

# Effectiveness Of Community Radio In Preservation And Promotion Of The Indigenous Culture

**Lokesh Sharma,**

Associate Professor, Department of Journalism & Mass communication, Banasthali Vidyapith, Tonk, Rajasthan

**Dr. Hitendra Singh Rathore,**

Associate Professor, Department of Sociology, Banasthali Vidyapith, Tonk, Rajasthan.

**Dr. Girija Shanker Sharma,**

Former Head, Department of Journalism & Mass Communication, Dr. B.R. Ambedkar University (UP).

## ABSTRACT

The main stream media has overlooked the importance of indigenous people and their culture. The failure of mainstream media in reaching and engaging the local communities has triggered the demand of Community based media. Over the years community media has been emerged as an alternate and viable option to the mainstream media. One of the popular forms of community media is the 'Community Radio' which is operated in a community, for the community and by the community members. In last two decades gradually but the community radio has been expanded throughout the country in India. Today, more than 250 community radio stations are operational in the country and most of these are serving the rural communities. This paper investigates the role of community radio stations in preserving and promoting the indigenous culture of the state of Rajasthan in India. The well known community radio stations of the Rajasthan state of India has been selected for the study. The findings of this study reveal most of the radio stations are playing an important role the preservation and promotion of folk art and culture of the state.

**Keywords:** Communication; media; community radio; folk culture; promotion

Article Received: 18 October 2020, Revised: 3 November 2020, Accepted: 24 December 2020

## 1. Introduction

Several communication studies have proved the contribution of community based media in community development. Dagron (2001) has discussed the potential of a community radio in terms of engaging the downtrodden communities of the society. Local radio is perhaps the most ideal approaches to arrive at marginalized in focused, valuable ways and in giving them a 'voice' that issues most being developed correspondence (Dagron, 2001). Local radio is one of the local area based media that are attempting to encourage more individuals as methods for strengthening at the grassroots (Pavarala and Malik, 2007).

A local radio broadcast is what is worked locally, for the local area, about the local area, and by the people of local area (Tabing, 2002). Local area radio gives a stage to people, gatherings, and networks to communicate their interests and encounters in a media-rich world.

Media the main network of intercultural

communication worldwide has always been overlooking the significance of indigenous cultural practices and undermining tradition, local art and cultural identity. Community based media which can play a neutral and growth-centric role is the need of hour. In the era of market-driven industry and commercialization the presence of community media is very significant. Community media provide platform to those who do not have any other channels to express their concerns. It has evolved from dissatisfaction with mainstream media and which offer an alternative media channel for the community. Rennie (2006) emphasizes the role and value of community media as citizens' ability for self-representation and self-expression.

This paper is based on the research study I conducted on the community radio stations of Rajasthan with special focus on role of stations in preservation and promotion of folk culture. The study attempts to explore and analyse the programme content which focuses on folk music,

art and culture of Rajasthan. The study also includes other community engagement activities organised by the CR station to motivate the folk artists/local talent which lead to promotion of local culture.

### 1.1 Community Radio in India

In India, till mid-1990s, All India Radio (AIR), the one and only public service broadcaster had been playing a vital role in disseminating relevant information to the people in the remotest parts of the country. However, it could not succeed in bringing the local communities into the process of development and consequently necessity of other alternative medium of radio broadcasting was realized. The comment of Supreme Court of India “airwaves are public property” ruled in historical judgment of February 1995, opened the doors of private and community broadcasting in India. This propelled the community radio movement in country and recognizing the potential of the medium of radio for the betterment of the community, in 2002, the Ministry of Information and Broadcasting, reported a strategy for allowing Community Radio licenses to instructive foundations. In 2003, the Government further opened it to instructive organizations both at the

school and school levels. The country's first Community Radio Station began in February 2004 at Anna University, Chennai. The agents of NGOs, common social orders and deliberate associations scrutinized the approach and requested to open it for different partners. In November, 2006, Government of India altered the arrangement and included NGOs, common social orders and intentional associations to allow authorization for setting up CR stations. Today, in India, according to Ministry of Information and Broadcasting, Government of India in excess of 250 CRS are operational in the country.

### 1.2 Community Radio in Rajasthan

The journey of community radio service in Rajasthan began in January, 2005 when first community radio station of the state started at Banasthali Vidyapith (a deemed university for women) in Tonk district. At present (at the time of writing ) nine community radio stations are operational in the state, out of which four are being operated by the educational institutions and five are licensed to the NGOs. The list of operational community radio stations in Rajasthan is given in table 1.1

**Table 1.1:** Operational Community Radio Stations in Rajasthan

S.No.	Name of CRS	MHz	Organization	Category	Launch Date
1.	Alwar ki Awaz	90.8	I.E.T.Group of Institutions, Alwar- 301 030	NGO	01.01.2013
2.	FM Sikar	90.4	Ward No. 27, Shastri Nagar, Rani Sati Road, Sikar- 332 001	NGO	4-11-2018
3.	Jayoti Vani	91.2	Jayoti Vidyapeeth Women's University, Jaipur	Educational	31.07.2013
4.	Kamalvani	90.4	Kamalnishtha Sansthan, Kolsia, Jhunjhunu- 333 042	NGO	22.11.2012

5.	Radio-7	90.4	International School of Informatics and Management, Jaipur - 302 020	Educational	07.03.2005
6.	Radio Banasthali	90.4	Banasthali Vidyapith, Tonk, Rajasthan - 304 022	Educational	09.01.2005
7.	Radio Madhuban	90.4	Brahma Kumaris, Abu Road, Sirohi - 307 510	Educational	14.03.2011
8.	Tilonia Radio	90.4	Barefoot College, Tilonia, Ajmer - 305 816	NGO	09.11.2009
9.	Vagad Radio	90.8	Kopda, Banswara, Rajasthan - 327 001	NGO	01.08.2017

(\*Source: <https://mib.gov.in/CommunityRadioCompendium> )

### 1.3 Folk culture of Rajasthan

The local essence of art and culture can be observed throughout the Rajasthan state of India. *Marwari, Rajasthani* dialect is the key identity of folk culture in the state. Music has consistently been a vital piece of Rajasthani Culture. Being overwhelmed by ancestral gatherings previously, ancestral or people music assumes an important part in the way of life of Rajasthan. The mainstream and kaleidoscopic dance structure incorporates Ghoomar, Kalbeliya, Kathaputali, Bhopa, Chang, Teratali, Ghindar, Kachchighori, Tejaji, Parth, and a few others. The folk tunes of Rajasthan include the heroic tales, eternal love stories, and devotional songs. The utilization of customary instruments like dholak, sarangi, sitar, and others make Rajasthani music a genuine euphoric encounter for the audience members and music devotees. The little canvases, handiworks Tie-color works, zari work, weaving, reflect work on garments, utilization of valuable metals, and other metal works are a portion of the native types of workmanship and artworks. The way of life of Rajasthan is chiefly determined by its fairs and celebrations. Diwali, Gangaur, Teej, and Makar Sankranti are probably the most venerated celebrations in India's Desert Capital. The state has various occasions like Kite Festival, Desert Festival and Pushkar Mela.

### 2. Literature Review

Atton (2002) presented his study about the use of alternative media to preserve and promote the culture of their communities. He noticed that alternative media channels as a vehicle of participatory majority rule government, assumes an essential part in local area advancement. Local area media usually incorporates radio; TV; print; and PC organizations, however the nature and reason, paying little heed to the medium, conveys shared qualities. The foundations of local area radio lie in the advancement of optional media. Howley (2005) talks about the democratic potential of alternative media which enhance democracy and citizenship.

Dutta & Ray (2009) found that more powerful broadcast groups overlook the interests and concerns of local audience while community radio caters their interests. Rennie (2006 p. 189) relates empowerment with the community media and pointed out that in the case of community media, empowerment can be understood as encouraging creativity and imagination, breaking individual's isolation and demystifying mass media. In 2015 a research study conducted by Ideosync Media in collaboration CEMCA and UNESCO evaluated the factors that impact the sustainability of Community Radio in the South Asia region. This

study found that the community radio stations in the region are evolving strong community engagement practices that are leads towards social sustainability. The researchers recommended more work to become stronger and more independent media institutions.

### 3. Objectives

The key objective of the study was to investigate the role of community radio in preserving and promoting the folk culture of Rajasthan (India). Specifically, the study was aimed to

1. Analyse the programme content of community radio stations based on folk music, art and culture.
2. Identify the efforts being made by community radio stations to preserve and promote indigenous values and practices.

### 4. Methodology

The methodology adopted for this study is qualitative and the research method includes media observation, interviews with key people to explore the research questions. The primary data was collected through the interviews and secondary data was collected from different mass media sources like website, face book post and

news articles. The data obtained from these sources were analyzed qualitatively. The data were coded and the contents were analyzed thematically. The flexibility of research design ensures maximum participation with minimum disruption which encourages community radio representatives to share information about the CRS.

#### 4.1 Selection of CRS

Six community radio stations were selected using the purposive sampling method. The selection criteria for community radio station includes (1) Different models of community radio stations in Rajasthan (2) The location of station wherein community radio station situated in the rural areas or surrounded by the villages. The community radio stations selected for this study are Radio Banasthali 90.4 FM in *Tonk* district, Tilonia Radio 90.4 FM in *Ajmer* district, Radio Madhuban 90.4 FM in *Sirohi* district, Kamalvani 90.4 FM in *Jhunjhunu* district, Radio 7 in Jaipur district and Vagad Radio 90.8 FM in *Banswara* district of Rajasthan. All well-known community radio stations in the state have been serving the community for many years and hence are well placed and positioned in their respective communities. (See Table: 1.2)

**Table 1.2:** Selected Community Radio Stations

S.No.	Name of CRS	Address	Category
1.	Kamalvani	Kamalnishtha Sansthan, Kolsia, Jhunjhunu- 333042, Rajasthan (India)	NGO
2.	Radio-7	International School of Informatics and Management, Jaipur – 302020 Rajasthan (India)	Educational
3.	Radio Banasthali	Banasthali Vidyapith, Tonk- 304022 Rajasthan (India)	Educational
4.	Radio Madhuban	Brahma Kumaris, Abu Road, Sirohi – 307510, Rajasthan (India)	Educational
5.	Tilonia Radio	Barefoot College, Tilonia, Ajmer – 305816, Rajasthan (India)	NGO
6.	Vagad Radio	Kopda, Banswara- 327 001, Rajasthan (India)	NGO

## 4.2 Telephonic Interviews

The telephonic interviews were conducted with the station in-charge, programming or production staff to gather information regarding community radio programmes and other efforts to promote folk art and culture. Questions related to name of programme/s, format and duration; language of the programme; other activity/event to promote folk art/culture; number of folk artists/antigens associated with the CRS as staff/volunteers; any group of folk artists/antigens associated with the CRS were asked during the interviews.

## 5. Result and Discussion

### 5.1 Broadcast profile of CRS

The broadcast profile of community radio stations reveal that most of popular programmes are being on aired in Hindi, Rajasthani and local language. Some of the radio stations are using local language like Radio Madhuban broadcast in *adivasi*, Kamalvani broadcast in *shekhawati* and Radio Vagad is broadcasting in *Vagadi*.

**Kamalvani 90.4 FM** broadcast 10 hours daily with an emphasis on skill development, sanitation & cleanliness, disinfection and neatness, supportability of society, variety of nature, family government assistance framework, youngster and maternal wellbeing, social wrongs, social qualities, customary traditions of the general public and its government assistance viewpoint, tobacco free schools, fresco canvases and people culture of Shekhawati territory.

**The Radio 7 at 90.4FM** broadcast 11 hours and 30 minutes per day and spotlights on climate, city sense (save water, save power), submitting to traffic rules, neatness and sterilization, virtues and ethics, neighbourhood culture and ability, mother and kid care, instruction (in a radio class design), rights and obligations, praising social work and laborers, and so forth.

**Radio Banasthali 90.4 FM** broadcast 12 hours per day and focuses on education, health, agriculture, folk art and culture.

**Radio Madhuban 90.4 FM** broadcast round the clock and emphasises on Education, de-enslavement, kids, character advancement, youth, ladies, senior residents, virtues, administration, climate, social indecencies, wellbeing and cleanliness, and all encompassing turn of events.

**Tilonia Radio 90.4 FM** broadcast 7 hours daily focusing on Pension, NREGA, labour card, RTI, Caste discrimination and gender bias.

**Vagad Radio 90.8 FM** broadcast 13 hours a day and emphasises on Child rights, youth development, sustainable livelihoods and agriculture.

Though stations are focusing on different themes but folk art, culture and values are common among these all.

**Table1.3:** Broadcast Profile of Community Radio Stations

S.No	CRS	Broadcast timings	Total Hours	Language of Broadcast
1.	Kamalvani	6-11AM ; 5-10PM	10 hrs.	Hindi and Rajasthani
2.	Radio 7	6.30-6.00PM	11.30 hrs.	Hindi, English, Local
3.	Radio Banasthali	7-11AM; 12-4PM; 5-9PM	12 hrs.	Hindi and Rajasthani
4.	Radio Madhuban	6AM-10.30PM 10.30 PM (onwards repeat broadcast)	24 hrs.	Hindi, Marwari & Adivasi

5.	Tilonia Radio	7 - 9 AM 12 - 2 PM 6 - 9 PM	7 hrs.	Hindi and Marwari
6.	Vagad Radio	6 AM - 01 PM 5 PM - 10 PM	13 hrs.	Hindi and Vagadi

(Source: <https://mib.gov.in/CommunityRadioCompendium2019.pdf>)

## 5.2 Programme content

Radio stations broadcast programs based on folk art, music and culture frequently. Most of the Programs are on-air in interactive formats which ensure the community participation and engagement. Some programs follow the contemporary format of infotainment in which folk songs are linked with the talks and discussion

to entertain the listeners. Other programmes contain series of folk songs linked with the announcements, spots, jingles and promos. The local dialect and the local style of presentation add the favour local culture which creates a bonding with the listeners. Other formats like live phone-in, storytelling and field recordings are also used to make the programmes interesting.

**Table1.4:** Programme content based on folk music/art/culture

S.No.	Name of CRS	Programmes	Formats	Duration
1.	Kamalvani	<ul style="list-style-type: none"> <li>• <i>Radio Maths,</i></li> <li>• <i>Apni-Dharti-Apna Log,</i></li> <li>• <i>Apni choupal</i></li> <li>• <i>Maruras,</i></li> <li>• <i>Kuchh baten kuchh geet</i></li> </ul>	<ul style="list-style-type: none"> <li>• Discussion</li> <li>• Interviews</li> <li>• Field recording</li> <li>• Folk Music</li> <li>• Story with folk music</li> </ul>	6hours/day
2.	Radio 7	<ul style="list-style-type: none"> <li>• <i>Chokho Laage Rajasthan,</i></li> <li>• <i>Samaaj Ki Awaz,</i></li> <li>• <i>Potli Kahaniyon Ki,</i></li> <li>• <i>Kilkaari,</i></li> <li>• <i>Meethe Bol,</i></li> <li>• <i>Aisa Desh ho Mera</i></li> </ul>	<ul style="list-style-type: none"> <li>• Live-phone in</li> <li>• Field recording</li> <li>• Discussion</li> <li>• Interviews</li> </ul>	5hours/day
3.	Radio Banasthali	<ul style="list-style-type: none"> <li>• <i>GrameenJagat,,</i></li> <li>• <i>GoanGoanDhaniDhani,</i></li> <li>• <i>Algoja</i></li> <li>• <i>MileSurMera Tumhara</i></li> <li>• <i>Apaji ki Siekh</i></li> </ul>	<ul style="list-style-type: none"> <li>• Live-phone in</li> <li>• Field recording</li> <li>• Discussion</li> <li>• Story with folk music</li> </ul>	6hours/ day
4.	Radio Madhuban	<ul style="list-style-type: none"> <li>• <i>Aashiyana,</i></li> <li>• <i>MeraGaonMeraAnchal,</i></li> <li>• <i>Apno Samaj,</i></li> <li>• <i>Gaon ri batain</i></li> </ul>	<ul style="list-style-type: none"> <li>• Live-phone in</li> <li>• Field recording</li> <li>• Discussion</li> <li>• Interviews</li> </ul>	3hours/day



5.	Tilonia Radio	<ul style="list-style-type: none"> <li>• <i>MGNREGA mein chala,</i></li> <li>• <i>Manada Me Vishwas Rakhlo</i></li> </ul>	<ul style="list-style-type: none"> <li>• Discussion</li> <li>• Interviews</li> <li>• Field recording</li> </ul>	3hours/day
6.	Vagad Radio	<ul style="list-style-type: none"> <li>• <i>Hamari Dharohar</i></li> <li>• <i>Kheti Wadi,</i></li> <li>• <i>Lok Sangeet,</i></li> </ul>	<ul style="list-style-type: none"> <li>• Discussion</li> <li>• Interviews</li> <li>• Field recording</li> </ul>	5hours/day

### 5.2.1 Kamalvani 90.4 FM

The programmes namely *Radio maths*, *Maruras*, *Kuchh baten kuchh geet*, *Apni chaupal* and

*Khurjan* has made the Kamalvani a popular radio station in the region. The programmes occupy 6 hours of airtime which is the 60% of total.

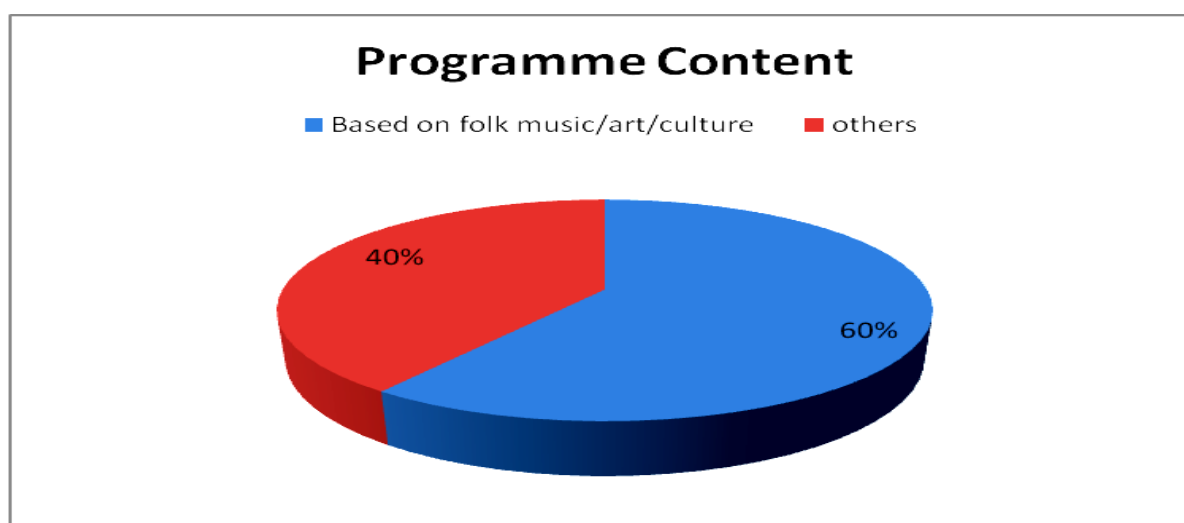


Figure 1.1

### 5.2.2 Radio 7 @ 90.4 FM

The popular programmes on folk art and culture are *Padharo Mhare Des*, *Dharti dhora ri*, *Ek mulakat*, *Chokho lage rajasthan*, *Potali kahaniyon*

*ki* and *Meethee bol*. The programmes are being on aired for 5 hours daily which is near about 44% of total airtime (11.30 hours).

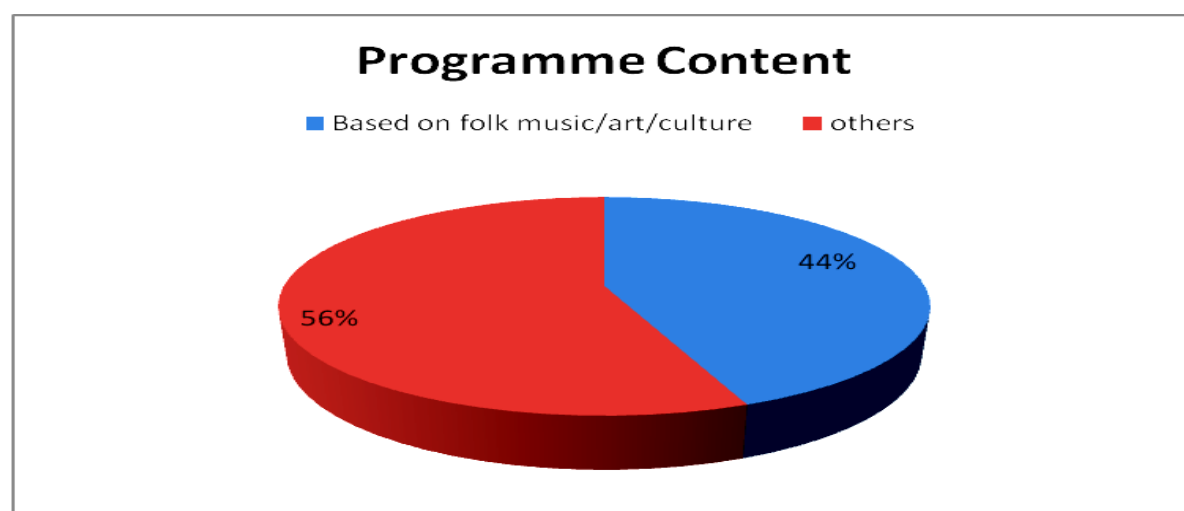


Figure 1.2

### 5.2.3 Radio Banasthali 90.4 FM

The radio station broadcast *Gramin Jagat, Apaji ki sikh, Gaon gaon dhani dhani, Algoja and Mile sur mera tumhara* 6 hours daily which are very popular among the listeners of rural communities . On the demand of the listeners these programs are

repeatedly on aired. The analysis reveals half of the total airtime (12hrs/day) is given to these programmes which prove 50% programme content is pertaining to folk music, art and culture. (See figure 1.1)

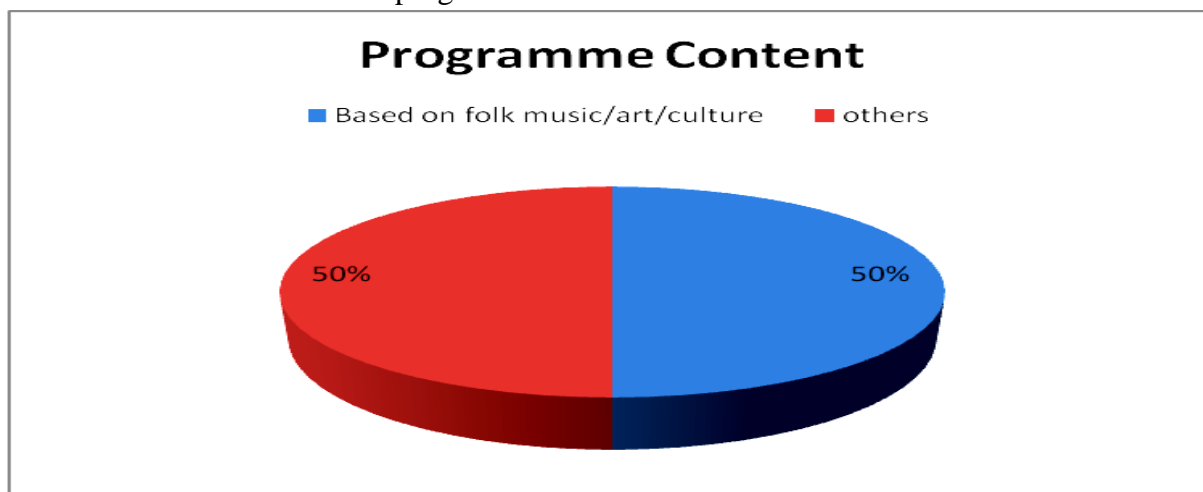


Figure 1.3

### 5.2.4 Radio Madhuban 90.4 FM

The station broadcast four programmes namely *Aashiyana, Mera Gaon Mera Anchal, Apno Samaj and Gaon ri batain* which focus on folk music and

culture. The programmes are being on aired for 6 hours daily including repeat broadcast which is the 40% of total airtime (16 hours).

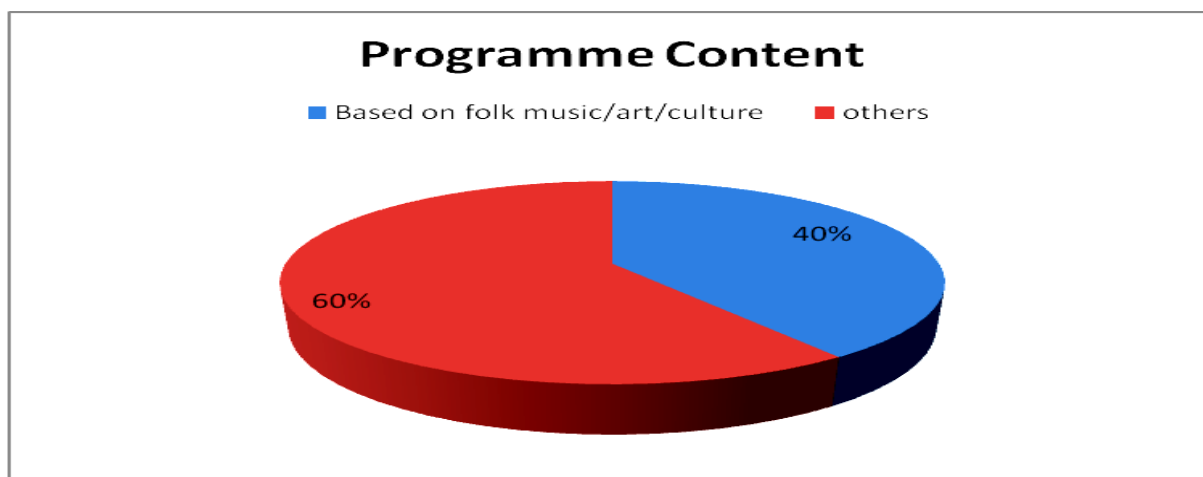


Figure 1.4

### 5.2.5 Tilonia Radio 90.4 FM

The station do not broadcast the programme with the specific titles but the content related folk songs are played in many programmes based on

information related to musical instruments, festivals, agriculture, local music and culture. These are on aired 3 hours daily which contributes 43 % of the total airtime (7hrs per day).



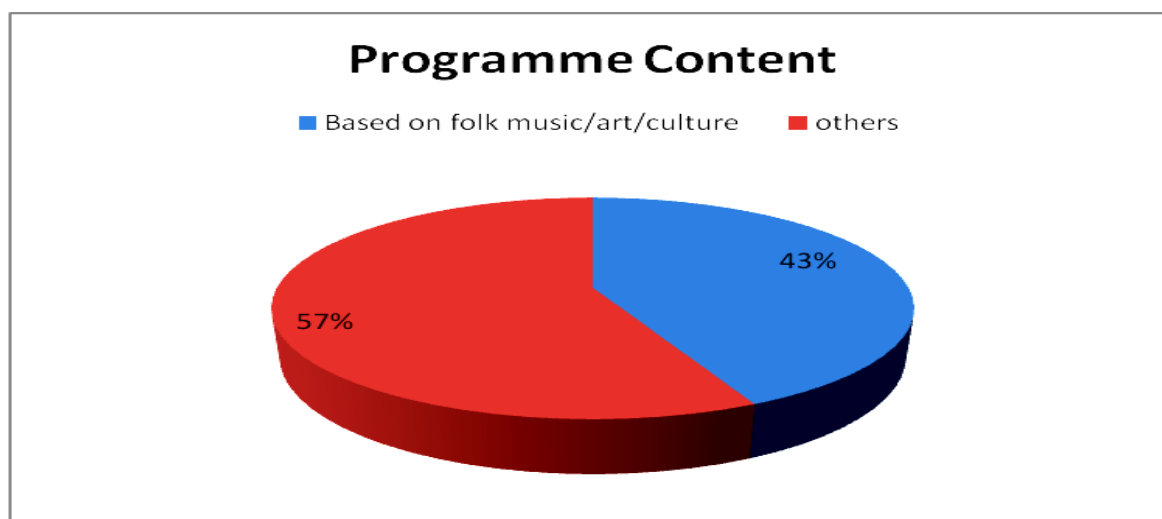


Figure 1.5

### 5.2.6 Vagad Radio 90.8 FM

*Lok Sangeet, Hamari dharohar and Kheti-badi* are the most popular programs at Vagad Radio and these are aired 5 hours daily which contributes 38 % of the total airtime (13hrs per day).

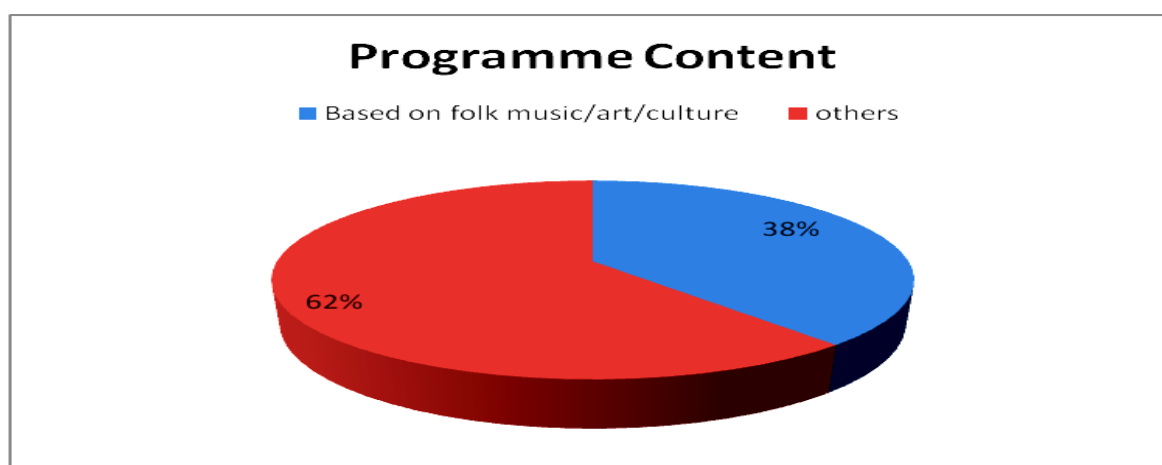


Figure 1.6

### 5.3 Community radio activities and events

Most of the radio stations have been carrying out the strategy of other community engagement activities like workshops, training programmes, fair, competition and camps effectively, in collaboration with other likeminded organisations. The radio stations organises activities frequently to engage and encourage the artists of the local community. The community members are always keen to participate and perform in such activities. The participants are given opportunity to showcase their talent through the airwaves. Listening own voice over FM radio station and sharing their talent is one of the biggest reward for

many of them.

#### 5.3.1 Kamalvani 90.4 FM

Several folk artists from the local community are associated with the radio station. *Vikas Nath* of *Fatehpur*; *koshalya* and *Gopaldas* of *Kolasia village*; *Nandini Tyagi* of *Sikar* are among the popular who have given their voice to the station in the form of folk and devotional songs. Songs of folk deities like *Ramdevji*, *Tejaji*, *Khatu shyamji* and *Salasarji* are liked most which are composed and recorded by the local folk groups like *Shyam bhajan mandali*, *Baba ramdev mitra mandal* etc. The station is also playing a proactive role in training the artisans and artists of local communities. More than 100 porters of local

community have been trained in the electric charge machines used in the pottery industries. The programme is being run for last two years in collaboration with the *Khadi Evam Gramin Udyog Mission* of Govt. of India under the programme of Pottery Mission. Many of them are also participating in radio programmes and motivating others to join the programme. Other programmes like *Telephone Upbhokta Jagrukta Karyakram* with TRAI (Telephone Regulatory Authority of India) and *Lok shikshan karyakram* with Khadi Gram Udyog have created a special identity of the station in the region.

### 5.3.2 Radio 7 @ 90.4 FM

The radio station is promoting the folk culture through the folk song, Interviews with the artists; and stories of historical places, architecture and craft. In the program *Chokho lage Rajasthan*, the station has interviewed with the popular artist of Jaipur. The famous dancer of Rajasthan *Gulabo*, the singer *Ravindra Upadhyay*; artists *Meena Sapera*, *Raperiya Balam* and *Yash rajasthani* are among them who have been interviewed by the station. In the programme *Potli kahaniyon kithe* stories of historical places like *kumbalgarh*, *Mangarh* and stories of famous art like paintings of *Kishangarh* have been on-air. Apart from this the stories of historic and popular personalities of Rajasthan like *Maharana Pratap* are also on air. Many local theatre groups like *Tononkira theatre academy* are also associated with radio. The radio station is also promoting the famous blue pottery of Jaipur through the interviews with the artist associated with this art and craft. The radio station has organised a very special program for the special children wherein the children participated and gave performance on dance. The event was conducted in collaboration with some schools Jaipur.

### 5.3.3 Radio Banasthali 90.4 FM

The radio station has conducted a series of community engagement activities like sensitization programmes, workshops, exhibitions,

fair and camps since inception. Hundreds of volunteers and artist have been trained in community radio with the support of National and international organizations like UNICEF, DST (Department of Science and Technology, Govt. of India), Save the Children (Jaipur) and CEMCA New Delhi. Many of them like *Sita Gurjar of Hirapura village*; *Sonu Kumawat of Banasthali village*; *Dharmraj Arya of Miyarampur Village*; *Maya Sharma of Banasthali Ranglal Mali of chikana*; and *Shanker Lal of Aliabad* are working with the radio station as staff and volunteers.

Hundreds of local artists from the surrounding villages are associated with the radio station. *Satya Narayan Rao* and *Ramji lal prajapat* of *Banasthali*; *Bal Kishan Rao* of *Dooni*; *Lalaram Rao* of *Dangarthal*; *Shivraj* of *Shivrajpura*; *Pappu Kumar Prajapat* of *Newai*; *Nawal Dangi* of *Khandewat* and *Mukesh Saini* of *Newai* village are among the popular one who can be heard frequently in the programs like *Algoja* and *Mile Sur Mera Tumhara*.

More than 500 folk songs have been archived by the radio station. The folk songs based on folk deities *Tejai*, *Devnarayanji* and *Kalyanji* are very popular among the communities and can be heard on tractors, in religious processions, family functions and marriages in the region. The local folk groups of *Newai*, *Banasthali*, *Dangathal* and *khandevat* like *Tejaji ki Mandali* and *Devnarayan lok bhajan mandali* have composed and recorded the songs.

*Apaji ki Siekh* is another popular programme among the listeners which is based on the songs written by eminent social reformer and founder of Banasthali Vidyapith (A pioneer institution for girl education), *Pandit Hiralal Shastri Ji* who is also known as *Apaji*. The songs are taken from his famous writings *Apaji ke Geet* in Rajasthani. The author point out the social evils and social inequality prevailed in the society and make appeal to stop the practices beautifully through the songs. The programme also raises awareness on girl education and social values. More than 50 songs has been composed and recorded by the

artists of music department of the University. Recently the station has also conducted the programmes '*Full on Nikki*' and '*Bachpan express*' with support of UNICEF and BBC. The programme focuses on physical and psychological issues of adolescent and children.

### 5.3.4 Radio Madhuban 90.4 FM

The radio station focuses on serving the tribal community of region especially through the programmes based on field recordings like *Gaon ri batain*, *Ashiyana* and *Apno Samaj* which includes interviews and discussions with the villagers. The community anchor of station Ms. Usha Maheshwari is a well known name in these communities who has covered many villages in these programmes. The programmes are on-air in the local language *Marwari* and *Adivasi*. The station organizes the events like competitions, training programmes, fest and puppet show to engage the local communities. The programme like *Geet-Geet Mainand Meri Awaj hi Pahachan Hai* has been the popular one in which thousands of local singers and artists have participated and many were rewarded by the station. Another popular programme is *Antakshari* in which the community anchors visit the villages and record traditional songs specially sung by women of tribal communities. The programme also covers schools wherein songs, poems and rhymes of school children are recorded.

Many folk singers and groups are associated with the station that keeps performing programmes for the station. Hundreds of recordings of these singers have been archived at the station. The local music band of *Shyamji* and *Pukraj mali*, *Bhajan madali* of Jeta Bharati and Indu Kanwar are very popular in the communities who keep recording the programmes at radio station. The local singers and artists Hatam Khan of *Barmer*; *Preeti* and *Priya* of *Sirohi*; *Manju* of *Muthala village*; *Pooja* of *Kivarli village*; *Vinod* of *Tribal community* are very popular in the communities and can be heard frequently on radio.

Recently the station has conducted the

programmes '*Full on Nikki*' and '*Bachpan express*' with support of UNICEF and BBC. The programme focuses on physical and psychological issues of adolescent and children.

### 5.3.5 Tilonia Radio 90.4 FM

*MGNREGA mein chala, Manada Me Vishwas Rakhloare* very popular songs at Tilonia Radio. Popular singers *Ghazi Khan*, *Anwar Khan* and *Hameej Khan* of Manganiyars and Langas (a well known group of folk artists of Jaisalmer) have recorded songs with the station. The station has also organized solar training programme in which the local community members are trained in solar lights and lamps. Many of them are also associated with the radio station as a singer and artist. The popular among local artists are *Ramnivas* of *Akudia village*; *Ratanlalof Padoda village*; *Sanwarmal* of *Tikavada village*; *Hemnath* of *Patan village*; *Moti* of *Kochina*; *Satyanarayan* of *Tilonia*; *Hanuman* of *Kutchina*; *Anil* of *Tilonia Nautidevi*, *Beeladevi*, *Sitadevi*, *Kamladevi*, *dhaapukaki*, *shehnaz* and *shakeela* of *Tilonia village* who can be heard in many programmes of station. Apart from this the station also organizes Puppet show and exhibitions to engage the community members. Folk singers of *Kalbeliya* and *Banjara jaati* are also associated with the station.

### 5.3.6 Vagad Radio 90.8 FM

Hundreds of folk songs have been composed and recorded by local singers. Satish Acharya of Banswara, Prabhulal Sharma of Anandpuri Sukhlal and Bansilal of a local village are among the regular and popular one who have been associated with the radio station for last 2-3 years and can be heard frequently on radio. Recently in December 2019 the radio station organised a '*kavi sammelan*' at grand level in which 10-12 well known poets of the region participated and since then they are associated with the CRS. The songs of folk diets like *kallaji ke bhajan* are very popular in the community which are recorded by the local folk groups of surrounding community.

## 6. Conclusion

40-60% programme content of community radio stations is based on folk music, art and culture of the locality which encourages the local singers and artists to perform and participate in programmes. The strength of programmes is local dialect which creates a bonding with the participants and allows the community members to express freely. The stations have achieved thousands of folk songs sung by local folk artists and groups which is a rare collection for the generations to come.

Due to the privatization and commercialization of media platforms these local singers and artists are struggling to find the platform wherein they could showcase their talent and consequently they are losing their identity. The analysis of programmes and activities of community radio stations proves the community radio stations has emerged as community platforms wherein the community members participate in programmes and share the talent with millions. Listening own and sharing with million has always been a pride for these singers and artists. The radio stations are giving a new identity to many old and an identity to youngsters. Many other organizations like Ministry Of Information & Broadcasting (India), UNICEF, UNESCO, DST, CEMCA and Save the Children have also come forward to support the CRS which allows innovative ways to preserve and promote the folk music, art and culture. The inculcation of socio-cultural values is another important aspect of these programmes. Sometime folk songs become an effective medium of teaching the values which has a greater impact on the community members. Some of the local artists are also associated with the stations as staff and volunteers which have become the source of livelihood. Although indigenous cultural values are being promoted by the community media; more efforts are required before our cultural values are lost in the winds of global culture.

## References:

- [1] Atton, C. (2002) *Alternative Media* London: Sage.
- [2] Archana Bhatt & S. K. Kashyap , “Prioritizing Needs for Community Radio Broadcast for Livelihood Improvement: A Study of Pantnagar Janvani Community Radio Service of Uttarakhand “, *International Journal of Applied and Natural Sciences (IJANS)*, Vol. 5, Issue 5, pp. 63-72
- [3] Dagron A. (2001), “Making waves: stories of participatory communication for social change”. New York: The Rockefeller Foundation.
- [4] Dutta, A., & Ray, A. (2009, January 29). *Community Radio: A Tool for Development of NE*. The Assam Tribune [Guwahati], p. 4 Edit Page.
- [5] Francis, L., & Livingstone, C. (2019). Gambling’s community contributions: does the community benefit?. *Addiction Research & Theory*, 1-14.
- [6] Fraser, C., & Estrada, S. R. (2001). *Community Radio Handbook*. UNESCO.
- [7] Bhavna Pathak , “The Community Radio Movement in India: Challenges and Opportunities “, *International Journal of Communication and Media Studies (IJCMS)*, Vol. 9, Issue 2, pp. 1-8
- [8] Howley, K. (2010). *Understanding Community Media* . London: SAGE
- [9] Jallof, B. (2012). *Empowerment Radio - Voices Building a Community* (1st ed.). Gudhjem: Empower house.
- [10] Mayoux, L. (2005). *Gender Equity, Equality and Women’s Empowerment: Principles, Definitions and Frameworks*.
- [11] McQuail, D. 1994. *Mass communication theory: An introduction*. London: Sage.
- [12] Page, N., & Czuba, C. E. (1999). Empowerment: What Is It? *Journal of Extension*, 37(5).
- [13] Pavarala, V., & Malik, K.K. (2007). *Other Voices: The struggle for Community*

- Radio in India. New Delhi: Sage Publications.
- [14] Pankaj S. Parsania, Nischal M. Chavda & Krunal C. Kamani , “Information and Communication Technology & Its Impact in Improving the Teaching and Learning of English Language “, International Journal of Computer Science Engineering and Information Technology Research (IJCSEITR), Vol. 5, Issue 3, pp. 1-6
- [15] Rennie, E. (2006). Community media: a global introduction. Lanham, MD: Rowman &amp;
- [16] Littlefield
- [17] Rowlands, J. (1997), Questioning Empowerment. Working with Women in Honduras. UK: Oxfam.
- [18] Rogers, E.M. 1983. Diffusion of innovations, 3rd Edition. New York: Free Press.
- [19] Sen A. Airwaves are for everyone, The Hindu, July 28, 2011
- [20] Florence R. Katingi & Agnes W. Kibui , “Challenges that Affect Academic Performance of Children with Special Needs in Inclusive Settings in UMOJA Zone, Embakasi District, Nairobi County, Kenya “, BEST: International Journal of Humanities, Arts, Medicine and Sciences (BEST: IJHAMS), Vol. 3, Issue 12, pp. 57-64
- [21] Sharma, L., Rathore, H., & Sharma,G. (2020) 'Empowering Rural Communities through Community Radio Training Programmes: A Case Study of Banasthali Community FM Radio Station', International Journal of Communication and Media Studies (IJCMS), 10(3), pp. 1-12 [Online]. Available at: www.tjprc.org (Accessed: 16th April 2020).
- [22] Stewart-Withers, R., Banks, G., McGregor, A., & Meo-Sewabu, L. (2014). Qualitative Research. In R. Scheyvens (Ed.), Development Fieldwork - A Practical Guide. London: SAGE Publications Ltd.
- [23] Manisha Tharu & Ram Ganesh Yadav , “Effects of Technological Development through Electronic Communication in Women Empowerment “, International Journal of Humanities and Social Sciences (IJHSS), Vol. 7, Issue 5, pp. 93-100
- [24] Mradula Tiwari, Ritu Chakravarty & Jayant Goyal , “Availability and Accessibility of Information Communication Technology (ICT) among Dairy Farmers in Uttarakhand, India “, IMPACT: International Journal of Research in Applied, Natural and Social Sciences (IMPACT: IJRANSS), Vol. 2, Issue 7, pp. 47-52
- [25] Traber, M. 1985. ‘Alternative Journalism, Alternative Media’, Communication Resource, 7 October. London: World Association for Christian Communication.
- [26] White, S. 1994. *Participatory communication: Working for change and development*. New Delhi: Sage.

### Internet Sources

- [27] <http://www.mib.gov.in/broadcasting/community-radio-stations>
- [28] [http://www.unesco.org/webworld/publications/community\\_radio\\_handbook.pdf](http://www.unesco.org/webworld/publications/community_radio_handbook.pdf)
- [29] <https://www.youthkiawaaz.com/2011/02/community-radio-for-rural-development>
- [30] <http://unesdoc.unesco.org/images/0023/002330/233084E.pdf>
- [31] <http://cemca.org.in/ckfinder/userfiles/files/Innovations>
- [32] <http://www.youngindia.net.in>
- [33] [http://www.amarc.org/documents/articles/evaluation\\_2007.pdf](http://www.amarc.org/documents/articles/evaluation_2007.pdf)
- [34] [http://www.banasthali.org/banasthali/wcms/en/home/lower-menu/campus\\_tour/communication/index.html](http://www.banasthali.org/banasthali/wcms/en/home/lower-menu/campus_tour/communication/index.html)
- [35] [www.unicef.org](http://www.unicef.org)

- [36] <http://www.banasthali.org/banasthali/wcms/en/home/lower-menu/campus-tour/communication/index.html>
- [37] <https://www.barefootcollege.org/a-community-radio-station-broadcast-by-and-for-rural-villagers/>
- [38] <https://edaa.in/site/tilonia-radio>
- [39] <https://vaagdhara.org/vagad-radio-90-8-fm-live-community-radio-vaagdhara>
- [40] <https://radiomadhuban.in>
- [41] <http://kamalnishtha.org/kamalvani>
- [42] <http://www.iisjaipur.org/fm7.htm>