

The role of Community Radio in Gender based Development.

¹B. Gokula Krishnan, ²Dr. Bhargavi D Hemmige

¹Assistant Professor, ²Associate Professor

¹Research Scholar,

¹Jain University, Bangalore, Karnataka.

Name: B. Gokula Krishnan

Phone: +91 8870291037

Mail: gokuleena@gmail.com

Name: Dr. Bhargavi D Hemmige

Phone: +91 9843245618

Mail: dr.bhargavi_d@cms.ac.in

Abstract

People who listen to community radio are better able to take part in civic discourse, government, economic development, poverty alleviation, and anti-corruption campaigns. There is no natural audience for community radio. What is needed is to connect Community Radio to people's most pressing concerns and to ensure that people see their issues in the context of their right to development." It's a study on the effectiveness of Community Radio (CR) in India, as well as on the level of community involvement in the programme. By examining the efficacy of selected indicators, this study aims to bridge the knowledge gap that exists between the broadcaster and the beneficiaries. Community radio stations in India have been singled out for examination, with an eye toward documenting and analysing their own internal structures as well as their finances. An important factor in supporting a community radio station's long-term viability is the number of populations it serves, which in turn attracts more revenue in the form of advertising, which in turn improves the station's sustainability. Lacking policy, Nepali radio stations self-identify as "Community" or "Commercial" stations based on their stated mission statements and goals and the way they programme.

1. Introduction

Residents of a community can learn from each other through community radio. For the sake of clarity and reducing ambiguity, radio programmes encourage listeners to engage in dialogue. In addition to enhancing mutual understanding, this fosters closer ties among the community's members. The radio's influence is both verbal and horizontal [1]. Radio has the potential to have a far-reaching and far-reaching impact on students' lives than any classroom setting. Its value extends well beyond the confines of the traditional classroom and even the notion of the "learning process" itself. The CR, like the CR, can connect society and the audience in a profound relationship that enriches and educates the people to change the status of their lives and of society for the better [2]. CR can be used in a variety of ways, depending on the project's priorities.

In today's world, community media is seen as a local alternative to the mainstream media. Small and close to the support's edges, it has taken positions of great natural beauty. As a result,

it was determined that participation in the growth process is critical, as is the development of civic engagement, social movements, education, and general public awareness [3]. The empowerment process was greatly aided by the attention given by community media to local development, particularly in the south. There are a variety of definitions based on the way local media should be pronounced, as well as how it is experienced geographically.

While a precise definition of "civil rights" has become increasingly difficult to define in recent years, a widely accepted theory is that it is the result of social and cultural groups' efforts to empower citizens and exercise their rights. There is a specific community context in which this type of communication can be used [4]. It's not just a matter of geography; it's also a matter of social context. In this kind of media, people's common interests are depicted in a way that reflects their shared beliefs. The focus here is on the symbolic actions of those who have made public their innermost feelings and thoughts about themselves. As one of the most significant contributions of this milieu, it aims to develop a link between social people and closed societies through changes in the symbolic group link basis, the emphasis is mainly that "we can do it together." Small groups of communities can be empowered through the use of community media.

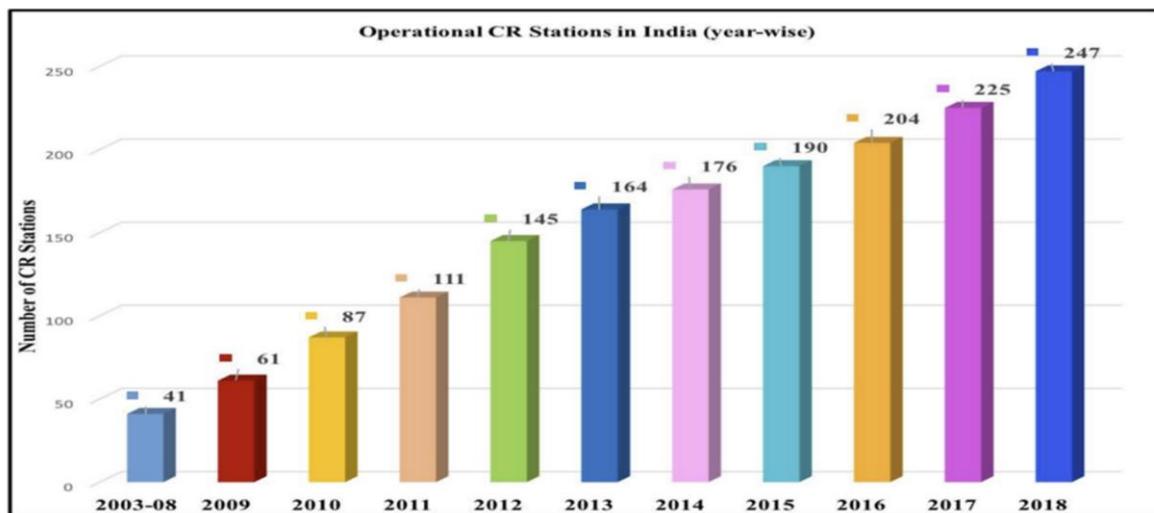


Figure 1: Year wise operational community radio stations in India

Community radio stations in prestigious academic institutions were granted licences by the Government of India in 2002. In 2006, the Government of India revised the guidelines for the Community Radio Policy, allowing non-profit organizations to set up CRSs in India [5]. Civil society participation in development and social change was increased by utilising broadcast technology, which ensured aural transmission of community interactions' messages for reinforcing them in order to elicit a response. Across India at present, there are 247 functional CRSs since year 2002.

Community media, particularly 'Community Radio,' emerged again at the turn of the century as the great equaliser of gendered voices, the liberator of women, the social reformer, the enabler of the community and the instrument of the awakening community for developing social infrastructure. For now, it's unclear whether community radio has been able to meet all these high expectations [6-9]. In addition, community radio needs to identify and evaluate ways

of sustaining its services. The level of community participation must also be evaluated. In addition to exploring issues of women's empowerment and community participation in relation to the two University-based Community Radio Stations that coincidentally also share the overlapping broadcast area, this study aims to examine the perception that community radio has the reach and impact in the community.

2. Background

Radio can play a major role in rural development at the grassroots level. Programs could address a wide range of issues, such as poverty, agriculture, gender inequality, education, and other social ills. To better connect rural farming communities in Northern Ghana, researchers looked into the role of vernacular radio programmes to see how they could help farmers in the region share agricultural information more effectively on a community level [10]. Agricultural extension efforts benefit from the participatory communication methods offered by radio, which can speak directly to farmers and listener groups in their native tongues. After analysing the impact of community radio in Indonesia with the MSC process, that well-executed radio programmes can have a significant impact on the lives of residents [12]. The MSC approach has its roots in discussions about community health development. A recent example of its use is in assessing the impact of local community radio stations. The MSC process encourages community members to tell stories about how their lives have changed as a result of the radio's activities.

Capacity building activities can be facilitated by providing media training and broadcasting access to a community radio station. In order to build a community, it is imperative that people share knowledge, establish connections among like-minded organisations, and provide educational opportunities. An organised community radio station helps to raise public awareness of local organisations and facilities, as well as empowers these organisations to use radio to promote themselves and communicate directly with their constituents. As a result of its close proximity to its target audience, Community Radio caters to a specific niche in the local community [13]. The community has control over ownership, decision-making, and the program's output. Local issues and concerns are frequently addressed in programming that is developed by members of the community. Individuals in the community are in charge of creating the shows, not just reporting on them. In recognition of the station's status as theirs, it becomes a forum for a wide range of local views and ideas. As a result, the culture of the area is strengthened. According to the authors' estimates, it is costly for women to be excluded from ICT for development. They investigate how community radio can help. According to the authors who applied the principles of Participatory Action Research, women are more likely to benefit from technologically mediated opportunities for development if they produce information that contributes to their advancement rather than simply consume information provided by others (PAR).

Additionally, these stations helped migrants safely return to their hometowns by broadcasting programmes about COVID and other diseases prevalent in the rural areas of India. Prakash Javadekar, India's Information and Broadcasting Minister praised community radio stations as 'change agents' in rural areas [15]. CR stations in India are united in their efforts to reach out

to the underserved communities that are often overlooked. The following section discusses how CR is being used in India to combat COVID.

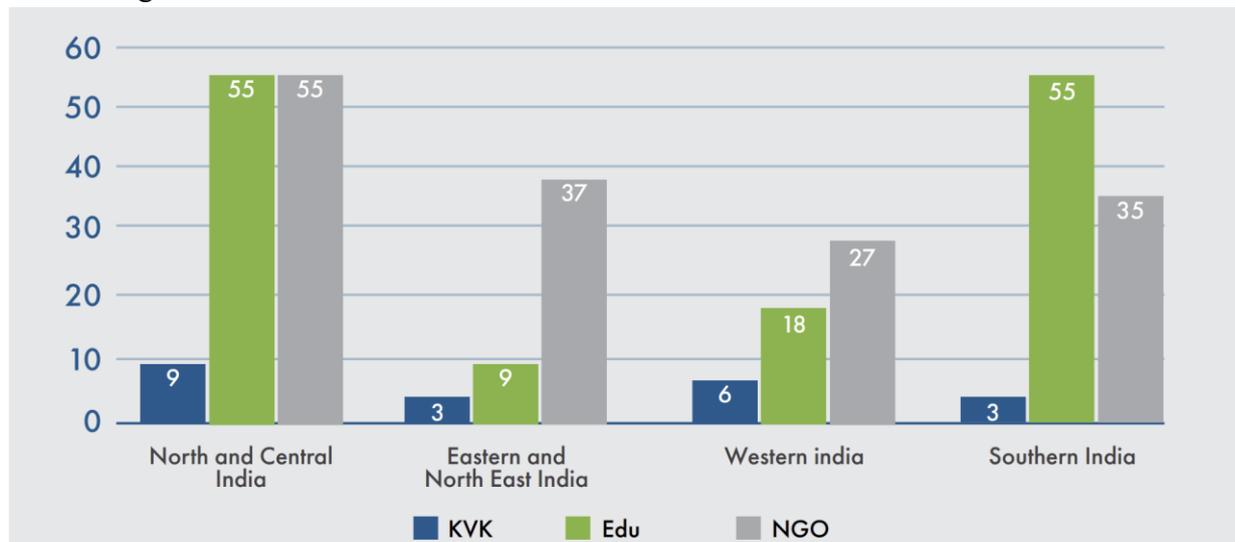


Figure 2: Area wise community radio utilization graph

3. Role of community Radio

The ability of indigenous community radio stations to deliver critical information in indigenous languages has a direct impact on the well-being of the people who live in those communities in many parts of the world. When it comes to technological advancements, they are constantly adapting. For example, they have recently transitioned from analogue to digital. Many people are also able to use the internet, but with a few restrictions. Radio stations continue to raise the issue of easy access to the internet. They are now expanding their coverage and engaging with a wider audience and expanding their reach for community radio stations that have had the ability to connect to the internet despite economic constraints.... and the dominant language media content competition.

A large number of radio stations utilise and benefit from mobile apps that allow their listeners to access and interact with their programming and the radio itself. People who have moved to new cities or countries and want to stay in touch with old friends and family back home will find this feature particularly useful. Archiving and accessing radio programmes is now possible on a variety of digital platforms. In the same way, the internet has widened the reach of radio stations beyond the immediate vicinity of the station, where the transmitter signal is received. The widespread use of cell phones has greatly facilitated indigenous peoples' ability to listen to community radio and its programming.

17 community radio stations in Central America were surveyed in 2020 by Cultural Survival about their access to COVID-19 information. It has been noted that the primary means by which their communities receive health-related information is through the use of radio and television as well as social media platforms such as Facebook and Twitter. About a quarter of the communities served by the stations have access to the Internet, according to most of them. More than half of those who said they had better access to transportation lived in more densely populated areas. At Cultural Survival, we are aware that indigenous people use the internet and

radio to exchange information and communicate with each other. When it comes to reaching remote and underserved communities, radio is still the best option.

Indigenous languages and cultures are also being transmitted and revived through community radio, which is still an important medium, especially in rural areas, where reliable internet access is difficult to come by. Radio has an advantage over digital radio because of the lower upfront costs of setting up a physical station. Radio also serves as a primary method for reaching people who lack internet access.

4. Methodology and data analysis

Like any other medium, community radios can influence, alter, and shape the perceptions of their listeners. There are a number of internal and external factors that go into this. It is important to consider the essence of the impact of these variables when estimating the degree to which community radios bring about change. The state's literacy rate, the rate of urbanisation, the diversity of geography, culture, language, and the presence of all media outlets were taken into account when evaluating community radio stations. On the one hand, the benefits of urbanisation are being realised, but in other parts of the world, they are not being realised. Disparities like these can be found in any social setting. The priorities, projects, and programme strategies of community radios are expected to reflect the diversity of the listeners they serve. It is possible to reach and include those with little or no access to traditional media through the medium of community radio, a form of participatory media. An investigation into the role of a community radio network, which aims to improve the skills and knowledge of a disadvantaged population, is at the heart of this research. It was decided to use both qualitative and quantitative methods of analysis. Rich qualitative data may be gathered through observation, which is sometimes referred to as "thick definition." This is a site where related phenomena have been carefully observed and detailed field notes have been made.

With the help of this research, community radio stations will be able to better understand how they can best assist marginalised populations. Community radio training programmes are also examined in this study to see if they aid marginalised groups. Rural, disadvantaged, illiterate, linguistic minority, refugee and female listeners can all benefit from community radio's ability to reach out to them. Community radio stations can also be used as information and media outlets for oppressed communities, according to this study. As a result of this research, it has been determined whether community radio can be used as a tool for social change in oppressed communities. In addition, this research examines whether or not community radio gives oppressed groups the ability to speak out against domestic violence, as well as to share their passions and concerns on a wide range of issues.



Figure 3: Empowerment process of the community radio training

An important part of the study is the development of technical skills, which helps volunteers in the community media sector find work. Using the figure below, the study explains the process of volunteer empowerment through community radio participation. The diagram depicts the one-way communication between a radio station and the community when it comes to spreading awareness through the dissemination of information and knowledge. This type of communication does not necessitate the physical participation of participants. However, community involvement reveals a two-way communication that necessitates physical participation.

Sample collection

The non-probability sampling technique of purposive sampling is used to select CRS. In Rajasthan, there are a variety of community radio stations in operation. A community radio station must be located outside of the city. When conducting research on community radio as a rural development tool, it was imperative to focus on stations that would be most beneficial to the state's community radio sector. Kamalvani 90.4 FM (Jhunjhunu), Radio Banasthali 90.4 FM (Tonk), Radio Madhuban (Sirohi), and Tilonia Radio 90.8 FM (Banswara) were selected for this study. These well-known community radio stations have been serving their respective communities for a long period of time.

Table 1: Selected community radio stations

| S. No | Category | Name of CRS | Address |
|-------|-------------|----------------|------------------------------------|
| 1 | NGO | Kamalvani | Kolsia, Rajasthan, India |
| 2 | NGO | Tilonia Radio | Tilonia, Rajasthan, India |
| 3 | Educational | Radio Madhuban | Abu road, Sirohi, Rajasthan, India |
| 4 | Educational | Banasthali | Tonk, Rajasthan, India |

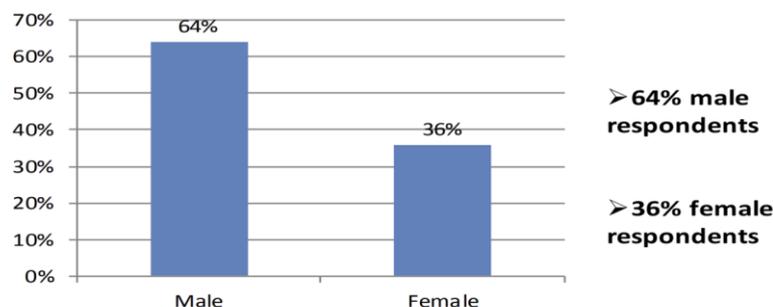
Data collection

Data has been collected from various sources by the researcher. In order to collect primary data, an interview schedule was used, while secondary data was gathered from various national and international journals, newspapers and business magazines; blogs; books; research reports; and

online databases. The collection includes illustrations from a variety of national and international conferences. It is through the collection of primary data that the training program's goal of empowering underrepresented groups in radio stations can be assessed. In order to reach the study's goal, data were gathered to examine the overall response of the underserved groups from various angles. Previously obtained documents serve as the basis for the secondary data. In order to learn from events that have already been witnessed by a large number of people, the data collected is used. As a result, secondary data includes information gleaned from sources like newspapers, the internet, magazines, and books.

Table 2: Gender based classification of the respondents

| Gender | Percentage of Respondents (%) |
|--------|-------------------------------|
| Female | 36 |
| Male | 64 |



Gender based classification of the Respondents

Figure 4: Classification of the responder based on gender

Table 2 and Figure 4 show the results of a gender-based categorization of the Mewat region respondents. According to the results, 64% of respondents were men, while 36% were women.

5. Conclusion

It turns out, according to this research, that radios are no longer just a splurge for the wealthy. You can find them anywhere and at an affordable price, even in the countryside. The number of people who listen to radio has risen dramatically since community radio stations were established. People around the world expect community radios to help marginalised groups express their issues, desires, and concerns. Described here is the socio-economic position that community radio volunteers occupy, as well as the role that these volunteers' training programmes play in their empowerment. A total of 100 volunteers from four well-known community radio stations in Rajasthan, India's rural heartland, were interviewed for the study. Those who are illiterate are believed to be better served by radio, and community radio is ideally situated to serve them. Community radios' efforts should be recognised. When it comes to Radio Lumbini, which is owned and operated by the cooperatives, many areas and villages in Nepal have no choice but to listen to it. In Lumbini, Nepal's westernmost district, there are four radio stations and only two weekly newspapers.

References

- [1] Giaxoglou, K. (2020). *A Narrative Approach to Social Media Mourning: Small Stories and Affective Positioning*. Routledge.
- [2] Mukherjee, S. (2020). The Body and Its Multimedia Sensations: Forging Starry Identities Through Item Numbers. In *Stardom in Contemporary Hindi Cinema* (pp. 135-157). Springer, Singapore.
- [3] Noell, D. (2020). *Broadcasting Faith: Regulating Radio from the New Era to the American Century* (Doctoral dissertation, Columbia University).
- [4] Sindhvani, N., Anand, R., Vashisth, R., Chauhan, S., Talukdar, V., & Dhabliya, D. (2022). Thingspeak-based environmental monitoring system using IoT. Paper presented at the PDGC 2022 - 2022 7th International Conference on Parallel, Distributed and Grid Computing, 675-680. doi:10.1109/PDGC56933.2022.10053167 Retrieved from www.scopus.com
- [5] Annette, R. (2020). "Breaking the silence: community radio, women, and empowerment." *Community Development Journal*. <https://doi.org/10.1093/cdj/bsz030>.
- [6] Museum, "Soap Opera," The Museum of Broadcast Communications, accessed on 20th March 2020 from <http://www.museum.tv/eotvsection.php?entrycode=soapopera>.
- [7] Sturley, K. R. (2019) "Radio Technology." *Encyclopædia Britannica*, inc. Retrieved April 20, 2020 from [britannica.com: https://www.britannica.com/technology/radio-technology](https://www.britannica.com/technology/radio-technology)
- [8] Arora, A. (2019). Development of women through community radio. *International Journal on Transformations of Media, Journalism & Mass Communication* (Online ISSN: 2581-3439), 4(2).
- [9] Singh, H., Ahamad, S., Naidu, G. T., Arangi, V., Koujalagi, A., & Dhabliya, D. (2022). Application of machine learning in the classification of data over social media platform. Paper presented at the PDGC 2022 - 2022 7th International Conference on Parallel, Distributed and Grid Computing, 669-674. doi:10.1109/PDGC56933.2022.10053121 Retrieved from www.scopus.com
- [10] Biswal, S. K. (2019). Exploring the role of citizen journalism in rural India. *Media Watch*, 10, 43-54.
- [11] Breitenbauch, H., Jakobsen, M. B., & Winther, M. (2019). The City Prism: A Triangle of Urban Military Operations. In *Complex Terrain* (pp. 311-343).
- [12] Sturley, K. R. (2019) "Radio Technology." *Encyclopædia Britannica*, inc. Retrieved April 20, 2020 from [britannica.com: https://www.britannica.com/technology/radio-technology](https://www.britannica.com/technology/radio-technology)
- [13] Agostini, S., & Mechant, P. (2019). Towards a definition of virtual community. *Signo y Pensamiento*, 38(74). <https://doi.org/10.11144/Javeriana.syp38-74.tdvc>
- [14] Fombad, M.C. and Jiyane G.V. (2019) "The role of community radios in information dissemination to rural women in South Africa." *Journal of Librarianship and Information Science* 2019, Vol. 51(1) 47–58.
- [15] Chao, K. M., Jiang, L., Hussain, O. K., Ma, S. P., & Fei, X. (Eds.). (2020). *Advances in E-Business Engineering for Ubiquitous Computing: Proceedings of the 16th International Conference on E-Business Engineering (ICEBE 2019)* (Vol. 41). Springer Nature. Frediani, A. A., Clark, D. A., & Biggeri, M. (2019). Human development and the capability approach: the role of empowerment and participation. In *The Capability Approach, Empowerment and Participation* (pp. 3-36). Palgrave Macmillan, London.

- [16] Frediani, A. A., Clark, D. A., & Biggeri, M. (2019). Human development and the capability approach: the role of empowerment and participation. In *The Capability Approach, Empowerment and Participation* (pp. 3-36). Palgrave Macmillan, London.
- [17] Pitts, G. (2019). "Radio Broadcasting, History of Encyclopedia of Communication and Information".