6.7 below describes the items along with mean scores and standard deviation (SD). Since it's a five-point scale, a mean value of above 2.50 signifies that the topic is fairly useful/ relevant for an individual/society.***

Table 6.7: Effectiveness of CRS on Prevention of Diseases				
Topic	Extent of usefulness for an individual		Relevance for community	
	Mean	SD	Mean	SD
Disease outbreak and prevention	4.47	0.62	4.51	0.62
Issues related to HIV/AIDS	4.46	0.60	4.49	0.65
Immunization	4.47	0.61	4.50	0.60
Safe motherhood/child birth	4.48	0.59	4.51	0.59
Traditional health tips	**4.55**	**0.55**	**4.56**	**0.57**

As per table 6.7, all the five items related to disease prevention topics received strong assertion by the listeners. The higher mean values for both usefulness and relevance of the topic implies higher perceived effectiveness of the CRSs with regard to programs related to prevention of diseases.

Further, in order to estimate the proportion of listeners at various levels of perceiving effectiveness of CRS program, the scores obtained in each item by an individual have been added. Therefore, in each item the respondent could get a minimum score of 5 (5X1) and maximum score of 25 (5X5). The more the score towards 25, the more effective the CRS program is. On the basis of scores, the listeners' responses were divided into three levels namely, useful, neutral and not useful with regard to individual usefulness and relevant, neutral and not relevant with respect to relevance for community.

Table 6.8 below, represents the results for the proportion of listeners at various levels.

Table 6.8 : Extent of Usefulness/Relevance of Disease Prevention Programs					
Extent of usefulness for individual	Range of Scores	Proportion	Extent of relevance for community	Range of Scores	Proportion
Not useful	5-14	34.7%	Not relevant	5-14	35.5%
Neutral	14-15	3.8%	Neutral	14-15	3.8%
Useful	15-25	61.5%	Relevant	15-25	60.6%
		Mean= 15.92 SD = 7.01		Mean= 16.02 SD = 7.02	

In line with the findings of table 6.7, table 6.8 also illustrates that listeners perceive that programs related to disease prevention were useful and/or relevant for an individual and society with more than three-fifth (62%) of them scoring between 15 and 25, in both aspects of effectiveness.

6.6 Perceived Effectiveness of CRS on Awareness about Government Schemes/Programs

Effectiveness on generating awareness about government schemes/programs has been assessed on the basis of nine items in the questionnaire measuring different dimensions of usefulness/relevance of information generation programs on government schemes. These are Likert-type rating scales ranging between 1 and 5 (1=not at all useful/relevant; 5=extremely useful/relevant). Table 6.9 below describes the items along with mean scores and standard deviation (SD). Since it's a five-point scale, a mean value of above 2.50 signifies that the topic is fairly useful/ relevant for an individual/society.

Table 6.9: Effectiveness of CRS on Awareness Generation				
Topic	Extent of usefulness for an individual		Relevance for community	
	Mean	SD	Mean	SD
Message on government flagship programs like Right to Education, AADHAR, etc.	4.53	0.62	4.52	0.65
Information on social security schemes of government	4.50	0.60	4.55	0.61
Information on livelihood programs	4.51	0.59	4.53	0.61
Information on insurance plans	4.53	0.60	4.53	0.63
Information on joining a SHG and its benefits	4.48	0.60	4.52	0.62
Information on birth and death registration	4.52	0.62	4.58	0.58
Information on marriage registration	4.57	0.58	4.57	0.61
Information on societal problems including dowry, child marriage, female infanticide/feticide, gender discrimination etc.	4.57	0.55	4.62	0.56

As per table 6.9, all the eight items related to awareness generation topics received strong assertion by the listeners. The higher mean values for both usefulness and relevance of the topic implies higher perceived effectiveness of the CRSs with regard to programs related to awareness generation.

Further, in order to estimate the proportion of listeners at various levels of perceiving effectiveness of CRS program, the scores obtained in each item by an individual have been added. Therefore, in each item the respondent could get a minimum score of 8 (8X1) and maximum score of 40 (8X5). The more the score towards 40, the more effective the CRS program is. On the basis of scores, the listeners' responses were divided into three levels namely, useful, neutral and not useful with regard to individual usefulness and relevant, neutral and not relevant with respect to relevance for community. Table 6.10 below, represents the results for the proportion of listeners at various levels.

Table 6.10: Extent of Usefulness/Relevance of Awareness Generation Programs					
Extent of usefulness for individual	Range of Scores	Proportion	Extent of relevance for community	Range of Scores	Proportion
Not useful	8-21	44.3%	Not relevant	8-21	42.2%
Neutral	21-22	2.4%	Neutral	21-22	4.4%
Useful	22-40	53.3%	Relevant	22-40	53.4%
		Mean= 22.52 SD = 11.28		Mean= 22.65 SD = 11.30	

In line with the findings of table 6.9, table 6.10 also illustrates that listeners perceive that programs related to awareness were useful and/or relevant for an individual and society with more than half (53%) of them scoring between 22 and 40, in both aspects of effectiveness.

6.7 Perceived Effectiveness of Social Messages aired by CRS

Effectiveness of social messages has been assessed on the basis of three items in the questionnaire measuring different dimensions of usefulness/relevance of social messages. These are Likert-type rating scales ranging between 1 and 5 (1=not at all useful/relevant; 5=extremely useful/relevant).

Table 6.11 below describes the items along with mean scores and standard deviation (SD). Since it's a five-point scale, a mean value of above 2.50 signifies that the topic is fairly useful/ relevant for an individual/society.

Table 6.11: Effectiveness of Social Messages aired by CRS

Topic	Extent of usefulness for an individual		Relevance for community	
	Mean	SD	Mean	SD
Social message on birth control	4.46	0.57	4.56	0.61
Social message on religious and political tolerance	4.46	0.58	4.51	0.62
Social message on importance of trees	4.50	0.57	4.49	0.62

As per table 6.11, all the three items related to social messages received strong assertion by the listeners. The higher mean values for both usefulness and relevance of the topic implies higher perceived effectiveness of the CRSs with regard to social messages aired by them.

Further, in order to estimate the proportion of listeners at various levels of perceiving effectiveness of CRS program, the scores obtained in each item by an individual have been added. Therefore, in each item the respondent could get a minimum score of 3 (3X1) and maximum score of 15 (3X5). The more the score towards 15, the more effective the CRS program is. On the basis of scores, the listeners' responses were divided into three levels namely, useful, neutral and not useful with regard to individual usefulness and relevant, neutral and not relevant with respect to relevance for community.

Table 6.12 below, represents the results for the proportion of listeners at various levels.

Table 6.12: Extent of Usefulness/Relevance of Social Messages

Extent of usefulness for individual	Range of Scores	Proportion	Extent of relevance for community	Range of Scores	Proportion
Not useful	3-8	43.7%	Not relevant	3-8	44.2%
Neutral	8-9	6.4%	Neutral	8-9	6.0%
Useful	9-15	50.0%	Relevant	9-15	49.7%
		Mean= 22.52 SD = 11.28		Mean= 9.24 SD = 4.16	

In line with the findings of table 6.11, table 6.12 also illustrates that listeners perceive that programs related to social messages were useful and/or relevant for an individual and society with half (50%) of them scoring between 9 and 15, in both aspects of effectiveness.

6.8 Perceived Effectiveness of Local Issues/Talent Promoted by CRS

Effectiveness of local issues/talent promotion has been assessed on the basis of two items in the questionnaire measuring different dimensions of usefulness/relevance of the same. These are Likert-type rating scales ranging between 1 and 5 (1=not at all useful/relevant; 5=extremely useful/relevant).

Table 6.13 below describes the items along with mean scores and standard deviation (SD). Since it's a five-point scale, a mean value of above 2.50 signifies that the topic is fairly useful/ relevant for an individual/society.

Table 6.13: Effectiveness of Local Issues/Talent Promoted by CRS

Topic	Extent of usefulness for an individual		Relevance for community	
	Mean	SD	Mean	SD
Local issues related to unemployment, low educational attainment, agriculture, water, land, forest, etc.	4.52	0.58	4.55	0.57
Local music, folklore, local recipes, local festivals, customs and rituals etc.	4.56	0.57	4.54	0.60

As per table 6.13, all the two items related to promotion of local talent and local issues received strong assertion by the listeners. The higher mean values for both usefulness and relevance of the topic implies higher perceived effectiveness of the CRSs with regard to promotion and undertaking of local issues.

Further, in order to estimate the proportion of listeners at various levels of perceiving effectiveness of CRS program, the scores obtained in each item by an individual have been added. Therefore, in each item the respondent could get a minimum score of 2 (2X1) and maximum score of 10 (2X5). The more the score towards 10, the more effective the CRS program is. On the basis of scores, the listeners' responses were divided into three levels namely useful, neutral and not useful with regard to individual usefulness and relevant, neutral and not relevant with respect to relevance for community.

Table 6.14 below, represents the results for the proportion of listeners at various levels.

Table 6.14: Extent of Usefulness/Relevance of Social Messages

Extent of usefulness for individual	Range of Scores	Proportion	Extent of relevance for community	Range of Scores	Proportion
Not useful	2-5	22.0%	Not relevant	2-5	21.8%
Neutral	6-7	0.2%	Neutral	6-7	1.5%
Useful	8-10	77.8%	Relevant	8-10	76.7%
		Mean= 8.10 SD = 2.12		Mean= 8.11 SD = 2.11	

In line with the findings of table 6.13, table 6.14 also illustrates that listeners perceive that programs related to local issues were useful and/or relevant for an individual and society with more than three-fifth (78%) of them scoring between 8 and 10, in both aspects of effectiveness.

6.9 Effectiveness — Impacts on listeners

Efforts were made to capture the incidences of direct impact on the listeners due to Community Radio Station. The important case studies have been categorized into various issues and compiled as ahead —

SANITATION — CONSTRUCTION OF INDIVIDUAL HOUSEHOLD TOILETS

A student named Dhananjay Kumar Yadav, aged 20 years and a resident of Paithan Patti village of Gopalganj district, said in his interview that after listening to the programmes related to cleanliness and sanitation, a number of people in his village have constructed toilets in their houses. He also mentioned that the community had become more aware about the significance of cleanliness and hygiene. Open defecation has been reduced to a great extent ***(Listener of Radio Rimjhim, Bihar)***.

An agriculture farmer named Vishnu Singh, aged about 32 years, listener of ***Waqt ki Awaz, Uttar Pradesh***, residing in Surajpur village of Kanpur Dehat district, mentioned that due to the programmes related to sanitation and significance of toilets, he has already constructed a toilet in his house. According to him, many other families of his village have also started constructing toilets after listening to the radio programme.

Babulal Sharma is a 45-year-old resident of Chainpura village in Tonk district. He listens to ***CRS Banasthali, Rajasthan*** and likes Swasthya Charcha program on it. He got the idea from the program to construct a toilet in his house and motivated others as well to do so. Many people in his community have constructed toilets in their houses and the awareness about health & hygiene has increased. He said people are bringing about change in the society.

Bhagwan Devi, 47 year old, is a resident of Bhadas village of Nagina block in Mewat district. She has constructed a toilet in her house after listening to Sehat ka Paigam program of Alfaz-e-Mewat, Haryana. She has also motivated many people of her community to construct toilets in their houses. She gave the examples of many people who got a toilet constructed in their houses after she convinced them to do so for cleanliness. Another person, Mr. Munfeed Khan, a resident of Kaliya Baas village in Firozpur Zirka block, has also constructed toilet in his house after getting inspired from a program related to cleanliness on Alfaz-e-Mewat, Haryana. He has also inspired and motivated many people to do the same. Pravin, a 21-years-old young man living in Moolthaan village of Nagina block, got inspired and aware about benefits of constructing a toilet in his house from ***Alfaz-e-Mewat, Haryana***. He learnt about the ill effects of open defecation from the program. His father supported him financially and they got a toilet constructed in their house. He has been a source of inspiration to his neighbors and people in his community are looking forward to constructing toilets in their houses.

IMPROVED INCOME AND AGRICULTURAL YIELD

During the field visit, a farmer named Dinesh Yadav was interviewed. He was about 47 years and was a resident of Dewa Pur Shahabuddin village of Gopalganj district. He said that he owned 13 Kattha of land; he mainly used to grow wheat in his fields. After listening to the agriculture/farming related programmed aired in ***Radio Rimjhim, Bihar***, Dinesh started using organic fertilizers instead of chemical fertilizers and saw a huge improvement in the yield. Earlier his 13 Kattha agricultural land provided him with only 7 quintals of wheat, which was increased to 10 quintals after adopting the organic manure suggested by the CRS. He was happy that his yield had increased by 3 quintals which ultimately increased his income by about Rs. 4000/- per year from 13 kattha or about 0.48 hectare land.

The Rimjhim CRS covers an area of about 432 sq. km. The agricultural land is about 60% of the total area, implying about 25,920 hectares. The example cited above indicates that potentially such programmes can increase yield worth Rs. 21 crore per year within the coverage area, which will extend to other surrounding areas through word of mouth.

A farmer aged about 35 years, named Umakant Singh Tiwari, from Ek Derwa village of Gopalganj district, mentioned that he has seen a lot of positive changes in his village due to the programmes aired in ***Radio Rimjhim, Bihar***. He talked about the agriculture related programmes that provide important information about farming, increasing yield, new seeds and preparing compost/organic manure. This type of information has improved the agricultural yield of the villages to a great extent. He also stated that other programmes related to cleanliness have also contributed in broadening the mindsets of the villagers. Another farmer named Dharmendra Kumar Mishra, aged 35 years, of Hembardha village, also mentioned that information related to scientific methods of farming have helped in improving the agricultural yield of the farmers. He also said that the ***radio channel has also contributed a lot in creating awareness of new medicines available in the village hospital***.

An agriculture farmer named Bhagat Singh Azaad, aged about 68 years, residing in Kakardahi ward no. 8 village of Kanpur Dehat district, mentioned that after listening to a programme aired about agriculture on ***Waqt-ki-Awaz, Uttar Pradesh***, he started using organic manure to improve his yield on the 5 acre land that he possessed. After adopting this method (organic manure), to improve yield, Bhagat Singh Azaad slowly stopped the usage of chemical fertilizers in his farming. This change of adopting the modern method of using organic manure greatly helped him in improving his yield. He stated that he used 4 bigha land to sow urad and moong pulses using organic manure gave him a yield of about 5.5 quintals of pulses. The increase in income works out to exceeding Rs. 1000/- per hectare per year.

The Waqt Ki Awaz CRS covers an area of about 456 sq. km. The agricultural land is about 65% of the total area implying about 29640 hectares. The example cited above indicates that potentially such programmes can increase yield worth Rs. 30 crore per year within the coverage area, which will extend to other surrounding areas through word of mouth.

He mentioned that other villagers using chemical fertilizers and pesticides for increasing yield were also attracting many diseases in the community. He thanked the community radio station for this piece of information which has greatly helped in improving the yield and has also requested to provide more information on latest farming techniques.

Ranjit Malik, 58, a farmer living in Gadarpur block of Udham Singh Nagar District, is completely dependent upon his farm produce for his and his family's living. He told how he was able to increase the productivity of his agricultural land by listening to Krishi Sandesh program on ***Pantnagar Janvani CRS***, Uttarakhand. He mentioned how he used some seeds and fertilisers which were told by agricultural experts on radio and after using them, the productivity has increased and his profits have increased by almost Rs. 15,000/- per hectare per year. He emphasised that his produce has doubled from 10 quintals to 20 quintals and he owed all his success to Pantnagar Janvani CRS.

Padlochan Vishwas, a 50-year-old farmer, resides in Basantipur village of Udham Singh Nagar District. Mr. Vishwas began listening to ***Pantnagar Janvani*** and he became its permanent listener very soon. He started listening to Machli Palan program on the radio and he got the idea of starting a business of fishery by listening to it. Through this program, he got useful tips for effective fish-keeping. He also learnt some tips for sprinkling pesticides on his farm produce which resulted in increasing his productivity from 8 quintals to 18 quintals. Witnessing this improvement in his profession, many others in his community started listening to the radio and have started sprinkling pesticides on their crops and have also stated fishery business. In all, the village is on the way to progress. He owed all this success to Pantnagar Janvani CRS.

A 35-year-old resident of Shantinagar village of Haldwani block in Nainital district, Harish Prasad said that he has been able to increase his farm productivity from 8 quintals to 13 quintals with the use of fertilisers about which he came to know through ***Pantnagar Janvani CRS***. Harish pointed out that earlier, his crops got damaged due to insects and he did not realise what was wrong with his crops. Until one day when he started listening to CRS.He got many tips about agriculture, and knowledge about insecticides and pesticides. He started sprinkling them on his crops, thereby preventing the loss of his crops due to damage caused by insects. As a result, his total produce increased substantially and his losses also reduced greatly. He also gave the credit of this to Pantangar Janvani CRS.

The Janvani CRS covers an area of about 579 sq.km. The agricultural land is about 65% of the total area implying about 37635 hectares. The example cited above indicates that the potentially such programmes can increase yield worth Rs. 38 crore per year within the coverage area, which will extend to other surrounding areas through word of mouth.

Ganeshan, a fisherman in Koonimedu Puducherry, used to earn around Rs. 12,000 to 15,000 per month with great difficulty after fishing for about 20 to 22 days. However, after listening to a broadcasted programme of ***Puduvai Vaani***, Puducherry, Samuthaya Sirgipal (Yelelo), he learnt that a fish called "Vanjaram" which is

available only in Andhra Pradesh and Tamil Nadu is one of the costliest varieties of fish. Ganeshan started fishing for more no. of days especially in the months October, November and December. The CRS also provided information about another costly fish called "Seerfish" which is caught using hooks and lines. With the help of the information provided by the community radio station, the fisherman now earns about Rs. 5,000/- to Rs. 8,000/- per month more than the earlier income.

Another person, who was a carpenter, was interviewed, and he also gave similar response. His name was Ilango and he belonged to Kalapet Puducherry. He mentioned that he participated in a programme called "Intha Vaaran Ivar" aired by ***Puduvai Vaani CRS***, where he shared his carpenter experience and listed out a detailed method that he followed in order to do his job. Many listeners were impressed by his work. He stated that earlier he used to earn only about Rs. 8,000/- to 10,000/- per month, however, after the community listened to his interview in the radio programme, he started getting more work which increased his earnings to Rs. 20,000/- to 25,000/- per month.

A farmer named Ramaswamy was interviewed to understand the kind of positive impact ***Vayalaga Vanoli, Tamil Nadu*** has created in his life. He responded that in his 2 acre land, which he used for paddy cultivation, he used to get 1500-2000 Kg. (i.e. 20-25 bags) of paddy per acre. Since he is a listener of the CRS, he followed about 6-7 episodes on SRI Method of Paddy Cultivation and started following the instructions provided by the radio jockey. He made the following changes in his method of paddy cultivation:

- Reduced transplantation duration from 20-25 days to 14-15 days
- Followed other instructions such as land leveling, planting method, water level management, using fertilizers at different stages, using pesticides
- Avoided machineries and instead used human resource to reduce damage

He experienced the following benefits, apart from improved yield, after following the SRI technology

- Reduction in the number of human resource used for cultivation
- Insect/Rat issues were reduced
- Damage reduced after decrease in use of machinery
- Additional income from sale of straw
- Additional profit of Rs. 5-6 per kg of Patharu

Ramaswamy stated that his paddy yield improved from 1500-2000 kg./acre to 3500-4000 kg./per acre (45-46 bags). He is also getting an additional income of Rs. 8,000 from sale of straw and profit of Rs. 5-6 per kg of Patharu implying an overall increase exceeding Rs. 20000/- per hectare per year. The radio channel also provides information about the market price of Madurai and other nearby government and private markets which help the farmers to store the yield accordingly and supply it to the market on a suitable date, thus, increasing their revenue.

The Vayalaga Vanoli CRS covers an area of about 296 sq. km. The agricultural land is about 60% of the total area implying about 17760 hectares. The example cited above indicates that potentially such programmes can increase yield worth Rs. 36 crore per year within the coverage area, which will extend to other surrounding areas through word of mouth.

Giriraj Gujjar, a 30-year-old man living in Ahmedpura village in Tonk District belongs to a farmer family. He used to listen to radio very fondly every day, and one day he listened to ***Banasthali CRS, Rajasthan*** and started liking it. He continued listening to it and also noted down their contact number announced on-air. He liked the program Swasth Pashu, Khushhaal Kisaan on CRS, and he then called CRS to talk to veterinary doctor because one of his buffalo fell ill. The doctors prescribed some medicines and by taking it, his buffalo became healthy again. He then got in touch with CRS again and he was offered a job to work as an anchor in the CRS, which he accepted. He now works with dedication and joy. He communicates in local Rajasthani language so that more people could understand him and that has gained him a lot of popularity and respect in the community. He now inspires people to get educated and maintain good health.

Kailash Devi, a resident of Damodarpura village in Nivai block of Tonk district is a regular listener of ***Radio Banasthali***. She particularly likes Swasth Pashu, Khushhaal Kisaan program and that has brought about a big change in her husband's agricultural profession. She owns 3 buffaloes and 2 cows, and takes care of her animals in the ways as told in the radio programmes. She is able to recognise the kind of illness of her animals with the ways told on CRS. She feeds her animals with the food told about on CRS, and that has resulted in increased milk from them and, thereby, increased earning for her and her family. Her husband, a farmer, also learnt many new techniques of farming from CRS and has learnt to use good fertilisers and pesticides on crops. He has been able to increase his earning from this and both of them give the credit of this to ***Radio Banasthali CRS***. According to a rough estimate, the increase in income from enhanced production of milk and farm produce is about Rs. 30000/- per year.

Bhajan Devi, 54 Years, a resident of Godhana village in Mewat district is an ASHA worker as well. She started listening to Humse hai Shaasan program on ***Alfaz-e-Mewat CRS, Haryana*** and got inspired to do something herself. She contacted the head of the CRS and got help from there. She got engaged to Aajeevika mission and learnt to sew clothes. She now teaches sewing to others as well. Both her daughters also sew clothes. All of them are earning well through it and are supporting their needs better. She gives all the credit to ***Alfaz-e-Mewat CRS*** for her successful life.

Wasim Akram is a resident of Ghagas village of Nagina block. Earlier, they used to practice ordinary farming techniques and the productivity was not high. But after introduction of ***Alfaz-e-Mewat CRS***, many positive changes have come up in agricultural practices in his village. He has learnt many new things from this medium. For example – They have started producing Bajra and tomatoes using new techniques of farming learnt from CRS programmes. According to them, they are getting an increase in farm produce worth Rs. 10000/- to 15000/- per year. They are happy on account of higher productivity. They wish that CRS continues to provide such important and useful information.

EDUCATION

The programmes broadcasted on education have also deeply impacted the youth of the community. A grocery shop owner named Ramesh Rai, aged 36 years, from Madhusaraya village, said that he is a regular listener of ***Radio Rimjhim, Bihar*** for the past 5 years. He talked about a show "Hello My Choice" which is one of his favorites, and mentioned that the programme provides a lot of information about education and general knowledge. His son, who is also a regular listener of this radio station, follows this show and has shown increased interest in his studies. He has even topped in his class. Through this radio station, his son understands the importance of education and has promised his parents that he will find a government job after completing his higher education.

During field visit, a private employee named Kapoor Singh, aged 40 years, residing in Kleen village – ward no. 13 of Solan district, was interviewed to understand the impact of the radio programmes aired by ***Shakti radio station, Himachal Pradesh***, on him or his family members and to also identify any changes (positive or negative) on his family. According to Kapoor Singh, the programmes related to youth community broadcasted by the radio station, have increased awareness among the children of his family and has also created a positive impact. Earlier, his children were not interested in studies and were not putting enough effort to excel in education. After listening to the radio programmes broadcasted in the CRS, the children have started to show interest in both studies and sports. He also stated that the children have started to understand the importance of education and they have mentioned it to their mother that they will study till the time they end up in a secured government job.

HEALTH AND WELLBEING

A number of people interviewed during the field visit mentioned the health benefit they received after listening to health related programs such as "Nalam Nalamariya" aired by the ***Vayalaga Vanoli, Tamil Nadu***. Illarajothi from Ayyapatti mentioned that her mother was suffering from knee pain for several years. After following the advice of the doctor in the broadcasted programme, they saw a lot of improvement in the knee pain.

A student of 12th standard named S. Sivaranjani from Mangalampatti village said that after listening to ***Vayalaga Vanoli radio***, she became aware of Anemia and started consuming iron tablets as provided by the government. She also started looking after her food habits and checks her HB count at frequent intervals.

A married woman, B. Sumangali, from Vellinipatti village was trying to conceive for the past few years. She called the doctor who was in a phone programme of "Nalam Nalamariya" of ***Vayalaga Vanoli CRS***. After consulting the doctor at the hospital, she was able to conceive.

A woman from Manapachery village, named D. Amala, aged about 29 years, mentioned that she had always suffered from upper stomach pain and had temporarily resolved her issue through home remedies. But, after listening to the doctor's advice on "Nalam Nalamariya" program of ***Vayalaga Vanoli radio***, she changed her food habits, and also consulted the same doctor at the hospital for tablets. Her pain has subsided to a great extent, and she feels comfortable now.

Another woman, S. Vennila from Kalapur village, said that she had participated in a cooking contest organized by ***Vayalaga Vanoli CRS***. After listening to the lecture given by D. Kamalasundari about nutritional foods, she understood the significance of healthy and home-made snacks and also the ill-effects of packed food and snacks. She followed the advice and observed an improvement in her children's overall health.

CONSTRUCTION OF ROADS

A community member, Dharmendra Singh, who is a teacher aged about 38 years, from Jagiri Tola of Gopalganj district, mentioned that ***Radio Rimjhim, Bihar*** helped the villagers in construction of pucca road. The CRS continuously broadcasted the problems faced by the community due to the Kaccha road in their village. Since this village is prone to floods, the CRS has always warned about the upcoming flood, which has helped the community in preparing themselves for the crisis.

Another person named Babulal Manjhi, a social worker, aged 32 years, from Chain Patti village, also mentioned that the kaccha roads of the village were converted to pucca roads due to the efforts made by the community ***Rimjhim radio station***. He stated that his community has experienced an overall progress and he gives the entire credit to ***Radio Rimjhim, Bihar***.

SOCIAL IDENTITY

Listeners who started participating in the initiatives of ***Radio Media Village, Kerala***, were able to create their individual identity in the society. A lady named Lissy Kutty Panadan, aged about 48 years, from Vazhappalli/ Vadakkekkara village was interviewed. She is a housewife and now also a part time radio artist. Initially she was a regular listener of the programmes aired in Radio Media, she gathered a lot of information about various things such as, women empowerment, agriculture, education, acting, drama, etc., she also used to advice people on these topics. She realized her inclination towards Drama and she joined the radio channel in order to air her own programme, which ultimately became very popular among the listeners. She is being recognized in the society and her work is appreciated by most of the people in her community. This has boosted her confidence to a great extent. She stated that she is earning Rs. 6,000 per month from the job at the radio station and is able to help her husband in managing the household expenditures. Due to the additional income in her family, she says that her family in financially independent and they do not need any outsider's help to manage their expenditures.

Another lady from Vazhappalli village, Lissy Jose, aged 47 years, was interviewed. She is a housewife and social worker. She said that the radio programmes aired in the CRS has helped her in gathering a lot of information related to social issues. Being a social worker, she is interested in listening to the social issues, understanding the reasons for it and makes an effort to improve the situation. She organizes health camps in nearby villages and is also the President of Panchayat Mahila Association of her village. The information she receives from the radio programmes has helped her work more for the society and has also facilitated in creating her own identity in the community.

PERSONALITY DEVELOPMENT AND KNOWLEDGE ENHANCEMENT

During field work, a listener, Pratha Saini aged 18 years from Hatikha village, talked about the positive turnaround of her overall personality and increased self-confidence due to the programmes broadcasted by ***Waqt Ki Awaz***. She mentioned that ***Waqt Ki Awaz*** has helped in developing her overall behavior; she has learnt how to behave at home, publicly and with elders. After regularly listening to a broadcasted programme, "Buti Bua", she now possesses knowledge of all the home remedies to treat minor illness. She even recommends these remedies to her family members who are facing any minor health issues. Her creative side has also been triggered by the programmes aired, which have increased her interest in singing.

CONFIDENCE BUILDING AND GENDER EQUALITY

Anamika Yadav, aged 20 years, residing in Manda village of Kanpur Dehat district, was interviewed, and she shared her overall personality development which happened after regularly listening to programmes aired on ***Waqt Ki Awaz***. She mentioned that earlier she lacked the confidence and was unable to communicate her views. After listening to the numerous programmes broadcasted in the CRS, she feels that she has gained confidence and does not fear expressing her thoughts. She also stated that the high proportion of community/village has gone through a transformation and now gives freedom to girls of the village. The community has also started supporting education for girls which has led to overall community development in her area. Waqt Ki Awaz was given the entire credit for all the positive changes that she and her community had experienced on the issues related to gender parity.

SPECIAL ACHIEVEMENTS

Maheswar Das, a veteran Kaali Player – Rejuvenated at the age of 90 Years Maheswar Das of Geruwa, Hajo is an aged person of about 90 years of age. Previously, besides being a farmer, he used to play *Kaali*, a traditional Assamese old wind instrument. He was interviewed and felicitated by Luit Community Radio Station. Consequently, he found a new enthusiasm and inspiration to work with his *Kaali*, which was a 200 years old instrument. Subsequently, he started to teach the instrument to the youths. It was great that a simple radio interview lead him to revive an endangered folk musical instrument. He was really thankful to ***Radio Luit for providing him the inspiration at this age and making his burdensome life to be worthwhile.***

Bharat Burman—Contact No.—9508560017–A Blind Singer from Dharapur

Mr. Bharat Burman, blind since birth, a resident of Dharapur (Kamrup-Assam) is around 40 years old. He had an inherent talent for music. He started singing modern Assamese songs & folk songs in his adolescence and became a prominent singer during his 30s. By then, Mr. Burman started performing in the locally arranged programs in Dharapur, especially, during special occasions & festivals, such as Rongali Bihu. Thus, he became popular among the villagers and neighbours in the locality. As the luck would have it, last year, a Volunteer, from Radio Luit, Ms. Ranumoni Kalita, met him in the village and introduced him to the ***CRS Radio Luit Centre*** at Idol Building of the Gauhati University. Subsequently,

Mr. Burman became a regular participant in many programs of the ***Radio Luit 90.8***, such as Mukolisora, Aaalap, Bikhoyon, Luit-er-Shrota, Quezzeria. He also bagged the prize of winner twice in quezzeria program. More importantly, he could perform as a singer for both folk songs and Assamese songs in the channel, which gave him immense pleasure & satisfaction besides enhancing his popularity and professional circle in the society. He is full of gratitude towards ***Radio Luit***.

This chapter depicts the effectiveness of CRS on an individual's life or upon the community which the CRS caters to. Effectiveness had been judged on the basis of usefulness of varied topics/programs aired by CRS for an individual vis-à-vis its relevance for that particular community. Since actual effect of CRS programs is hard to quantify, the same have been measured through perception analysis of listeners using a five point Likert scale. In overall terms, it could be said that most of the programs covering varied topics related to overall societal development were quite effective, as perceived by the listeners.

CHAPTER 7

MAIN FINDINGS AND RECOMMENDATIONS

7.0 Background

The present study attempted to assess the existing status of reach, listenership and effectiveness of CRSs in India. This report is based on extensive survey of listeners and chief functionary officers offering insights into key areas of interest. It is hoped that the findings and insights presented in the report would serve as strategic inputs for increasing the above mentioned aspects of CRS. This chapter presents a recap of the key findings as per the various research objectives that the study attempted to achieve. Based on these findings, pertinent recommendations have been offered at the end of this chapter that will help enhance the effectiveness CRS programs.

7.1Summary of Findings

The sections hereunder present the key findings with respect to research objectives outlined for the study:

In the overall context, the 19 sample CRSs cover an area or 7,818 sq. km. coverage area with 14.8 lakh households (71 lakh population). The overall proportion of listeners is 29% with 4.4 lakh listener households (20.8 lakh population)

7.1.1 Listenership and Reach of Community Radio Stations

Basic Profile of CRSs:

- The oldest CRS in NGO category in terms of acquiring license is Sangham Radio, managed by Deccan Development Society, Telegana, which acquired license in 2008. In educational category, both Radio Banasthali of Banasthali University, Rajasthan, and Vidyavaani of University of Pune, Maharashtra, belonged to oldest category of CRS in terms of acquiring license in 2005. On the other hand, Krishi Community Radio managed by University of Agricultural Sciences, Karnataka, which got its license in 2007 is the oldest among agricultural CRSs. Most of the CRSs run programs in regional languages and most of them have vision document, while mission document is missing in most cases.
- With regards to formation of management committee, 7 out of 8 CRSs in case of NGO CRSs have a management committee in place, while only 4 out of 8 Education CRSs have the same. Two Agriculture CRSs out of 3 reported to have a management committee. Out of 19 CRSs, 12 CRSs reported to have advisory committee (5 in NGO CRSs, 5 in Education CRSs and 2 in Agriculture CRSs).
- Almost all Chief Functionaries of 19 CRSs informed that the major challenges faced towards smooth functioning of the CRSs are fund problems and it is in need of financial support from the government.
- Majority of the CRSs engaged with the community before its formal establishment.

Reach of CRSs

- Among all the CRSs, KVK Pravara CR, Krishi Vigyan Kendra, Maharashtra covers the maximum area of 1,695 sq.km., while Puduvai Vaani, Pondicherry University, Pondicherry, has a coverage area of 115 sq.km., which makes it the radio station with least coverage area.
- With regards to population within the coverage area or reach in terms of population, Vidyavani CR of Pune University, Mahrashtra reaches to around 16, 63, 666 persons (3, 96,111 households) which is highest among all CRSs. Radio Banasthali, Banasthali University, Rajasthan, reaches to only 41, 959 persons (7,361 households) and is the least among all CRSs.

Listenership of CRSs

- •Radio Sharda of J&K has the maximum listenership. More than 7 out of 10 households (72%) within the coverage area of Radio Sharda consisted of at least one listener of this particular CRS. The listenership is least for Krishi Community Radio, University of Agricultural Sciences, Karnataka, which is only 6%.

7.1.2 Socio-Demographic Profile of Listeners

Distribution of Listeners: Sector

- Out of 19 CRSs, 9 CRSs cater totally to rural population with 100% of its listeners residing in rural areas. This is a good indicator considering the fact that major parts of rural India are still devoid of mainstream media.
- With regards to reach of CRSs in urban areas, Apna Radio operated by Indian Institute of Mass Communication, New Delhi has an audience base entirely from urban areas, followed by Radio Sharda of J&K, where 90% of its listeners are from urban areas.
- In overall terms, more than three-fourth of the listeners (77%) hail from rural areas, as against nearly one-fourth (23%) being from urban areas.

Distribution of Listeners: Gender

- 70% of the sampled listeners are males as compared to only 30% females.
- Out of the 19 CRSs, both Chanderi ki Awaz, MP and KVK Pravara CR, Maharashtra has the highest proportion of male listeners (94%).
- Rudi no Radio, Gujarat has the highest proportion of female listeners (51%), followed by Radio Vishnu, AP (50%).

Distribution of Listeners: Social Category

- OBCs constitute the maximum proportion of listeners (38%), followed by listeners from general category (37%).
- Listeners from SC category are highest (78%) for Sangham Radio, Telegana, while ST category listeners are highest for Vidyavaani CRS, Maharashtra (24%).
- 88% listeners of Puduvai Vaani, Pondicherry are from OBC category which is highest among all CRSs while all listeners of Radio Sharda belong to general category.

Distribution of Listeners: Economic Category

- Nearly half of the listeners (45%) belonged to APL category while almost same proportion of listeners (43%) was from BPL category.
- More than 9 out of 10 listeners (93%) of Radio Sharda, J&K were APL, the highest among all CRSs under consideration.
- On the other hand, nearly 9 out of 10 listeners (90%) of Sangham Radio belonged to BPL category, while nearly half of listeners (48%) of Vidyavani, Pune University, Maharashtra were from 'others' category which includes Antyodaya, no card etc.

Distribution of Listeners: Educational Status

- 14% of listeners were found illiterate or LNFE

  - Highest proportion of illiterates/LNFE were found in Telangana (55%), Andhra Pradesh & Haryana (both 27%) and Karnataka (24%).
  - Pune (0%), J&K (2%) and Kerala (1%) had least proportion of this category.
- Regarding graduates and post graduates, the overall proportion was found to be 23%.
  - It was highest in J&K (59%), followed by Assam (52%), Pune (48%) and Himachal Pradesh (32%).
  - The minimum proportion of this category was observed in Gujarat (1%), followed by Haryana, Telangana and Andhra Pradesh all at 6%.

Patterns of Media Ownership

- Nearly all listeners (98%) sampled for the study own a mobile and four-fifth (80%) of them own TV.
- Radio ownership was also reasonably high at 53%, but ownership in terms of newspapers/ magazines is only 38%.
- Households which receive newspaper/magazines at home were highest in case of listeners of Radio Sharda, J&K (91%).
- Ownership of TV and Radio both were highest in case of Radio Sharda, J&K, 100% and 95% respectively.

Patterns of Media Ownership – Category wise

- Newspaper ownership was highest in case of education CRS (47%).
  - Since most of the listeners of education CRS are students, this might have increased the ownership of newspapers.
- Ownership of TV was maximum in case agriculture CRS (94%), while radio ownership was highest in case of NGO CRS (58%).

Radio Listening Habits of Listeners

- Nearly 7 out of 10 persons (67%) listen to radio daily, followed by another 14% listening to radio for 3-4 times a week.
  - With respect to individual CRS, more than 9 out of 10 listeners of Radio Sharda, J&K, listen to it every day, the highest among all CRSs.
- With respect to type of CRS, maximum proportion of listeners (70%) of NGO CRS, listen to radio daily, followed by education CRS (65%). 16% listeners of education CRS listen to radio five-six times a week while another 15% listens radio for three-four times a week.

7.1.3 Perception about CRS

Opinion about CRS: Category wise Analysis

- 57% of the total listeners preferred good music, followed by 44% who liked information that CRS provided and 23% mentioned that they liked the presenters/anchors/RJs of the radio station.
- The other popular factors liked by them were news, interactive programmes/phone-ins and information about local community problems.
- About three-fifth (60%) of the listeners, in all the three categories, listened to the respective CRS on a daily basis. Maximum proportion of listeners (67%) of NGO CRS, listen radio daily followed by agriculture CRS (62%).
- About 17% of the listeners of agriculture CRS mentioned that they listened to radio about five to six times a week, followed by education CRS at 15% and NGO CRS at 12%.
- When enquired about the duration of listening to CRS, about 21% of the respondents from all the three categories mentioned that they have been listening to the CRS for about 1 to 2 years.
- Another 21% of the respondents said that they had been listening CRS for the past 2 to 3 years.
- About 73% of listeners rated the quality of signal strength as Excellent/Very Good.
- About four-fifth (80%) of overall listeners from all category CRSs rated the quality of content as

either 'Excellent' or 'Very Good'.

- Around 82% of the listeners from all three categories responded that the variety of CRS programmes broadcasted was excellent or very good.

Opinion about CRS: CRS wise Analysis

- The top 3 factors for listening to the radio channel were – good music, information about new things and presenters/anchors/RJs of the radio station.
- The highest proportion of listeners who opted for good music was about 93% for Radio Sharda, J&K, and the lowest was 8% for KVK Pravara CR, in Maharashtra.
- Rudi no Radio of Gujarat had the highest proportion of respondents (70%), who listened to the radio station to get information about new things while the lowest proportion was at 12% of Radio Vishnu, AP.
- The highest proportion of listeners who listened because of the presenter/anchor/RJ was of Vidyavani, University of Pune with 57% responses, while the lowest proportion was for Sangham Radio of Telengana at only 5%.
- Majority of the listeners (63%), who were interviewed, were listening to the CRSs on a daily basis.
- The highest proportion of daily listeners was for Radio Sharda, J&K at 97%, followed by Radio Rimjhim, Bihar at 94%.
- The minimum/lowest proportion of daily listeners was for Puduvai Vaani, Pondicherry at 19%.
- Two of the radio stations, Radio Sharda, J&K and Vidyavani, University of Pune, Maharashtra received a response of 100% satisfaction for quality of signal transmission from its listeners. This was followed by 97% for Waqt Ki Awaaz, UP and 96% for Radio Media Village, Kerala.
- The lowest proportion of responses on quality of signal strength was received for Radio Luit, Assam at 15% and Chanderi ki Awaaz, MP at 29%.
- All the listeners of Radio Sharda, J&K were highly satisfied with the quality of content of programmes aired in their CRS. This was followed by 99% of listeners who gave an excellent rating for Vidyavani, University of Pune in Maharashtra.
- All the listeners of Radio Sharda, J&K rated the variety of programmes to be great. 98% of listeners also gave a good rating for Vidyavani, University of Pune and KVK Pravara CR, Maharashtra CRSs.
- The lowest proportion of rating for this aspect was received for Chanderi ki Awaaz, MP at 37%.
- The highest proportion of listeners who were aware of CR reporters was of Radio Media Village, Kerela with 64% and the lowest proportion was at 18% for Hamara MSPICM, HP.
- 65% listeners of Radio Media Village, Kerela, responded that their CRS seeks feedback about the broadcasted programmes. The lowest proportion was for Vidyavani, University of Pune, where none of the listeners admitted to have been asked for a feedback by the CRS.
- The highest proportion for listeners who gave feedback was at 100% for Radio Banasthali, Rajasthan and the lowest was for Vidyavani, University of Pune were none of the listeners gave feedback to the CRS.

Reasons for not listening

- 45% of non-listeners for almost all the CRSs mentioned that the prime reason for not listening was that they were not aware of the existence of community radio channels.
  - It was seen that only 4% of the non-listeners in Kerela and Gujrat mentioned that they were unaware of CRS in their community. This indicates that these radio channels probably have more awareness/publicity when compared to other CRSs since in all other cases, maximum non-listeners mentioned that they were unaware of CRS.
  - This was followed by 10% people who informed that they prefer listening to other radio stations.
  - Other important factors that emerged as dominant reasons for non-listening were preference for music channels (9%), lack of variety (9%) and poor quality of broadcasted programmes (7%).

- 37% and 30% non-listeners of UP and HP mentioned that the CRS had excessive commercials which put them off from listening to their channel.
- 87% and 50% of non-listeners in Bihar and HP said that the CRS lacked variety.
- Apart from the aforementioned reasons, there were some other factors that emerged from the focused group discussions held in community of all the 19 CRSs by the field officers:
  - Most of the women don't have access to FM channel (Ahmednagar)
  - Women were not allowed to take part in any activity organised by CRS without the permission of husband or in-laws in the family (Ahmednagar)
  - Lack of time and heavy work load at home (AP)
  - There was no solution provided by the CRS to the problems of the community due to which the villagers lost interest in listening to the programmes (Haryana)
  - The phone lines of CRS remain busy most of the times (Kerela)
  - Improper show timings led to poor listenership for the CRS (Puducherry)

7.1.4 Perceived Effectiveness of CRS

Perceived Effectiveness of CRS on Education

- The two items related to education topic received strong assertion by the listeners in terms of its usefulness and relevance. The higher mean values for both usefulness and relevance of the topic implies higher perceived effectiveness of the CRSs with regard to education programs.
- More than four-fifth (83%) of the listeners perceive that education programs were useful and or relevant for an individual and society.

Perceived Effectiveness of CRS on Agriculture

- All the three items related to agriculture topics received strong assertion by the listeners. The higher mean values for both usefulness and relevance of the topic implies higher perceived effectiveness of the CRSs with regard to agricultural programs.
- Three-fourth (75%) of listeners perceives that agricultural programs were useful and/or relevant for an individual and society.

Perceived Effectiveness of CRS on Health and Hygiene

- All the two items related to health and hygiene topic received strong assertion by the listeners. The higher mean values for both usefulness and relevance of the topic implies higher perceived effectiveness of the CRSs with regard to health and hygiene programs.
- More than four-fifth (82%) of the listeners perceive that health/hygiene programs were useful and/or relevant for an individual and society.

Perceived Effectiveness of CRS on Disease Prevention

- All the five items related to disease prevention topics received strong assertion by the listeners. The higher mean values for both usefulness and relevance of the topic implies higher perceived effectiveness of the CRSs with regard to programs related to prevention of diseases.
- More than three-fifth (62%) of the listeners perceive that programs related to disease prevention were useful and/or relevant for an individual and society.

Perceived Effectiveness of CRS on Awareness about Government Schemes/ Programs

- All the eight items related to awareness generation topics received strong assertion by the listeners. The higher mean values for both usefulness and relevance of the topic implies higher perceived effectiveness of the CRSs with regard to programs related to awareness generation.
- More than half (53%) of the listeners perceive that programs related to awareness were useful and/or relevant for an individual and society.

Perceived Effectiveness of Social Messages aired by CRS

- All the three items related to social messages received strong assertion by the listeners. The higher mean values for both usefulness and relevance of the topic implies higher perceived effectiveness of the CRSs with regard to social messages aired by them.
- Half (50%) of the listeners perceive that programs related to social messages were useful and/or relevant for an individual and society.
- Perceived Effectiveness of Local Issues/Talent Aired/Promoted by CRS
- All the two items related to promotion of local talent and local issues received strong assertion by the listeners. The higher mean values for both usefulness and relevance of the topic implies higher perceived effectiveness of the CRSs with regard to promotion and undertaking of local issues.
- More than three-fifth (78%) of the listeners perceive that programs related to local issues were useful and/or relevant for an individual and society.

7.2 Recommendations

A country-wide Study on the Listenership, Reach and Effectiveness of Community Radio Stations in India brought to light some pertinent findings which need to be considered while charting future course of action for this scheme. The study offers strategic insights into the performance of the scheme across various states highlighting its efficacy and effectiveness in providing the desired impact on community. The results of the study have led us to propose certain improvements in the operation and functioning of CRSs, which are outlined hereunder. It is hoped that the technical inputs derived from this study would serve to strengthen the scheme by pinpointing the areas requiring refinement or modifications to ensure optimum benefits for the community —

Community Engagement

Community radio by its very definition is embedded in the community. According to the findings of in-depth interview with chief functionaries and also through FGDs, it was found that CRSs managed by NGOs have a greater engagement with community in comparison to other CRS categories. All of 8 NGO CRSs sampled for the study were having deep rooted involvement with community prior to formal establishment of CRS, which is not the case for education CRS (except in case of Radio Media Village, Kerala). Further, the performance of education CRSs in terms of reach and listenership has been found of average category. In case of CRSs under agriculture category also, both their reach and listenership was estimated to be very low in comparison to NGO CRSs. Keeping all these things in mind, more weightage should be given to CRSs run by NGOs at the time of approval of licenses in comparison to other two categories.

Financial Sustainability

Through discussion with chief functionary officials it was found that many of them, though applied for DAVP but they are unable to receive any kind of approval for the same. They also do not have clarity regarding the status of their application (chief functionary of waqt ki awaaz was more vocal about the issue). To make this application process smoother, a timeline should be fixed along with proper information flow mechanism (status to be uploaded and updated in the website) to let the CRSs know about the status of their application.

Community radio stations across the world face problems of sustainability. In order to make the CRSs financially sustainable some innovative ways should be found. For example, some fund of the government could be kept aside to award the best performing CRSs on yearly basis. Further, other Ministries should be roped in to give information on all development schemes of that area on community radio for which appropriate payments would be made. For providing sustainability to this potential medium, it is recommended that DAVP norms for Community Radio Stations need to be simplified and made more liberal.

Further, Knowledge Centers must be created at the CRSs. The basic principle is to create a place where villagers can go for information either free or for a price. A community radio station can function like

a rural Knowledge Centre, providing a variety of services. In that case it can provide public service telephone, fax, Video/ CD/ Books/library. It can also sell records, hire out video and audio equipments and extend photo copying facilities. This would lend towards the sustainability of the CRSs.

Capacity Building

Capacity building of staff members, volunteers, and community radio reporters is necessary for better functioning of CRSs. As found through this survey, more than 6 out of 10 staff members (62%) of all CRSs taken together did not receive any kind of media training. Hence, government should take help from professionals in the field of media to provide basic training, especially, for innovative original programming with a native flavor.

As a step towards capacity building of the staff members, it is suggested that efforts should be made to identify institutions in every State which offer courses in Mass Communication or Media Management, preferably having a CRS. The selected institutions should be made as nodal training agency of the CRS staff members.

It is recommended that three types of trainings should be designed, catering to specific requirements. These have been discussed below-

1. **Introductory Course -** A 7-10 days introductory or orientation course could be given to CRS staff members through outreach. This training should be provided as close as possible to CRS, preferably if possible in the CRS.
2. **Certificate Course -** 6 months certificate courses could be provided to CRS staff. The fees of the course should be partly subsidized by the Government and partly borne by the CRS.
3. **Diploma Course -** 1-2 year's diploma courses to be provided through distance learning. These courses should have a proper procedure of selecting students and a proper mode of examination. Similarly in this course also, the fees should be partly subsidized by the Government and partly borne by the CRS.

Community Participation

Another way to increase community participation is to form listener clubs with members of the community who can discuss on the programs needed by their particular community and also give feedback to CRS accordingly. The government should take steps so that each CRS forms at least one listener club within its specified coverage area to meet periodically. The list containing their names, address and contact numbers to be provided so that functionality could be monitored, besides developing a forum for feedback.

Regular feedback from the listeners is essential in order to identify listeners' preferences. The taste of various listeners (youth, women, men, aged, etc) should be taken into consideration. A Listeners' Club needs to be formed in every CRS, which would act as an apex body. This Club would interact with the listeners at regular basis and take feedbacks regarding the CRS. The feedback can then be forwarded to CRS staff members so it can be incorporated in the respective program.

Further, every village within the coverage area of CRS should have a community based Listener Club for local participation and feedback. The members of the club should meet at least once in a month. Their feedback should be transferred to CRS through the apex Listeners' Club.

Strengthening of Transmitter

Invariably the CRS staff functionary suggested for sustainability issue that the wattage of transmitters should be increased from 50 wt. to at least 100 wt., if not 200 wt.

7.2.1 Recommendations for CRSs

The listener community of CRSs listed below wanted the duration of broadcast to be increased —

- Radio Sharda, J&K;
- Waqt ki Awaaz, UP;
- Alfaz-e-Mewat, Haryana; Radio Media Village, Kerala;
- Radio Rimjhim, Bihar.

(Incidentally, all the aforementioned CRSs were having a deep rooted connection with community)

There were a few CRSs, where the listener community wanted improvement in the quality of contents of the programmes, these CRSs include –

1. Puduvai Vani, Puducherry;
2. Vayalaga Vanoli, Tamil Nadu;
3. Chanderi ki Awaaz, MP;
4. Vidyavani, Pune Maharasthra

In case of CRSs – 1) Rudi No Radio, Gujarat, 2) Pantnagar Janvani, UK,3) Chanderi ki Awaaz, MP and 4) Apna Radio, Delhi, the CRS listeners wanted clarity of reception.

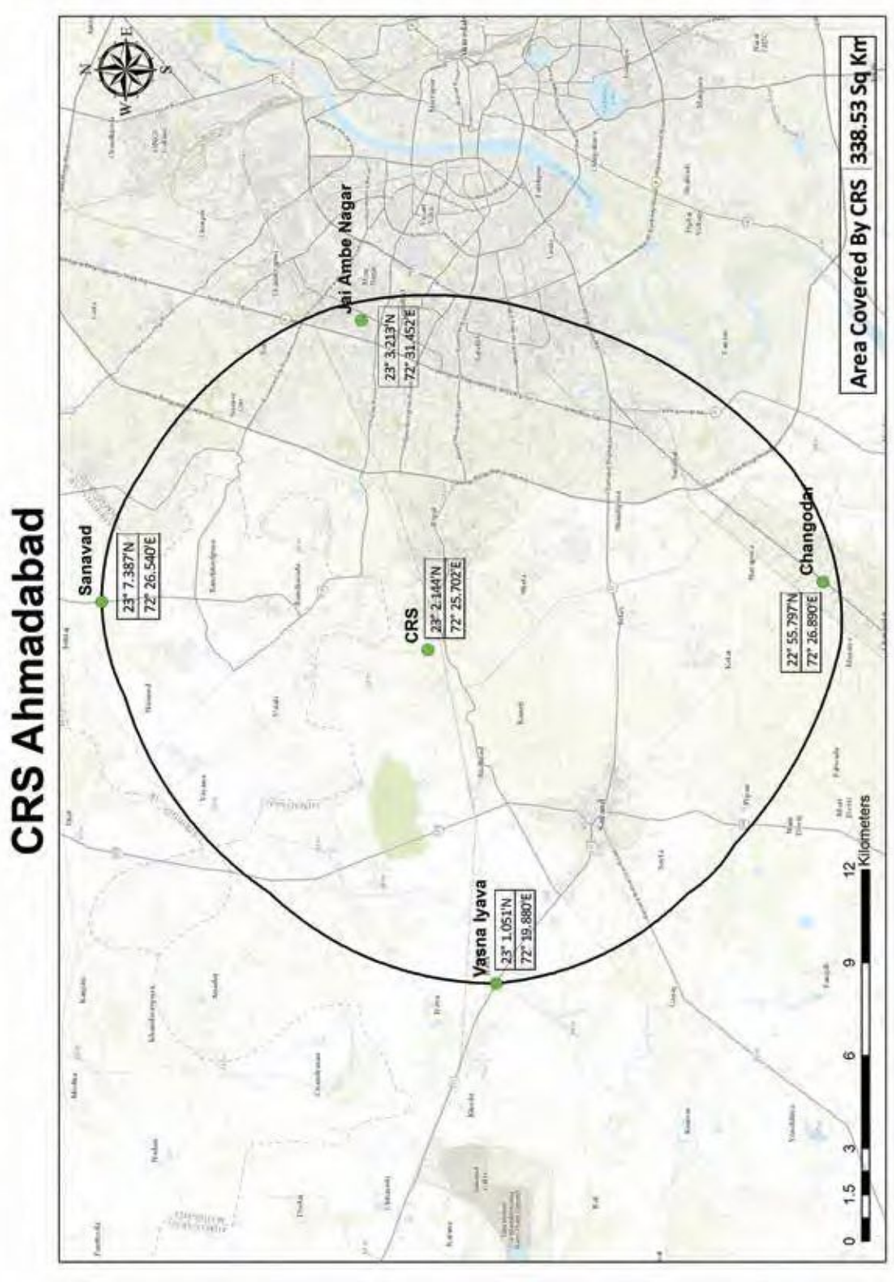
Listeners of Puduvai Vani, Puducherry desired that jokes and folk songs related programmes should be increased.

In conclusion, it can be said that CRSs in India have emerged as a means of enabling rural people and marginalized sections of the society to have greater access to information including opportunities to participate. Given the vast impact of CRSs on improvement in overall wellbeing of an individual as well as society, there is vast potential of CRSs in India which needs to be nurtured and supported. The overall assessment is a positive one and there is a strong case for considering CRS as a prime means of communication where other modes fail. Overall, satisfaction levels with CRS programs are high – with listeners rating CRS being highly effective on overall development of the community. Therefore, community radio can be looked as a potent communication tool in the hands of people for the development of people at large and its sustenance should be ensured by all measures.

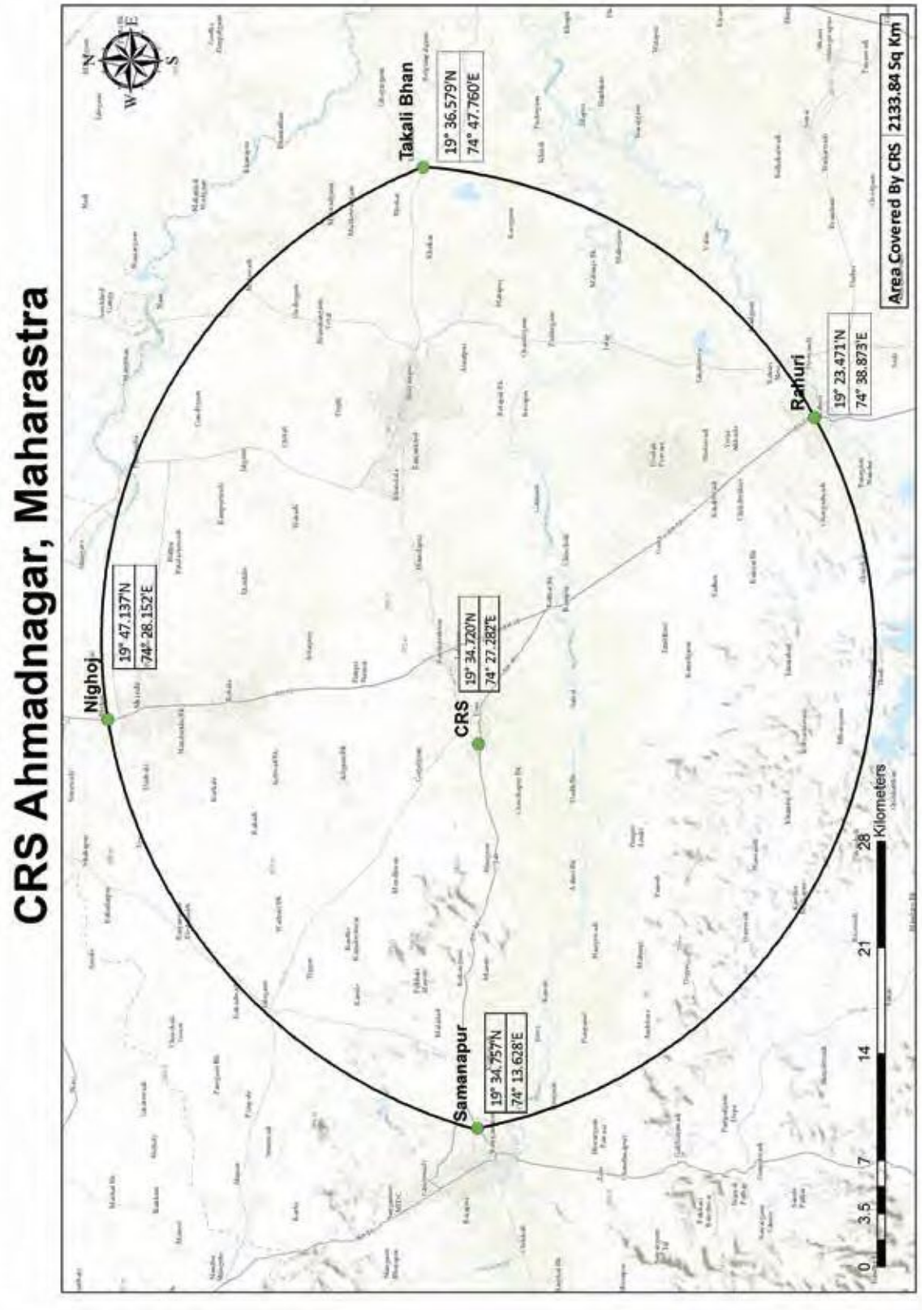
ANNEXURE

MAPS SHOWING COVERAGE AREA OF CRS

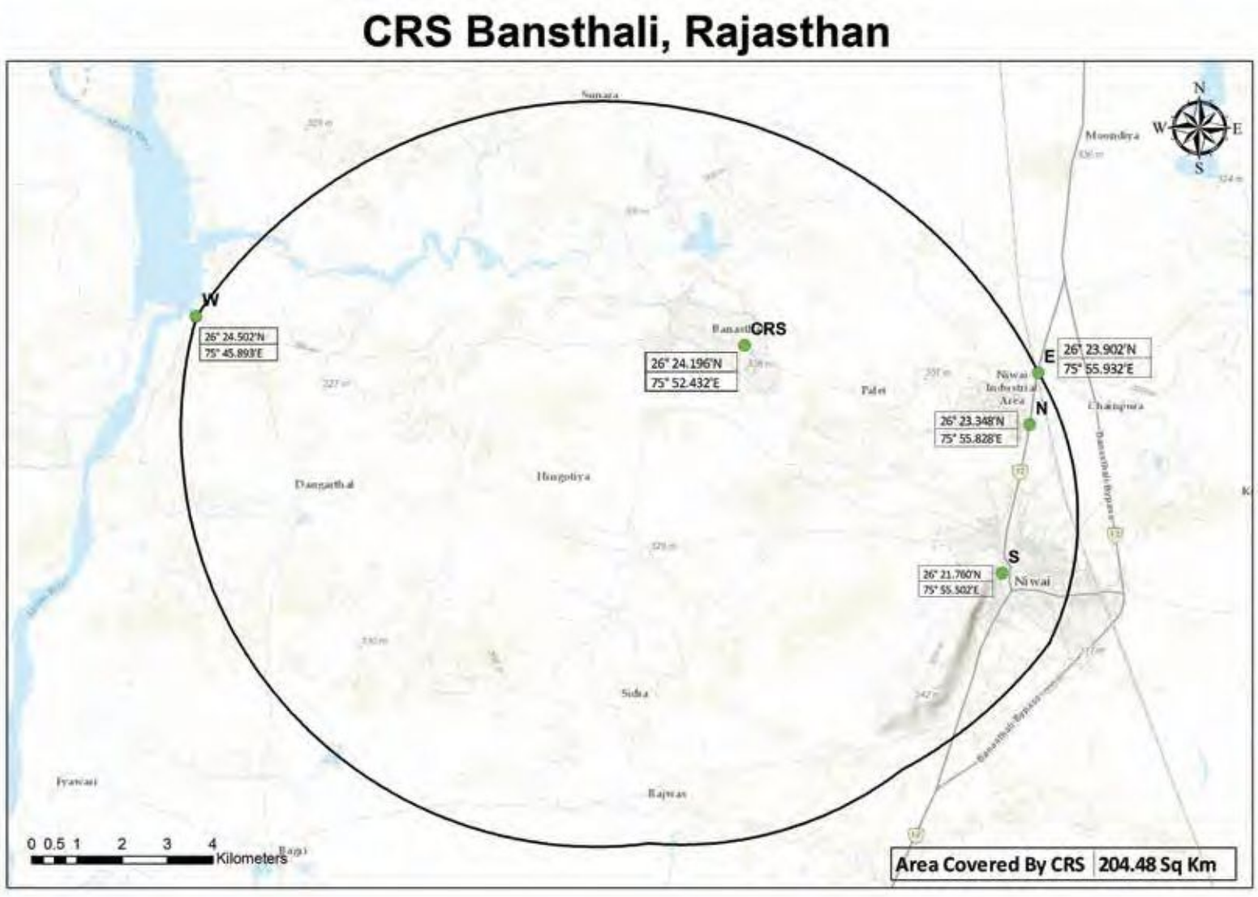
CRS **AHEMADABAD**



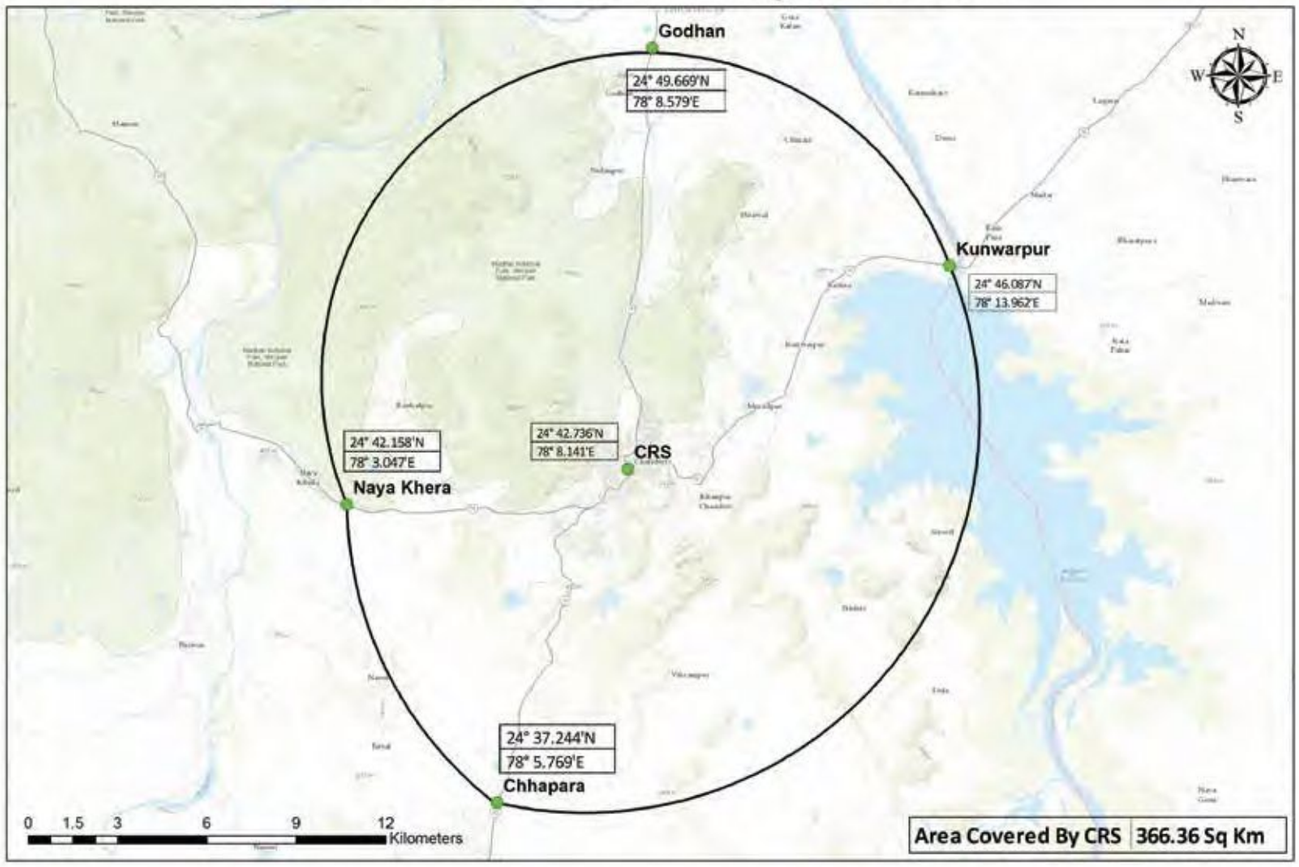
CRS **AHMADNAGAR MAHARASTRA**



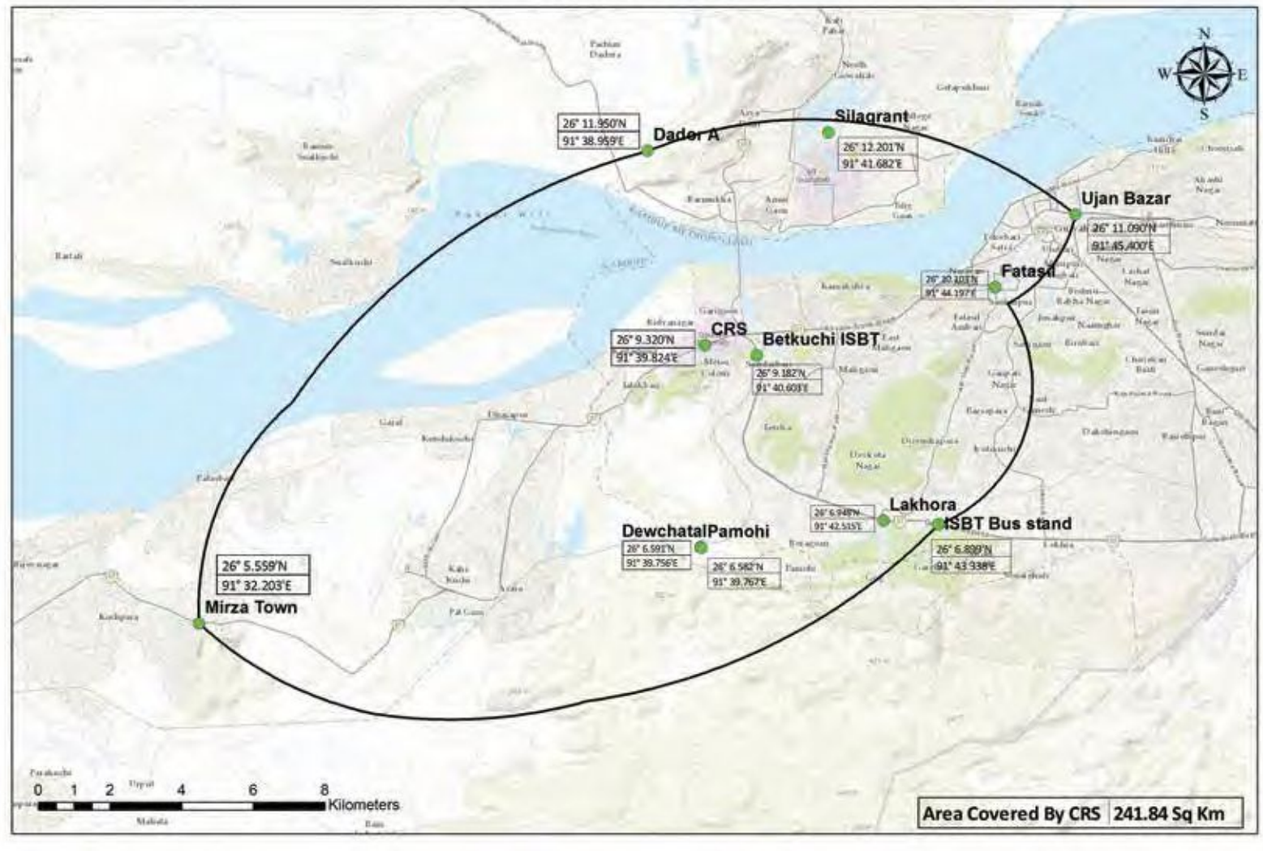
CRS **BANSTHALI, RAJASTHAN**



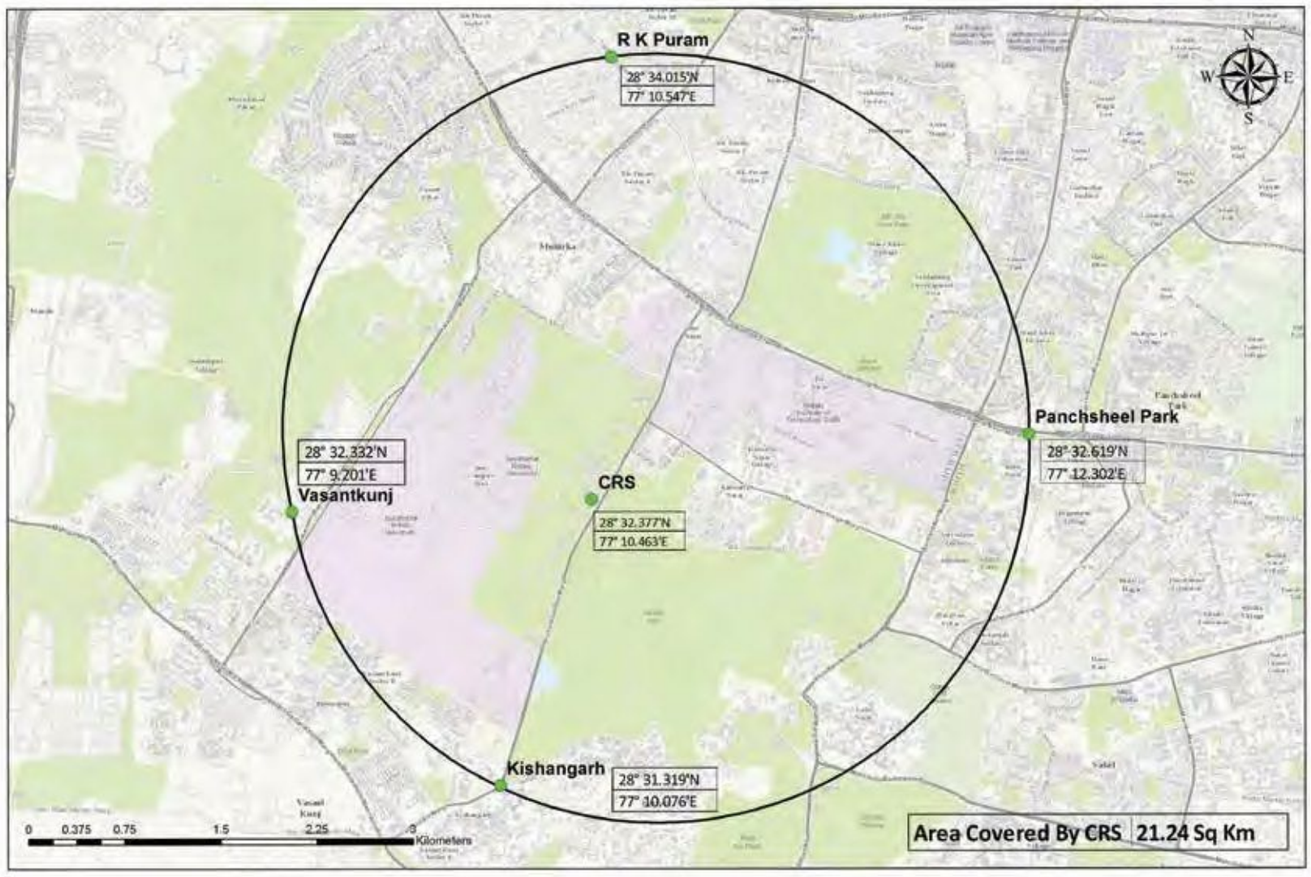
CRS **CHANDERI MADHYA PRADESH**



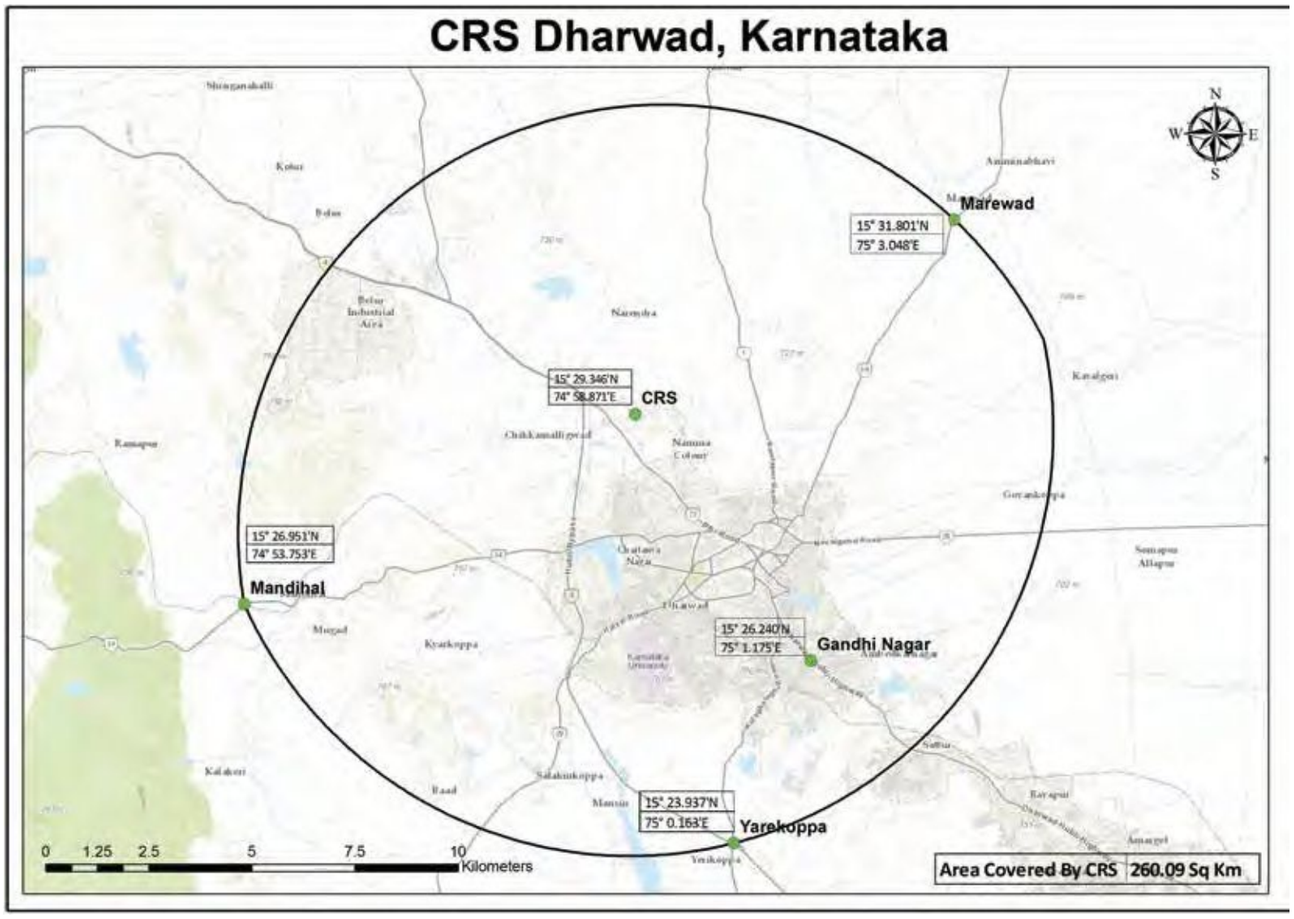
CRS Assam



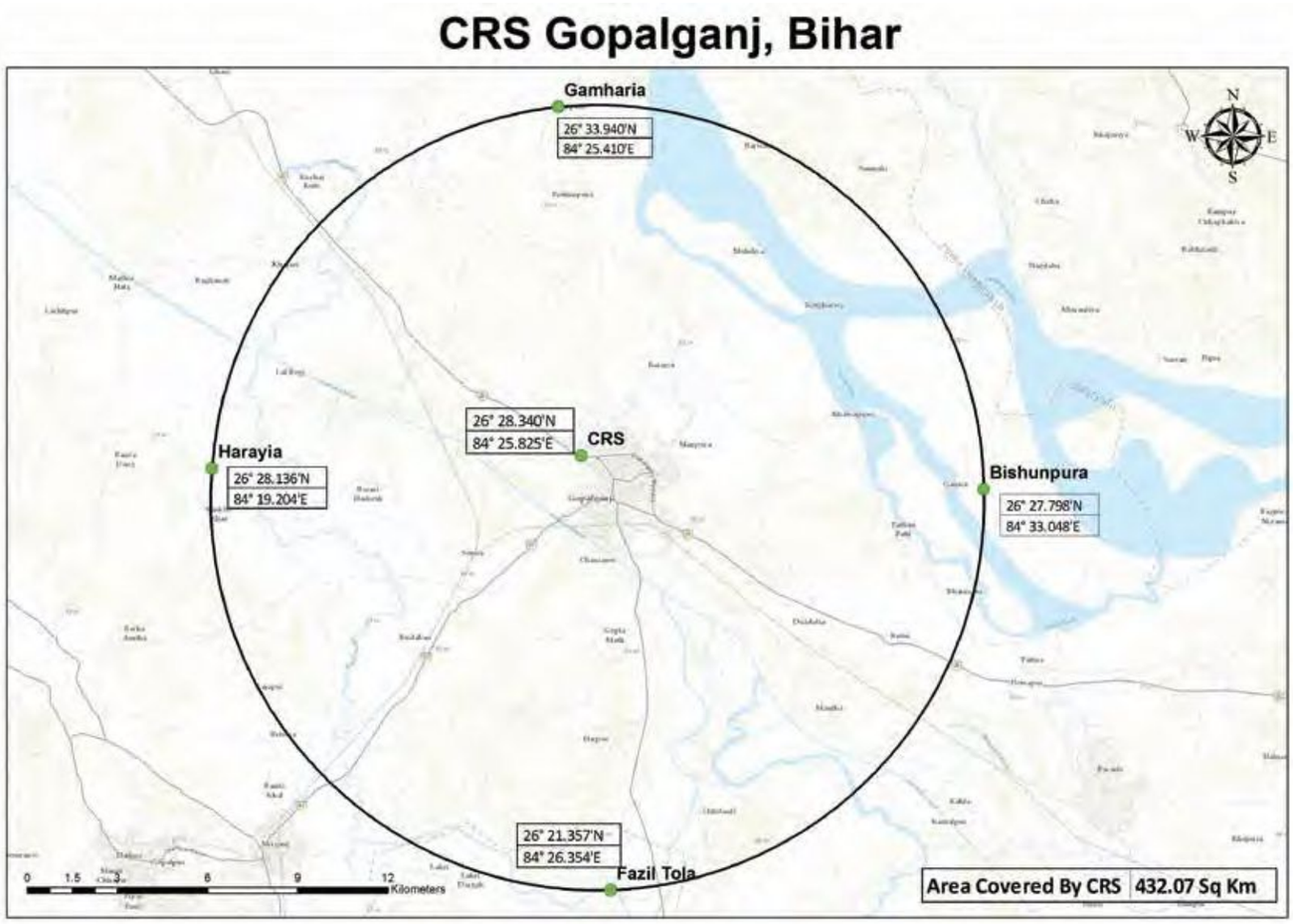
CRS Delhi

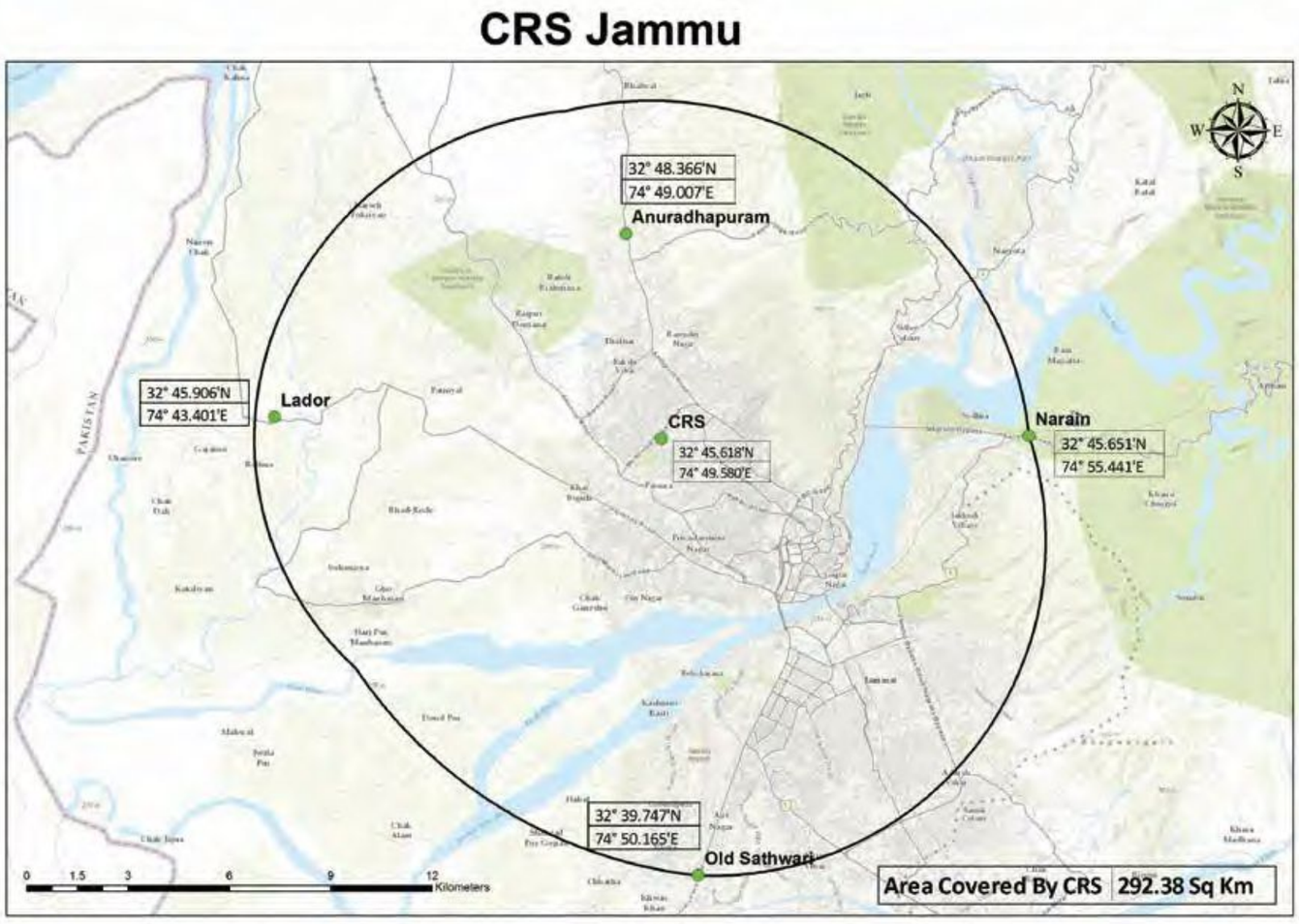


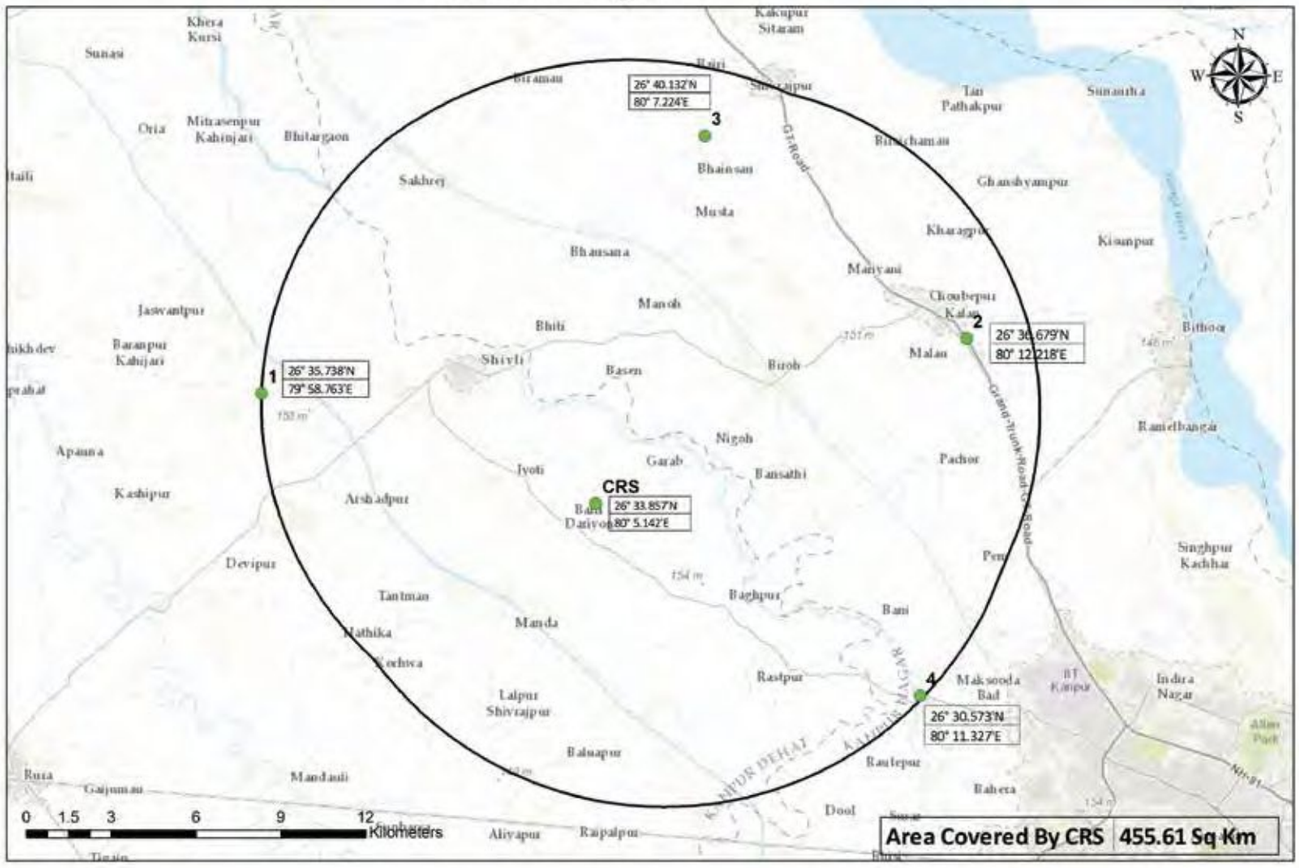
CRS **DHARWAD, KARNATAKA**



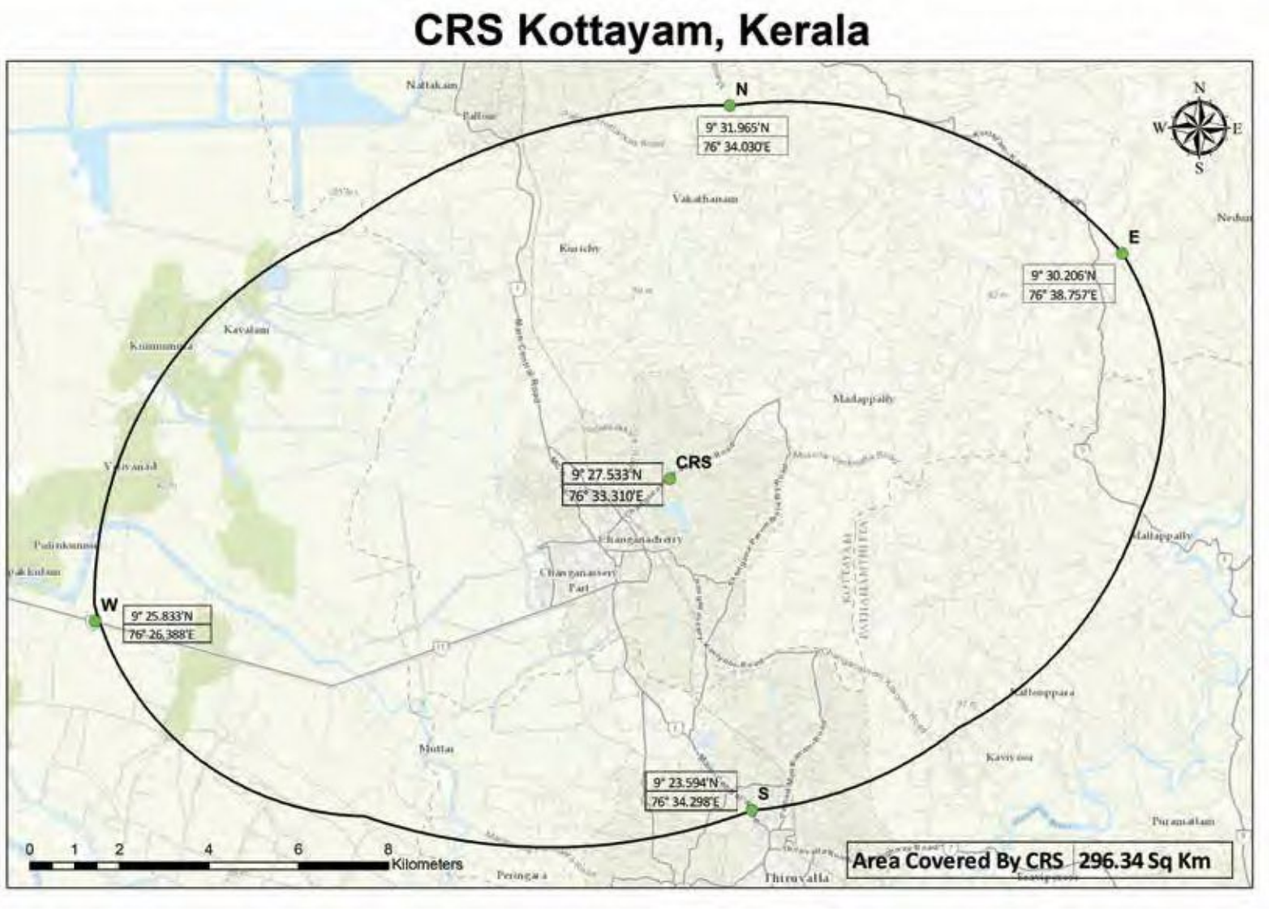
CRS **GOPALGANJ, BIHAR**



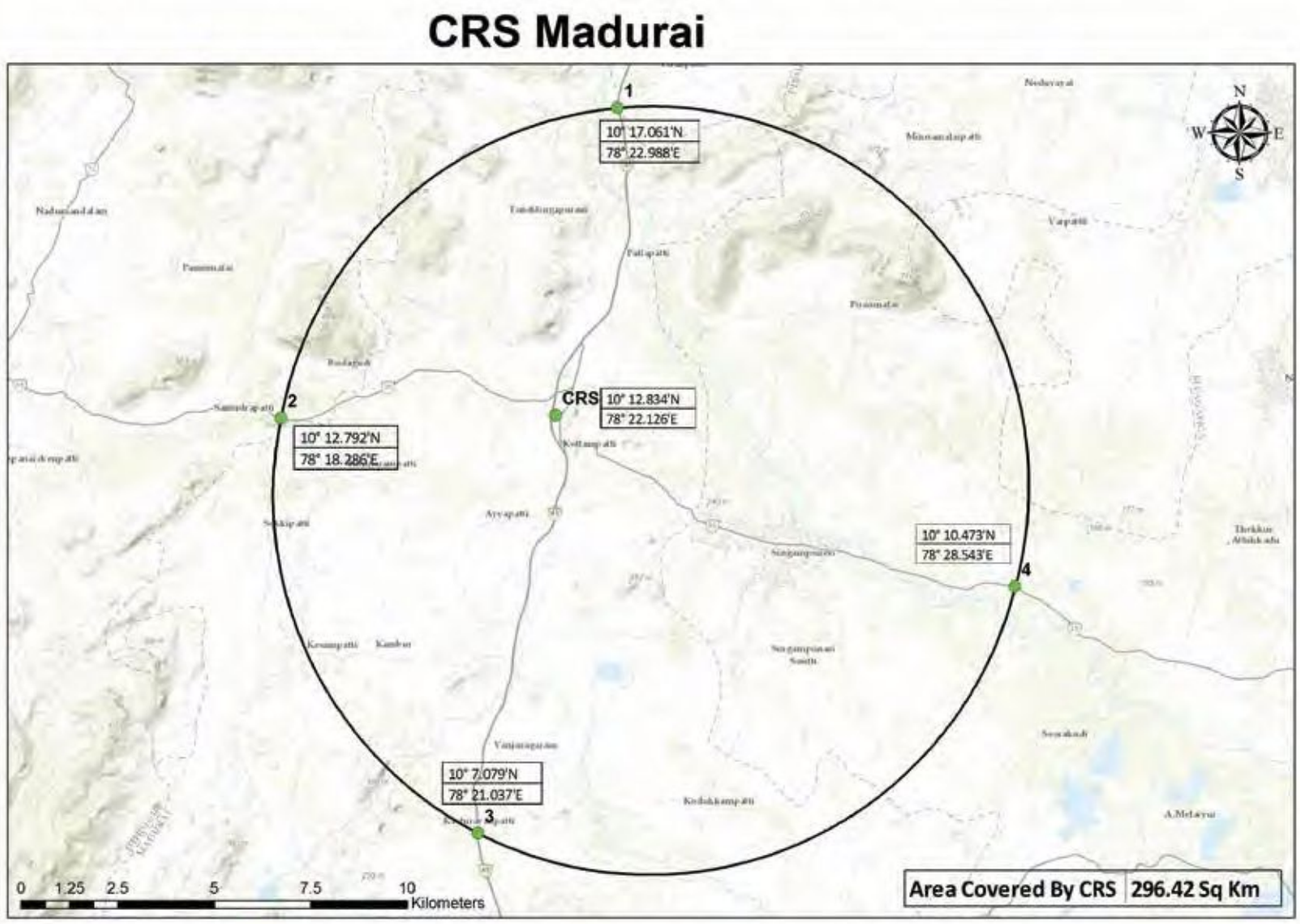

CRS Jammu
32° 48.366'N
74° 49.007'E
Anuradhapuram
32° 45.906'N
74° 43.401'E
Lador
CRS
32° 45.618'N
74° 49.580'E
Narain
32° 45.651'N
74° 55.441'E
32° 39.747'N
74° 50.165'E
Old Sathwari
N
S
E
W
PAKISTAN
0 1.5 3 6 9 12 Kilometers
Area Covered By CRS 292.38 Sq Km


CRS Kanpur
26° 40.132'N
80° 7.224'E
3
26° 35.738'N
79° 58.763'E
1
26° 30.679'N
80° 12.218'E
2
CRS
26° 33.857'N
80° 5.142'E
26° 30.573'N
80° 11.327'E
4
N
S
E
W
Bhainsan
Musta
Bhausana
Mansh
Bhiti
Shivli
Basen
Buroh
Malau
Choubepur Kalan
Nigoh
Garab
Jyoti
Bansathi
Pachor
Atshalpur
Kashipur
Devipur
Tantman
Manda
Hathika
Lalpur Shivrajpur
Baghpur
Bani
Rastpur
Raufepur
Maksooda Bad
Indira Nagar
Ghanshyampur
Kharagpur
Manyani
Sakhrej
Jasvantpur
Apauna
Singhpur Kachhar
Ramelbangar
Bithoor
Kisanpur
Sunantha
Tati Pathakpur
Grand Trunk Road
0 1.5 3 6 9 12 Kilometers
Area Covered By CRS 455.61 Sq Km

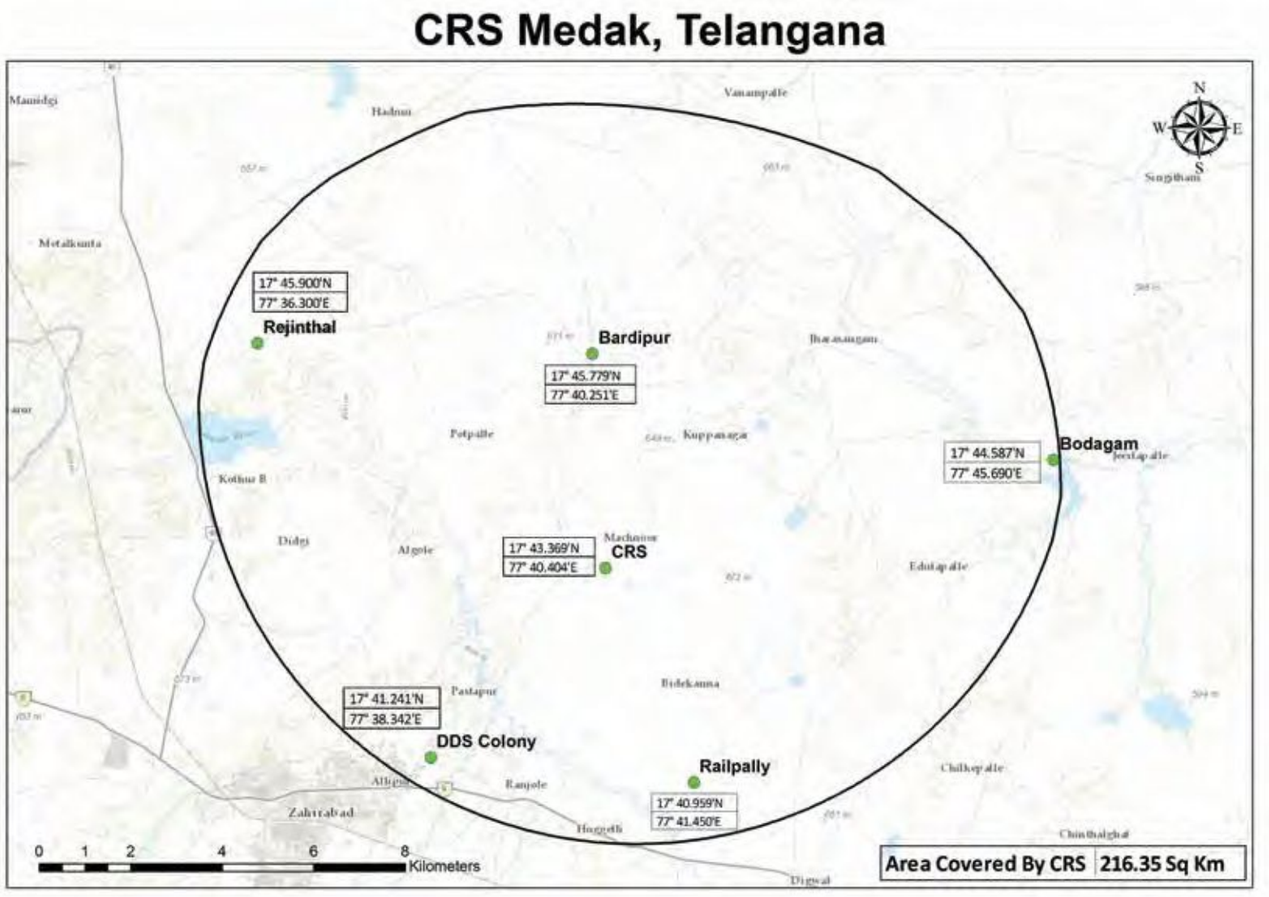
CRS **KOTTAYAM, KERALA**



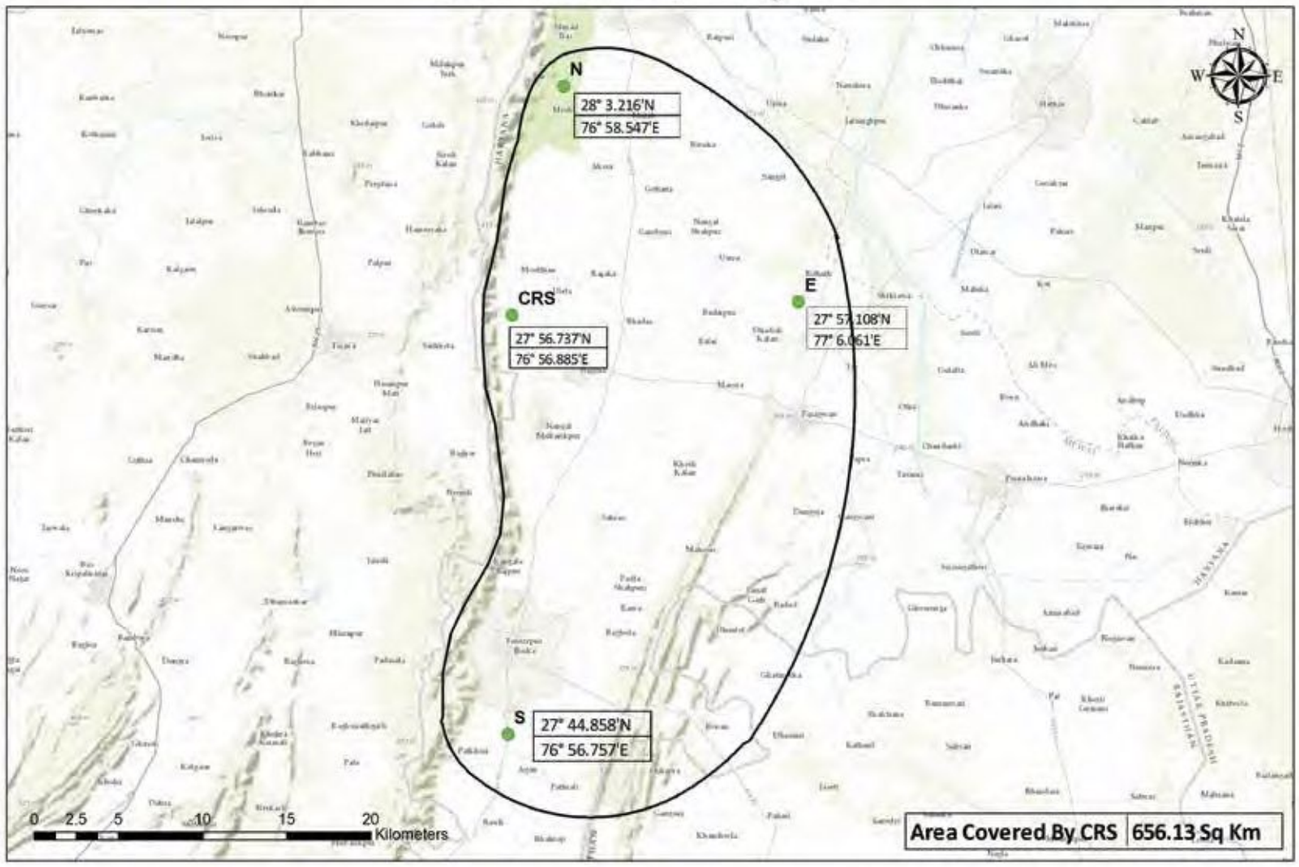
CRS **MADURAI**



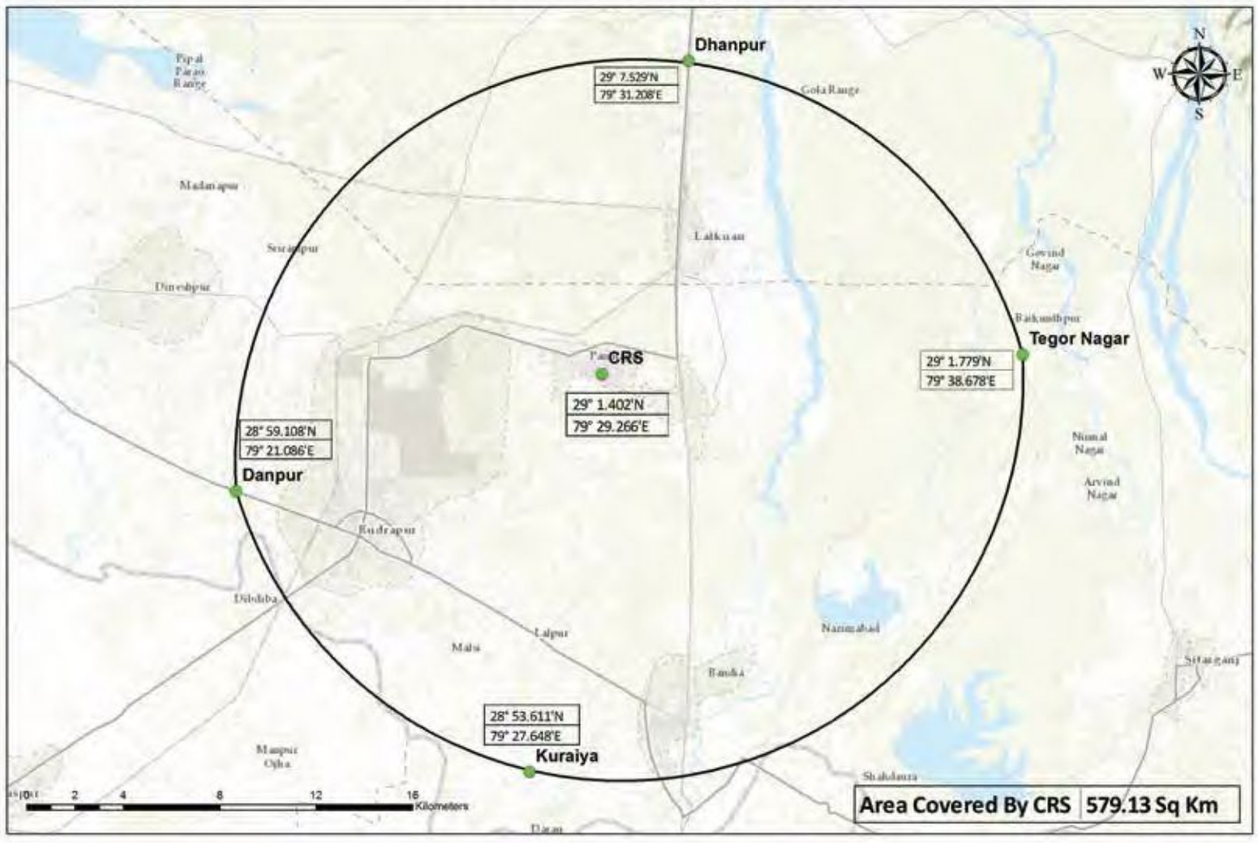
CRS **MEDAK, TELANGANA**



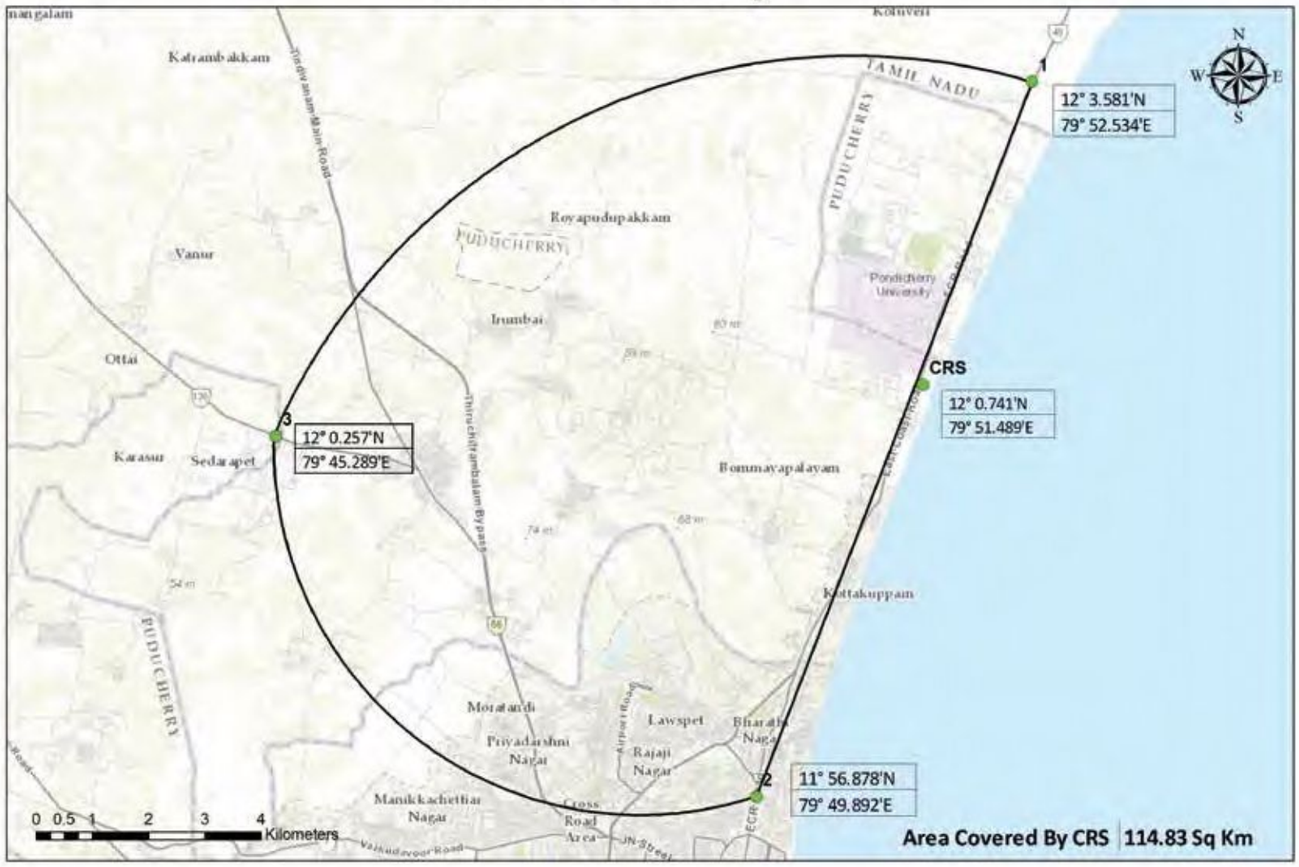
CRS **MEWAT, HARYANA**



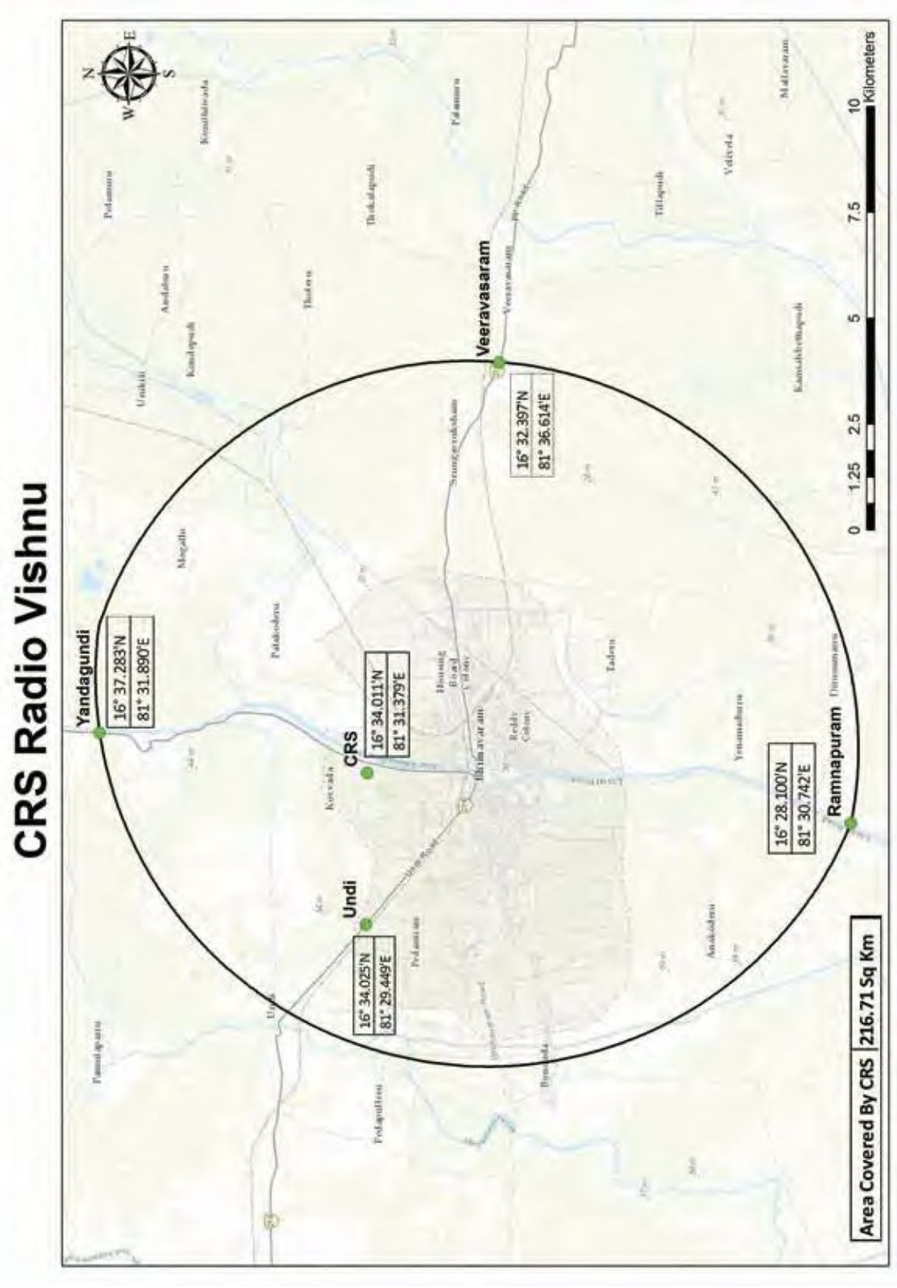
CRS Pant Nagar UK



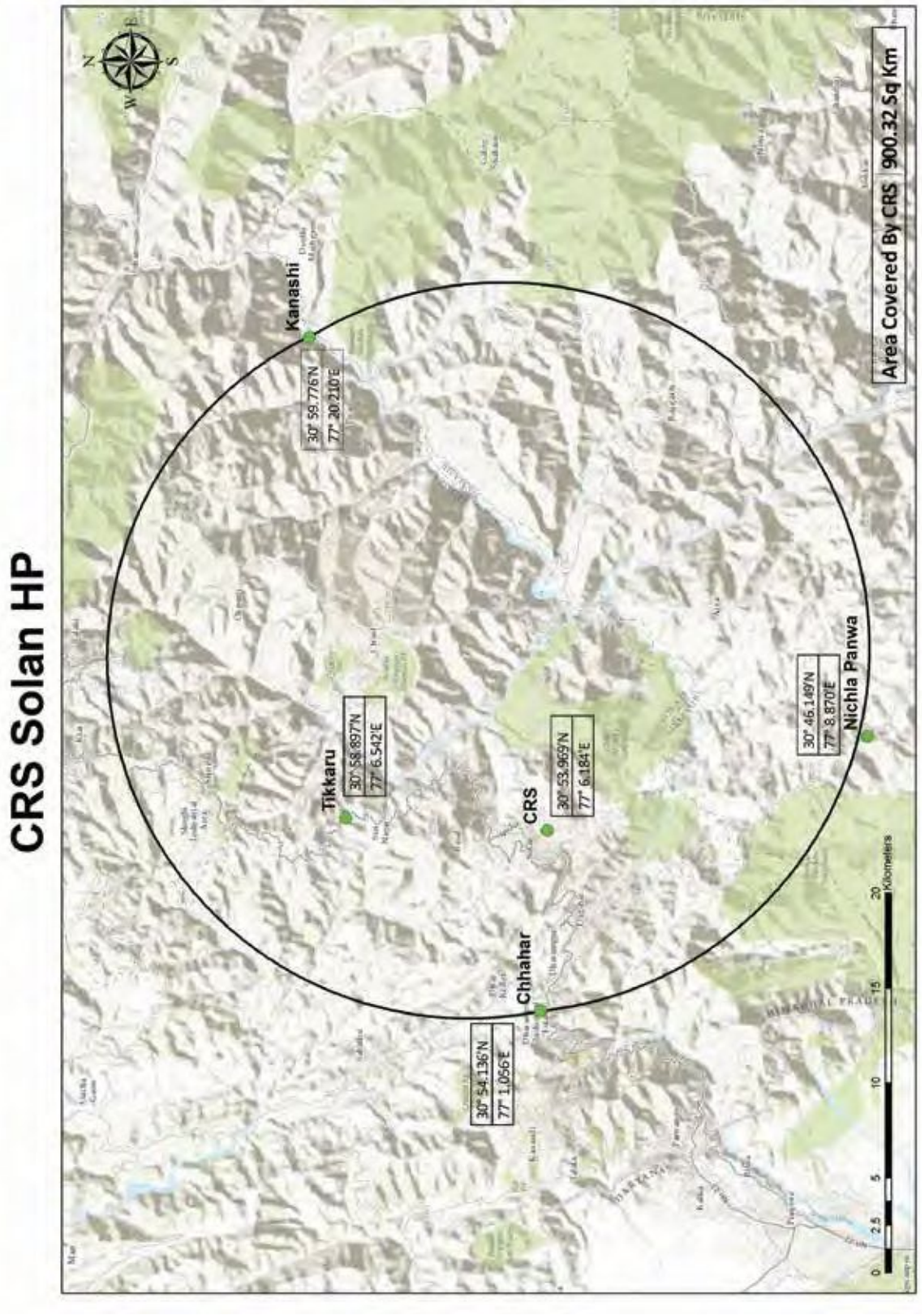
CRS Pondichery

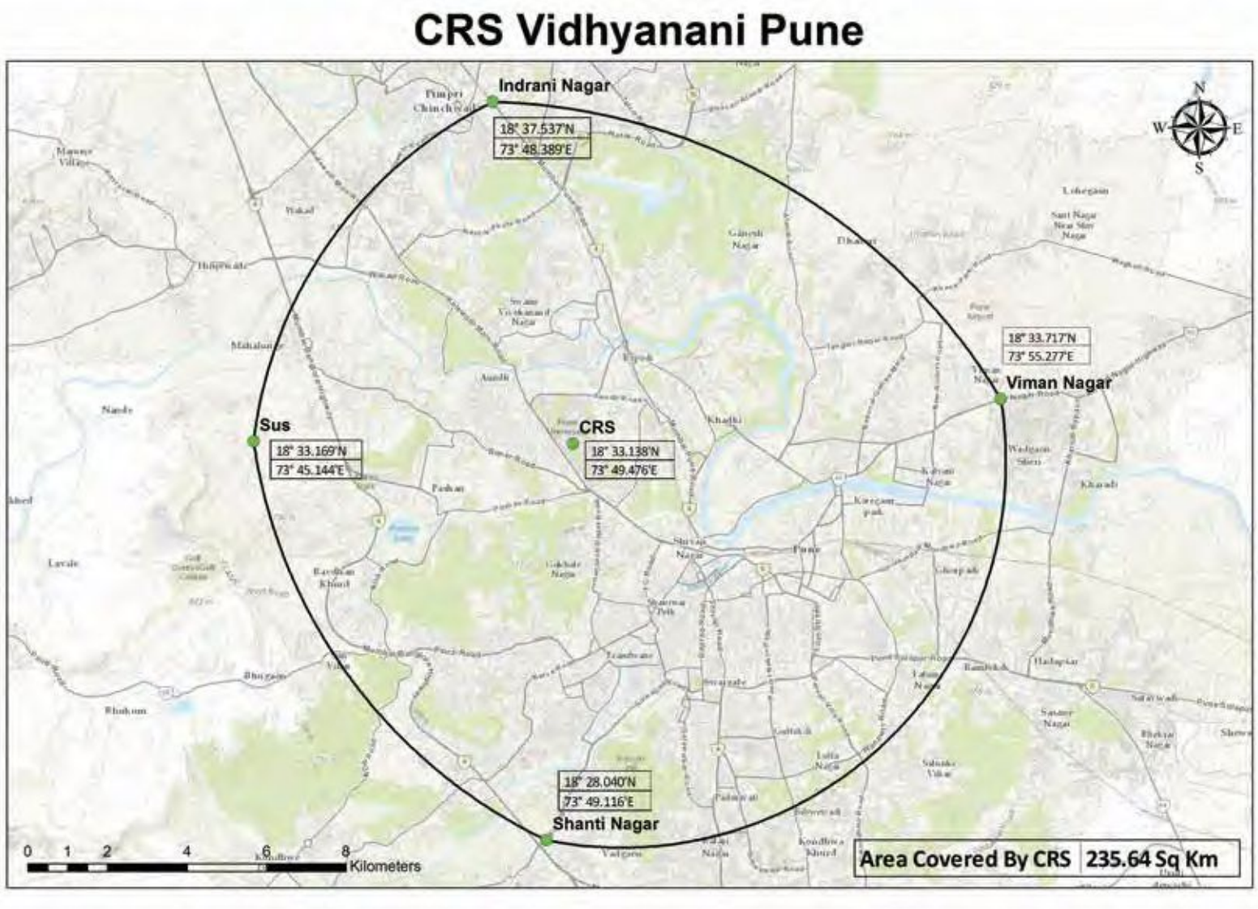


CRS **RADIO VISHNU**



CRS **SOLAN HP**




CRS Vidhyanani Pune
Indrani Nagar
18° 37.537'N
73° 48.389'E
Viman Nagar
18° 33.717'N
73° 55.277'E
Sus
18° 33.169'N
73° 45.144'E
CRS
18° 33.138'N
73° 49.476'E
Shanti Nagar
18° 28.040'N
73° 49.116'E
N
S
E
W
0 1 2 4 6 8
Kilometers
Area Covered By CRS 235.64 Sq Km