

Role of Community Radio in Development – A Study of Sangam Radio and Namma Dhwani

Dr.B.Sunil,

Asst. Professor, Scmc, Symbiosis International University, Pune, Maharastra, Email: Sunil.Belladi@Scmc.Edu.In

ABSTRACT

Community Radio Is A Medium Of Sharing Views, Ideas, And Problems Of Rural, Disadvantaged, Vulnerable And Hard To Reach Population With The Mainstream Population. The Present Study Focusses On “Role Of Community Radio In Development – A Study Of Sangam Radio And Namma Dhwani”. The Study Revealed That, Though Both The Crss Has Similarities, They Differ In Their Focus, Sangam Crs Is More Concentrated In Programming On Agriculture And Allied Fields, Whereas Namma Dhwani Crs Airs More Of Health-Related Broadcast. There Seems To Be A Significant Difference Among The Listeners Of The Two Lingual Types, I.E., Kannada (Nammadhawani) And Telugu (Sangam). The Consolidated Values Of Listeners Under Various Attributes Are Presented In The Data Analysis.

Keywords Community Radio, Sangam, Namma Dhwani, Listeners, Perspective.

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

Introduction

Community Radio Has Been Playing A Significant Role In Raising The Voice, Thought, Problems And Issues Of Those People Who Do Not Have Access To Mainstream Community And Media. It Facilitates The Right To Information, Promoting The Right To Communication, Assisting The Flow Of Information.

Community Radio Helps To Avail Utilities And Amenities For Various Development Aspects Of Our Society Like Education, Health, Water And Sanitation, Protection From Natural Disasters, Address Social Issues At The Community Level And Connect Rural Population With The Government. At A Time When People Are Confined To Their Homes During The Novel Corona Virus Pandemic Lockdown, Community Radio Stations Play A Vital Role In Spreading And Advocating Awareness On Social Distancing, Sanitization, And Fake News.

Origin And Growth Of Community Radio

The First Community-Based Radio Station Licensed To An Ngo (As Distinct From Campus-Based Radio) Was Launched On 15 October 2008, When Sangam Radio, Licensed To Deccan Development Society, In Pastapur Village, Medak District, Andhra Pradesh State Went On The Air At 11:00am. The Goi (Ministry Of Information And Broadcasting) Has Only Allowed Community Radio To Be Setup In Specific Sectors And By Chosen Stakeholders Of The Society. The Educational Institutes Where The First In Country To Be Permitted To Start A Community Radio Stations, These Radio

Stations Run By Educational Institutes Are Popularly Dubbed As ‘Campus Radios.

One Of The First Community Radio To Be Set Up In India Was In 2004. Anna University Which Had Applied For License To Establish Community Radio, At Their Campus. However, It Was Iit Kanpur That Was The First Education Institute To Seek Permission To Set Up Community Radio On Its Campus. It Has To Be Noted That Only Between 2002 To 2007, I.E., In Five Years Only Eleven Community Radios Have Been Operational In The Country. The Department Of Mass Communication At Jamia Millia Islamia, The Indian Institute Of Mass Communication, At Delhi, And The Film And Television Institute Of India At

Pune Had Their Community Radio Operational By 2007.

Sangam Radio Was Granted License To Operate Community Radio Station In Zaheerabad District And This Is The First Of Its Kind In The Country In The Ngo's Space. Namma Dwani Switched From Narrowcasting To Broadcasting In 2004, The Various Kvk, Krishi Vigyan Kendra, With The Focus On Farming And Allied Agricultural Practices Started Their Community Radio Stations. The State Funded Agricultural Universities Followed Suit By Establishing Community Radio Stations.

1. Development

In December 2002, The Nda Government Approved A Policy For The Grant Of Licenses For Setting Up Of Community Radio Stations Only To Well Established Educational Institutions Including Iits/Iims. Thus, Eligibility To Own And Operate The Community Radio Was Restricted To Only The Educational Institutions. On 1 February 2004, Anna Fm Was Launched As India's First Campus "Community" Radio Station By The Students Of The Anna University. However, By That Time, The Marginalized And Voiceless Communities Remained Outside Of The Community Radios.

The Civil Society Kept Working Towards Convincing The Government To Expand The Mandate

2. Gross Root Participation

The Most Important Issue Of A Community Radio Is The Community Participation By Which The Community Really Owns And Controls The Station. The Involvement Of Community Members In Many Different Ways That Reflects The Interest Of The Community It Serves. The Requirement Of Community Participation Ensures That Members Of The Community Are Involved In The Station With Following Activities:

1. Election Of Board Members
2. Making Policy For The Station
3. Management Of The Station
4. Selection And Provision Of Content And Programming

According To The Data Offered By Ministry Of Information And Broadcasting There Are Over 218 Operational Community Radio Stations In The Country As On 2017. Of Which 100 Are Run By Education Institutes, 80 By Various Ngo's Working In Specialized Domains. 15 Of The 40 Kvk, Krishi Vigyan Kendra Have Been Broadcasting Over The Community Radio Stations. Few Of The State Agricultural Universities Are Operating Community Radio Stations. There Are 15 Community Radios Of Sau Going On Air.

Of The Community Radio Sector To Include Communities Living In Rural, Remote And Hilly Areas Of The Country. In 2006, The Government Released A New Community Radio Policy Which Allowed The Agricultural Universities, Educational Institutions And Civil Society Institutions Such As Ngos To Apply For A Community Radio Broadcasting License Under The Fm Band 88–108 Mhz By 2008, Some 40 Community Radio Stations Started In India Owned Either By The Educational Institutions Or By The Ngos. First Ngo Operated Community Radio Was The Sangam Radio, Licensed To Deccan Development Society, In Pastapur Village, Medak District, Andhra Pradesh. Currently There Are Around 150 Community Radio Stations In India

5. Production Of Different Programme Reflecting The Community

6. External Representation Of The Station Etc.

While Talking About Perspectives On Communication And Development In January, 1996 Heloise Henning And Eric Louw, Dbsa, Highlighted The Importance Of Participation Of Community In Giving Information As Well As In Receiving Information By Saying – "The Highest Degree Of Community Participation Should Be Achieved Not Only In Receiving Information, But In Providing The Information That The Community Requires".

3. Community Radio As An Agent Of Social Change

Community Radios Play A Paramount Role In The Development Of The Community. Community Radio Stations Have Been Highly Engaged In Addressing Social, Economic, Cultural, Educational, Health, Environmental, Sanitation, And Disaster Issues Effectively And Strategically Using Local Languages In Context.

4. Namma Dhwani, Sangam Their Impact

Namma Dhwani Crs Is Located At Boodikote Village Kolar District, Karnataka Where The Community Speaks Mix Of Telugu And Kannada Languages, As The Place Borders With The Erstwhile Andhra Pradesh. Namma Dhwani In Literal Translation Into English Language Means 'Our Voices' Is A Crs Which Is Integrated Along With Thrift Groups And Goes By The Name Community Managed Resource Centre. This Entity Was Sponsored By Myrada And Is Backed By Unesco. All This Started In The Year 2001, Is Now Broadcasting For Six Hours By Members Of The Community, Namma Dhwani Cr Which Began Airing Radio Programme With Narrow Casting And Cable Casting Programme Related To Health, Importance Of Sanitation, Sending Girls To The Schools, Dowry Elimination, Preventive Care Of Children, Leadership Which Lead To A Significant Change In The Socio Economic And Cultural Development Of The People Of That Region.

Namma Dhwani Crs Which Is Managed By Local Community And Over Twenty Villages Are Covered Through Its Broadcast. The Crs Airs Vital Knowledge Related To Practices In Agriculture, Important Medical Information And The Much Need Cultural-Binding. Various Stakeholders Who Include The Members Of The Community, Men And Women Alike Of Various Age Groups Participate In Their Own Capacity In Providing The Software For The Cr Broadcast. Some Of The Programs Include Educating The Girl Child, Hygiene And Sanitation To Keep The Surroundings Clean, Identifying Ways To Generate Income, And Importance Of The Literacy Amongst The Adults.

In Namma Dhwani Community Radio Station Eight Workers Are Engaged For Audio Production And Narrow-Caste Of The Programme And Various Important

Issues Like Health, Organic Farming, Water Harvesting, Hiv/Aids, Drip Irrigation, Information About Goods Being Sold, Crop Prices, Social Messages And Birthday Greetings Etc.

Namma Dhwani Community Radio Station Is Established To Train Rural Local Women Groups In The Region Where Literacy Is Low Among Women. The Production Centre Is Linked To The Local School Used By The Teachers To Produce And Narrow Caste Educational Programme. Namma Dhwani Community Radio Station Was Inaugurated On 21st December 2001. It Produced Audio Cassettes And Broadcasts The Programs Over Local Air Station. The Namma Dhwani Community Radio Station Is Well Equipped With Recording Station, Computers, Cameras, Photo Copiers And Has A Cable Connection In The Village With Transmission Facilities.

Pathra Prabhada One Of The Prominent Programme Of Namma Dhwani Crs Periodically Receives Letters From The Radio Listeners, Which Acts As Vital Feedback On The Programme That Were Broadcasted. The Letters At Times Also Indicate Ways To Better The Broadcast Content And Suggest Concerns To Be Given Prominence In Coverage Of Broadcast. Namma Dhwani Community Radio Station Is Located At Boodikote Village, Two Hour's Drive From Bangalore And It Has Three Local Trained Staff To Run The Centre And Several Volunteers Help The Production Of Programs To Narrow Caste And To Air By All India Radio. Namma Dhwani Crs Attempts To Provide People More Timely And Local Information And Is Nonprofit Making Organization In Nature Allowing Community Participation. The Programs Are Tailored In Such A Way That They Meet The Educational Needs, Covers Developmental Issues, Health Related Concerns And Cultural Requirements Of The Members Of The Community It Serves. The Community Feels That The Radio Station Is Ours Because It Speaks About Us In Our Language And In Our Own Accent. In 2001 Unesco Made Funds Available To Myrada To Setup Community Radio Station And Namma Dhwani Management Community Is Overseeing The Community Radio Operations. Each Self-Help Group Made One-Time Contribution, To Cover The Cost Of Running The Community Radio Station.

Sangam

Sangam Crs Is Located At Pastapur Village, Zaheerabad, Medak District, Telangana State. This Is The

First Community Radio Station In India Which Is Ten Kilometers From Zaheerabad Town, Established Under Deccan Development Society (Dds) A Ngo Working On The Issues Related To Farmers, For The Poor, Land Less Dalit Population, With A Special Consideration For Women. With An Idea To Bring About Development In The Region With Regard To Agriculture, & Education, Sangam Community Ratio Station Has Started Narrow Casting In 1999 And Recordings Were Made On Tape To Broadcast For Limited Audience At A Place Where Community Can Gather With Unseco's Help. On 15th October 2008, Following The Judgment Of Supreme Court By Justice P.B. Savant That, Airways Were Public Property And Accordingly The Govt. Of India Has Given Permission To Sangam Community Ratio Station. Around Seventy-Five Villages Are Covered Under Sangam Community Ratio Station Which Broadcast In Telugu Language. There Are Over 3,000 Active Women Members In The Sangam Community Ratio Station And They Contribute Rs. 5/- Per Head To Meet The Expenditure On Radio Station. The Broadcast Is Between 7 Pm And 9 Pm.

Sangam Community Radio Station Is Run By Dalit Women Farmers And The Broadcast Is Prepared With Local Colloquialism And Slang. About 2000 Songs Sung By The Members Were Collected With Instrumental Accomplishment. Deccan Development Society Supports Sangam Community Radio Station Financially For Its Functioning.

Certain Programs Broadcast By Sangam Community Ratio Station Includes Songs, Farming Practices, Observation Of Festivals, Health Tips, Birthday Wishes Etc., The Sangam Community Ratio Station Reviews People's Problems Which Affect Their Agriculture, Crops, Livestock, Food Production, Seeds

And Management. Broadcasting In Their Own Language Telugu, And In Dialect Which Is Unique To The Region, Sangam Crs Makes An Effort To Reflect The Lives And Cultural Identity Of The People. It Acts As One Of The Ideal Platforms To Address Problems And Concerns Of The People Of The Region. The Crs Allows Its Members To Express Themselves Through Participation In Programming Content Creation Through Their Talk, Songs And Music. The Community Members Feel It As Their Pride. Sangam Community Radio Station Creates Awareness And Provides Important Information To The Community.

The Broadcasters Will Collect The Information In The Villages By Meeting Different People, Discuss And Record Their Observations On Various Issues Of The Village, Collect The Information From Elders About Their Experiences Regarding Farming And Other Related Issues And Also To Know The Songs During Weddings And Festivals And While Working In The Fields. The Listeners Were Given An Opportunity To Call Sangam Community Ratio Station To Share Their Views With Radio Broadcasters. For Example (A) Missing Cattle Are Reported And Traced With The Help Of Listeners (B) Cattle Owners Will Be Expressing Thanks To The Radio And Listeners In Locating

The Programmer Content Includes Interviews, Discussions, Songs, Plays And Details Of Agriculture, Health Issues. Eighty Percent Are Women And Dalits Who Participate In The Sangam Community Ratio Station. Elders Will Be Encouraging The Community Members For Active Participation. Sangam Community Ratio Station Is Unique In The Country Which Has Financial Stability. The Villagers Are Encouraged To Visit Sangam Community Ratio Station To Take Part In Various Programmers.

5. Objectives Of The Study

1. To Study The Profile Of The Nammadhwani And Sangam Community Radio Stations.
2. To Analyzed The Perceptions Of Listeners, I.E., Nammadhwani And Sangam Under Various Attributes.

6. Research Methodology

In View Of The Objectives Of The Study, Descriptive Research Design Has Been Adopted Along With A Touch Of Casual Analysis In Order To Relate Between Different Variables/Factors. The Present Study Is Based On Both Primary And Secondary Data. The Primary Data Is Collected By Using Questionnaire Methods And Interview Method. In Selecting The Samples From The Population, 'Simple' Random Sampling' Method Was Adopted. Sample Size For The Present Study Is 200 Out Of Which 100 From Listeners Of Nammadhwani And 100 From

Listeners Of Sangam. The Data Was Collected From Three Villages Of Sangam (Jhara Sangam, Digyal And Jeerlapally), And From Three Villages Of Nammadhwani (Banahalli, Gajaga And Kumbhanalli) To See Whether There Are Variations In The Attributes Among The

Listeners Of The Two Crs. The Data Has Been Subjected To X2 Analysis And The Results Are Shown In The Subsequent Tables. The Demographic Data And Questionnaire Were Analyzed By Chi-Square Test For Testing The Various Attributes Of The Listeners

Data Analysis

The Consolidated Values Of Listeners Under Various Attributes Are Presented In Table 1 To 48.

X2 Value Of The Respondents Of The Listeners

Table 1: Consolidated Cross Tabulation And X2 Value Of The Respondents

Table	Attributes	X2 Value	Degrees Of Freedom	P- Value At 5%	Conclusion
1	Village	200	6	0.000	Significant
2	Gender	15.394	1	0.000	Significant
3	Age	9.208	4	0.050	Significant
4	Edu. Qualifications	60.381	5	0.000	Significant
5	Occupation	47.058	7	0.000	Significant
6	Family Size	3.263	2	0.196	Non- Significant
7	Monthly Income	20.954	5	0.001	Significant
8	Languages Known	106.278	6	0.000	Significant
9	Presence Of Cr In The Area	48.025	1	0.000	Significant
10	Whether Knowing The Name Of Cr	18.116	1	0.000	Significant
11	Whether Owning A Radio Set	24.000	1	0.000	Significant
12	What Is Nammadhwani And Sangam	139.063	5	0.000	Significant
13	How Did You Get To Know About Radio Station	105.844	7	0.000	Significant
14	Timings Of Cr	12.562	1	0.000	Significant
15	How Many Hours Cr Broadcasts	23.106	4	0.000	Significant
16	Can You Recall The Timings	105.030	6	0.000	Significant

Table	Attributes	X2 Value	Degrees Of Freedom	P- Value At 5%	Conclusion
17	How Do You Listen To Radio Broadcast	6.697	1	0.010	Significant
18	How Often Do You Listen	72.990	5	0.000	Significant
19	How Long Do You Listen	5.798	3	0.122	Not Significant
20	When Do You Listen	8.610	3	0.035	Significant
21	Where Do You Listen	30.522	2	0.000	Significant
22	Kind Of Program You Listen To	59.408	4	0.000	Significant
23	Is The Programme Of Any Help	9.879	3	0.020	Significant
24	Which Programme Useful	48.187	4	0.000	Significant
25	How Programme Is Helpful	32.587	2	0.000	Significant
26	Whether Programme Content Is Liked	17.890	4	0.001	Significant
27	The Kind Of Information Being Provided	1.077	3	0.783	Not Significant
28	Preferred Programme Format	49.719	5	0.000	Significant
29	Whether Choice Asked	160.360	1	0.000	Significant
30	How Was That Asked	79.830	4	0.000	Significant
31	Whether Cr Was Visited	.224	1	0.621	Not Significant
32	Whether Asked To Participate	.000	1	1.000	Significant
33	Have You Participated	159.200	1	0.000	Significant
34	If Yes How Many Times	178.054	4	0.000	Significant
35	What Was The Programme	25.440	6	0.000	Significant
36	What Was The Role	7.022	3	0.071	Significant
37	If No, The Reason For That	61.861	2	0.000	Significant
38	Sound Quality	64.387	2	0.000	Significant

Table	Attributes	X2 Value	Degrees Of Freedom	P- Value At 5%	Conclusion
39	Whether Suggestions Were Given	0.515	1	0.473	Significant
40	If Yes, How	32.537	5	0.000	Significant
41	Was There A Discussion About The Radio Programme	9.684	1	0.002	Significant
42	If Yes, What Issues Were Discussed	14.825	3	0.002	Significant
43	If No, Why	28.097	5	0.000	Significant
44	Contribution To Cr	35.426	3	0.000	Significant
45	Whether The Cr Is Providing Local Content To The Listeners	60.028	4	0.000	Significant
46	If In Charge, What Would You Do?	50.674	5	0.000	Significant
47	Did You Ask For Cr	1.592	1	0.207	Non-Significant
48	Other Means Of Communication	11.169	4	0.025	Significant

Review And Recommendations

The Outcome And Findings From Present Research Will Give An Objective Perspective To The Community Radio Stations And Will Help Them In Greater Understanding Of The Audience Base And Enable The Cr Stations To Devise Strategies For Maintaining, And Increasing The Listeners Of The Cr Station.

Rather Than Requesting Cr Stations To Send Their Nominations Through Speed Post For Participating In The Awards Given By The Ministry Of Information And Broadcasting, The Same Can Be Called Over Using Digital Platforms Like Email, Or Google Drive Applications. This Does Not Incur Any Expenses For The Award Of Participants And Is Almost Free. The Community Radio Stations Are Equipped With Computers And Internet Facility Is Available At Almost All Radio Stations.

Though Impersonal Interactions Take Place Amongst The Members Of The Community Radio Station And Listeners, The Community Radio Station Should Periodically Design A Schedule For Personal Interaction With The Listeners' Of The Radio Programme.

7. References

1. Community Radio: Local National Regional & Global, [Online] Available At: <http://www.bnnrc.net/> Network/Community Radio In Bangladesh/Community-Radio (Retrieved On: 10 December 2015).
2. Britannica Ready Reference Encyclopedia. (2005) Encyclopedia Britannica (India) Pvt. Ltd. New Delhi, India, Volume-1 P. 84. Monjur.Doc.Paper.Pcf5.
3. Buckley, Steve, "Community Broadcasting: Good Practice In Policy, Law And Regulation" Paper Prepared For Unesco For World Freedom Day 2008: 2.
4. Fleming, Carole. (2002) The Radio Handbook, Routledge; 2nd Edition, Pg. 176.
5. Fraser, Colin And Estrada, S. Restrepo. Community Radio Handbook. Unesco, 2001.
6. General Guideline And Faq. (2010) Community Radioset-Up In Bangladesh. Bangladesh Ngos Network For Radio And Communication.

