A Case Study of Community Radio: As an Emerging Platform to Discuss Developmental Issues in Rajasthan

Amit Verma
Research Scholar, Department of Journalism and Mass Communication
Manipal University, Jaipur
Email id: Amitve4@gmail.com

Dr. Rayaz Hassan
Associate Professor & Head of Department
Department of Journalism & Mass Communication
Manipal University, Jaipur
Email id: rayaz.hassan@jaipur.manipal.edu

ABSTRACT

Radio as a medium is continuously playing a significant role not only in the dissemination of information but also in the propagation of culture and nation-building, providing many minorities, remote, and disenfranchised areas with a low-cost civic sphere. Radio is an essential and useful tool for communication. The phrase “a radio service by the people, close to the people and for the people” sums up the essential features of this service. So, we can say that Community Radio must not only be run by but also serve the welfare of the society. It aims to help and benefit the public group through its programming. In this paper, the researcher intends to observe the community radio as an emerging platform to discuss developmental issues programming of broadcasts by total four CRS. So, two stations from educational category and two is from Ngo category from Jaipur, Jhunjhunu, Alwar and Sirohi district of Rajasthan as a case study.

Keywords: Community Radio, NGO, Development issue.

Introduction

Community Radio, the word ‘Community’ talks about to a collection of general public sharing familiar characters and happiness. Community whichever can be clear as a geographic-based group of individuals or as societal or peoples who have mutual or specific interests. However, the mutual interest in a particular public is quite flexible and it can be social, secular, political, economic, and cultural as well. CR means public service broadcasting intending to serve the cause of the community in the service area by connecting participants of the community in the airing of their based on developmental programs.

In simple words, growth is a nonstop process that creates development, progress, positive change, or the addition of physical, economic, environmental, social, and demographic components. The identification of these traps enables relating to political and socio-economic surroundings in a nation in an effort to advance development through its content.

A coin has two sides; usually, media focuses on broadcasting culture and entertainment with keeping a decent profit margin. But Community radio has the prime objective of developing the society with various educational, awareness, and motivational programs, ignoring the aspect of profitability. Disparate other commercials radio stations has a different footpath, the pathway to take development in the community over developmental problem centric programs. In Rajasthan, a total of ten community radio stations are functioning in educational and NGO based categories. CRS in Rajasthan focus a lot of developmental issues through their content. Development Communication usually talks about programs aimed to communicate for social revolution, or we can say "Communication for Development” (C4D).
Profile of Case Study Radio Stations

Radio 7, Jaipur

Radio 7 90.4 MHz "Sada Aapke Sath" was operated on 07th March 2005 at The Indian International Institute of Management (IIM) campus in Mansarover area of Jaipur city. It is second radio station in Rajasthan after Banasthali Vidyapeeth under academic institutions category. FM Radio-7 broadcast programs for half past eleven, from morning 6:30 to till evening 6:00. Radio 7 is sustained by The IIS University with its funds. A number of Government agencies as well as non-government agencies like UNICEF and a lot of engrossed ever so often for content collaboration. Besides it helps societies through programming in various sectors like educational, health, culture, language, environmental, and local issues.

Every morning the station broadcast ‘Aradhana’ that is a spirituality based program, in education area Radio 7 ki class, Swasth Raho mast Rabo in the health area, Hamara puryavaran in environment area and local issue-based Samaj ki Avaj in the society for positive change.

In Radio 7, program known as Virasat also encourages the local Marwari language. Art, culture, and tradition of Rajasthan. This station enriches folk songs, regional music, and other activities combining information and entertainment among the listeners of radio. Many girls’ students are contributing in programming enthusiastically and it also generates awareness regarding local governance and policies and many more.

Radio Madhuban, Mount Abu, Sirohi

Radio Madhuban is operating under the educational category Prajapita Brahma Kumaris Ishwariya Vishwa Vidyalya. Radio Madhuban operates on 90.4 MHz frequency from Mount Abu in the Sirohi district. This station broadcasts its programs 24 hours every day. "Mera Gaon, Mera Anchal" broadcast between 6 pm and 7 pm on all weekdays is the signature program that catches the weak voices of villagers from the remote areas. Their cultural traditions, experiences, and problems shared by the people belonging to different statuses and age groups. Basa, a model village that has become entirely addiction-free, has been highlighted on Radio Madhuban. Radio Madhuban promotes the new generation as well as people in remote areas and towns, taking up issues like farming and cultivation, environment protection, de-addiction, water, and electricity conservation.

A structured programming framework has been put in place by Radio Madhuban. An opportunity for the community to air their voices has always offered while conducting projects to educate rural folk and promote local talent. Radio Madhuban conducts activities to promote government schemes by organizing various rallies, seminars, personal meets with groups of different community stakeholders like women and farmers, students, and teachers. Radio Madhuban also promotes the new generation as well as people in remote and town areas for farming and cultivation, environment protection, de-addiction, water and electricity conservation, and disaster management.

Radio Kamalvani, Kolsiya, Jhunjhunu

Another CRS Kamalvani 90.4 FM licensed and aired from 22 November 2012 operated under Kamalnishtha Sansthan NGO. This radio station is functioning in the Jhunjhunu district, precisely in Kolsiya village of Nawalgarh Tehsil. Incredible state Jhunjhunu district located in Shekhawati belt of Rajasthan state filled with a variety of colors of traditions and culture. The major part of the surrounding community people consists of villagers with a part of college students located nearby.

Radio Station located in such a rural area where illiteracy has eliminated to a satisfactory extent, but a large sect of the population is unable to carry on education due to some social issues belonging to poverty, child marriage, and agriculture. In the station area, the students from the lower classes usually drop their education after achieving literacy because they need to support their families in earning a livelihood.

Generally seen in the villages that girls get married soon at teenage, which makes their education incomplete, and their dreams remain incomplete if their unfulfilled dream through community radio what can be accomplished without any money can accomplish. The young agriculturist, who have been literate recently, often like to come for further education because they have realized the importance of education and the insufficiency of their reading and writing skills.
We have to keep in mind, the programs have generated on different issues and topics related to social needs with a total of eight hours of broadcast (four fresh + four repeated) in a day. Aapri Chaupal, Apni Dharti Apne Log provides a reciprocal platform to the society. Masti ki Paathshala, Tarunai Ke Sapne & Sonchriya slot secure student participation in programs. Kaya Ra Sukh & Sanjivini focus on health, whereas Sangini diverts attention towards women empowerment, child marriages, and awareness of women-centric issues. All these programs have produced by the active contribution of community members, experts, guests, and other resource persons.

Alwar ki Avaj, Alwar

Alwar Ki Awaz 90.8 MHz started its operation on 01st January 2013 in the Alwar District of Rajasthan under NGO called All India Society for Advance Education and Research. At present it airings thirteen hours daily and coverage area of the station within a ten-fifteen kilometer range from this station, casing Ramgarh village in Rajgarh Tehsils. This radio station has worked on several Government social activities focusing on developmental issues such as Beti Bachao Beti Padhao program, Swach Bharat Abhiyan, Welfare schemes for health and Family, TB, many Consumer Affairs, and PAHAL.

Various notable projects assumed by the station include one hundred eighty Episodes of Project called Radio Maths - Ab Gani Hua Assan – for Science & Technology department, Ministry of Panchayati Raj, on Community Radio (Twenty episodes), Project Hamara Rashan Hamara Haq (Ten episodes) in association with Sehgal Foundation, Rajasthan State Legal Authority, A Project by Rajasthan High Court - Kanoon Ki Baat (a weekly program), Idoasync - Women Empowerment throughout the years in two states - a collective programs among two CRS in Haryana and Rajasthan State, Beti Hai Anmol in association with Idoasync Media under United Nation Democracy Fund and Full On Nikki (Seventy-eight episodes) with BBC Media Action and UNICEF. This station also honoured with Best Consumer Awareness award on National Consumer Day in 2014 by District Administration. This station has instruction to give voice to voiceless in the societies in which they function.

These all CRS have the authority and capacity to provide voice to the voiceless, disregarded clusters and to the minority groups who are often ignored by the general public or the government. According to Ministry of Information and Broadcasting, the societies that can apply for a CR license will be Educational Organizations, Agricultural Universities, or ICAR Institutions or Krishi Vigyan Kendras (KVK), NGOs or any non-profit organizations (Community Radio Stations, 2002).

Rationale

Selected CRS in Jaipur, Jhunjhunu, Alwar, and Sirohi district of Rajasthan address various developmental concerns through many programs. The developmental issues taken by the CRS are significant. Many topics addressed in the programs are to create awareness between the community members. This study will benefit in providing a better understanding of the number of developmental issues broadcasted through many programs by these CRS. It will simplify to get an understanding of the supreme enclosed issues by these stations.

Review of Literature

The research paper titled "Operational Position Differential of Educational Institution CRS and NGO maintained community radio stations of NCR" Author analyzed the NGO based community radio station were found more sensitive to people's needs rather than educational community radio station which was better managed and maintained. However, within-category, the Alfaz-e-Mewat had a little edge over another NGO based community radio station. (Saini Rachna 2015)

Another research paper titled “Community Radio as an Alternative Tier of Broadcasting- The Challenges and Prospects in India” findings of this study also recommends that the prospect of radio station connected to its capability to permit societies to voice for them, to give voice to the voiceless, to be a strength for social and economic change and its precise involvement to a mixed media landscape. (Pradhan Pitabas 2011)

"Community Radio Voices in Asia" researcher found that from CR, the societies originate a fresh sense of the word democracy. It leads to peoples' democratic communication and empowerment in actual sense. It is essential that beliefs of open democratic communication developed amongst the Asian countries, which makes the leaders responsible regardless of the monitoring systems. CR has the potential of becoming the voice of the voiceless. (Singh Charulata 2011)
“Community Radio Opportunities and Challenges: A legacy of struggle for survival in a state and capitalist controlled media environment” Author discussed around the uncountable achievement stories of station as a substance for helpful change in villages of India that expresses almost likely as a revolution mediator. A model sample is the usage of CR as a platform for the village dweller to communicate and broadcast their desires in the Angara block of Jharkhand. The effective broadcasting of programs covering crossways disaster prevention team, ocean education, and safety measure in the sea that saw marvelous contribution from the local public and helped in producing a close-knit fishermen community by the Kalanjian Radio station in Tamil Nadu, in the post Tsunami situation demonstrate the expansion role of CR. On the other hand, despite all success stories, setting up and running a progressive CR faces many challenges, one of the major issues being that of sustainability. Surrounded by the main reasons saw is a lack of public interest, inadequate content, irregular monetary support. (Bart Cammaerts 2009)

Methodology

In this study, the researcher adopted for the study is a qualitative methodology, in which research design will be a case study. In the whole Rajasthan, a total of ten community radio stations operated in the NGO and educational category. The researcher did a content analysis of the overall programming of a total of four community radio stations, including two radio stations from NGOs and two radio stations in the Educational category of Rajasthan. So, the researcher selected two radio stations from an educational category from Jaipur and Mount Abu and two is from the NGO category of Alwar and village kolsia Jhunjhunu district of Rajasthan by convenience sampling method. Now, every selected radio station analyzed as a case study based upon a number of usual or unusual local problems that are covered by them.

Analysis and Findings

Graphical interpretation of selected case study stations.

Table 1. Radio 7, Jaipur. (Educational Category)

<table>
<thead>
<tr>
<th></th>
<th>Developmental Programmes</th>
<th>Non developmental Programmes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Radio 7, Jaipur</td>
<td>11</td>
<td>9</td>
</tr>
</tbody>
</table>

Above table 1 Radio 7 is the other community radio stations after Radio Banasthali in Rajasthan from 2005. It broadcast eleven development programs and nine non-developmental programs regularly in twelve-hour broadcasting.
Radio Madhuban regularly broadcast twenty-hour programming for the community by the community under the Educational category called Prajapita Brahma Kumaris Ishwariya Vishwa Vidyalaya. Above table no two, it shows the station is airing 26 developmental programs and 18 on developmental programs every day.

Table 3. Radio Kamalvani, Kolsia, Jhunjhunu. (NGO Category)

CRS Kamalvani 90.4 FM licensed and aired from 22 November 2012 operated under NGO called Kamalnishtha Sansthan. Table no 3 shows that it’s broadcast ten developmental programs and seven non-development programs in ten hours daily programing.
Table 4. Radio Alwar ki Avaj, Alwar. (NGO Category)

<table>
<thead>
<tr>
<th></th>
<th>Developmental Programme</th>
<th>Non-Developmental Programme</th>
</tr>
</thead>
<tbody>
<tr>
<td>Radio Alwar ki Avaj</td>
<td>9</td>
<td>15</td>
</tr>
</tbody>
</table>

Alwar Ki Awaz 90.8 MHz under NGO category All India Society for Advance Education and Research. Radio Station broadcasts 13 hours daily and coverage area of the station within a 10-15 km radius from the station. Table no 4 shows that it broadcast fifteen developmental programs and nine non-development programs every day.

Category wise developmental programs by Community Radio Stations

Table 5. Radio 7, Jaipur (Educational Category)
Above table no. Five shows that in a twelve-hour programming schedule, it broadcast eleven development programs. A researcher-made five main themes of whole day programming like women, health, education, environment, social issue-based programming in the table clearly seen that most of the programs made on women-centric and education-based programs are broadcasting.

Table 6. Radio Madhuban, Mount Abu (Educational Category)

Radio Madhuban is continuously airing twenty-four-hour broadcasting for the development of the community. As per table no. 6, we have women-centric, agriculture, health, education: environment, social issues, news and information, and motivation based programs. A priority of the station is a social issue-based program after those women-centric on the second number. So, we can see that Radio Madhuban is an emerging platform for developmental programming.

Table 7. Radio Kamalvani, Kolsia, Jhunjhunu (NGO Category)
Table no.7 shows that Radio Kamalvani’s everyday broadcasting on motivation, education, legal awareness, environment, social issues, and women-centric. Most of women and education category are serving communities.

Table 8. Radio Alwar ki Avaj, Alwar (NGO Category)

As per table station is focusing only in the education area after those women-centric programs are on the second number.

Table 9: Category wise total numbers of Programs by CRS

<table>
<thead>
<tr>
<th>Name of the Station</th>
<th>Developmental Programs</th>
<th>Non-Developmental Programs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Radio 7, 90.4 MHz</td>
<td>11</td>
<td>09</td>
</tr>
<tr>
<td>Radio Madhuban 90.4 MHz</td>
<td>26</td>
<td>18</td>
</tr>
<tr>
<td>Radio Kamalvani 90.4 MHz</td>
<td>10</td>
<td>07</td>
</tr>
<tr>
<td>Alwar ki Avaj, 90.8 MHz</td>
<td>15</td>
<td>09</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>62</strong></td>
<td><strong>43</strong></td>
</tr>
</tbody>
</table>

As per the table, number nine shows that overall programs of selected four radio stations are one hundred five, and out of those programs, sixty-two of the programs are totally developmental programs, and forty-three programs are non-developmental. The utmost mutual program formats one to one interviews, dialogue session, and in depth discussions. Most emphasized subjects over radio stations in selected CRS in Rajasthan are women-centric issues in rural and urban areas. As per the finding of overall programs, 23% of the programs are issues associated with ladies. After that, education is at the top level in the remaining 77 percent of the programs; this is followed by Health, Agricultural, Legal awareness, and other categories.
Conclusion

From findings it can be said that there are two categories of the program aired in the radio stations of Rajasthan – first is developmental, and second is non-development. At last, the study arise at the outcomes that there is supremacy of women-centric and educational programs from corner to corner these all above selected stations associated to other development subjects being addressed. In Radio 7 station Radio7 ki class, Zara sochiye and Nayi soch nayi udan programs are very popular among listeners. Radio Madhuban broadcast Gaon re batein, Opno Samaj, Mera Gaon Mera Anchal in the women-centric category and Career option, pathshala, Vishesh mulakat in the educational category.

Radio Kamalvani broadcast Charchika, Kanun ki bat, lokgeet in women category and Radio Maths, Masti ki pathshala, hulchal ados padosh ki in the education category. Alwar ki Avaj is airing Aaj ka paigam, Lok geet, Zaika in women domain and Radio maths, Campus Masti, Learn English/ Japanese is very popular in educational theme programs.

So, finally, it can be concluded that Community Radio: As an Emerging Platform to Discuss Developmental Issues in Rajasthan. While community radio broadcast remains significant to rural peoples’ information needs, Radio Madhuban, Mount Abu, and Radio Kamalvani for the past five years have made remarkable progress in the socio-cultural life of its listening community through developmental programs. It is refreshing and indeed highly commendable to learn that the developmental programming style and format of Radio Madhuban and Radio Kamalvani broadcast contents are practically aimed at responding to the felt requirements of the societies. Indeed, above-mentioned testimonies, community radio is in no doubt as an Emerging Platform to Discuss Developmental Issues among rural households.

Glossary Words

CR: Community Radio

CRS: Community Radio Stations
REFERENCES

- **ACTIVE OUTREACH from Radio Active CR 90.4 MHz**: http://www.jgi.ac.in/radioactive/Activeoutreach. (2011)
- Kaur, P. COMMUNITY RADIO IN BANGALORE: A CASE STUDY ON RADIOACTIVE COMMUNITY RADIO. Bangalore, Karnataka, India. (2012).
- Pradhan, Pitabas "Community Radio as an Alternative Tier of Broadcasting- The Challenges and Prospects in India” Media Watch 2.1 Print. (2011)
- Singh, Charulata Community Radio Voices In Asia Media Watch 2.1 Print. (2011)