ROLE OF COMMUNITY RADIO IN RURAL DEVELOPMENT

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By

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DECLARATION

I, Ritu Raveendran, hereby declare that this thesis entitled **Role of Community Radio in Rural Development** is a bona fide record of research work done by me and that it has not previously formed the basis for the award of any degree, diploma, associateship, fellowship or other similar title or recognition in the University of Calicut or any other Universities.

University of Calicut

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CERTIFICATE

This is to certify that the thesis entitled **Role of Community Radio in Rural Development** submitted to the University of Calicut for the degree of Doctor of Philosophy in Journalism is a bona fide record of research carried out by **Ritu Raveendran** under my supervision and guidance.

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PREFACE

Mass media as the very name indicates are to reflect how people live, what they think and dream. But, recent changes in technology and economy have invalidated all these notions of mass media, leaving the media far removed from social realities and more disoriented from the aspirations of the mass society.

Observing the contents of media today, especially those having better reach and higher settings, I always wondered if these are of any relevance to the common man. Assurance of even and timely dissemination of information is particularly important for such people because it is the most powerful tool capable of transforming their lives. I felt that content could be better fashioned to cater to the specific needs these people if it is conveyed in the language of common men. This belief naturally nudged me to know more about community media.

India already has a few shining examples of a few community projects like the SITE, Kheda Communication Project etc. However, what grabbed my attention was that these projects, although intended to benefit those living in the recesses of the country, had their chances of consistency limited at the very beginning. Resources like electricity, satellite connectivity and the paraphernalia one would need to get such facilities going were too large.

That's when the community radio barged into my thoughts. It was really surprising to note how easily community radio can be set by at places where resources are thinly distributed. During discussions with peers and professors, I realised that this is one topic where and extensive study could be done.

Numerous studies before have made it clear that community radio can greatly improve the pace of individual and societal development. However, this form of media is still in its nascent stage in Kerala, though opportunities and scope are abound. Therefore, I wanted to concentrate my study within the geographical limit of Kerala.

As such, I wanted to convey to the reader the importance of community radio and its impact on the development of the society it caters to by studying and analysing

the operations and contributions of three functional community radio stations in different geographical locations in the State.

The details of this study are presented in five chapters. The first chapter introduces community radio and its history, its expansion in India and particularly in Kerala, and how it has influenced various developmental activities. Also detailed in the chapter are the theoretical frameworks on which this study is based on.

Literatures relevant to the present investigation are presented in the second chapter. It is organized under three sections. The first section presents the organisational management of community radio stations in different countries. The second and third sections have exclusive studies on how community radios influence personal development and social change of its listeners.

The third chapter details study objectives and methodology. Analysis and findings are presented in the fourth chapter. The final chapter discusses conclusions and discussions drawn from the study. Further scopes of research are also identified in this chapter.

The study brings forth some interesting findings. Despite its limitations, this study throws light on how the potential of community radios can be tapped constructively for the development of larger population. It is the best suited communication medium for addressing daily lives of people. Still, some mechanisms are to be brought in place to ensure greater participation of community.

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INTRODUCTION

"I give, you take"- a tradition of passivity associated with mass media was shaken off with the rise of community radio (CR) as an alternate conduit which facilitated social interaction. Evolution of communication, its nature, techniques, and effectiveness have served the purpose of promoting social cohesion. Though vitality of news circulation was common in each stage of communication evolution, communication in other fields, like its relation to political system and social structures and its dependence on cultural life, was neither thought about nor discussed (MacBride, International Commission for the Study of Communication Problems, & UNESCO, 1980). In course of time, need of public participation in political, social, and cultural spheres began to be recognised essential for societal progress and development.

The New World Information Order (UNESCO, 1978) viewed information as a means of communication between people and as a tool of understanding and knowledge between nations. For effective human participation, uniform distribution of messages has to be ensured. This is particularly important for those people whose incapability to read or write obstructed them from being able to comprehend and express their needs (Melkote & Vallath, 1992). No mass media can sustain as carriers of developmental messages until incorporating the human factor, or the other needs of humans (Habermann, 1978; Melkote & Steeves, 2002). In this regard, community-oriented media play a decisive role owing to their ability to entwine with the local life.

How the existence of a free, independent and pluralistic media environment can contribute to effective and sustainable development was underscored by noted economists such as Amartya Sen, Joseph Stiglitz and Jeffrey Sachs (Buckley, 2008). The right to communicate and to have affordable access to the means of communication is increasingly being acknowledged throughout the world as a fundamental human right (Pavarala & Malik, 2007). Internet, viewed as the solution to this dilemma turned out to be a failure; but community broadcasting as a development tool started gaining momentum.

The primary detriment of a globalized media culture is its inefficacy to identify and serve local socio-economic and developmental needs says, Fraser & Restrepo-Estrada (2002). Success of community broadcasting lies in its ability to bridge the gap between what is broadcast and what the actual needs of community are. Hence, community broadcasting turns out to be the most suitable for the economically and socially marginalized, who habitually are underserved by the main stream media.

The overall philosophy of community broadcasting is people participation and empowerment through their dynamic involvement in the use of radio to help and speed up development (Librero, 1993). Importance of community broadcasting was recognised in the 'Declaration of Principles on Freedom of Expression in Africa', adopted by the African Commission on Human and People's Rights in 2002 (Buckley, 2008). Community media encouraged debate on local issues by allowing open and participatory dialogue among the partakers in their own language. This challenged the conventional unidirectional and vertical information flow from development agencies to the recipients.

Even in this era, radio remains the most powerful, yet the cheapest mass medium for reaching large and heterogeneous population in isolated areas. Its penetration to places devoid of the minimal electrical and communication infrastructures is highly commendable. Dagron (2001) describes radio as the most pervasive and economical electronic medium in the world with the potential to serve as an ideal platform for social change.

CR, characterized by its multiplicity is a type of radio that thrives on a community's resources. It is a feasible 'alternative' to mainstream media. As per Partridge (1982), it was Rachell Powell who used the term 'community radio' for the first time in a pamphlet *Possibilities for Local Radio.* Among the plethora of available definitions, the one given by José Ignacio López Vigil (1997) is a comprehensive one: "When radio fosters the participation of citizens and defends their interests; when it reflects the tastes of the majority and makes good humour and hope its main purpose; when it truly informs; when it helps resolve the thousand and one problems of daily life; when all ideas are debated in its programmes and all opinions are respected; when cultural diversity is stimulated over commercial homogeneity; when women are the main players in communication and not simply a pretty voice

or a publicity gimmick; when no type of dictatorship is tolerated, not even the musical dictatorship of the big recording studios; when everyone's words fly without discrimination or censorship, that is community radio" ("What is Community Radio? AMARC," n.d.)

Jon Bekken defines CR as "characterized by access and public participation in production and decision making. Financed and managed largely by those who use and listen, it offers a transparent accountability to the audience/user in a way State and commercial stations do not" (as cited in Howley, 2005). The term 'community' can mean either a geographical one or a community of interest. Dennis Poplin provides a perfect definition for *community* as 'those units of social and territorial organization which dot the face of the earth and which can also be called hamlets, villages, towns, cities or metropolitan areas' (Carty-Mole, 2010).

Access and participation are crucial in understanding a CR as well as are increasingly being recognised relevant in participatory communication. Dagron (2001) argued that participatory communication may not be easily defined as it cannot be considered in terms of a unified model. He explains that 'the word participation is kaleidoscopic; it changes its colour and shape at the will of the hands in which it is held'. Access denoted the availability of broadcast to all citizens. These are the means through which community can exercise control over the means of communication.

Not-for-profit and participative nature, in addition to being owned and operated by community members themselves differentiate CR from other types of broadcasting. These stations thus deliver services which benefit the community as a whole. Often, CR is confused with Amateur or HAM Radio. Unlike FM radio, Ham is a two-way communication system which people use as hobby. Nonetheless, it imperative to differentiate CR from ethnically-based radio stations used for propaganda and hate messages, says Myers (2008), citing the example of *Radio Télévision Libre des Mille Collines*, a notorious station in Rwanda that incited the 1994 genocide.

HISTORY OF COMMUNITY RADIO

CR emerged throughout the world under different social and political conditions and there has been a vast expansion since its inception. Kierstead and Kierstead (1993) observes that it has been used as an instrument of social policy in North America

and Europe, development in Asia, preserving the aboriginal culture in Australia, and social change in Latin America (as cited in Librero, 1993)

Birth and expansion of community radio

The earliest trace of a volunteer run CR station - *Radio Sutatenza* was launched by Jose Joaqin Salcedo Guaurin, a Catholic priest's assistant, on October 16, 1946. It intended to disseminate information among the farmers of Colombia's Tenza Valley (Dagron, 2001; Elliott, 2007). Same year in the USA, Pacifica Radio was established as a challenge to the commercialisation of airwaves, by Lewis Hill a member of pacifist movement. Radio KPFA, the first Pacifica station began broadcast in 1949 and still remains on the air. These two instances are seldom cited when the evolution of CR is discussed. *Sutatenza* later turned into a Church-run distance education project while Radio KPFA operated within the bounds of state regulatory system. So, the tin miners' radio of Bolivia is regarded as the first CR in its true sense.

Latin America pioneered the use of broadcast technology in disseminating information to the masses. *Radio Sucre* in the mining town of Cancaniri and *Radio Nuevos Horizontes* in the southern city of Tupiza were established in 1948 as a challenge to the oligarchic nature of the authorities. By the 70s, the miners' radio network comprised 26 radio stations enabling workers, families and communities to correspond, discuss and debate their situation (Pavarala & Malik, 2007). Today, with a rich and diverse legacy of radio, Latin America rightly justifies Girard's (1992) description of it as a "radiophonic salad of State, private, church, university, special interest and indigenous peoples radio stations."

The first independent and non-commercial radio station in Europe, *Radio Student*, was set up in 1969 by the students of the University of Ljubljana in Slovenia. Radio revolutionised the communication landscape when hundreds of pirate stations started functioning in its various nations. The term "pirate" radio originally denoted the broadcasting from ships in international waters using the frequencies already assigned to countries, which then included land based broadcasters that started functioning in the late 1960s. They were anti-establishments, a movement against those radio stations which didn't serve listeners' needs and thus gained support among the dissatisfied and rebellious (Boyd, 1986). The 70s saw the rise of land-

based pirate stations in Britain as well as in France and Italy. Through the 80s and 90s, community broadcasting started in most European states following the liberalization of radio. Public policy contributed to the development of this sector in these countries.

In Australia and North America, CR functions as a third tier system alongside the state-controlled and private networks. The Australian stations covers almost all parts of the country and serve the needs of those communities, usually not reached by commercial or national radio services (Girard, 1992). In Canada, the sector aims at offering unique grassroots programming, which otherwise is not available. In USA, due to deregulation, even smaller stations are free to operate. The Broadcasting Commission of Ireland has initiated a CR support scheme to provide financial support for licensed CR stations (Pavarala & Malik, 2007).

Establishment of CR gained importance in Africa after the fall of the apartheid regime in South Africa. Many of the African countries recognised the role community radios can play after the 'Freedom for African Radios' conference held in Bamako in 1993 (Fraser & Restrepo-Estrada, 2002). The aid from external agencies and organizations such as UNESCO accelerated the spread of CR in the continent.

There was a dearth of community initiatives in the Third World nations. The first CR in Asia, the *Tambuli* project in Philippines, went on air in 1991. Madagascar followed a similar model. In Thailand, most of the operating stations run sans license. Countries such as Laos, Burma, Malaysia and Vietnam continue to suppress community media in different degrees. Cambodia houses only a handful of CR stations despite having a comparatively liberal media environment. Similarly, countries such as China, Korea, Singapore, and Taiwan neither do not have nor promote any form of community broadcasting.

Radio Sagarmatha, the first CRS in Nepal and the first in South Asia started functioning in 1997 following the first democratic revolution. Stations in Nepal were vital in upholding democratic values and human rights and have been marking steady growth since the second democratic revolution in 2006 (Buckley, 2008). Similarly, in 2000 CR broadcast began in Indonesia following the end of Suharto regime. *Radio Kiritimati* in Kiribati archipelago in the South Pacific and Mahaveli CR

project in Sri Lanka are CR stations that were established and are partly funded by the government, with little political interference (Dagron, 2001). Bangladesh and Afghanistan have growing CR networks while Bhutan's media landscape finally opened up for CR with the setting up of first station in 2015. Pakistan still does not encourage community radios.

Community radio movement in India

In India, civil societies began campaigning for legitimisation of CR in the mid 1990s following the Supreme Court's historic ruling that air waves are public property. The Pastapur Declaration of 1998, formed as a result of joint civil society activism and advocacy agenda, became the framework for discussion with the government, which further paved way for the formation of the first CR Policy in 2002. Through this, educational institutions across India were allowed to set up small scale radio stations.

Anna FM, India's first campus CR, was thus launched in 2004; jointly managed by Education and Multi-media Research Centre (EMRC) and Anna University, Chennai. In January 2005, a CR station was started by *Banasthali Vidhyapeeth*, Rajasthan. Way back, couple of radio stations had to shut down due to lack of licence. The first to cease operation was *Mana Radio* in Andhra Pradesh which was initiated by Society for Elimination of Rural Poverty and funded by World Bank. Equipments of this rural women operated station were seized by officials of Union Communications Ministry (Pavarala, 2003). The second was a low cost FM station set up by a mechanic named Raghav Mahato who aired film songs, public interest messages, local news and announcements ("BBC News South Asia-The amazing DIY village FM radio station," n.d.). Though the station had to shut down, it could be regarded as the first instance of audience need based broadcast.

With continued efforts and support from international agencies like UNESCO, the current framework for CR in India - the revised CR Policy guidelines - took shape on November 16, 2006. This allowed NGOs and registered civil society organizations also to own and operate CR stations. The first NGO to obtain licence to run a CR was Deccan Development Society (DDS) of Medak district, Andhra Pradesh. Run by the rural women, *Sangham* Radio went on air on October 15, 2008. The second one, Radio *Bundelkhand,* was established by Society of

Development Alternatives in Madhya Pradesh, and started functioning on October 23, 2008 in *Taragram* Village, (Venkaiah, 2011).

South India has some unique accolades in India's CR history. India's first campus CR, Anna FM was from Tamil Nadu. Also, the first NGO to gain licence for CR was from Andhra Pradesh. Out of the 214 functional CR stations in India, 78 are from the south Indian states comprising of Andhra Pradesh, Karnataka, Kerala, Tamil Nadu, Telangana and the Union Territory of Puducherry. This contributes more than 36 percent of India's CR sector. Tamil Nadu has the highest number of operational CR stations in the country ("Operational CRS List," 2017)

Growth and development of CR in Kerala

Kerala's CR sector was triggered with the launch of Radio DC in 2005. Trial transmission of Radio *Alakal*, the first CR for fisher folk began in May 2006. Meanwhile private FM players marked their entry with the launch of 'Radio Mango' on 29th November, 2007. Four years after the launch of Radio DC, in 2009, Radio *Mattoli* started operations as the first NGO operated CR in Kerala. In the same year the maiden campus-based CR, Radio Macfast started transmission. Radio Benziger started going on air from 2010. Two years later, in 2012 two CR stations were launched - *Janvani* FM and Radio Media Village. Similarly, two stations started broadcast in 2014 namely *Ahalia* Radio Global Radio. In 2015, KRDA *Ente* Radio started its broadcast. Radio *Mangalam* began operations in 2016 while Hello Radio started its operations in 2017.

Radio DC 90.4 was launched at DC School of Management and Technology situated in KINFRA Film & Video Park in Kazhakoottam, Thiruvananthapuram. Mr. Ravi DeeCee is the chief facilitator of the station. It broadcasts programmes 24/7 in Malayalam, English, Hindi, and Tamil to general audience, fishing community, women and children. Geographical reach of Radio DC comprises villages of more than one Grama Panchayat and includes 20 kms coastline making it primary line of communication and information tool for the fishermen. Besides having organizations such as VSSC, Techno Park and Kerala University, many local entities and backward areas also fall within its coverage area. The station has tied up with Deutsche Welle, Germany's public international broadcaster. Its financial

sustainability is ensured through DC Kizhakkemuri Foundation and government-fund based programmes.

Radio DC endeavors to maintain proximity to the local community through programmes of immediate relevance to their overall development. *Kudumbasree*, *Ayalkkoottam* (direct community involvement), *Krishi Paadam* (agriculture), *Arogya Rangam* (health), *Vidyabhyasa Vedhi* (education), *Naattidavazhiyile Yuvatharamgam* (rural youth development/social welfare) are some of their popular programmes. Special emphasis is laid on environmental and natural resources conservation through *Paristhithi Rangam*. Interviews with scientists of Centre for Earth Science Studies (CESS) are also included in this genre.

Radio Macfast 90.4 is the social service arm of Mar Athanasios College for Advanced Studies (MACFAST), Tiruvalla, Pathanamthitta district. The station claims one million listener base spread over five districts. It broadcasts for 18 hrs and 15 minutes in Malayalam, English, Hindi and Tamil. The station's thematic focal areas are health, environment and education. *Nervazhi* (Traffic awareness programme in collaboration with Kerala Motor Vehicle Department and Kerala Police), *Pushpavani Arogyam*, *Arogya Vani*, *Clean and Green Tiruvalla* (Initiative with municipality of Tiruvalla), *Hridayaspandanam* (Free heart operation for the needy), *Macfast Knowledge Scheme* (MAKS), *War against drugs* are the signature programmes of Radio Macfast. Their *Krishijalakam* programme bagged 'Harita Mudra' award of State Farm Information Bureau in 2016. The station receives technical assistance from ICAR Krishi Vigyan Kendra at Pathanamthitta. The station also received National Award-2016 in the Audio Challenge contest jointly sponsored by the Union Ministry of Skill Development, National Skill Development Corporation, and Commonwealth Education Media Centre for Asia (CEMCA). Various community driven initiatives such as adoption of a village under *Radio Gramam* Project, organisation of music reality show etc. are taken up by the station. Students are encouraged to work for radio as of part of industry interface initiatives.

Janvani FM 90.8 started broadcast as the fifth CRS in the state. Managed by Academic and Technical Education Development Society (ATEDS), it covers Kannur and Kozhikode districts in Kerala and Mahe (UT of Puducherry). Tribal areas of Kannavam, Aralam, Maniyur and Vilangad come under its coverage area. Health, education, women & child development, women empowerment,

environment protection, agriculture, science & technology and rural development are the focus areas of *Janvani*. Signature programmes include *Vidhyavani*, *Thangum thanalum*, *Vithum Vilayum*, *Vanitha vani*, *Naattarivukal*, *Dhalamarmaram* and *Nallakaalam* in addition to entertainment programmes. The station has received National award from Breastfeeding Promotion Network of India (BPNI), New Delhi in 2013.

Managed by St. Joseph's College of Communication, Radio Media Village 90.8 started broadcast as the first in Kottayam. It was also the first CR in Kerala run by a media college. The station airs for 20 hours a day. Information regarding weather, market price, traffic information, train timings, agriculture practices, nutrition, and health tips are broadcast to listener groups comprising of marginal farmers, house wives, children, construction workers, auto drivers, coolie workers, students and vendors. The station focuses on issues of importance to the community like ecology, organic farming, women and child development, nutrition, health, income generation, education etc.

Global Radio 91.2 is the first and only CR station relayed for Alappuzha. Promoted by Global Education Net, it airs for 15 hours a day and has educational, infotainment and local programmes. The radio functions within the geographical precinct of Alappuzha, Chengannur, Cherthala, Kayamkulam, Mavelikkara, Thiruvalla and Changanassery. The station transfers information on education, culture, health, environment and agriculture, and rural and community development. Primary target audience is those belonging to fishing, agriculture and coir industries. Programmes catering to the interest and needs of working class, farmers, youth, women, students and children are also aired. Signature programmes broadcast by the station are *Jalakam* (special programme for Keralites in foreign nations), *Marupadi* (feedback of listeners), and programmes by radio clubs in the locality. Global radio is available online in numerous foreign countries with an estimated base of three million listeners.

KRDA *Ente* Radio 91.2 operates in around 30 kms of Karunagappaly Taluk in Kollam District. The station is managed by an NGO, Kerala Rural Development Agency. The station broadcast programmes in Malayalam, Tamil and Hindi with an average of 50 hours of original programming hours per week. Programmes are mainly focused on education, environment, health and agriculture. Their primary

target audience is the women folk of coastal areas. Thematic focus of the station are on rural women empowerment, social development, human rights, HIV/AIDS awareness campaigns, health, education, promotion of rural handicraft, promotion of organic agriculture etc. Their signature programmes *Subhadina Chindakal*, *Embmerum Kudumbam*, *Jalakam*, *Ente Mannu Ente Krishi*, *Sreevani*, *Niyamavedi*, *Sthreeyugam*, *Ente Aarogyam*, *Ente Nadu Ente Sabdam* and *Kunjatta* are primarily aimed at rural women and students. The station conducts various interactive programmes for promoting community engagement.

Radio *Mangalam* 91.2, the latest venture of *Mangalam* Group, started going on air since 1st November 2016. Licensed and managed by *Mangalam* Engineering College, this community radio is based in Kottayam. Still, due to the geographical peculiarities, its frequency is available in the neighbouring districts of Aleppey, Pathanamthitta and Idukki also. The station has programmes in Malayalam and airs for 16 hours a day. This includes three live phone-in programmes. Radio *Mangalam*'s core thematic areas are education, agriculture, health, and medicine. The station imparts its responsibility towards society by helping the community achieve development and sustainability through need-based programmes. *Harithamangalam* (agriculture), *Arogyamangalam* (health), *Snehasparsam* (financial aid to patients), *Njangalk parayanund* (community outreach), *Janapaksham* (resolution of community problems), *Niyamavedhi* (legal aid to common people), *Muralieta Sushu Vilikkunnu* (information on services available from government offices) and Open Voice (forum for discussion among elected representatives, government officials and common people) are their key programmes.

Hello Radio 90.8, launched on 19th April, 2017, is a CR initiative under Kidney Federation of India. Based in the cultural capital of Kerala, Thrissur, the station broadcasts for 15 hours a day. Though primarily aimed at the development of the underprivileged sections of society, the station has a broad spectrum of listeners from all spheres of society. Hello Radio transmits messages regarding health awareness and disease prevention. This station is perhaps first of its kind attempting to network people, organisations and institutions engaged in health care as well as support services. Their key programmes are Evening Walk (cultural), *Arogya Jalakam* and *Jeevanrekha* (health), *Harithabham* (agriculture), and

Penshabdam (women empowerment). Apart from these, the station is engaged in charity activities and promotion of social causes.

(Out of the 11 operational CR stations, comprehensive accounts of the three stations chosen for the present study are provided in the fourth chapter)

DEVELOPMENT COMMUNICATION IN INDIA

Development is generally applied and restricted to low-income Asian and African countries close to subsistence level of economy (Rao, 1992). Communication approach in these nations must promote dialogue rather than a system which is linear in nature, and in which audience is considered passive. Importance of communication is that it is both a necessary prerequisite for development and a channel, which if utilized constructively would enable beneficiaries to express their perceived needs and allow access to appropriate information they need (Rogers & Adhikarya, 1979). This, in turn can be utilized by development agencies to provide need-based services to the majority so as to narrow down existing socio-economic gaps. Therefore, the success of any development programme is dependent on the communication support it gets, and should be included in the total planning process.

Development communication is an essential feature for the Indian situation as we are still a developing nation with a large population next only to that of China. Communication among stakeholders can be significantly enhanced when media use is planned according to a comprehensive strategy based on research, clear objectives, identification and assessment of audience groups, careful message design and choice of channels, monitoring and feedback (FAO & GTZ, n.d.) The ultimate aim is to empower rural people for decision-making and equip them with relevant skills to ameliorate their livelihoods.

The exploitation by colonial rule in India for more than two centuries kept us a nation with very low level of progress. The reason for this slow pace in development initiatives is often pointed to the tug of war in reaching a consensus between the real needs of the majority and the needs assumed by the bureaucracy. At any given instance, media has a crucial role in driving developmental initiatives.

Immediately after independence in 1947, we faced the challenge of bringing about an equitable and regionally-balanced distribution of wealth and development to the distant places of the country with limited resources. But, the development initiatives of government were negatively affected by the explosive growth rate of population over the years. At the same while, India possesses the largest pool of trained manpower in science and technology though our living standard still deserves a lot to be done. This explains why development communication is still highly relevant for the Indian situation.

The extremely higher rate of exploitation during the more than two centuries of colonial rule in India left us with a very low level of progress. This has left the state machinery of the country after Independence with several major and vital challenges. These included – a very low level of literacy, lack of an adequate industrial base and infrastructure etc. among others. To carry the masses along the path of development with the privileged and literate portion of the country we need development communication in a very significant manner than it would have been otherwise.

This portion of the masses are also in such a position that they can't afford to attend a formal school of learning in future as they have been engrossed in the business of earning their livelihood. Under these circumstances, development communication proves highly effective and has an enormous potential for achieving the goals of a smooth and sustainable development for the nation.

RURAL COMMUNICATION: INDIAN EXPERIENCES

Agricultural extension education launched in most of the developing countries during 1945-50 paved way for the origin of development communication. Initially popularized as agricultural communication, in course of time, it became popular as rural communication as the scope of extension effort was enlarged to include other areas like industry, health, social education etc. (Rao, 1992).

In India potential of using mass media for social mobilization was identified as early as during the freedom movement. Besides the freedom fighters, colonial administration had also identified the power of media, especially radio, in administering information dissemination to the rural mass regarding a variety of issues concerning them (Ghosh, 2006). With independence, the role of radio

changed significantly. It was deployed by the central government as a tool to mobilize the citizens for nation building. Print, radio then, and television later were utilised as instruments for information dissemination related to the development agenda of the state. Still, there was little stakeholder involvement.

Community listening took shape with All India Radio's (AIR) 'Radio Rural Forum' initiative of 1956, an organised group listening project for agricultural development in Pune. Jointly sponsored by Ministry of Information & Broadcasting (MoIB) and UNESCO, listening groups were formed in 150 villages of five districts in Maharashtra. The scheme was gradually extended to the whole of India owing to its huge success (Kujur et al., 2009). From January 26, 1966, Delhi Agriculture Television (DATV) Project, also known as *Krishi Darshan* started telecasting on Doordarshan. It was developed as part of government's initiative to promote developmental programmes.

A pioneering project which revolutionised India's technological scenario was Satellite Instructional Television Experiment, popular by the acronym SITE (1975-76). It was acclaimed as 'the largest sociological experiment in the world'. Designed jointly by ISRO and NASA, it combined television and satellite technology to serve informational and developmental programmes to around 2400 villages of six Indian states - Andhra Pradesh, Bihar, Karnataka, Madhya Pradesh, Orissa and Rajasthan. The satellite used for the purpose was ATS-6 of NASA while the hardware requirements were designed and met in India. In areas devoid of electricity, battery operated TV sets were used. Results of this one-year long experiment gave valuable insights into understanding the needs of rural people. Following the successful completion of the project, India moved to develop its own satellite series- INSAT.

Yet another pioneering experiment in using television for educational purpose was Kheda Communications Project or KCP (1975-1990). Managed by Space Application Centre, it was a field laboratory for need-based and locale specific programme transmission. Around 650 community TV sets were provided to 400 villages in Kheda district in Gujarat. It aimed at promoting rural development and social change. The project was instrumental in decentralisation of television broadcast in India. KCP received the prestigious UNESCO-IPDC (International Programme for the Development of Communication) award for rural communication

efficiency in 1984 ("Indian Space Research Organization," n.d.). However, Indian government did not take initiatives to replicate this model else where in the country.

The Jhabua Development Communication Project (JDCP), an interactive satellite-based broadcast network to support development in remote areas was launched in the mid 1990s. Located in Madhya Pradesh, Jhabua is a rural area with large tribal population. The project was successful in delivering need-based knowledge to the natives.

These experiments and projects have contributed to shaping India's communication landscape. It is interesting to note that except farm radio initiatives, other large scale experiments utilized satellite and television technologies. These were instrumental in initiating people's participation thereby promoting development at local level. Such innovative projects/experiments were little initiated in later periods.

COMMUNITY RADIO AND RURAL DEVELOPMENT

Development in Indian context is synonymous with improving the living conditions of its populace in rural areas. In terms of population, India occupies the second position among the world nations. The 2011 census report reveals that 68.84 percent of the country's population lives in rural areas. Also, 56.6 percent of total work force is engaged in agriculture and allied occupations ("Census of India: Economic Activity," n.d.). This contributes a substantial part of national income. Thus, development of village communities and grass root planning need to be the basis of development activities. Considering this fact, government allocates ample amount of money for rural development every year.

Rural areas can be described as low density, heterogeneous and fragmented areas, characterised by nominal amenities, thinner communication infrastructure, unemployment, lack of good medical and educational facilities etc. Development of these areas as put by World Bank "… is a strategy designed to improve the economic and social life of a specific group of people - the rural poor". This involves assuring that benefits of development reach even the poorest among all those who are dependent on rural areas for livelihoods ("Rural Development: Sector Policy Paper," 1975). For them development would be meaningful only when it encompasses both economic and non-economic aspects. Subsidized communication support may help them get group and location specific information.

Programmes and schemes for development are often designed and operated by those who are alien to rural life, their needs, dialect and culture, leading to lack of participation at grass roots level. Non-involvement of targeted people and communication gap arising thus, may lead to their reluctance in accepting changes. Das (2010) observes this as one possible reason for the high priority placed by UNESCO in strengthening local community-level communication and information facilities. He says that such resources offer tools for initiating and managing development and change at that level. In Third World nations, and in most of its rural regions, people are dependent on various local media channels for obtaining necessary information pertaining to their livelihoods. Ease of access, fidelity and use of local language are important as far as these channels are concerned.

Lack of communication facilities and services coupled with illiteracy hinders effective involvement of print as well as electronic media in Indian villages. An early instance for radio put into use by government and civic agencies for rural development was the Radio Forum technique. Initiated in Canada as 'Farm Radio Forum' during 1941-65, it was soon adopted by the developing nations, first in India, Ghana and France and later in Africa (Sandwell, 2012). Potential of radio in influencing rural people is immense and is the very reason for the popularity and acceptance for CR among them. Even rural newspapers or community television cannot claim the penetration CR can have. Information gap and digital divide in rural areas can be bridged by promoting accessibility and participation in CR.

In this study, rural development brought by CR is viewed upon at two levels - how radio influence personal development and how it brings about social change. Development occurs with conscious efforts of individuals to generate innovative ideas which call for their collective action. It should include provision for self-improvement, increased freedom of expression, facilities for leisure activities, opportunities for learning, an extended social and cultural environment

Social change is a result of this communal aspiration. It can be either a gradual process or a sudden, deep-seated transformation of economic, social and political institutions (Trommsdorff, 1999). The dynamics of human personality; the conscious or unconscious release and reticence in human minds; either hinder or hasten social change (Vasudeva, 1976). Thus, personal development and social change are mutually supporting and this in turn lead to development.

COMMUNITY RADIO AND DEVELOPMENT: THE INDIAN EXPERIENCES

India, a country federally reorganised on linguistic basis, has numerous regional variants and dialects in addition to the official languages. Conveying messages in a single language is ineffective as people may restrain themselves from involving in the mainstream developmental initiatives. Inconsideration or absence of regional requirements in terms of content and language in communication may not bring expected results, says Melkote (1991) quoting Masani (1975) and Vilanilam (1979). Without people's participation, no project can be successful and last long enough to support social change (Dagron, 2002).

Participatory communication and development activities usually are long-term goal oriented. Still, CR initiatives yield tangible results in short periods at community levels by facilitating social inclusion, knowledge generation and shared ownership. No wonder community radios are preferred over mainstream communication channels for local communication needs. In India, CR address their most basic development needs, than playing alternative rock music (Pavarala & Malik, 2007).

There are numerous examples where CR stations have been deeply embedded with the lives of community members. These were functional in bringing social change and development. Since entwined with the local culture, community radios play a very important role in reviving and promoting local culture. The example set by Radio Mewat in Haryana was innovative because it not only revived a dying art form 'Mirasi', but utilised it in a way to create awareness among community members. Mirasis, a symbol of religious tolerance, are Muslim folk signers who can narrate epics like the Mahabharata. These artists were made part of many programmes which dealt with education, health, hygiene, sanitation etc. of which lyrics were written by them (Prabhakar, 2012).

Similarly, Radio *Sarang* of Mangaluru, Karnataka is noted for its efforts in preserving local language and culture. The station has won national award for its programmes in Beary language ("Radio Sarang wins national award for Beary programme," 2012) The station also promotes the local theatre art style *Yakshangana* and a composite art form *Harikatha*. It is also the first FM channel in coastal Karnataka to encourage a transgender jockey.

Community radios are proven tools for social change. *Namma Dhwani* of the Budhikote village of Karnataka is one such initiative. Through persistent attempts the initiative has succeeded in bringing noticeable changes in the extremely backward community. *Namma Dhwani*'s involvement in solving water problem of the village was reported by *The Washington Post* (Pavarala & Malik, 2007). Similarly, the CR Project *Chala Ho Gaon Mein*, broadcast programme weekly on AIR Daltonganj in the Palamau district of Jharkhand. Through wider people participation, it could change many deep-rooted practices such as dowry, alcoholism etc. and expedites rejuvenation of indigenous arts and culture (Pavarala, 2003).

India's geographical peculiarities make it susceptible to natural disasters. Communication during such times is still a challenge. In Tamil Nadu, two such incidents were handled by two CR stations. During tsunami disaster in December 2004 and extreme flooding in 2015, *Kalanjiam Samuga Vanoli* (KSV) and *Peridar Kaala Vaanoli* 107.8 made effective and timely interventions. KSV was in the forefront in creating awareness drives during tsunami. Capacity building for disaster management is an important objective of KSV. The latter, credited as the first emergency radio in India, aimed to assist in disaster risk reduction, as well as support local populations in the aftermath of an emergency.

Women empowerment is a common goal of DDS CR (Andhra) and *Kutch Mahila Vikas Sangathan* (KMVS) in Gujarat. Rural Dalit women and members of NGO, Deccan Development Society (DDS) manage and run the station, in addition to recording, editing and playing programmes. KMVS with Drishti Media Collective of Ahmedabad produce a series of radio programmes focusing on issues related with women through sponsored Kutchi language slots on AM frequency of AIR's Radio Bhuj. A bi-weekly 15-minute radio programme *Tu Jiyaro Ain* (To Be Alive) launched in March 2001 was aimed at addressing the needs of the earthquake-devastated people of Kutch (Lakhendra, 2012). Issues such as disregard for natural environment; cyclical drought; and lack of water resources are also projected.

Jnan Taranga, the first CR station in the north-east region addresses issues such as scores of conflicts, domestic violence, drug abuse, constant threat of natural calamities etc. CR initiatives in this region have multilayered task. The station also airs programmes to create awareness on the RTE Act and RTI Act. In Kerala,

Radio *Mattoli* aims to bring greater visibility to tribal communities, women, Dalits, children and farmers. As a result of its intervention, during the panchayat elections of 2010 electioneering was done in tribal dialects also in Wayanad district.

These stations function in consonance with the basic principles community broadcasting, and have carved a niche amongst the communities of rural hinterlands through persistent endeavours to uplift their lives.

INDIA'S BROADCASTING POLICIES

The Indian Telegraph Act of 1885 and the Indian Wireless Telegraphy Act of 1933 govern broadcast sector in India. The 1885 Act with subsequent amendments and judicial decisions, have broaden the scope of the term 'telegraph' to include most modern communication devices irrespective of their underlying technology. Though this excludes 'broadcasting', the directive authorised government to notify it to be a telecommunication service and hence Telecom Regulatory Authority of India (TRAI) to regulate broadcasting and cable services in India. Wireless Planning and Coordination (WPC) grants license for broadcasting while MoIB gives Grant of Permission Agreement (GOPA) (Narrain, n.d.).

Supreme Court's judgement on airwaves in 1995 was a clear declaration that monopolies in broadcasting in any manner by government/individual/organisation are unacceptable and that right of listeners and viewers is supreme. Economic renaissance promulgated by the government in the 1990s had its effect on every sector. Liberalisation of communication policy in 1999 was expected to bring in huge scope of growth in the broadcast scenario. FM licenses, valid for ten years, were granted to 16 companies to operate 37 channels.

Following the recommendations of the Radio Broadcast Policy Committee on 24th July 2003, TRAI took over regulatory responsibilities for broadcasting in January 2004. And the second round of license allocation concluded in 2006 (Narrain, n.d.). Many of TRAI's recommendations in the third phase of private FM broadcasting made on 22nd February 2008 were in compliance with government views while reiterated many of its earlier stands.

India's communication policies should allow pluralism and free flow of information since earlier monopolistic structure gave little access for people thus rendering

development communication inefficient. Capacity of rural people to use community media would enhance only when the policies address ways to overcome the imbalances in information flow.

INDIA'S POLICY ON COMMUNITY RADIO

Post 1999, sharing of airwaves between AIR and commercial broadcasters had began; but promoting other facets of radio never happened. Following liberalisation, commercial broadcasters were encouraged to air music and entertainment programmes, but monopoly exerted by AIR over handling of news remained unchanged. So radio's capacity to cater relevant and useful information to a heterogeneous population remained largely untapped.

Frederick Noronha wrote "India has only so far developed its commercial - urban broadcast facilities, while ignoring its public service, community, educational and development broadcast networks" (Howley, 2005). In short, CR wasn't even mentioned during India's initial broadcast reform measures. Rampant commercialization led the once autonomous AIR occupy a secondary position as more private players entered the arena. But media democratization did not occur simultaneously and so the change was irrelevant to a vast majority of people. This led to various citizen groups' demand for community radio model.

Taking cues from 'The Bangalore Declaration on Radio, 1996' and 'The Pastapur Initiative on Community Radio Broadcasting, 2000' recommendations for policy on CR broadcasting in India was formulated. Revised CR Policy Guidelines of 2006 and amendment brought in January 2017 regulate the setting up of CR stations in India. As per the guidelines, non-for-profit organisations also were allowed to own and run CR stations. Individuals, political parties and their affiliate organisations, those with profit motives, and those banned by governments could not apply for license. Grant of Permission Agreement (GOPA) period was stipulated as five years. There are guidelines regarding content; language, programme preservation; code of conduct; and penalty for violations of conditions. Though technical specifications were the same, antenna location differed for educational institutions and NGOs. Funding could be sought from multilateral agencies. For sustenance, a maximum of five minutes advertisements are allowed per hour of broadcast.

Amendments mainly dealt with GOPA conditions and transmitter power. The key change was permitting CR stations to broadcast news and current affairs sourced from AIR. Though sponsored programmes except those by Central and State governments are not allowed, limited advertising and announcements of local relevance are allowed. Also, the duration of such ads was increased to seven minutes per hour (Revised Policy and Amendment are provided in Appendix V and VI respectively).

INVOLVEMENT OF INDIAN ORGANIZATIONS IN COMMUNITY RADIO

Many non-governmental and civil society organizations were involved in making CR a reality in India. In 1996, the first declaration delineating the relevance of CR and appropriate policies was adopted at a gathering of radio broadcasters, policy planners, media professionals and non-for-profit organizations, summoned by a Bangalore based communication campaign group VOICES (Pavarala & Malik, 2007). The group was also instrumental in cable-casting programmes through *Namma Dhwani*, an audio production centre set up at Budhikote, Karnataka in 2001. The Deccan Development Society which was rejected an independent license by MoIB had set up a CR in 1998 with UNESCO assistance (Pavarala & Malik, 2007). Kutch Mahila Vikas Sangathan in Gujarat and Alternative for India Development (AID) in Jharkhand are the other notable civil society entities associated with CR in India in the early stages.

CHALLENGES FACED BY COMMUNITY RADIO IN INDIA

Howley (2005) describes a meeting of International Monetary Fund (IMF) in Washington to which the reporters of CR and similar organizations were denied press credentials. IMF's press policy implied that community journalists were less prominent when compared to their mainstream counterparts. It also was a violation of the very fundamental right to communicate. CR was almost the primary mode of communication for thousands of listeners across the United States then.

CR sector has a predominant position in US's media landscape. Yet this discrimination occurred. It is not less likely to be the case in India where CR is still in nascent state. The observation of McDowell (1997) that "the viability of traditional public services or community-oriented broadcasting is threatened by the nationalist

and increasingly commercial orientation of India's media environment" is serious considering current Indian media landscape (as cited in Pradhan, 2011).

India's 12th Five-Year Plan had opened up ample provisions to boost empowerment at grassroots level. This could be channelized so as to enable rural and marginalized sections to become part of decision making. Empowerment attains its true meaning when these communities are aware of and are able to exercise their basic rights. Access to information is the key to achieve this. Internet and social media are no longer stranger to the rural masses, especially the younger generations. So, it is critical to identify and promote a medium to converse with those who still are outside the periphery of benefits offered by internet.

Media concentration raises serious concerns to gender justice, free flow of information and to the very right to communicate. The voice of the downtrodden and the marginalized are ignored in course of rapid media monopolization. It is in this context that community driven programmes are promoted. Community media advocate effective use of communication for social change through people-centered, participatory initiatives.

CR is a breakaway from the conventional notion of mass media as a distribution system. It facilitates democratization of communication, breaking the barriers of illiteracy and other impediments. However broadcasting in India has been a combination of hierarchical, paternalistic and commercial models, guided by economic, strategic, engineering and administrative aspects (Pavarala & Malik, 2007). Governments were reluctant in promoting such unconventional systems which respond quickly and effectively to the social and developmental needs of the society.

For instance, in 2008 Community Radio Facilitation Centre (India) submitted proposals to National Disaster Management Authority to set up emergency radio stations at the time of Kosi floods as very few of the smaller AIR stations had production facilities. Government took six months to reject the proposal (Sen, 2013). Another time, People's Action for Rural Development (PARD), a civil society institution in Madurai (Tamil Nadu) applied for CR license and was rejected without giving any reason. PARD could procure its Wireless Operating License (WOL) after the intervention of High Court.

Sustainability remains a challenge for most CR stations. Stations are allowed only seven minutes of advertisements per hour, except those by State and Central governments, sponsored programmes are not allowed on CR stations. Therefore these stations are required to find other sources of income. Competition in media arena is ever on the rise. To carve a niche for oneself despite these odds is a challenging task. Popularization of private FM stations, television, internet, and social media are hard to surmount unless suitable policies and regulations are enforced.

There are areas in India which are under constant threat of terrorism and anti-national activities, and where promotion of social cohesion and fostering developmental activities are essential. But, setting up stations in these areas is nearly impossible. Security issues, accessibility, question regarding community involvement etc. may deter organizations from doing so.

CR stations produce more than 50 percent of content locally. It is hard for any CR station to sustain purely on such programmes. So, entertainment programmes (including film songs) are required to be included in order to overcome the financial constraints and to attract new listeners. This is largely used by commercial FM stations. Copyright Act 2012 levies royalties for copyrighted materials (eg. film songs) upon the broadcasters, but without making any distinction between CR station and commercial FM stations. There are obvious disparities between these two in terms of content, reach and audience; making it hard for CR stations to compete with commercial FM stations, most of which are owned by corporate.

Another possible threat to the existence of CR stations is that commercial FM stations have started including social and community related elements in their content to facilitate their permeation to rural areas. Though, it's not possible for commercial stations to air programmes tailored to suit the needs of community, the CR practitioners view this trend cautiously. Taking advantage of greater number of entertainment contents, and powerful transmitters to reach remote areas these can surely earn a good number of audiences from these areas

THEORETICAL PERSPECTIVE OF THE STUDY

This study draws its structure from theories of mass communication and development communication namely Democratic Participant Media Theory and

Participatory Communication Theory. By providing the theoretical perspective, it is intended to provide the basic edifice upon which the research is underpinned. Community broadcasting is to facilitate people's access and participation in media along side promoting horizontal communication. Therefore an understanding of these approaches is helpful in exploring community radio's role with regard to realising these goals.

Democratic Participant Media Theory

Democracy is characterised by peoples' participation. Media is no exception to this. But, propagation of the idea of a mass society and over-prominence placed on it often inhibited individuals and minorities from partaking in mass media. Existing theories such as the normative theories contributed little to change this scenario. None of the four models under it could be regarded as ideal for a healthy democracy since people's participation was not encouraged by any. For inclusive development, media were to resist encroachments of both public and private sectors. But these models had either some elements of control exerted by power elites or there was uncensored freedom. Also, these theories did not bother to take into account the development of new media and the conveniences it offered. Such discontent led to the development of new approaches which emphasised people's participation.

Democratic participant theory advocates media support for cultural pluralism at grassroots level. Fourie (2001) had quoted Roelofse's (1996) observation that this theory was developed as a response towards the commercialisation and monopoly-formation in privately controlled mass media and towards centralisation and bureaucratisation in public broadcasting. Developed by Dennis McQuail, it advocates for the kind of media promotion directed towards the active participation of communities as well as narrow-casting instead of broadcasting. It basically emerged in response to the superior nature of the press and professional domination existing in media system. The theory, due to its universal applicability therefore can be used by any country. In a way, it is the technological version of libertarian theory. It proposed people's absolute freedom to express views and exchange ideas using technological innovations (Vil'anilam, n.d.). These have provided convenient options for people to effectively communicate without external interference, thereby democratising communication.

The basic idea underlying this theory is that mass communication can occur without mass media. Local issues are better handled by local interactive media. In this theory, media are represented in small-scale which are affordable, small-scale, non-centralised, support horizontal flow of interaction, handled by citizens themselves, de-institutionalised, and ease people's expression of their needs. MacQuail (1994) says that the empirical manifestations of such a model are many and varied, including the underground or alternative press, pirate radio, community cable television, samizdat publication, micro-media in rural settings, neighbourhood media, wall posters, and media for women and ethnic minorities. (MacBride et al., 1980) have observed that development of decentralised and diversified media should provide larger opportunities for the real and direct involvement of people in communication process.

Participatory Communication Theory

Communication is an integral part of participatory development approaches and development communication has been viewed as a strategic tool to convince people to enhance developmental processes. Most of the earlier communication models were linear in nature sans any participatory elements, and mass media were solely viewed as support systems for development. This one way and vertical flow of communication was prominent in the fifties and sixties.

The roots of participatory approaches in development began in the early 1970s when people began questioning the dominant paradigm. Idea of self-development i.e. user-initiated activities at the local levels began gaining momentum. People themselves decided upon the specific medium most appropriate to their needs after discussion, problem identification, and deciding the action plan (Melkote, 1991). With the rise of democratic society, mass media's role changed from that of a supporter of communication to facilitator of people's participation in the change process. This automatically transformed people's role from passive recipients of messages to active participants of change. Brazilian educator Paulo Friere's writings and experiences exerted considerable influence in participatory communication.

In participatory communication approach, people themselves are bestowed with the power to make decisions on matters concerning their lives. It stresses the

importance of cultural identity of local communities and participation at all levels (Servaes, 1996). Informing, motivating, and training rural people should happen at grassroots and it requires organized utilisation of communication channels as well as techniques. "This calls for new attitude for overcoming stereotyped thinking and to promote more understanding of diversity and plurality, with full dignity and equality of peoples living in different conditions and acting in different ways" (MacBride et al., 1980).

More than being conduits for information dissemination, community based modes of communication can identify and reflect upon community issues and problems as well as solutions for the same. When local people themselves are in charge of this process, they have the opportunity to access mass media. This drew development communication out of the large media scenario and opened up newer ways of making positive interventions. Roles of experts and external change agents were downplayed while people and horizontal flow of indigenous knowledge became central in participatory communication.

Participatory approach facilitates people's involvement along with assisting their empowerment. Change in communicators' thinking is the foremost requirement in participatory communication. Participation is more about listening to people than talking to them. This kind of participation along with trust is believed to reduce the social distance between the communicators and receivers of all ilk, on top of facilitating a more equitable exchange of ideas, knowledge, and experience (Servaes & Malikhao, 2005).

STATEMENT OF THE PROBLEM

The study aims to explore the role of community radio in rural development- how it is instrumental in bringing personal development and social change, the two levels at which rural development is measured in this study. Community radio stations are often cited as an excellent example as common man's medium which encourage changes and development. This study intends to check how far such statements are true in case of CR stations in Kerala, taking cases of three stations.

In particular, the study aims to test how these three CR stations which were chosen based on fulfilling certain selection criteria encourage personal development of its listeners and are instrumental in forging social change as well. Although there is no

shortage of studies related to these aspects, there is a dearth of study on how interaction among various elements such as demographic indicators, station type, audiences' listening behaviour and programme types influence development and change among the listeners of the chosen stations.

CONCLUSION

Rural development is kaleidoscopic and requires rigorous, continuous and combined efforts of both officials and beneficiaries. Though common indicators are used to measure rate of development in rural areas, applying the same plan of action to every context may not work. Delivering location specific information requires in-depth understanding of that specific area. This cannot happen unless dialogue happen between source and receivers. Community radios efficiently carry out this task, the very reason for its acceptability as a channel for horizontal communication.

Considering population and geographical vastness of India, intervention of media is indispensible for efficient conveyance of developmental messages. This is not an easy task considering the existence of multifarious cultures, languages, and dialects. Again half of the country's population is in rural areas. Neither State nor commercial media channels can make the required intervention for development to happen in these areas. So, there is an increasing dependency on local medium, especially community radios, to carry forward this task.

The usual notion about mass communication as 'a few speaking to the many' should give way for 'giving the many their voice', says Prof. Yashpal (Publication Division, Ministry of Information & Broadcasting, 1985). The impetus CR movement received in India is a positive signal towards people's requirement for a communication system with neither State nor commercial interference. CR is a powerful instrument to provide its audience with information and entertainment and at the same time ensure the involvement of community members.

The next chapter presents the assortment of studies already done in this regard.

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CHAPTER II

REVIEW OF LITERATURE

CHAPTER - II
REVIEW OF LITERATURE

The need for promoting localised communication systems has been recognised long back. Media depiction in the Third World and how media contribute to development and democracy was extensively studied and presented by the MacBride Commission in the 1970s. The Commission has emphasised the need for promoting non-commercial forms of communication systems, suitable for the particular situations, needs, and traditions of a country. This is particularly important for the Third World nations because encroachments by State and commercial media interests in these nations might interfere with the real needs of people; develop a top-down system of information flow; thereby leading to people's lesser participation in the public sphere. Moreover, for efficient functioning of democracy; promoting and carrying forward developmental activities, participation of informed citizens is necessary.

These factors collectively necessitate existence of a medium to which people have undivided access, in addition to it being owned and operated by them. In recent times, community radios have occupied a status as the most efficient tool for facilitating people's participation at local levels. CR decentralises and democratises information dissemination thereby ensuring its uniform and horizontal transmission. Brecht (1964) has described radio as the most appropriate device in public life if it changed its role from a mere supplier of information to a communication system.

CR is a tool for development (Noronha, 2003; Servaes, 2003; Milan, 2009; Myers, 2011; Ngugi, 2015) which has been widely utilised by development agencies and practitioners alike. Radio is a chief source of information and community radios are significantly associated with the lives of rural people and their development by providing them information, education, entertainment, two-way promotion of dialogue, social learning, and most importantly 'voice' (Ochieng, Majozi, Ilboudo, & Sibanda, 2000; Chapman, Blench, Kranjac-Berisavljevic', & Zakariah, 2003; Madamombe, 2005). It emphasises on extending communication rights to members alike and stresses on the principles of equality of access and participation (Gaynor & O'Brien, 2010). Tucker (2013) has described that CR create democratic spaces,

are effective to reach dispersed rural audiences, have potential to create democratic political cultures, and promote individual development through information diffusion and participation.

Many a time, the innovations introduced by different agencies turn out to be futile because of their non-relevance and at times negativity to the local situational needs (Melkote & Vallath, 1992). This occurs due to their ignorance of the local needs. CR bridges this gap. As such, scores of studies have been found regarding the various facets of development activities in which CR has been used as a tool. The past few decades have witnessed the growth of CR as one of the most appealing and efficient means for participatory and development communication. A survey through available literature reiterated this fact. Among these, a few studies relevant to the present study are included in this chapter.

This chapter has three parts. The first part details the organisational management of different CR stations. Second part has studies depicting community radio's involvement in individual development and the final part elaborates various developmental activities in which community radios were instrumental.

ORGANISATIONAL MANAGEMENT OF CR STATIONS

CR stations can primarily be classified on the basis of ownership type. Each CRS has its own unique audiences, and are managed by people who usually are stakeholders of the radio station. Naturally, management style and functioning of one station differs significantly from the other. The political and social systems existing in different nations do influence the way in which CR stations function and how their resources are planned and controlled. So also, community radio systems vary from region to region.

There are countries where community broadcast services do exist, but constantly face persecution as these lack legal recognition while in some places this type of broadcasting is strictly forbidden by laws (Buckley, 2008). Also, differences exist in terms of utilisation of community radios. In Latin America, CR sector have religious backing and are naturally more focused on educational and developmental aspects while in Europe, it is more of a voice of groups which are artistic, cultural, linguistic, and political in nature. In many other countries, CR sector enjoys an equal space along side the public and private sector broadcasters. In African continent there are

geographically based stations which are wholly owned by communities, faith-based institutions, hybrid stations which are privately owned but are community based, NGO owned and operated, and those owned by local authorities (Lingela, 2008).

Discussing about organisational management would not be complete unless the management of the earliest instance of community-run radio stations, the Bolivian miners' radio stations, is mentioned. Dagron (2001) has described these as the classic example of 'total ownership and control'. Started around the late 1940s, sustainability and management of the stations were also taken care of by the community members themselves. Functioning for a span of around 50 years, these radio stations (almost 30 in numbers) were instrumental in facilitating development and social change. How the community members managed the stations during the military revolution in the 1980s was highly appreciable (Dagron, 2005). The most distinguishing factor of these radio stations was that every individual station was on its own and had evident differences from one another in terms of technology, content, and management.

In some countries, establishment of mass media like radio from the start were kept under government control or its direction, mainly because their gigantic capitalist requirement and threatening publicist power (Habermas,1989). CR movement began in Sri Lanka back in 1979 as a project under UNESCO-DANIDA. Known as Mahaweli Community Radio, it was a community-based participatory programming service, aimed to serve the communication needs of those resettled under Mahaweli Development Scheme (UNESCO, 1983). It was a pioneering endeavour then because broadcasting in most of the Asian countries was monopolised by the State. Even after CR sector has established itself as a third-tier broadcast in many countries, government monopoly continues over broadcast in Sri Lanka. Therefore, the CR stations in the country are administered under the national broadcaster Sri Lanka Broadcasting Corporation (SLBC).

While such strict restrictions exist in some nations, laws and liberal situations prevail in some other countries. In the post-apartheid era following the liberalisation and decentralisation, the once state monopolised broadcasting sector of South Africa gave way to a three-tier system of broadcasting comprising of community radios, commercial sector, and the public broadcaster South African Broadcasting Corporation (SABC). Community radio began in 1994 in the country. Independent

Community Authority of South Africa (ICASA), under the Department of Communications, regulates both telecommunications and broadcasting in the public interest. A public body named Media Development and Diversity Agency (MDDA) was formed in 2003 to support sustainability and development of community broadcasting sector (Buckley, 2011).

In West Africa, Mali has the most vibrant and diverse broadcasting system, comprising of community, commercial and religious radio stations. Licenses for radio stations can be procured by any Mali national or community with sufficient fund for equipments, without any bureaucratic hurdles or lengthy procedures. Though CR stations in west Mali receive external funds, there is no interference from the donor organisations. All critical decisions and day to day operations of the stations are handled by the local people only. Administration is done by a board of directors and a committee elected by the community. Staffs are hired locally (Madamombe, 2005). Lingela (2008) has mentioned that regional variations exist in CR ownership patterns in the African nations.

Unlicensed "free" radio stations started in France when state monopoly existed. In 1982, liberalised law on audio-visual communication allowed private radio operators as well as creation of government fund (Support Fund for Local Radio Expression, FSER) to support the local non-commercial stations. France was one of the first European countries to do so. Funding is derived from a levy on the advertising revenue of commercial broadcasters. Among the eleven person commission that oversees FSER, four are representatives from the CR sector. *Conseil Superieur Audiovisuel* (CSA) is entrusted with licensing and regulation (Buckley, 2009).

In Denmark, CR services started in 1986. Government funding has been provided since 1997. Denmark draws on a part of the license fee collected from households to support public service broadcast. Therefore, local broadcasters are treated as an extension of public service. The Danish Radio and Television Board provide licenses for all non-commercial local broadcasters. Fund is used to support operating costs and programme making.

As with Denmark, CR sector in Netherlands is a part of the public broadcasting system, and is known as "local broadcasting". Content obligations for local radio services are done as per The Media Act of 1987. CR stations can receive funds

from advertising, sponsorship, membership fees, and donations. By the 2008 Media law, a national public funding mechanism has been adopted (Buckley, 2009).

In Ireland, 62 years long monopoly of public sector broadcaster was replaced by the Broadcasting Act of 1988 which led to the licensing of independent, commercial, and community radios stations. A regulatory authority is in place for monitoring and licensing. CR stations are clearly demarcated on the basis of communities they serve. There are stations for geographic communities as well as for communities of interest. Each station is owned by the community that it is licensed to serve and is managed by a board of democratically elected management. Ensuring gender balance is a requirement for licensing. There is plurality in funding sources (Day, 2009).

Canada has a complex model for CR sector. Four types of services are included in general definition of community radios - community, campus, native, and ethnic. Again community radios are divided into type 'A' and 'B' stations, and rules and regulations are different for these two types, especially in programme content. Campus radios are those owned or controlled by a not-for-profit organization associated with a post-secondary educational institution. Community based campus radios and instructional radios are the two categories of campus radios. Like many other countries, funding is an issue for Canadian CR sector (Eryl Price-Davies & Tacchi, 2001)

CR stations in Europe usually operate on a mixed funding model. These draw financial aid in the forms of grants, contracts, advertising and sponsorship, subscriptions and on-air appeals. Countries such as France, Denmark, Germany and Netherlands, where supportive legal and regulatory frameworks exist; substantial public funding measures are also in place. Smaller schemes operate in Belgium, Hungary, Ireland and United Kingdom. In addition, increasing policy recognitions for community broadcasting are being adopted at the European level (Buckley, 2009).

A factor that distinguishes Uruguay is the existence of explicit law and regulations that support development of CR in both analogue and digital environment. The law assures equitable allocation of frequencies between community, public, and private broadcasters. Also, license award process is open and transparent, overseen by an

independent advisory committee involving civil society organisations. Revised Community Broadcasting Law formally recognised and regulated CR and TV. By law, one third of AM and FM airwaves are reserved for community based media. Also, no prior limits on coverage or income sources were laid by the law. This was considered as an important legal model for the Latin American region (Buckley, 2011).

The media landscape of Benin was opened to community broadcasting following the media liberalisation in 1997. Benin, like Uruguay, has a regulatory framework for non-commercial radio stations. There is an independent regulatory body responsible for licensing and regulating CR services; and management of media fund. It processes license applications and allocates frequencies through open and transparent system. Broadcast contents are required to abide by the Code of Ethics of the Association of Journalists of Benin and works with the self regulatory body, Observatory on Ethics in the Media. Diverse funding mechanism along with annual public fund is available to all media houses including CR (Buckley, 2009; 2011).

Patil (2010) has detailed about three models of CR management in Nepal with examples. The first is Cooperative model as in case of Radio Lumbini. It is the first station of its kind in South Asia, managed and operated by a cooperative which include around 100 share holders of the station. Radio Madanpokhara (local administration model) is owned by the village development committee while Radio Sagarmatha (NGO model) is 'an independent public interest radio' run by the Nepal Forum of Environmental Journalists (NEFEJ). Though local self government holds license of Radio Madanpokhara, it makes no interference in station's functioning and works as a community station (Banjade,2007). The functional CR stations in the country are organised under Association of Community Radio Broadcasters (ACORAB), a non-partisan legal entity (ACORAB & UNDEF, 2012).

Earlier known as "public radio", CR emerged in Australia's highly commercialized media landscape in the mid 1970s through demands by various groups. The first CR station commenced following the introduction of experimental community broadcasting licenses in 1974. The community broadcasters formed Public Broadcasting Association of Australia (PBAA) currently, Community Broadcasting Association of Australia (CBAA). It is a formal body through which these broadcasters could formally approach government (Jolly, 2014). The remodelled

broadcasting legislation (in 1992) identified 'community' as one of the seven categories aimed for diversifying broadcast environment (Meadows, Forde, Ewart, & Foxwell, 2009). Currently, community service broadcasting is the country's largest independent media sector. Though Australian Government and Community Broadcasting Foundation (CBF) provide funding, the CR stations are largely self-funded. There are regulations and codes of practices according to which the stations are obliged to broadcast.

India's CR sector is vibrant and varied in terms of content, audiences, languages used etc. Here, current functional CR stations are owned and operated by educational institutions, NGOs, Krishi Vigyan Kendras (KVK) and State Agriculture Universities (SAU). Like in Australia and Sri Lanka CR sector exists as a third tier communication system juxtaposed to the public and private sector broadcasters (Nirmala, 2015). Procuring license is a lengthy and rigorous process, and involves substantial amount of money. It requires clearances from nearly five ministries. CR stations are to pay annual spectrum fee to the ministries concerned. There are strict guidelines regarding content, eligibility to apply for licenses, and revenue sources (Chongloi & Sethi, 2017). CR stations are to abide by the Programme and Advertising Code prescribed for the public broadcaster. News or current affairs, other than those broadcast by the state-owned broadcaster, are not allowed. The stations are required to preserve all programmes for three months. Annual accounts are to be submitted to the Government.

India's CR sector is still at infancy. Considering population and size of the country, current number and distribution of community radios are far from serving the purpose. Chongloi & Sethi (2017) have opined that community radios are unevenly distributed, both location-wise and type-wise. CRS are largely adopted by educational institutions thereby diminishing the concept of 'community-owned and run'. Slow growth in the number of stations, limitations in terms of technical specifications and content, licensing procedure, and organisational and managerial challenges pose impediments in effective interference of CR stations in personal and community lives of audiences.

CR AND PERSONAL DEVELOPMENT

Community radios enable isolated and marginalised communities in voicing their opinions, concerns, and needs; have a significant role in informing, advocating, and

educating; promote social learning and dialogue, and entertain at the grass roots level for rural development. Community radios bring positive changes at personal levels by motivating people to work for common causes, and setting conditions for the overall development of communities (Madamombe, 2005; Patil, 2010).

Improving financial condition

An important aspect of personal development is improvement in one's financial condition. Therefore CR stations transfer financial literacy programmes to its listeners with the aim of improving their financial condition. Need for programmes that impart financial literacy is crucial (Moore, 2003) because individuals with financial literacy are better at making savings, preparing budgets and controlling spending (Perry & Morris, 2005). Community radios are successful in identifying solutions to the financial needs of community members by promoting social capital and their sources of livelihood (Vuuren, 2002; Al-hassan, Andani, & Abdul-Malik, 2011; Rasheed, 2012). Personal empowerment is an essential principle of community development. Personal development cannot be complete unless sources of livelihood are expanded and people identify stable sources of income.

Bringing change in attitude

By providing voice to members of the community, CR stations bring changes in people's attitude. Change in attitude encompasses personal skill development, ability to voice opinion in matters concerning one's life, having non-discriminating attitude towards people, having confidence and positive outlook, being able to shape personal stance towards existing practices in society.

A major inhibiting factor that keeps women away from involving in the public sphere is their attitude. But, Rodríguez (2001) have identified that the accepted 'media languages' can radically change when women reject hierarchical discourses and create a new one in which their identities become part of. This is enabled by programmes on community radios, community video production and popular theatre.

CR brings significant changes in people's perception towards education, health and ending social evils. Issues with regard to road, electricity, water, land, employment, hunger, poverty, and drought were brought up before the authorities concerned.

People themselves opened up to adopting positive elements (Pavarala, 2003). Women's participation in community radios has brought changes in the traditional roles adorned by them and has contributed to feminist consciousness raising (Arthurs & Zacharias, 2007). Attitudinal changes were brought in the community as a whole through programmes aimed at eliminating social discrimination, injustice and superstition, enhancing self respect and identity of rural people (Patil, 2010), ending practices such as child marriages, dowry etc. (Rasheed, 2012). Dahal (2013) has substantiated the relation between attitudinal change and people's participation in community radio by stating that people who participate in community media are more judicious in their views and it enables them to voice their opinions on matters affecting their lives.

Facilitating access to technology

CR is described as an answer to the digital divide and cyber-capitalism caused by media conglomerate (Saeed, 2007). Dahal & Aram (2010) have stated that the whole idea of CR rests on the demystification of the technology of organising, producing and broadcasting radio. By doing so, CR stations could turn into community technology centres and communities should be able to use and access technologies available with radio. Information distribution attained new heights in Sri Lanka with Kothmale CR internet project which extended the benefit of ICT to a large population by infusing radio with internet. By using radio as an interface between the community and internet, this 'Radio Browse' model has extended benefits of ICT to the rural population, and indirect mass access to cyberspace (Jayaweera, 2001; Bhatnagar, Dewan, Torres, & Kanungo, 2003; Seneviratne, 2011).

Engaging CR as a tool for technology transfer is the most effective in developing nations, most of which are agricultural economies. ICT mediated CR stations are gaining popularity as these can reach maximum farmers with minimum efforts. Lack of accessible conduits deters the beneficiaries from availing information on improved technologies, creating a wide gap between the available and the practiced. CR stations proved to be effective in transferring agriculture extension services and improved technology to the peasants thereby increasing sustainable food production and improved farming practices (Sanga, Kalungwizi, & P. Msuya, 2013; Njoku, 2016).

Creating civic awareness

According to Hartley (2000) radio remains one of the pillars of civil society, combining entertainment and democracy, sound and citizenship; and CR has been effective tool for promoting grassroots democracy. It is identified as the most effective medium for new democracies as it can play a vital role in creating and nurturing a healthy democracy. It can pressurise authorities to adopt good governance and transparency in handling public issues (Fraser & Restrepo-Estrada, 2002). It is important to quote observation of Forde, Meadows, & Foxwell (2002) that CR sector persists on its basic principles of providing access, participation, and empowerment despite the changes in politics.

Fosu (2007) had stated that greater rates of political instability are likely to impede the rate at which growth is transformed to human development. So, creating a stable socio-political environment is conducive for promoting growth and development. Buckley (2008) has also recognised the utilisation of CR in human rights and development discourses. Community radios serve as catalysts for fostering civil society, creating social awareness, development, building peace, and eliminating chances for conflicts during elections (Siemering, 2000; Chi & Wright, 2009). Apart from the programmes broadcast explicitly on peace building, radio stations' promotion of inclusive development processes such as good governance, effective communication, security, and local economic growth, has a broad impact in promoting sustainable peace.

Popularising education/learning activities

Radio's potential as an educational tool has been recognised long back. It is a proven channel to facilitate formal, non-formal, and distance education. Two reasons which reiterate radio's contribution to mass education are its accessibility and easiness to attend to when compared to print medium. Reading requires better skills. For those who cannot read, radio is a more effective way to communicate (Lazarsfeld, 1940).

Nwaerondu & Thompson (1987) have enumerated examples from Asia, Africa and Latin America where radio has been extensively used for educational purposes. It is an efficient educational tool; and learning through radio promoted learning and brought behavioural changes (Romero-Gwynn & Marshall, 1990). Radio use for

both formal and informal education was identified as one of the three main services, alongside information and entertainment, as early as the 1920s (Thomas, 2001). The Radio Farm Forum initiative in India was a typical example of utilising this medium for educational purpose.

Radio was used for providing distance education and for educating about HIV/AIDS in South Africa (Naidoo, 2002). Utilisation of educational and community radios in Asian and African countries was extensively studied by Berman (2008) later. Emergence of distance education as the most reliable, viable and sustainable form of education has augmented community radio's role as a tool for education as well as information; especially in rural areas. CR is the most viable option for conflict-ridden areas where means to formal education may not always be available (Lama, 2012).

CR stations are viewed upon as an alternative knowledge source to promote non-formal education, crucial for achieving developmental goals (Rahman & Panda, 2013). Rural educational broadcasting had brought tremendous changes in the educational landscape of Philippines by popularising distance, non-formal education and e-learning via radio broadcasts (Librero, 2015). Mangion (2016) has elaborated how a CR station in Malta has been used as a resource for non-formal adult education while Muhammad (2016) has mentioned on its use as an educational tool among various nomadic groups in Nigeria.

However, Thomas (2001) had earlier stated that there are technical, institutional, educational, and economical limitations in using local and community radios for non-formal education. While radio has been extensively used in imparting adult literacy (MacBride, 1980; Ghosh, 2006), Agrawal (2007) found that the prospective of utilising CR for facilitating adult literacy, especially women's education, largely remained untapped. His research found that CR was found to be the best medium to facilitate education to rural women in their local dialect.

Promoting health awareness

Community radios are utilised as effective tools for communicating health information and promoting healthy behaviour among the rural communities. These stations use different programme formats and simple language to efficiently convey health related information to the rural masses. Use of radio theatre programme in

local dialects had positively influenced the audience and urged them to take necessary measures on malnutrition, environment conservation, HIV and other communicable diseases (Yoder, Hornik, & Chirwa, 1996; Sofowora, 2008). Oosterman & Vrieze (2008) have identified that community radios could effectively intervene in prevention of HIV/AIDS by using suitable programme formats and through open discussion aimed at the target audiences. A study conducted by Waters, James, & Darby, (2011) revealed that the community development and health promotion strategies, both on and off air, adopted by community radios positively impacted the health and social needs of the community. Similarly, Lawrence (2012) found that CR was the most trusted source for obtaining health information. Listeners were reported to have behavioural change as well as high recall of health information. Communicating information on public health using edu-communicative processes through community broadcasting is an ideal method to deliver messages efficiently and democratically, observed Janes & Marques (2013).

CR AND SOCIAL CHANGE

Habermas (1989) viewed newspapers, magazines, radio and television as the media of public sphere. These are bound to influence public opinion, thoughts, and activities. These stations provide a platform for people, a forum for public dialogue and participatory communication, thereby stimulating communities to adapt innovations and good practices which are necessary for social change (Fraser & Restrepo-Estrada, 2002). These local stations can also be used for capacity-building in rural areas, preservation of traditional culture and wisdom, disseminating information for the utilisation of authorities concerned, strengthening local governance, and grassroots democracy (Saeed, 2007); in resource mobilization, promoting collective action, preservation and promotion of dynamic features of local culture, civic education, modifications in behaviour, business and social networking, and promotion of fraternity and harmony in the community (Anduvate, 2014).

Community radios play varied roles in different facets of social change (Dahal, 2013). Studies clearly support that community radios have a major role in encouraging people's expression and participation, fostering development and social change, developing knowledge and skills, and providing a platform for community voices and social justice by catering location-specific and need based

programmes in indigenous languages (Girard, 1992; Pavarala, 2003; Pavarala & Malik, 2007; Ochichi (2014); Malik, 2015).

Cultural empowerment, an important aspect of rural development is carried out in the best way by community radios. Wong (2012) has demonstrated that community radios effectively help youths from different countries, living in a distant land, stay connected to their homeland culture. The sector thrusts on the principle of promoting multiculturalism in a globalised world thereby enabling minority groups to connect to the larger communities in integrating and adapting culturally to that country. Since development of any community is intricately connected with the development of its youth, their empowerment is another important aspect. Gustafsson (2013) explains that engaging with community radios in Africa has helped the country's young citizens in finding their voice, constructing positive behaviours and identities, building relationships, in capacity building, improving employability and self-esteem, and thereby bringing changes in the community.

Moreover, CR are found to be capable of sustaining oral traditions and cultures of natives, and protecting the heritage of minority languages, besides improving the quality of their life (Berman, 2008; Balu & Balasubramanian, 2015). Ezaka (2017) has clearly stated that a person's native language is a part and carrier of his/her culture. Therefore, by airing programmes in indigenous languages, community radios act as promoters of local culture as well as help in better penetration of messages.

CR stations were proved to be capable of seeking authorities' attention towards the deplorable conditions of general amenities such as road, electricity, water and land; and issues caused by unemployment, hunger, poverty, and drought. There are examples from Zimbabwe and Kenya in which CR were used for community mobilization. "Development Through Radio" (DTR) project and "Radio Listening Groups" (RLG) were instrumental in bringing development and social change in the remote communities of these countries (George, 1993).

CR facilitates participatory broadcasting, and promotion of local discourses beneficial for local development planning, implementation, and evaluation. Two-way communication between providers and beneficiaries as well as horizontal communication among the community members had led to improvement in living

conditions, getting solutions to local issues, gaining benefits from micro finance activities, and bringing change in their attitude. Girard & Spek (2002) mention a case from Afghanistan in which CR was the only viable option to assist medium and long-term efforts for reconstruction, development, democracy and nation-building. Power redistribution has resulted in greater participation of the economically, socially, or politically marginalised communities (Manyozo, 2005). Osunkule (2008) has confirmed that community radios fulfilled the mandates of mass media and provided listeners with platforms for meaningful contributions to national and communal development.

Zero hunger, good health and well being, clean water and sanitation are among the sustainable development goals put forward by the United Nations. Therefore, health is a critical factor in determining growth and development as debilitated health worsens poverty and undermines both growth and development (Fosu, 2007). Researches shows that community radios have brought significant changes in people's perception towards family systems, food habits, education, health and sanitation, and leadership (Singh, Kumar, Yadav, Singh, & Singh, 2016).

Although constituting nearly half of world population, women are the most unheard section in the public sphere and their access to communication is highly restricted. So, progress of any society is critically connected to the development and empowerment of women folk. Moser (1993) views empowerment as the capacity of women to increase their own self-reliance and internal strength. This is identified as the right to determine choices in life and to influence the direction of change, through the ability to gain control over crucial material and non-material resources. Media is one among the interrelating strategies through which women empowerment is achieved (Srivastava, 2005) and radio is often defined as a female medium due to both the intimate relationship women have with it as listeners, and of the programme content devised by or for them (Mitchell, 2008).

Mitchell (1998) has clearly delineated the difference it would make when women shed their secondary roles and take up primary roles of producer and presenter in traditionally male dominated fields such as media. She had spoken about the concept of a feminist public sphere, and whether and how the concept emerges through the opportunities that women have in terms of access, training and development in community radio. She observes that CR, as a women's public

sphere has contributed in achieving independence and empowerment on and off air. Lacey, (2006) has also supported this view stating that radio is involved in the process of democratisation and integration of women into the public sphere. Therefore, there is no doubt that community radios have a significant role in empowering women through providing awareness, information, education, skill improvement, capacity building, fostering political participation and self sufficiency, ability to make decisions regarding their lives, and ending domestic violence (Cabrera-Balleza, 2007; Dahal, 2013; Nirmala, 2015).

Communication needs of women include awareness about health, livelihood and environment, education and condition of women, law and right, traditional knowledge and local culture and entertainment while factors such as lack of self confidence, logistic aspects, nature of topics and traditional gender norms caste and roles hinder their effective participation. Bandelli (2011) has established that women are empowered socially, culturally, economically, psychologically and politically through their participation in community radios. Women's participation in CR helps in expressing their potentials beyond the ideology of femininity (Mansap & Wellmanee, 2011). It is an effective tool for promoting rural women development through their participation in decision-making and governance structures (Balan & Norman, 2012).

Poverty is universal, but is of greater magnitude in developing countries. It deprives people of access to essential assets and basic information. Fosu (2007) has indicated that countries with larger levels of poverty tend to exhibit low values of human development. Poverty alleviation is therefore one of the sustainable development goals proposed by the United Nations. Condition of the poor can be improved by providing them the necessary information which can be utilised for sustenance, thereby improving their living condition. Timely access to information can help in socio- economic and cultural development of people and CR aid this by fostering bottom up flow of information. Through participatory knowledge sharing, CR stations are effective in reducing poverty (Singh et al., 2016).

Jayaweera (2001) has elucidated how ICT supported CR project, the 'Kothmale CR Internet Project' has been making meaningful intervention in people's lives by improving their means of livelihood, update and expand knowledge, acquire and improve skills, understand and utilise modern technology, mobilize resources for

social good, providing information on weather etc. The station empowers community members by providing customised information, facilitating inclusion/participation, and improving local organizational capacity (Bhatnagar, Dewan, Torres, & Kanungo, 2003). This essentially underlines Das's (2010) observation that CR can effectively promote social change if combined with other modes of promoting development.

CR has many times proved to be the only possible option to communicate with the masses in the wake of emergencies / disasters / tragedies. This is because natural disasters disrupt or totally destroy communication facilities, in most cases. Kanayama (2012) has delineated examples of CR intervention in earthquake-stricken areas in Northern Japan. During the 2011 earth quakes and tsunami, CR was the only functioning medium. Apart from keeping survivors abreast of disaster-related information, these stations may be credited with contributing to uniting people and reconstructing communities. CR in Bangladesh regularly air weather forecasts, programmes on natural disasters etc. to people in coastal belt and are listened by around 80,000 fishing labours (Rasheed, 2012). Shaw (2014) has rightly mentioned the aptness of community radios in such situations. The disaster-to-recovery phase requires considering the needs of even those in the outskirts of community, which every media cannot do.

SUMMARY

Management of CR stations differs from one country to another. While stringent rules and regulations exist in some nations, the sector enjoys absolute freedom in some other. However, a common issue faced by all CR stations irrespective of the home country is financial sustainability. Some have adopted feasible mechanisms to curb the issue, while some struggle to avail any financial aid due to existing regulations. In some countries, the sector has equal consideration as enjoyed by the public sector broadcasters and thus avail funds for sustenance.

Survey through studies satiates the general perception that community radios play a dominant role in developmental activities. It not only is an efficient tool for personal development, but also a powerful device to promote social changes. Community radios operate with minimal facilities and cater intimately to a small community. The principle of being owned, operated, and run by the community has

made the medium highly receptive and appreciated among the target audiences. Therefore, community radios are the best suited for promoting indigenous languages, ethos, arts, and artefacts.

There are examples from different parts of world where community radios are utilised to promote a specific goal or a range of objectives, especially in the developing countries. Even in developed countries where vast and strong communication facilities are in place, community radios are used to cater to the minorities, immigrants, refugees, poor, and other similar sections of people. An advantage of CR over other modes of communication systems is its ability to get customised for various purposes. It can also be used in combination with other technologies.

The way in which CR provides opportunities for community members to own and control the means of communication is highly favourable for their empowerment. Women also assume key positions in the process. Demystification of technology happens and thereby common people acquire knowledge and develop their skills, consequently opening up various ways of income generation. Thus, community radios help in poverty emancipation, improving means of livelihood, and capacity building among the community members.

People's participation leads to collective action and development of public opinion in matters concerning their lives. This keeps bureaucratic activities under check and result in overall efficient functioning of democracy. Facilitating two way dialogues helps in conflict resolution and peace building. CR has proved to be effective in conflict-ridden areas in restoring peace and reducing tension.

To conclude, utilities of community radios are innumerable. But, a fact to be remembered is that it alone cannot bring development. It's potential to intervene with the lives of people and its proximity with the local culture are advantages of this medium which, if tapped sensibly can bring change and development in the target community.

The succeeding chapter explains the study objectives and methodology.

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CHAPTER III

STUDY OBJECTIVES
& METHODOLOGY

CHAPTER - III

STUDY OBJECTIVES AND METHODOLOGY

The preceding chapter has established the exceptional role facilitated by community radios in developmental initiatives undertaken by various communities. It is described as one of the best ways to forge social change and empower marginalised communities. Across the world, especially in the developing world, it has earned the status as a constitutive tool for promoting and carrying forward developmental goals. Expansion of CR sector hints at the fact that despite the advancements in technological-communication arena, local media such as community radios are perceived as feasible channels for strengthening the social fabric of a community by promoting intra-community communication.

Despite having numerous studies exploring the varied initiatives in which community radios are involved, much of the attention is channelized towards estimating the influence of a particular programme, or at times a radio station, on a preset cause or over a specific section of community. This practice drastically restrains the scope of studies. As with any other medium, community radios can influence, alter and mould people's perceptions. This, of course, is dependent on a number of internal as well as external factors. Understanding the nature of influence of these factors is essential in estimating the extent to which community radios bring changes.

Rural development is essential for overall progress of a country. Also, a local medium like community radio is more necessary in rural areas taking into account the already thin communication infrastructure. By encouraging participatory collective action among the people, these stations are more effective in permeating developmental goals throughout the community. Thus, this study was undertaken considering the community radios located in rural areas.

CR stations in Kerala were considered for the present study taking into account the state's literacy rate, rapid rate of urbanisation, diversity existing in terms of geography, culture, language, and existence of all kinds of media outlets. While urbanisation occurs on one hand, there are areas which are deprived of these perks. Such differences exist in all social spheres. Thus, community radios in

Kerala are required to serve a heterogeneous population and this would be reflected in the goals, mission and programme strategies.

The chapter therefore describes the study objectives and hypotheses, methodology employed, research design, sampling techniques as well as data collection tool. Finally, the researcher presents the limitations and scope of the study followed by conclusion of the chapter.

STUDY OBJECTIVES

The study aims to investigate the role of community radio in rural development. In order to fulfil the purpose the present study was conceived with three specific objectives.

1. To trace the origin and development of community radio in Kerala.
2. To understand programme strategies of the chosen stations.
3. To understand the perceived impact of community radios on personal and community lives of rural people.

HYPOTHESES

While the first two objectives are to be met with qualitative analysis, the third specific objective particularly aimed to test the role of CR in rural development using quantitative data analysis by focusing on the effect of factors such as gender, age, education, and occupation; type of radio station; CR listening pattern; and programme preferences on the personal and communal lives of rural people. This required extensive exploration of every possible relation among these factors, thereby leading to developing the following hypotheses:

H1: There exists significant relationship between demographic variables (gender, age, education, occupation) and level of CR usage of rural listeners.

H2: CR usage of rural listeners significantly varies according to the type of CR station.

H3: Programme types preferred by the rural listeners significantly vary with their demographic differences (gender, age, education, occupation).

H4: The type of radio station has significant association with the programme preferences of rural listeners

H5: Listeners' level of CR usage has positive role in determining their personal development and social change.

H6: The influence of CR on the personal development and social change of rural people varies according to their preference of programme types.

H7: Demographic variables (gender, age, education, occupation) serve as predictors of community radio's role in determining personal development of rural people.

H8: Type of station has a positive role in determining personal development of rural people.

H9: Demographic variables (gender, age, education, occupation) have a significant role in determining community radio's role in social change of rural people.

H10: Perceived influence of CR on social change of rural people is determined by the type of radio station.

H11: The role of community radio usage in personal development among rural people significantly differs with demographic variables (gender, age, education, occupation).

H12: The type of radio station has a decisive role in determining the role of community radio usage in personal development of rural people.

H13: The role of community radio usage in bringing social change among rural people significantly differs with demographic variables (gender, age, education, occupation).

H14: The type of radio station has a significant role in determining the role of community radio usage in bringing social change among rural audiences.

H15: The role of programme types in personal development of rural people varies according to the demographic variables (gender, age, education, occupation).

H16: The type of radio station has a significant role in determining the influence of programme preferences in the personal development of rural audiences.

H17: The role of programme type preferences in social change of rural people significantly differs with demographic variables (gender, age, education, occupation).

H18: The role of programme types in social change among rural people is significantly differs with the type of radio station.

H19: There exists significant reciprocity between personal development and social change.

These hypotheses are further subdivided, as and when required, and are stated appropriately in corresponding sections of the Chapter IV: Analysis and Discussion.

OPERATIONAL DEFINITIONS

Operational definitions of some of the repeatedly used terms in the study are given here:

Community radio / community radio station (CR/CRS): It is a type of radio station, owned and operated by members of a community, and provides programmes to meet the specific needs of that community. Such a radio station airs programmes in their local dialects to and aids the community in achieving local developmental goals.

Rural development: Rural development is a strategy aimed to bring overall development in rural areas and its inhabitants – at personal and the community levels.

Personal development (PD): Personal development is the conscious effort of an individual for attaining personal growth by improving one's self awareness, knowledge and personal skills.

Social change (SC): Social change is the modifications occurring in the life patterns of people.

Typology of Stations: For better functionality of the analysis, the sampled stations are categorized into three, terming them as Type I, Type II and Type III. Such a categorization is based on their location and audience. From a close observation of the functions of the stations it was found that location of each station defines its audience and thereby programme contents. Thus, each type of station is defined as follows:

Type I Station: CR station located in the highlands of north Kerala and broadcasts for mixed audience.

Type II Station: CR station located in the midlands of central Kerala and airs programmes for general audience**.**

Type III Station: CR station located in coastal area of south Kerala and caters to specialised audience.

Usage levels: Level of usage of CR was measured on the basis of time spent to listen to CR on a single day. For the purpose of the study three levels were identified and are measured as follows:

a. Low (less than 1 hour)
b. Medium (1-3 hours)
c. High (more than 3 hours)

Media and Audience variable: It comprises of two factors namely demographic variables (gender, age, education, occupation) and channel variable (type I, type II, type III stations).

Use and Programme variable: Two factors - usage levels (low, medium, high) and programme preferences (informational, educational, entertainment, cultural) - together constitute this variable.

Effect variable: Rural development, comprised of two factors namely personal development and social change, forms this variable.

METHODOLOGY

The overall aim of the study is to examine how community radios exert influence in development of rural areas. Practically, the three objectives are realised using three methods of data collection. As Bryman (2003) has stated, the aims, purposes and research issues would eventually determine the research methods to be employed.

In order to fulfil the first specific objective, a detailed exploration of CR movement history in Kerala was required - its beginning, expansion and current status. Also, to have a detailed account of the radio stations chosen for the study with regard to their mode of operation, sustainability measures, community involvement etc. would help in effective interpretation of results of the other two objectives. Since holistic and in-depth probe was required to meet the requirements, case study method was used. Olsen (2011) has mentioned the importance of gathering data from multiple

sources so as to discard misstatements arising from others' views. Zainal (2007) has described case study method, quoting Johnson (2006), as a prominent method for studying community-based problems.

Content analysis was decided to be done for understanding the programme choice and design strategy of the radio stations. It is a research technique for making replicable and valid inferences from data to their context (Krippendorff, 1980). In this method, either published texts or documents are usually used and is inclined towards reaching generalisation across a whole set of texts, says Olsen (2011). Here the programme schedule of each CRS was analysed in order to primarily understand the types of programmes aired by stations. Being CR stations, there are regulations over the contents they air and it is necessary that more than 50 percent of their programme contents are geared towards community development.

Final section which deals with the third objective required systematic collection of responses from target audiences of the three radio stations. Taking this requirement into account, a detailed questionnaire survey was conducted as it is 'an efficient way of reaching a large number of respondents at relatively low cost' (Bertrand & Hughes, 2005). This was done to enable researcher to draw conclusion on how individual and group relations of variables influenced the concept of rural development.

CONCEPTUAL MODEL OF THE STUDY

The study incorporates different factors to understand their influence on rural development. The following model (Fig. 1) depicts the elements used in the study.

Listeners' demographic differences and the type of CR stations considered for the study together form the first part of the model labelled as 'media and audience variable'. Personal development and social change (the Effect variable) are influenced by the interaction of the 'media and audience variable' with the second part of the model - 'use and programme variable' which contain users' CR usage patterns and their preference of programmes. The researcher finally attempts to check the existence of reciprocity, if any, between the two elements of rural development – personal development and social change.
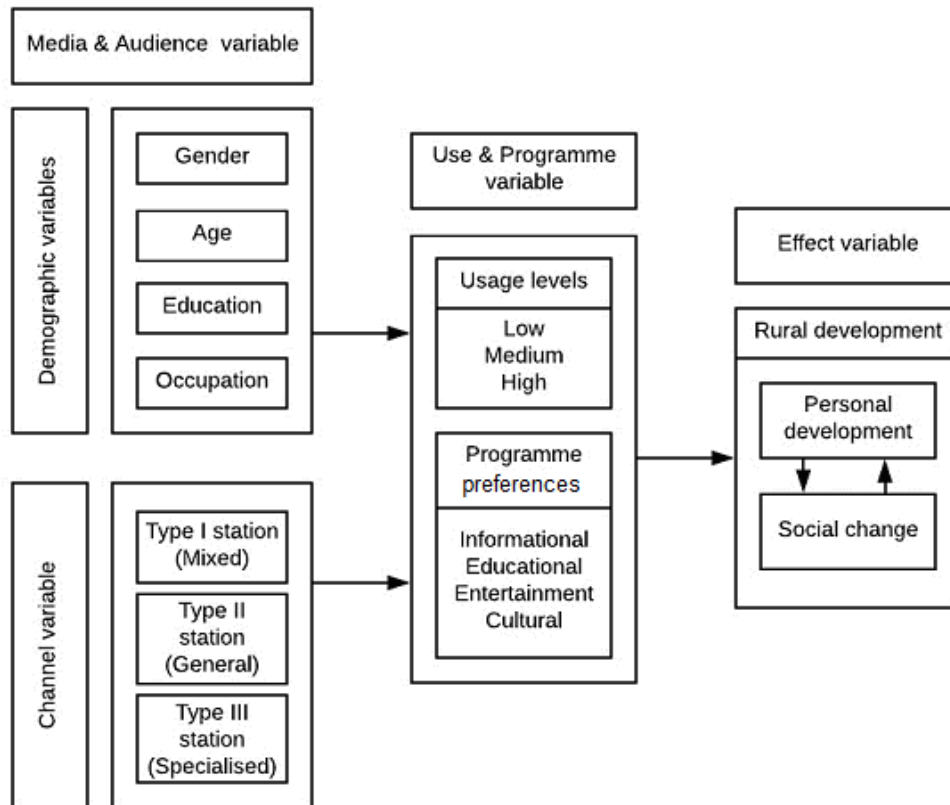
Fig. 1: Conceptual model of the study

SAMPLING TECHNIQUES

As a study intended to throw light on the intervention of community radio as a rural development tool, the sample population must adequately represent population of Kerala. Though CR movement is quite popular, it has not marked presence in all the 14 districts. So, it was required to select those radio stations, which would adequately represent CR sector in the state.

Selection of Stations

On the basis of geographical, historical and cultural similarities, Kerala is divided into North Kerala (Kasargod, Kannur, Wayanad, Kozhikode, Malappuram), Central Kerala (Palakkad, Thrissur, Eranakulam, Idukki) and South Kerala (Thiruvananthapuram, Kollam, Alappuzha, Pathanamthitta, Kottayam) ("Districts - Government of Kerala, India," n.d.). For field manageability it was decided to primarily classify radio stations according to the zones they are located in (Table 1).

Table 1: Zone-wise classification of CR stations in Kerala

S.N.	CR station	Type of ownership	District	Zone
1	*Janvani* FM 90.8	NGO	Kannur	North
2	Radio *Mattoli* 90.4	NGO	Wayanad	
3	*Ahalia* Radio 90.4	NGO	Palakkad	Central
4	Hello Radio 90.8	NGO	Thrissur	
5	Radio DC 90.4	Educational	Thiruvananthapuram	South
6	Radio Benziger 107.8	NGO	Kollam	
7	*Ende* Radio 91.2	NGO	Kollam	
8	Global Radio 91.2	NGO	Alappuzha	
9	Radio Macfast 90.4	Educational	Pathanamthitta	
10	Radio Media Village 90.8	Educational	Kottayam	
11	*Mangalam* Radio 91.2	Educational	Kottayam	

*Sources: MoIB website and Kerala Govt. official portal

Rather than randomly choosing a station from each zone, selection was done on the basis of locations as well as audience-type of each station. In view of geographical and climatic peculiarities, Kerala is roughly divided into three distinct regions – highlands, midlands, and coastal regions. These regions have diverse cultural and linguistic peculiarities too.

Between the two radio stations in north zone, the researcher opted Radio *Mattoli* (Wayanad). The station is located on the southern top of Deccan plateau at a height of 700-2100 metres above the mean sea level. *Mattoli* has programmes to meet the needs of mixed sect of people - farmers, tribal people, women, children and many more. It could thus be considered a radio for 'mixed audiences'. The station chosen from central zone was *Ahalia* Radio (Palakkad) and from south zone was Radio Benziger (Kollam). Both are situated in the south west coast of Kerala. Majority of Palakkad fall under midland region elevation while Kollam is a coastal district. Due to its proximity to coastal area, Radio Benziger is an important communication channel for the fisher folk and people in coastal areas. So, Radio Benziger can be considered as a station for 'specialised audience'. Similarly, *Ahalia* Radio has listeners from all walks of life. Owing to its location, the station's programmes are received by general audiences. It could thus be concluded that the three radio stations effectively satiated the requirement of having mixed, general and specialised groups of audiences in hilly, midland and coastal areas of north, central, and south Kerala.

Sample selection

After identifying the stations where the study is conducted the researcher collected from each station its audience database with an objective of sampling the respondents. The data base was helpful to identify the respondents who adequately represent the categorical variables such as gender, age, education and income status. The stations keep this database for their audience research as well as for selecting volunteers for various radio-related services and participants in programme production process. As the audience of each station was densely scattered over its geographical area, it was difficult to collect data from a wider audience base given the field manageability. Hence, the researcher resolved to limit the total sample from all the stations to 600 respondents, distributing 200 each to every station. And, these respondents were randomly identified keeping the adequate representation of all the category variables (independent variables). Total number of questionnaires administered was 600, only 567 were returned. But, only 500 of them met all the criteria for meaningful analysis.

DATA COLLECTION TOOL

Questionnaire used for survey had four parts. The first part of was intended to collect information on respondent's personal profile. The second part dealt with mass media usage, device preferences and programme choices. Questions for understanding community radio's role in personal development and social change were included in third part. The last part had dedicated questions on the feedback systems. Questionnaire schedule is provided as Appendix I.

Part I: Audience profile

As already mentioned, questions aimed to collect respondents' demographic details were included in this part. There were five items such as name (optional), age, gender, educational qualification and occupation. Questions were open-ended except the one seeking gender of the respondents.

Part II: Mass media usage

There were five close ended questions in this part. Mass media usage, place and device preferences, CR listening pattern, and preference of programme types were the mainly dealt. The first set of questions regarding regularity in mass media usage was presented with the following options – Regularly, Most often, Sometimes,

Rarely, Never, and Not available. Preferred place for radio listening had four options – during travel, home, work place and leisure time. The next question was to understand listeners' device preference. It was also provided with four options – own radio, public radio set, mobile phone, and internet. The programmes aired by each station were categorised into four broad segments – informational, educational, entertainment and cultural. These were given as the options for the fifth question which dealt with understanding people's programme preferences.

Part III: CR in personal development and social change

There were two sections, one pertaining to CR in personal development and the other regarding CR and social change. Queries were presented as statements with five agreement options. There were 30 statements against the first section and 13 against the second. The fourth part included eight questions intended to understand the feedback mechanism and listener interaction with radio station.

SCOPE AND LIMITATIONS

Successful rural development activities require active participation of beneficiaries. With the dawn of community radios, there have been changes in perceptions about the role media can play in development. Shedding the long-established notion of media as mere carriers of messages, community radios have manifested itself as a medium that promoted development as a participatory process. Community radios didn't replace the popular mass media, but established itself as a third tier of communication system. This medium is utilised in varied ways and many features are quite unique to it, as the previous chapter has enfolded.

Despite the fact that more research and studies are undertaken in this regard, there remain certain gray areas. Usually community is viewed as a group of people with similar traits, and differences existing in terms of their varied backgrounds are usually overseen. Taking these factors into consideration may unearth interesting factors that may help community radios to better serve the needs of its listeners. Results of this study are certain to throw some light in this aspect.

The major limitation of the study is that sample is drawn from listeners of three CR stations in Kerala. Therefore, some limitations may occur in generalizing the outcome of the enquiry at national level given the socio-cultural differences.

Analysis and findings pertaining to the study is given in the next chapter.

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CHAPTER IV

ANALYSIS & DISCUSSION

CHAPTER - IV
ANALYSIS AND DISCUSSION

This chapter details analysis and findings corresponding to the study objectives stated in the previous chapter. For effective presentation of results, this chapter is organised in three segments. The first section presents the three CR stations under study as individual cases. Comparative analysis of programme strategies adopted by the three stations is given in the second section. The researcher employed qualitative methodology for these two segments, driven by the first and second specific objectives of the study. The final segment deals with quantitative analysis pertaining to the data collected through survey.

The first section attempts to provide detailed descriptions of the CR stations chosen for the study. It also intends to share in detail the strategies adopted by the stations to tackle some of the glaring challenges faced by the sector. Ideally, programmes and daily activities of a CRS are intricately related to the community it serves. Members of the community are expected to be the decision makers, designers, and executors. Still, in real life situations, this may not always be the case. Therefore, it is necessary to understand how the stations under study facilitate community participation in their day-to-day activities, content development process and programme production.

Another concern of the large majority of CR stations is sustainability. In the 2002 Kathmandu meeting of CR practitioners and policy makers of South Asia it was agreed that "sustainability was more a matter of organization and human resources than of finance. CR stations had to draw on social and human capital as well as physical and financial resources. They had to prove themselves as social entities first and foremost." (*Community radio in South Asia "Exploring the way forward,"* 2002). In practice, striking a balance between the two is a major concern as financial aspect is given priority than human resource perspective.

CR stations are to meet their day-to-day expenses through internal fund raising as it cannot avail government funds/grants. Also, a station cannot receive more than 50 percent of its income from a single source. So stations commonly rely on

commercial advertisements as the main financial source. Even this may not be viable and enough for all. Raising external funds in the form of projects and identifying other feasible measures to cope with financial issues are practiced by stations. These practices have rightly been reflected in Tamminga's (1989) quotation of Lopez Vigil's (1992) statement which hints that CR to be sustainable would have to copy certain characteristics of commercial radio stations. But, this is a challenge to the basic idea of CR as a non-profit entity functioning for non-profitable purposes.

As CR stations are to run on voluntary basis, hiring large number of paid staff may have to be restricted. The 2004 TRAI recommendations on 'Licensing issues related to CR stations' has also mentioned that paid staff are to guide and facilitate station. So it is critical for a station to reduce dependency on paid staff. And this needs to be done without compromising programme quality and day to day running of station.

With such challenges ahead, the following section targets to shed light on how the chosen stations deal with the issues.

SECTION I
CASE ANALYSIS OF THREE CR STATIONS

This section gives elaborate accounts of each radio station. Their genesis, organisational structure, programme pattern, content management system, community involvement and sustainability measures are discussed. Data and reading materials provided by the radio stations, handbooks, websites, excerpts from the discussions with staff and listeners etc. are integrated and chronicled in here. Supporting data extracted from the survey results are also included.

Case No. 1: COMMUNITY RADIO *MATTOLI* 90.4

CR *Mattoli* is located in Mananthavady taluk of Wayanad district. With operation commenced on 1st June 2009, *Mattoli* is promoted by Wayanad Social Service Society (WSSS), an NGO under the Diocese of Mananthavady. The radio station claims to cover 85 percent of Wayanad.

Genesis and Organisational Structure of the Station

A committee consisting of people representing different sections of society and members of the governing body of WSSS manages the station. Office staffs come under the direct supervision of Station Director. One of the two assistant directors heads programme production while the other supervises technical requirements of the station with the assistance of technical staff. Programme producers, volunteers and stringers report directly to the assistant director of programmes. In order to ensure efficient time management, optimum utilisation of technical support, and uninterrupted flow of activities, entire crew of Mattoli summons for a meeting every morning where programme producers for the day announce their schedule. This helps technical staff to prepare beforehand while others can plan their production / post production works accordingly. Organisational hierarchy of the radio station is as provided below.
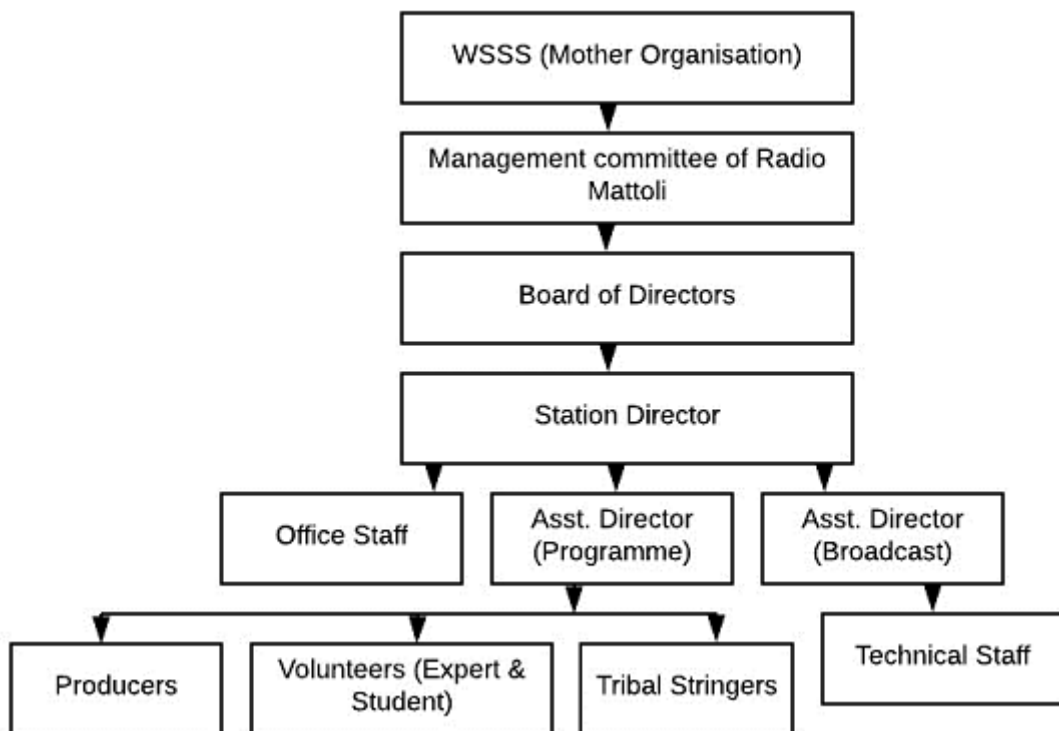
Fig. 2: Organisational Structure of Radio *Mattoli*

Mattoli being the only CRS in Wayanad aims to bring about integral development and positive changes in the social, cultural, educational, economical and spiritual lives of people. The station's areas of operation include awareness building,

empowerment of rural poor, promoting community health, healthy life style and communal harmony, and rejuvenation of endangered cultures. The station's objectives were set attuned to address the specific needs of the community. They are:

- To provide a platform for the marginalized community to voice their concerns
- To act as a catalyst for integral development of individuals and society
- To act as a harbinger of socio economic development of the community
- To bring about a positive social change in the society
- To enhance the knowledge 'spectrum' of the community
- To cater to the information requirements of the community it serves

Target audiences of *Mattoli* include farmers, tribal people, women, children and other marginalised communities.

Need Based Approach in Programme Making

Considering the district's economic and educational backwardness, Radio *Mattoli* produces programmes specifically addressing the core issues/concerns in respective fields. Wayanad being an agrarian society, bulk of the radio programs are geared towards the needs and addressing the concerns of farmers. Special emphasis is given to areas such as agriculture and farming, preservation of ecology and water bodies, dairy, organic, and precision farming methods.

Having large tribal population in the district, *Mattoli* airs programmes daily in various tribal dialects, produced by tribal people themselves. It is the only electronic medium in Kerala to do so. Tribal population relies on the station for information on government schemes/aids/special packages etc. Such information carried by main stream communication channels seldom reaches tribal people as they have limited or no access to such media. *Mattoli*'s Programmes in tribal dialect are specifically designed to disseminate information in simple and comprehendible way, considering the socio-cultural and literacy levels of this community.

The station airs for a total of 17 hours a day and programmes are scheduled as three modules. Morning module is from 6 AM - 12 PM, afternoon from 12 - 6 PM

and evening module from 6 - 11 PM. Fresh programmes are aired in the evening prime time slots.

Key Programmes

Vanitha Mattoli and Penkaruthinte Kaiyoppukal (women empowerment), *Sarvodaya Sadhas* (interaction between elected representatives and citizens), *Njattuvela* and *Vayalnaadu* (farming), *Thudichetham* (tribal programmes), *Niyamavum neethiyum* (legal literacy), and *Ksheeravani* (dairy farming) are the key programmes.

Sarvodaya Sadhas is a unique initiative by *Mattoli*. Elected representatives and people of the 25 *grama panchayats* get to interact with each other regarding innovative programmes and project, and their implementation. *Thudichetham* is exclusively aimed at sensitising tribal communities on various socio-cultural-educational aspects. Programme content is developed by members and volunteers belonging to various tribes. Announcements by Tribal Department aired on *Mattoli* are of immense help to the tribal people. Besides, general information pertaining to weather and market rates, information from agriculture offices etc. are aired regularly. Market rates of crops and goods are provided daily by traders from all major markets in Wayanad.

Mattoli covers seminars and meetings organised by various research organizations and universities in the field of agriculture and animal husbandry. Weather bulletins on *Mattoli* are sent in by Krishi Vigyan Kendra located at Ambalavayal. The station is associated with Panchayati Raj institutions, Anganvadis (ICDS), Kudumbasrees, various government boards, institutions, NGOs etc. Content sharing is done with State Institute for Education Technology (SIET), other CR stations in Community Radio Association India (CRAI) Kerala chapter, Gyan Vani and AIR.

Content Development and Management

Mattoli has adopted participatory method in content development, monitored by the content advisory committee comprised of experts from various fields and members of target communities. In participatory content development, community members take up the responsibility of content creation and it is done after extensive discussions, conversations and decision-making (Watkins, Tacchi, & UNESCO, 2008).

Content advisory committee manages content and assesses quality of programmes in each segment. Apart from the regular staff, an group of more than 80 volunteers work for the station. *Mattoli* ensures the involvement of entire staff in production process, directly or indirectly.

> "We are encouraged to draw ideas for programmes from our personal and day-to-day experiences; and topics of current interest and relevance. Proximity of chosen topics is ensured beforehand. We are trained to ensure that programmes comply with the guidelines, policies, and quality standards set by the station."
>
> Mr. Albin, Student Volunteer

Station relies on multiple sources and on expert opinions for data and statistics. Key programme sources of *Mattoli* include internal programme producers, volunteers, tribal stringers, and public. Programmes are also received through content exchange. Aiming the upliftment of tribal population, relevant programmes in Malayalam are translated to tribal dialects. It is a laborious task since most of the Malayalam terms lack a corresponding term in tribal dialect. Government announcements and information pertaining to the tribal people are also aired.

Mattoli's content management system is streamlined. All programmes are permanently archived using custom-made software. Precautionary measures are taken for data recovery in case of loss (Raveendran & Muhammadali N., 2016)

Sustainability

Initial cost for setting up radio station and programme production was provided by the mother organisation. *Mattoli* meets its sustenance through project funds from government departments and external agencies.

> "Though it requires extensive and regular evaluation and documentation, project funds contribute a substantial part of the station's income. We have successfully carried out many projects and are running some. Many short and long term projects are in pipeline. "
>
> Mr. Krishnakumar, In charge-Project Documentation and Coordination

Operational cost is also met through ads and commercials. Renting studio for professional music recording and mixing serves as is a nominal source of income. MoIB has honoured Radio *Mattoli* with first position in the category of Sustainable Model, in 2013 National Community Radio Awards.

Human resource management is also carried out flawlessly. Programme producers have dual roles. Apart from their regular beat, they take up projects funded by external organisations. Expert volunteers are treated like the regular staff, but they work without accepting wages. Most of them are retired hands and senior people from different fields who are interested to work for social causes. They have assigned beats and slots in daily schedule.

Student volunteers are handled efficiently by the radio station. They are divided into smaller clusters and are assigned to expert volunteers. Specific time slots are also given. This prevents overcrowding at a given time and also ensures that they receive critical advice, guidance and support from seniors. Every volunteer is given intense training in production process and developing their writing skills. They are also encouraged to use technical infrastructure under supervision.

Community Participation

The radio station advances community participation in all stages of production. Community members who genuinely are interested to work with the station are encouraged and are given opportunities. The station is emphatic on gender equality and encouragement of religious, gender, and linguistic minorities, and so their participation is highly supported.

Scheduled Tribe population in Wayanad forms 18.5 percent of total population of the district ("Forest Rights Act-Wayanad," n.d.). This necessitates participation of the otherwise introvert tribal population in mainstream communication initiatives and developmental activities. *Mattoli* facilitates their participation through programmes which emphasize development, health, and preservation of native dialects and culture. Financial constraints of station often restrict intake of more as well as maintain the existing people; but it doesn't bring down their enthusiasm to involve with the radio station.

"Each tribe has its own dialect, and are distinguished from each other by adding the suffix *bhasha* to the name of the tribe. Therefore, the Kurichya dialect becomes *Kurichyabhasha*. *Mattoli*'s effort to revive and protect tribal dialects is applaudable because these dialects are script-less and are sparingly used by younger generation, and therefore face threat of being lost forever"

Mr. Sasikumar, In charge of tribal programmes

Community participation is also espoused through the *Mattoli* Radio Clubs in schools. It is done in collaboration with District Education Department of Wayanad. Members of these clubs are given opportunity to broadcast their programs on *Mattoli*. Also, the station gives special slots during festivals, as the district has representation of all major religions besides the various aboriginal tribes.

Awards and Recognitions

Radio *Mattoli* has received Manthan Award for South Asia & Asia Pacific (2012) and National Community Radio Sustainability Award (2013). In "The Abiding Voices - Sustainability of Community Radio in India", a study published by UNICEF adjudged Radio *Mattoli* as one of the Best 10 CRS in India. 'Curing Love' - a short film on importance of proper diagnosis of TB produced by Radio *Mattoli* received special citation at TB Tales Short Film Fest.

Unique Initiatives by the Station

Grama Mattoli is a journey through the villages in Wayanad in which one selected village becomes *Mattoli* studio for the day. The initiative unveils the people's hidden literary, artistic, culinary and other varied skills and talents along with airing their dreams and hopes for a sustainable village life.

In order to promote media persons to report human rights issues of Wayanad, 'Mattoli Manushyavakasa Puraskaram' is given for the best human rights media work every year. This is in honour of the founding director of Radio *Mattoli*, Fr. Dr. Thomas Joseph Therakam.

Mattolikoottam is a communion of friends of *Mattoli*, cemented for working as a bridge between the radio station and the village especially to promote wellbeing and protect the environment in their own vicinity.

Excerpts from the Survey

A total of 177 listeners participated in the survey. Most of the listeners (39%) were medium level users (see Fig.3) i.e. they listened to Radio *Mattoli* for 1-3 hours. Considering audience's programme preferences, it was found people who preferred informational programmes outnumbered people with other choices (see Fig. 4).
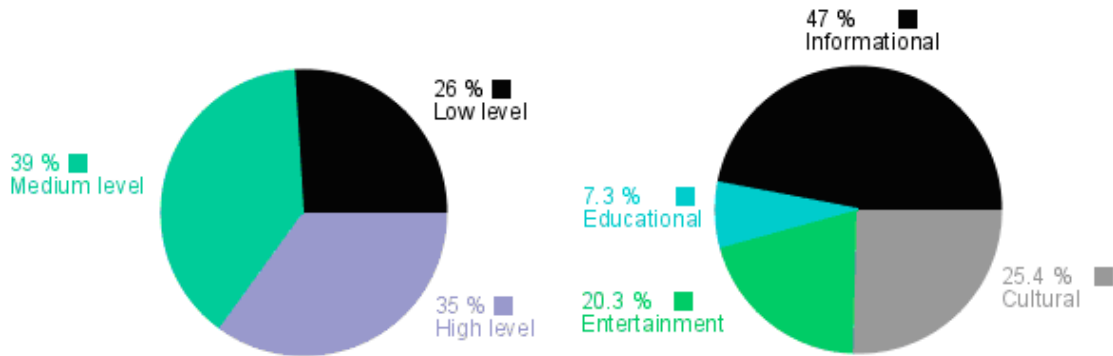
Fig. 3: User categories   Fig. 4: Programme preferences

It was interesting to find that only 18.1 percent of the samples gave feedback to the station. Telephone (9%), paying visit to the station (2.8%) and giving response directly to the people concerned (9.6%) were the popular modes. 12.4 percent were involved with radio's production works. Among these, 3.4 percent had volunteered for the station, 1.1 percent was involved in production, and 9.6 percent had presented programmes. Though the numbers are abysmally low, it was encouraging to find that common people actually come forward and try to get involved with Radio *Mattoli* and the station encourages them as well. This was understood from the data that 2.8 percent of the samples approached *Mattoli* out of their own interest and 6.2 percent were invited by the station.

When asked to mention the distinguishing factors of Radio *Mattoli*, 58.2 percent of the audience thought it was the programme variety, while 48.6 percent found their presentation style attractive. 54.2 percent of respondents were impressed by the community participation and 42.9 percent considered that he station valued audience opinion in programme modification. Use of local language attracted 48.6 percent of respondents to the station. 36.2 percent felt needs of the community are reflected in programmes.

SUMMARY

It could be summarised that Radio *Mattoli* has carved a niche for itself through need-based approach and location-specific programmes. The station's day to day functioning is streamlined and regularly monitored. Radio *Mattoli* has evident community representation starting from the organisational level to the volunteer level. Staffs as well as volunteers are given sufficient technical knowledge and necessary training so as to ensure flawless functioning of the station even at the face of an emergency. Unique programmes and initiatives of Radio *Mattoli* have brought in accolades for the station and positive changes in the community. Participatory model ensures involvement of people from all sections of the society. Tribal people find the station as a platform for expressing their needs, as a window to the outside world and as an archive for preserving their dying dialects. *Mattoli* aims in aiding the community members in improving their living conditions and thereby sustainable development.

Case No.2: AHALIA RADIO 90.4

Ahalia Radio, the first CRS in Palakkad district started going on air from 1ˢᵗ January 2014. The radio is one of the social ventures undertaken by *Ahalia* International Foundation, a registered trust based in Palakkad. *Ahalia* Radio airs programmes for 16 hours, catering to the needs of a heterogeneous population.

Genesis and Organisational Structure

Ahalia Radio's organisational hierarchy is simple. This well streamlined structure efficiently reduces decision making time, with no compromise on programme quality. Director heads the radio station and has the final say in all related matters. The three-member advisory committee comprises of people with expertise in multiple fields. It is the station in charge who looks after its day to day activities. Organisational structure of the radio station is given in Fig. 5.

For ease of handling and assigning duties, the staff is broadly categorised into two - broadcast team and production team. Technical staffs who handle transmission and editing come under the first category while programme producers, radio jockeys, and volunteers together constitute production team. Despite the categorisation of staffs into two, the station's policy directs that every single person is equipped for

handling both production and broadcast. New recruits and volunteers are trained religiously in both aspects.

Fig. 5: Organisational structure of *Ahalia* Radio

Need Based Approach in Programme Making

Geographically, *Ahalia* Radio's coverage area includes places which are in close proximity with the neighbouring state Tamil Nadu. Naturally, people in the area have a mixed culture. Majority of the natives easily converse in both Malayalam and Tamil. So, the station's programmes are designed, considering this cultural diversity. The station often organizes programmes for promoting cultural harmony of people.

Palakkad's literacy rate (88.49%) is way below the state average (93.91%) ("Literacy Rate 2011," n.d.). The district ranks third in the state in the percentage of agriculture labours (Director of census operations-Kerala, 2011). As such, educational and agricultural programmes are vital to a large number of people. *Ahalia* Radio also focuses on the propagation of India's ancient medicinal system, Ayurveda.

The station's slogan is to emphasize participation and involvement of people whereby it can assure their comprehensive development. *Ahalia* Radio stresses on programmes imparting knowledge, information and entertainment to people belonging to all walks of life. Their programmes are from 6 AM - 10 PM.

Key Programmes

Ahalia Radio airs programmes in Malayalam. Programmes are widely received by the audience and are acclaimed as well. *Ayurdhalam* (health care of various age groups), *Kilivathil* (knowledge based programme for children on education), *Sakhi* (women empowerment), *Thangum thanalum* (financial literacy), Sports Zone, Tech Buzz (technology oriented) are some of the popular programmes. Apart from serious content, cultural and entertainment needs of people are also taken care of. The station airs vital information passed on by state PR department and various ministries, as part of its social commitment.

Jeevanam, the signature programme of *Ahalia* is a multifaceted outreach programme. It aims at getting psychological support and financial aid to people in distress such as the paralysed and the critically ill. There were instances in which individuals, organisations and charitable institutions had come forward to provide necessary help after learning about the plight of such people. Through *Nadum Naattarum* the culture, history, festivities, cuisine and other relevant details of a particular location are shared with the listeners.

Adhithi introduces those lesser known, but uniquely gifted people; those who stood steadfast for any cause, and those who safeguards traditions from dying out. *Harithabhoomi* provides information on traditional agricultural methods based on the real life experiences of farmers. It also introduces successful farmers, innovations in the field, organic farming methods etc. *Janasabdam* take up issues concerning public at large and bring them before the officials and necessary solutions are obtained.

Subhayathra works for creating traffic awareness, conducting road safety campaigns etc. in all parts of the district. Police and students associate and efficiently carry out the programme. They use innovative methods to pass on information and to ensure that people never repeat a mistake.

Content Development and Management

Content development process is managed by the station in charge. Innovative ideas are developed by programme producers after extensive background research and study. This is done to ensure the quality of programme content. Community members are the primary information source. Understanding the relevance and potential of new media and internet as information sources, the station utilises these channels also. The station has a unique advantage of having located in *Ahalia* Ayurveda hospital premises. The sister concerns functioning in the same compound also serve as sources of information.

Archiving data is a regular practice in the station. They have a permanent digital location to store their programmes for longer duration. Yet, less important programmes are removed after one year. Programmes are archived using dedicated software (Raveendran & Muhammadali N., 2016).

Sustainability

Parent organisation provided money for initial expenses of setting up station. Ads from central government, DAVP and commercial ads serve as the chief source of income. The station depends on parent organisation for technical support, infrastructure, and such other facilities.

The station has a steady incoming of volunteers from various sister concerns in the location premises. Students, various departmental staff, experts and community members voluntarily extend their support and help to the station. In addition, experts in different fields are invited for talks and discussions. Many eminent people regularly visit the station for the purpose. So, human resource availability has never been a concern for *Ahalia* Radio.

Community Participation

Ahalia Radio, as already mentioned, has a steady inflow of community members in content generation and programme making. Similarly, the station has come up with programmes to boost community participation. Most of their ongoing programmes are community oriented. In many locations where communication facilities are meagre, *Ahalia* Radio functions as a source for relaxation and entertainment.

"I regularly tune to *Ahalia* Radio to listen old film songs and melodies in Malayalam. My children are listeners of educational and informational programmes while my wife is an ardent fan of health and cookery programmes. It definitely keeps my family updated and entertained"

Mr. Mani, Local resident

Awards and Recognitions

Aam Aadmi Party has felicitated *Ahalia* Radio for their unique and innovative programmes for promotion of agriculture and organic farming.

Activities

The PR Department (Govt. of Kerala) and *Ahalia* Radio have jointly organized a seminar to create awareness on water conservation when there was severe water shortage in the district. In addition, the station has on the cards projects on road safety measures and awareness programmes for the public. Many programmes are aired sans monitory benefit - such as awareness campaigns on rubella vaccination.

Ahalia Radio has formed radio clubs in schools and colleges. Radio crew visits the students and record programmes produced by them. Similarly, awareness and motivation classes are given for students by specialist doctors. Career development with the support of experts from different fields, special awareness classes for girls of different age groups etc. are also carried out by these clubs.

Excerpts from the Survey

Among the 156 audience participated in the survey there was more number of medium level users (37.2%) than low and high level users (see Fig. 6). Survey clearly indicated that informational programmes on *Ahalia* Radio (see Fig. 7) attracted the most number of listeners (46.3%).

Among the samples, 39 percent gave regular feedback to the station regarding their programmes, mostly over telephone (30.1%). Visiting the station / meeting the staffs are not always possible owing to the location of the radio station. Still, 15.4 percent of the respondents had associated with radio as volunteers (4.5%), in programme production (1.3%) and as programme presenters (10.9%). 5.8 percent of these people got associated with Ahalia Radio as they knew about the station.

9.6 percent were invited and 3.8 percent were drawn to the station because of their participatory working style.
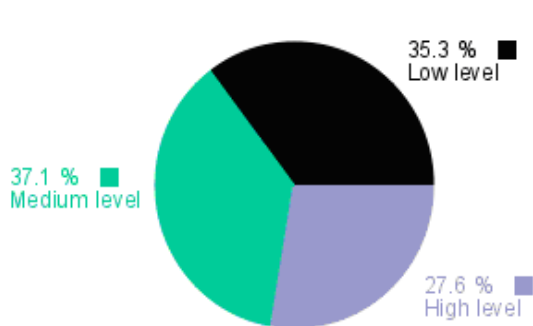
Fig. 6: User categories   Fig. 7: Programme preferences
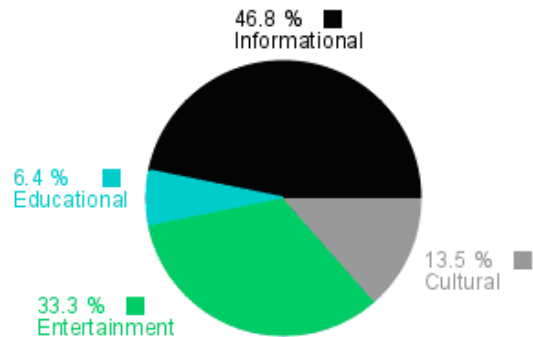
What features distinguished *Ahalia* Radio from other radio stations? 39.1 percent said it was the variety in programmes; 55.8 percent believed it was their presentation style. 24.4 percent felt it was community participation. 17.9 percent highlighted the station's endeavours in including audience opinions in programme modification. The use of local language interested 21.2 percent of the respondents.

SUMMARY

To sum up, *Ahalia* Radio is the only CRS in Palakkad, the largest district of Kerala. Geographical vastness and peculiarities of Palakkad, proximity of the station to Tamil Nadu, the resulting mixed culture, competition raised by private Tamil FM channels etc. hinder effective permeation of *Ahalia* Radio. Despite the odds, the station is able to attract people's attention through programmes designed to facilitate their participation, promote communal harmony and celebrate cultural diversity. Propagation of Ayurveda is a major goal of *Ahalia* Radio. Through effective interferences, the station has been able to establish as a major line of communication for a large portion of the community.

Case No. 3: COMMUNITY RADIO BENZIGER 107.8

Radio Benziger, the first radio station of Kollam is on air since 7th November 2010. It is managed by Bishop Benziger Hospital. The station's signal reaches up to a radius of about 20 kilometres, especially, to a great distance in the Arabian Sea towards the west. The radio station is one among the persistent innovative

endeavours of its mother organization Benziger Hospital Society. It is a not-for-profit organisation which undertakes many initiatives like community health centres, self help groups and other social activities.

Radio Benziger is the result of the organisation's sustained effort to function as a common platform for facilitating community involvement and as an instrument to bring hospital to the community. Radio Benziger has a well defined and structured hierarchy. The station is managed by a management committee. This committee has two representatives from the mother organisation, 2-3 representatives of radio station and some community members. The content management committee has about 30 members. It acts as an advisory board with a wide spectrum of community representation including volunteers. All members of the radio station are directly under the guidance and supervision of Station Director and Station Manager.
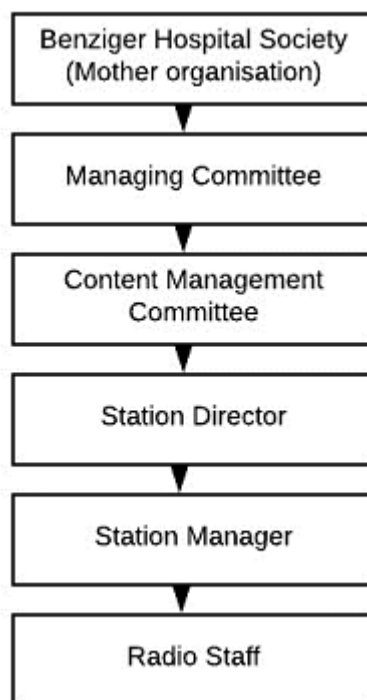
Fig. 8: Organisational structure of Radio Benziger

Vision and Mission of the Station

The station functions with the aim to empower the impoverished sections in the city of Kollam. It envisions bringing all-encompassed development coupled with persistent endeavour to improve the quality of people's lives. The station provides a

platform where the community members can come together, interact, share information and exhibit their skills and knowledge. They also bring issues which to the forefront and seek advices regarding matters that concern them. Through participatory decision making, it paves way for sustainable development. Radio Benziger constantly focus on local culture and ethos because the process of community building is meaningless otherwise.

Need Based Approach in Programme Making

Kollam is a historic port city along the coast of Arabian Sea, contributing 6.3 percent of Kerala's total coastline. Radio Benziger's signals reach about 22 coastal villages in Kollam. Therefore a large majority of listeners are those belonging to the coastal areas. Marine fishermen population of Kollam district as per 2014 – 15 was 92,500. Out of the total 16,570 families, 18,561 are active fishermen and they constitute about 20 percent of total marine population ("Kerala Marine Fisheries Statistics-2015," 2016). Thus marine weather information is vital to the community members. Marine weather with all its details is broadcast thrice every day with the help of INCOIS. This programme, prepared with the support and participation of the Rotary Club of Tangassery, is a boon to the fishermen on board in vessels, traditional boats and trawlers. Along with this broadcast, marine safety tips are also given.

> "We received Radio Benziger's signals up to a distance of 25 nautical miles away from the coast. Most of the boats are equipped with radio receivers and it has proved to be life saver in many occasions"

> Mr. Augustine, Fisherman

The station's programmes are scheduled targeting maximum audience reach. It broadcasts for 15 hours a day from 6:40 AM – 8:40 PM. Programmes are repeated once the next day.

Key Programmes

Programmes are mainly in Malayalam along with a few programmes in English which are educational programmes for children. There are weekly programmes for linguistic minorities such as Tamil-speaking population, and Hindi-speaking migrant labourers. *Kaathodu Kaathoram*, a daily phone-in programme is the signature programme of the radio. *Janasabdam*, *Nattukoottam*, *Thalirukal, Prathibhakalilude,*

Vaidyarappoopan are their key programmes.

> "*Janasabdam* is a unique programme. Here radio goes and meet people at their homes, work places and streets and listen to their concerns; a practice in contrast to the traditional way of people approaching the station. Therefore we get a vivid picture and deeper understanding of the real life situations people go through"
>
> Ms. Sreelakshmi, RJ, Radio Benziger

Nattukoottam facilitates discussions at local levels to address common issues. Such gatherings have become platforms for healthy discussions and members themselves come up with appropriate solutions. *Thalirukal* and *Prathibhakalilude* are two programmes for talent promotion of community members. While the former promotes young talents and has programmes produced by school children, the latter emphasises on promotion of local talents. It serves as a platform for honouring such people. *Vaidyarappoopan* aims at educating on healthy living.

Educational programmes for school students, programmes prepared by State Institute of Educational Technology (SIET) for high school students are aired daily. Besides dramatized syllabus-based study materials, personality development programmes and value education programmes are also presented by SIET.

Being a hospital-based radio, community health is a major concern of the radio. Challenges associated with climate change, safe drinking water, sanitation, monsoon-related communicable diseases along with a need to develop communication strategies suited to the content and local situations are also addressed.

Content Development and Management

Content management committee is responsible for finalising programme contents, ensuring its quality and program standard. The members suggest newly identified issues and contribute to existing programmes as well. This practice ensures maximum exposure of issues in the mainstream. If members of content committee are unavailable, a three member sub-committee takes up the responsibility. Their decisions are later brought before the entire members. Content development process, being well defined, organised and streamlined, ensures strict scrutiny of

every programme before airing. Care is given to assure that programme contents comply with the principles and vision of the station to ensure community participation and community development at large. Weekly schedules are prepared and activities are streamlined in advance.

Three methods are utilised by the radio station for content generation. In the first method, reporters approach the public and record their issues. These are later edited and aired. In the second method people visit the radio station. This may be used as a platform for passing information useful for the larger community; to speak on one's interest or even share one's experiences. The third, live phone-in/phone-out, is the most successful and popular method. Each episode deals with one topic on which people can ask/share their queries/knowledge. At times, there may be an expert to speak on the topic.

Radio Benziger regularly archive their programmes. They also maintain a voice bank of important personalities. These archived programmes are often reused as reference base for similar programmes that may be taken up later. Parent organisation, Bishop Benziger Hospital has an array of qualified technicians. The station relies upon them in the event of data loss or technical issues (Raveendran & Muhammadali N., 2016).

Open Learning

Radio Benziger proposes to launch "open learning", an initiative designed in line with the model experimented by many African CR stations. It is intended as a capacity building programme for the uneducated and the illiterate. Skills and knowledge for developing means of livelihood are passed on to people as study modules. Enrolled people, once completing course requirement, are required to take exams and successful candidates are provided with certificates. Fr. Ferdinand has mentioned this as their most ambitious project.

Sustainability

It was the parent organisation which advanced money for meeting initial expenses of setting up the radio station and acquiring necessary equipments. Within a short span of time, the station could repay the amount. Presently it depends on the parent organisation only for infrastructure, electricity and technical support which

are available round the clock. Commercial ads are the major source of income. Besides, ads from DAVP, state government PR department and various projects contribute to the financial stability of the station. Though there was paucity of commercial ads, post demonetisation, there was a corresponding rise in state government ads.

Radio Benziger has partnership with several departments in promoting projects relevant to the community. These departments include District Medical Department, District Tourism Promotion Council, Coirfed, Regional Road Transport Office, Pollution Control Board, ANERT, Fisheries department, Public Relations department etc. It has also worked with many NGOs like Quilon Social Service Society, Coastal Women's Society, and Fishermen's Community Development Project.

Regarding human resource sustainability, the station has a good inflow of sufficient manpower.

> "We never faced shortage of human resource. We often conduct trainings and workshops to find talented individuals with flair for radio. These classes are led by experienced and trained people of AIR. New members are given sufficient training and are ensured to be well versed with the station's operations. I must say the volunteers have been the most consistent programme contributors."
>
> Fr. Ferdinand Peter, Station Director

Community Participation

There were two instances in which community participation attained a totally different level. The radio station could identify that many of its regular listeners were lonely, sick or physically challenged and were restricted within the confines of four walls. People who learnt their stories through radio began to visit such people. This eventually turned out to be a people's movement and thus *Sukrutham* Society for the welfare of physically challenged was formed. As an accolade for their work for the physically challenged, the radio station was given an award for by the Govt. of Kerala in 2016. The same programme '*Sukrutham'* won an award for 'Creative Broadcasting' in the National Radio Sammelan and another award in an international competition.

Similarly a programme for youth, 'Campus Beats', turned out to be an internationally recognised one. The 150 episode programme featured 13 colleges in the city and interacted with nearly 3000 students. The discussions on light issues such as fashion, cinema etc. eventually shifted to serious topics such as peace in the campus, political violence etc. Finally students of a college, which was notorious for political violence, took vow not to encourage such activities in their campus. This programme won an award at an Asian level competition.

Awards and Recognitions

Radio Benziger's contributions were recognized nationally when it received an award from the MoIB in 2012 for securing second place in the category "Community Engagement". In the same year, acknowledging the radio's outstanding contribution in promoting inclusive health care, it received Health Care Leadership Award by KRDWG (Knowledge Resource Development and Welfare Group, New Delhi).

At the eIndia Health summit 2012 held at the Hyderabad International Conference Centre, hosted by the Government of Andhra Pradesh and organized by AICTE, NCERT, ELETS India, UNESCO etc., the radio received a national award for "Best Use of Technology in Tele Health". Besides these several recognitions from reputed organizations like Rotary Clubs, Citizen's Forums, IPLO were also received.

Activities

Radio Benziger places much emphasis on empowering women. Besides participation of women listeners, there is significant presence of women in the background too. All the radio jockeys are women. Within a short time span Radio Benziger had established several radio clubs in Kollam. Common people, civil authorities, local body representatives, police officials, and those from government departments interacted through discussions, seminars and exhibitions. Several activities for promoting talents, seminars, exhibitions, and phone-in programmes involving officials and community members are conducted.

The radio cooperates with many health care projects of government as well as NGOs. Radio Benziger promotes crusades against social evils like alcoholism, dowry, substance abuse, garbage menace, suicides etc.

Excerpts from the survey

A total of 167 listeners of Radio Benziger took part in the survey. Similar to the other two, Radio Benziger also has maximum users in medium usage level (49.1%). In case of programme preferences too, informational programmes had the maximum audience (47.9%) (See figures 9 and 10 respectively).

Queries regarding feedback yielded that 40.7 percent of the respondents actively gave feedback to the radio station. The samples used telephone (17.4%), visited the station (7.2%) and/or interacted directly with the people concerned (17.4%) for the purpose. When asked about their involvement with the station, 24 percent said they did - 7.8 percent volunteered, 4.8 percent were involved in production works, and 17.4 percent had presented programmes. 8.4 percent of the respondents' involvement occurred due to their acquaintance with the station. 13.2 percent got invitation from the station and the participatory working style of the station caught the attention of 7.8 percent of the samples.
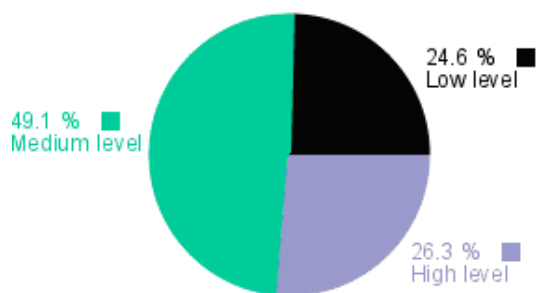
Fig. 9: User categories
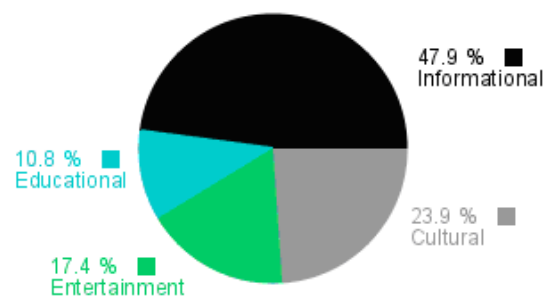
Fig. 10: Programme preferences

Programme variety offered by Radio Benziger was considered one of the distinguishing features by 56.9 percent of the respondents while it was the presentation style that attracted 47.3 percent. More than half of the samples (51.5%) highlighted their community participation and nearly an equal number (52.7%) emphasised the inclusion of audience opinion in programme modification. While reflection of community's needs was considered very important by 40.7 percent, use of local language was the distinguishing feature for 22.2 percent. Another 22 percent considered their active feedback system as a distinctive feature.

SUMMARY

Radio Benziger has truly attained the status of people's radio. Like Radio DC, Global Radio and KRDA *Ente* Radio, Radio Benziger serves primarily those belonging to the coastal areas. Coastal belt is important in terms of national security. Marine industry contributes a significant part of national income also. Thus, improving the living conditions in coastal areas is important. Radio Benziger serves this purpose well. The station's programmes are designed in a way to facilitate maximum interaction with people. This participation is reflected in their content generation methods also. Unique initiatives like open learning is a result of the station's endeavours to improvise people's skills and capacitate them to achieve a better living standard. The radio's activities are supported and well promoted by the community members through meaningful participation and constructive inputs.

SECTION II

COMPARATIVE ANALYSIS OF PROGRAMME STRATEGIES

Programmes of each radio station are formulated to facilitate incessant flow of relevant information to the community members, thereby addressing their core issues and needs. The programmes generally are aimed to boost grassroots development by harnessing and utilising local resources; and opening up avenues for even the under represented sections to contribute and involve in developmental initiatives. Programme strategies of stations, therefore are custom designed, unique, and catalyse the social, economic, cultural, and spiritual development of people.

Content development methods practiced by each station and their key programmes are detailed in the previous section. These are perceptibly influenced by the local requirements. These stations have implemented participatory method in content development since it effectively engages people and motivates them to participate in programme production. Community participation also helps stations to rightly identify the local issues. Such knowledge is crucial in designing programmes aimed to make meaningful intervention in people's life and society and thereby creating development and change.

DELINEATION OF PROGRAMME TYPES AIRED

As already mentioned, programmes aired by the stations are categorised into four- informational, educational, entertainment, and cultural. All the radio stations broadcast national and local news shared by AIR. News and programmes related to health, weather, market rates, career, analysis and discussion of current events, science and technology etc. are included under the category of informational programmes. Educational programmes developed by the stations as well as those acquired through content sharing come under the second category of programmes- educational. Film songs, comedy programmes, music based programmes and sports related are broadly categorised as entertainment programmes. Category of cultural programmes include those for personal and community development; cultural promotion; promotion of classical art forms and literature; needs of linguistic, religious, and gender minorities; the marginalised sections, etc.

It is necessary to remember that nature and content of most of the programmes listed under each category cannot be strictly restricted to it. Programmes adopt different formats, sometimes to break monotony or to enhance listenership. So, even entertainment programmes may be utilised to pass snippets of information. Many informational programmes are educationally relevant also.

Among the three CR stations, Radio *Mattoli* has almost equal shares of cultural (39.7%) and informational (36.8%) programmes. There is also sufficient entertainment programmes (22.05%). Educational programmes (1.5%) are the least in number (See Appendix II). Meanwhile survey results revealed that 47 percent of listeners had informational programmes as their first choice. 25.4 percent of listeners chose cultural programmes while 20.3 percent listened to entertainment programmes. Educational programmes were preferred by 7.3 percent of listeners (See figure 4). The good level of agreement observable between programmes of *Mattoli* and audience's preferences indicate that the station has the right knowledge of audience's needs and blend of different programme categories.

Ahalia Radio also has less number of exclusive programmes for education (3.7%). They have programmes mostly of entertainment nature (40.74%), closely followed by informational (37.03%) programmes. Cultural programmes contribute about 18.51 percent of their schedule. Wide difference is observed between the 'served'

and the 'preferred'. Only 17.4 percent of the community chose entertainment programmes at the first place. Similar to *Mattoli*, informational programmes were the first choice of 47.9 percent of community. The station's off-air efforts to promote local culture seem to have brought changes. Nearly 24 percent of *Ahalia*'s listeners preferred cultural programmes the most. Private Tamil FM channels may be better serving people's entertainment needs, a possible reason for the big rift between the programme's share and audience choices.

As for Radio Benziger, programmes of informational (40.38%) and cultural (34.61%) contents occupy the majority. While there is 17.31 percent of entertainment programmes, those of educational content contribute 7.69 percent of their programmes. When these are compared to the results of survey (see figure 10), it is observed that informational programmes are the most preferred programme type (46.8%). There is clear affinity towards entertainment programmes (33.3%). There is a distinct set of audience for cultural programmes (13.5%), while educational programmes are the primary choice of 6.4 percent of their listeners. Since information on health, weather, career, agriculture, and local issues are crucial or people in coastal areas, such programmes are listened to largely by the community members. The programmes, to a large extend, agree with the preferences of listeners.

PROGRAMME EVALUATION AND AUDIENCE ANALYSIS

Programme evaluation is carried out by each of the station. It is important because communities continue to evolve, and so are its needs and goals. So, to blindly follow the programme strategies, contents, and formats formulated at a given point of time would be meaningless in the long run. Simultaneous to programme evaluation, audience analysis also happens. Audiences' feedbacks are mainly obtained through phone-in programmes. Those who are hesitant to speak so give in responses through letters, messaging services, emails or by visiting the station.

At Radio *Mattoli,* programme evaluation starts right from the management level. There is sufficient representation of community members- both experts and common people- in the management. Specialised committee for deciding on content critically evaluates each programme and changes are made if required. Feasibility of the outcomes is again discussed among the key members of the

station and programme producers. Projects funded by external agencies are evaluated and documented by the concerned agency. Audiences' reactions and feedbacks also have critical role in the evaluation process. Apart from the usual feedback modes, field visits and opinions collected through surveys are also utilised for the purpose. The station takes special efforts to understand and incorporate opinions of the tribal population and senior citizens. Specialised as well as general surveys are conducted to understand listenership, programme reviews, and evaluation.

Programme evaluation at *Ahalia* Radio is carried out by the advisory committee with the inputs of station in charge and producers. Enlisted suggestions and feedbacks received from audiences are presented before the committee. After extensive discussions, the best possible changes adaptable for the audiences are reached upon. Once approval of Station Director is received, changes are integrated in the programmes. Depending on the need, special programmes are created on short term basis. Audience analysis is mainly done through opinion surveys and audiences' feedbacks.

Evaluation of programmes is a continuous process at Radio Benziger. Opinions and responses of listeners are noted along with their details. In case of recorded programmes, particular voice clips are stored as records along side documents in hard copies. These data work as source for both programme evaluation and audience analysis. Surveys to establish listenership and audience analysis have been conducted. Crew members of station meet often. Their experiences, and feedbacks, opinions and suggestions received from audiences regarding programmes are shared with the other members. Valid and feasible opinions are discussed. These are later conveyed in the meeting of content committee. Also, Radio Benziger organises meetings outside radio station, at different locations. Such theme based meetings, enriched with the participation of audiences as well as potential listeners, yield true and real time responses.

PROGRAMME PRODUCTION AND PROGRAMMERS

Community engagement and participation are the two main principles of community radios. Content development, programme design and strategy, and programme production are done by the community members. This participatory model of

programming is a unique identity of community radios around the world. Programming practices of independent radio stations differ from one another. Still, programmes are community-development specific, in the local dialects and are designed and produced by community members. Their role as programmers assumes varied roles as producers, volunteers, presenters, and in providing technical assistance.

Due to paucity of funds and resources, it may not be possible for every radio station to produce all programmes on their own. With existing restrictions in availing funds, the stations resort to eternal funding agencies for financial support in the form of projects. Therefore, these agencies also partake in programming indirectly. Some programmes are availed via content sharing.

AVAILABILITY OF CONTENT AND PROGRAMMING STRATEGY

Programming strategy usually is based on content availability, thought not completely. Programmes are decided based on the precise needs of the target communities. These identified problems and requirements are prominent in the area, and so supportive data and information could be obtained within there. This may not be the same every time. Sometimes the station will have to go beyond the boundaries to identify, understand and bring innovative ideas, techniques, and opportunities to their target community.

At times it also happens that the available information within the community may not be enough to satiate the targeted goal. Some long term object oriented programmes cannot be abruptly ceased due to non availability of necessary information. In such cases, programming strategies remain unchanged and alternative sources are sought for content generation. These strategies remain the same for Radio *Mattoli*, *Ahalia* Radio, and Radio Benziger.

On a general note, compliance level between programmes aired and the requirements of audiences is good. While Radio *Mattoli* has a high level of agreement between the two, Radio Benziger and *Ahalia* Radio have fair levels of conformity. The stations are observed to seriously conduct audience analysis and content evaluation. Community participation is commonly observed in programme design and production; and programme strategies are found to be related with content availability.

SECTION III
QUANTITATIVE DATA ANALYSIS

This section is based on the third specific objective which was to be realised through a survey conducted among the audiences of three CR stations. 200 questionnaires each were distributed among the listeners of each radio station. It was important to ascertain genuine listeners because they needed to be able to give accurate responses. Post survey scrutiny showed that some questionnaires were incomplete and a few filled in by people below stipulated age. Thus 100 questionnaires had to be removed and the effective sample size became 500. Responses collected were coded and analysed using SPSS-16.

This part of analysis begins with a description of the samples in terms of their socio-demographic backgrounds and audience's mass media exposure. Sample categorisation was made based on their CR usage conditions and programme type preferences. Assessments were done to understand if the listeners' demographic antecedents and type of CRS influenced their usage levels and programme preferences. Further analyses were solely directed towards realising the third specific objective aimed at examining the role of CR in personal and social lives of rural people.

SAMPLE DESCRIPTION

Attempt was made to draw an equitable representation of listeners from the three CR stations under study. The stations are labelled as Type I, Type II, and Type III based on three conditions:

1. Socio-political division: North, Central, South
2. Geographical segmentation: Highland, Midland, Coastal Area
3. Nature of target audiences: Mixed, General, Specialised

Accordingly, Radio Mattoli is located in north Kerala and caters to the mixed audiences living in highlands. Ahalia Radio broadcasts for general audiences in midlands of central Kerala. Specialised audiences in the coastal areas are the target group of Radio Benziger located in south Kerala. Therefore, Radio Mattoli is labelled as Type I station, Ahalia Radio as Type II, and Radio Benziger as Type III station.

Therefore, final sample ended as follows: 35.4 percent of the samples formed listeners of Type-I station, followed by that of Type-III (33.4%) and Type-II station (31.2%).The total 500 samples were later categorised in accordance with various demographic details such as gender, age, education and occupation.

Table 2: Demographic categorisation of samples

Variable	Divisions	Frequency	Percentage
Type of CR station	Type-I *(Mattoli)*	177	35.4
	Type-II *(Ahalia)*	156	31.2
	Type-III *(Benziger)*	167	33.4
	Total	**500**	**100.0**
Gender	Female	264	52.8
	Male	236	47.2
	Total	**500**	**100.0**
Age	Lower age	114	22.8
	Middle age	189	37.8
	Upper age	197	39.4
	Total	**500**	**100.0**
Education	Lower level education	214	42.8
	Middle level education	139	27.8
	Higher level education	147	29.4
	Total	**500**	**100.0**
Occupation	Employed	320	64.0
	Unemployed	93	18.6
	Student	87	17.4
	Total	**500**	**100.0**

The sample comprised of 52.8 percent females and 47.2 percent males. Other demographic variables were sub-divided into three categories each. Based on their age, the respondents were grouped into 'lower', 'middle' and 'upper' groups. Lower age group comprised of those up to 24 years, middle age of 25-39 years and the upper age group of those who were 40 years and above. Samples under upper age group occupied the majority (39.4%) and the least number of people were under the lower age group. Overall distribution of samples indicated that ample representation of people from all age groups could be achieved.

Three categories based on education were 'lower level', 'middle level' and 'upper level'. Those who have education up to SSLC/10th standard were included under

'lower level education' and this contributed 42.8 percent of samples, the highest in this group. Respondents with educational qualification of +2/PDC and diploma were incorporated under 'middle level education' (27.8%). Those under 'higher level education' were graduates, post graduates and professionally qualified people (29.4%).

Categorisation based on the employment of samples signified that 64 percent of the samples were employed. Government, private, self employed and those engaged in traditional and daily wages jobs were included under employed category. Keeping apart the students (17.4%), 18.6 percent of the samples were unemployed.

MASS MEDIA EXPOSURE

The samples had access to all types of mass media - print, electronic and new media. Regularity of usage was categorised as 'regularly', 'often', 'sometimes', 'rarely', 'never' and 'unavailable'.

Table 3: Audience's mass media exposure

Regularity nature	Mass media				
	Read newspaper	**Watch TV**	**Watch movie**	**Browse internet**	**Listen radio**
Regularly	235 (47.0%)	188 (37.6%)	90 (18.0%)	99 (19.8%)	236 (47.2%)
Often	144 (28.8%)	144 (28.8%)	112 (22.4%)	60 (12.0%)	163 (32.6%)
Sometimes	69 (13.8%)	102 (20.4%)	164 (32.8%)	74 (14.8%)	73 (14.6%)
Rarely	14 (2.8%)	44 (8.8%)	86 (17.2%)	37 (7.4%)	28 (5.6%)
Never	23 (4.6%)	9 (1.8%)	37 (7.4%)	133 (26.6%)	0 (.0%)
Unavailable	15(3.0%)	13 (2.6%)	11 (2.2%)	97 (19.4%)	0 (.0%)
Total	**500(100.0%)**	**500(100.0%)**	**500(100.0%)**	**500(100.0%)**	**500(100.0%)**

Popularity of radio among the respondents was evident (table 3) since 47.2 percent listened to radio on a regular basis. Considering usage pattern, regularity of radio listening was the highest. Also, it was the only medium available to the entire population under study. Though television was popular (37.6%), it lagged behind newspaper (47.0%), when usage on a regular basis was considered. Newspaper was also the second most preferred medium (47.0%) after radio. Majority of samples watched movies 'sometimes' (32.8%). Penetration of internet was still poor when compared to other media (19.8%). It is to be noted that 26.6 percent of samples never used internet and it was unavailable for another 19.4 percent.

DEVICE PREFERENCE

Respondents largely preferred personal radio sets (56.4%). As FM radio is available on mobile phones, and owing to its convenience, 43 percent of respondents depended on mobile phones. It could be seen that public radio sets were less relied upon by users (11.4%). Though radio channels were streamed online, only a meagre percentage of people (1.6%) utilised this facility. Data in response to this multiple choice question is given in Table 4.

Table 4: Device preference for radio listening

Device used	Frequency
Own radio	282 (56.4%)
Public radio	57 (11.4%)
Mobile phone	215 (43.0%)
Internet	8 (1.6%)
Other means	8 (1.6%)

CR USAGE LEVELS

As a study based on CR listenership, the survey was conducted only among CR users. Based on the time spent daily for listening CR, the respondents were classified into three: those who listened to radio for less than one hour were categorised as 'Low' users while those who used it for 1-3 hours were 'Medium' users and listeners for more than three hours were 'High' users.

Table 5: CR usage levels

CR user categories	Frequency
Low (less than 1 hour)	142 (28.4%)
Medium (1-3 hours)	209 (41.8%)
High (more than 3 hours)	149 (29.8%)
Total	**500 (100.0%)**

Majority (41.8%) of the samples were medium users. 29.8 percent were high users and low users constituted 28.9 percent. This meant more than 71 percent users listened to CR for more than one hour on a daily basis.

PROGRAMME PREFERENCES OF AUDIENCES

Programmes aired by the radio stations were classified into four broad categories - informational, educational, entertainment, and cultural. When listeners were asked

to choose their most preferred genre of programme, 47.2 percent of respondents indicated that they tune to CR for informational programmes. Entertainment programmes were the first choice of 23.4 percent of the listeners. This was closely followed by those who listened to cultural programmes. Educational programme was the prime choice to 8.2 percent of listeners.

Table 6: Audiences' Programme Preferences

Programme type	Frequency
Informational	236 (47.2%)
Educational	41 (8.2%)
Entertainment	117 (23.4%)
Cultural	106 (21.2%)
Total	**500 (100.0%)**

News; announcements/ orders/ circulars from government and various departments; and information on health, occupation, and career were included under the title 'Informational programmes'. 'Educational programmes' include such programmes developed by individual stations as well as those they acquire via content sharing. 'Entertainment programmes' include film songs, chat and culinary shows, live phone-ins and other programmes of the ilk. Community-related, cultural, and spiritual programmes together constitute 'Cultural programmes'.

The preceding tables displayed general sample distribution based on their demographics, type of CR station, CR usage levels, and programme preferences. Listeners' demographic antecedents and type of CR stations together formed 'Media and Audience' variable while CR usage levels and programme preferences constituted 'Use and Programme' variable. The 'Effect' variable, rural development comprises of two elements – personal development and social change. The following sections describe how these two components were determined and measured.

CR IN PERSONAL DEVELOPMENT AND SOCIAL CHANGE

One of the major objectives of the study was to identify the impact of community radios on the level of personal development and social change among the rural audience. Hence, it was necessary to establish the degree of impact, positive or negative, using a feasible mechanism of measurement. The following part of the analysis of this chapter is dedicated to detail this aspect of the study.

In this study, the concept of rural development was constructed based on two premises - perceived influence of CR on the personal development of rural people and its influence in bringing social change in rural areas. Individual constructs were measured separately estimating the mean scores of specific contributing factors. Promoting rural development is a general objective of all CR stations. Despite this fact, the CR stations do have different thematic/focal areas. This basically is a reflection of the specific needs of the community. Hence care was taken to include only those factors commonly applicable to the three CR stations under the study.

The respondents were asked to mark their responses against the options given on a Likert scale (From Strongly Agree to Strongly Disagree), which were scored as follows: Strongly agree = +2, Agree = +1, Neither agree nor disagree = 0, Disagree = -1 and Strongly disagree = -2.

CR AND PERSONAL DEVELOPMENT

Personal development (PD) is a lifelong process. The UK College of Personal Development defines it as "the conscious pursuit of personal growth by expanding self-awareness and knowledge and improving personal skills" ("Personal Development," n.d.). Measuring personal development is not an easy task as numerous activities contribute to this umbrella concept.

Statements related to this construct were developed considering six contributing factors. Different facets of personal development, the thematic / focal areas of the CR stations under study, and general goals of CR stations were the major consideration while choosing the six factors. To materialize it, the researcher explored how the programmes on CR stations helped individuals in (i) Improving their financial condition (ii) Bringing changes in attitude (iii) Facilitating access to technology (iv) Creating civic awareness (v) Popularising education/learning activities and (vi) Promoting health awareness. Each of these six factors was measured with five items having five options (From 'Strongly agree' (score +2) to 'Strongly disagree' (score -2)) on a Likert scale. Thus, taking these factors and items together PD was calculated on a scale ranging from - 60 to 60 with three levels (-60 to -20.01 = low; -20 to 20 = moderate; 20.01 to 60 = high). Each of the six contributing factors were measured on a scale ranging from -10 to 10 with three levels (-10 to -3.01 = low; -3 to 3 = moderate; 3.01 to 10 = high) spreading across

30 items calculated on a scale ranging from -2 to 2 with three levels (-2 to -0.70 = low; -0.69 to 0.69 = moderate; 0.70 to 2 = high).

Table 7: Contributing factors of PD

Contributing factors with items		Mean	SD
Item No.	*Factor 1: Improving their financial condition*	**3.22**	**3.23**
1	*Provide information on traditional and non-traditional ways of income generation*	.71	.85
2	*Create awareness on micro finance management*	.71	.95
3	*Helpful in giving awareness about entrepreneurship programs*	.89	.85
4	*Encourage to utilise government funds/aid in starting small scale enterprises*	.47	1.02
5	*Helpful in improving general financial condition of family*	.44	.95
	Factor 2: Bringing change in attitude	**3.41**	**3.12**
6	*Effective in personal skill development*	.71	.85
7	*Provide a platform to raise personal issues/needs/opinions*	.68	1.02
8	*Encourage to provide equal opportunities to people without discrimination*	.78	.96
9	*Help me gain confidence and have positive outlook towards life*	.71	.94
10	*Help in shaping my stance towards many existing practices in society*	.54	.98
	Factor 3: Facilitating access to technology	**3.40**	**2.78**
11	*Facilitate access to technologies which were unknown/unavailable before*	.51	.98
12	*Use of simple, local language in conveying technological matters enhance penetration*	.97	.83
13	*Update my awareness about new equipments and changing trends in work*	.80	.94
14	*Technological knowledge help me explore new modes of learning*	.30	.99
15	*Technological knowledge enhance my job opportunities*	.82	.91
	Factor 4: Creating civic awareness	**2.22**	**3.09**
16	*Effective in conveying basic rights and duties as a citizen*	.97	.80
17	*Provide insight about the country's democratic system*	.73	.82
18	*Alter / influence my political view*	-.12	1.03
19	*Encourage me to cast vote during elections*	.38	1.05
20	*Help in analysing political situations and developments impartially*	.26	.98

Contributing factors with items		Mean	SD
Factor 5: Popularising education/learning activities		**2.36**	**3.80**
21	*I utilise the programmes for improving language skills*	.73	1.02
22	*Educational programmes help me continue learning beyond traditional methods*	.47	1.01
23	*Learning process eased my communication beyond local community/ culture*	.46	.95
24	*Learning process on CR improves my employability and social inclusion*	.47	.97
25	*I utilise the programmes aired which help in preparing for equivalency exams*	.23	1.01
Factor 6: Promoting health awareness		**5.40**	**2.44**
26	*Messages on family planning, environment etc has created positive changes*	.58	.96
27	*Help me create healthy and hygienic living conditions for my family*	1.10	.78
28	*Help me understand the need to adopt healthy habits and hygiene as a part of living*	1.35	.62
29	*Successful in creating awareness on the importance of physical, mental and emotional health*	1.17	.72
30	*Creates awareness on the need for a healthy environment and society*	1.22	.69
Personal development (Sum of scores of six contributing factors)		**20.03**	**1.46**

*Range of each contributing factor of PD is -10 to 10 with three levels (-10 to -3.01 = low;-3 to 3 = moderate; 3.01 to 10 = high) & Range of score in each item is -2 to 2 with three levels (-2 to -0.70 = low; -0.69 to 0.69 = moderate; 0.70 to 2 = high).

Rural people in Kerala experience a high level of PD (M=20.03, SD=1.46) as four of the contributing factors such as community radio's role in improving rural people's financial condition (M=3.22, SD=3.23), bringing change in attitude (M=3.41, SD=3.12), facilitating access to technology (M=3.40, SD=2.78), and promoting health awareness (M=5.40, SD=2.44) showed high level. But, its role in creating civic awareness (M=2.22, SD=3.09), popularising education / learning activities (M=2.36, SD=3.80) was moderate.

The result showed how CR stations influenced PD of rural people. CR had high level of influence on improving rural people's financial condition, bringing change in attitude, facilitating access to technology, and promoting health awareness, while it moderately helped in creating civic awareness and popularising education / learning activities. All the three CR stations function in rural areas and serve audience, a large majority of who primarily depend on traditional means for their livelihood. The radio stations function to uplift and improve the living standard of people through

need based content generation. The programmes are designed so as to bring positive changes in their attitude. The radio stations also intend to widen people's knowledge of income generation methods, provide them general civic awareness, and help them understand the importance of healthy life style and education. These are easier when people understand, have access to and utilise technologies in their day to day life. One of the major goals of the three stations is encouraging community members to come forward and involve in programme production, thereby familiarise with technology.

Programme preferences of listeners (see Table 6) revealed that majority of listeners (47.2%) tuned to community radios primarily for informational programmes. Programmes on health, technology, financial betterment etc are included under this category. Improvement in these fields in turn might be an indication of change in people's attitude. The high level of influence of CR on these four factors of PD might be due to this. Educational programmes are preferred by 8.2 percent of listeners. The results are compatible with this as community radio's influence on popularising educational / learning activities shows only a moderate level. Similarly, the absence of any specialist programmes on creating civic awareness might be the reason for the lowest mean score for the same.

CR AND SOCIAL CHANGE

In the simplest form, social change can be described as a web of social relationships. Any alteration in the characteristic attitudes and behaviour of a society can be termed as social change (SC) and is an inevitable feature of every developing society. Though it can be considered as related to, and as an outcome of earlier concepts such as social progress and evaluation, it suggests a more objective and value-free outlook (Vasudeva, 1976). She also says that social change, to be significant, has to be properly integrated in the society, beyond being accepted by the majority. Wilbert E Moore (1968) describes social change as "…the significant alternation of social structures (that is, of patterns of social action and interaction), including consequences and manifestations of such structures embodied in norms (rules of conduct); values, cultural products, and symbols" (as cited in Madan, 2003).

Perceived influence of CR in bringing SC was measured using listeners' responses against 13 statements marked on a 5-point Likert scale (From 'Strongly agree'

(score +2) to 'Strongly disagree' (score -2)). These statements were based on the 'CR impact assessment' done by AMARC (Solervicens & Plaugher, 2007). Collective score of SC was calculated on a scale ranging from -26 to 26 with three levels (-26 to -9.01 = low; -9 to 9 = moderate; 9.01 to 26 = high) consisting of 13 contributing items, each measured on a scale ranging from -2 to 2 with three levels (-2 to -0.70 = low; -0.69 to 0.69 = moderate; 0.70 to 2 = high).

Table 8: Contributing items of SC

Item No.	Contributing items	Mean	SD
1	*Effective in supporting development activities in the society*	.88	.94
2	*Effective in promoting collective action*	.83	.90
3	*Effective in empowering local communities by giving voice to them*	.36	1.30
4	*Helps in the preservation and promotion of local culture*	.93	.95
5	*Effective in changing attitude and behaviour towards healthy living*	.91	.98
6	*Effective in promoting individual participation*	.83	1.03
7	*Is a reliable source of information during emergencies/ accidents/ disasters etc.*	.66	1.03
8	*Is effective in ensuring proper governance and accountability*	.55	.99
9	*Effective in poverty reduction by providing access to information and knowledge*	.38	1.14
10	*Effective in empowering women*	1.43	.76
11	*Effective in ensuring inclusion of marginalised sections*	1.04	.90
12	*Effective in ensuring even distribution of messages*	.85	.92
13	*Has a role in improving the economic knowledge of people*	1.32	.84
Social Change (Sum of scores of 13 contributing elements)		**10.97**	**8.06**

*Range of score in each contributing item of SC is -2 to 2 with three levels (-2 to -0.70 = low; -0.69 to 0.69 = moderate; 0.70 to 2 = high)

SC among rural people in Kerala is high (M=10.97, SD=8.06), as community radio's effectiveness in supporting developmental activities (M=.88, SD=.94), promoting collective action (M=.83, SD=.90), preservation and promotion of local culture (M=.93, SD=.95), changing attitude and behaviour towards healthy living (M=.91, SD=.98), promoting individual participation (M=.83, SD=1.03), empowering women (M=1.43, SD=.766), ensuring inclusion of marginalised sections (M=1.04, SD=.90), ensuring even distribution of messages (M=.85, SD=.92), and improving the economic knowledge of people (M=1.32, SD=.84) was high, while its role in empowering local communities (M=.36, SD=1.30), as a reliable source of

information during emergencies/ accidents / disasters etc. (M=.66, SD=1.03), ensuring proper governance and accountability (M=.55, SD= 99) and in poverty reduction (M=.38, SD=1.14) was moderate.

Many studies have proved beyond any doubt that community radios are instrumental in bringing social changes. The case is not different for Kerala. Such stations are effective in promoting developmental activities, collective action and individual participation. The stations ensure messages are distributed evenly and marginalised communities are included in developmental activities. Development would be complete only when the marginalised communities also reap benefits from related activities. Empowering women is a prime goal of all CR stations. Similarly, CR stations in the state have been effective in creating better living conditions through promoting health and financial conditions of people. Kerala, being a state of rich cultural diversity, promotion and preservation of local culture is also an important goal of community radios. But, it could be observed that the stations are only moderately influential in empowering local communities, poverty reduction and in ensuring governance and accountability. Similarly, it has moderate role as a communication channel during emergencies.

In the above discussions, the respondents clearly reported that both PD and SC among them were highly impacted by their overall experience with CR stations in their locality. However, there remained an array of questions regarding how the interactions among different variables of the study influenced rural development. Therefore, possible interactions are stated as hypotheses under the third specific objective and further segments are directed towards realising these hypotheses.

DEMOGRAPHIC VARIABLES AND DISTRIBUTION OF CR USAGE LEVELS

Varied demographic backgrounds of audiences may be critical in determining their CR listening patterns. Demographic variables such as gender, age, education and occupation are considered here, and these are assumed to play significant roles. Four sub-hypotheses were set accordingly.

H1-A: Gender has a significant relationship with the level of CR usage of rural listeners.

H1-B: CR usage patterns of rural audiences significantly vary across age groups.

H1-C: Significant association exists between education of rural listeners and their CR usage levels.

H1-D: CR usage of rural audiences evidently varies with their nature of occupation.
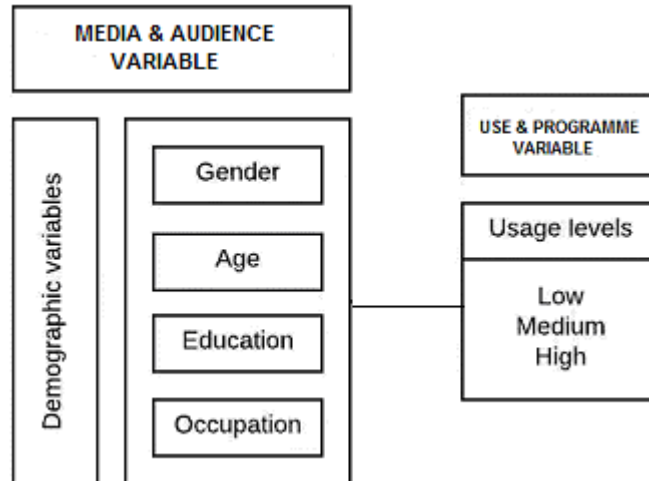
Fig. 11: Demographic variables and usage levels

In order to seek validity of hypotheses, cross tabulation was done between CR usage levels and demographic variable groups. Chi-square analysis was simultaneously carried out to find the significant differences. Results are provided in Table 9.

How gender was represented among the different usage categories? Results show that there were more females (32.6%) than males (23.7%) in low usage category whereas at medium and high usage levels, male respondents had upper hand with 44.1 percent and 32.2 percent respectively. It means males spent more time for radio on a daily basis. Fall in radio usage among females may be due to their increased dependency on other mass media. As more number of women enter general work force, time constraints may also hinder their mass media usage in general. Yet, probability value (p=0.088) indicated that there was no significant relation between gender and CR usage level, and led to the rejection of H1-A.

CR usage differed significantly across the age groups. Majority in lower age group (48.2%) are low users. Middle aged listeners were the highest among medium users (49.2%) while upper aged people have the majority in the high usage category (42.6%). CR usage increased with higher age groups and the statistically

significant (p value<0.001) distribution suggested a significant relationship between age and CR usage. Therefore, H1-B was proved.

Table 9: Demographic wise distribution of CR usage levels

Gender-wise distribution			
Usage / Gender	**Female**	**Male**	**Total**
Low	86 (32.6%)	56 (23.7%)	142 (28.4%)
Medium	105 (39.8%)	104 (44.1%)	209 (41.8%)
High	73 (27.7%)	76 (32.2%)	149 (29.8%)
Total	**264 (100.0%)**	**236 (100.0%)**	**500 (100.0%)**
Pearson Chi-square=4.85, df=2, p value=0.088			
Age-wise distribution			
Usage / Age	**Lower age**	**Middle age**	**Upper age**	**Total**
Low	55 (48.2%)	42 (22.2%)	45 (22.8%)	142 (28.4%)
Medium	48 (42.1%)	93 (49.2%)	68 (34.5%)	209 (41.8%)
High	11 (9.6%)	54 (28.6%)	84 (42.6%)	149 (29.8%)
Total	**114 (100.0%)**	**189 (100.0%)**	**197 (100.0%)**	**500 (100.0%)**
Pearson Chi-square=52.00, df=, p value<0.001				
Education-wise distribution				
Usage / Education	**Lower level**	**Middle level**	**Higher level**	**Total**
Low	36 (16.8%)	55 (39.6%)	51 (34.7%)	142 (28.4%)
Medium	83 (38.8%)	51 (36.7%)	75 (51.0%)	209 (41.8%)
High	95 (44.4%)	33 (23.7%)	21 (14.3%)	149 (29.8%)
Total	**214 (100.0%)**	**139 (100.0%)**	**147 (100.0%)**	**500 (100.0%)**
Pearson Chi-square=51.45, df=4, p value<0.001				
Occupation-wise distribution				
Usage/ Occupation	**Employed**	**Unemployed**	**Student**	**Total**
Low	76 (23.8%)	22 (23.7%)	44 (50.6%)	142 (28.4%)
Medium	130 (40.6%)	43 (46.2%)	36 (41.4%)	209 (41.8%)
High	114 (35.6%)	28 (30.1%)	7 (8.0%)	149 (29.8%)
Total	**320 (100.0%)**	**93 (100.0%)**	**87 (100.0%)**	**500 (100.0%)**
Pearson Chi-square=36.24, df=4, p value<0.001				

Majority of the respondents in low usage category have middle level education (39.6%). Among the medium users, representation of people with higher level education is prominent (51.0%). In case of high users, respondents with lower level education dominated (44.4%). Though any pattern of distribution could not be identified, the statistically significant distribution (p value<0.001) suggests that education has a decisive role in establishing CR usage, thereby validating H1-C.

There is evident variation in CR usage considering respondents' nature of occupation. More than half of low users are students (50.6%). In the medium user category, the three occupational groups showed minor variations. With 46.2 percent representation, the unemployed had majority. Among high users, employed people were the maximum (35.6%). Yet, this statistically significant distribution (p value<0.001) suggests the existence of a significant relation between occupation and CR usage level, thereby proving H1-D.

STATION WISE DISTRIBUTION OF CR USAGE LEVELS

Does the type of radio station determine people's listening pattern? To ascertain this, cross tabulation and chi square analysis were performed on the basis of hypothesis mentioned here. Results are provided in Table 10.

H2: CR usage of rural listeners significantly varies according to the type of radio station.
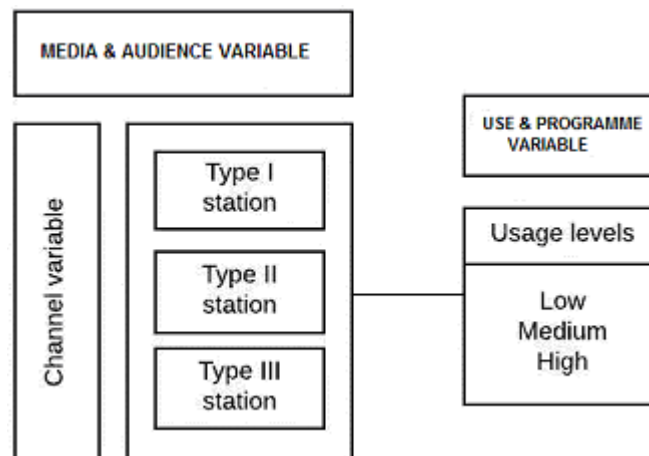
Fig. 12: Station type and CR usage levels

Among the three stations, listeners of Type-II station constituted majority of the low users (35.3%) where as Type-III station had the highest number of medium users (49.1%). This was quite high when compared to Type-I station (39.0%) and Type-II (37.2%). In case of high users, Type-I station had the majority (35.0%). Type-II had 27.6 percent and Type-III had 26.3 percent of high users. Still, probability value (p=0.047) indicated that there was significant difference among the stations in terms of user categories, thereby proving hypothesis H2 valid.

Table 10: CR usage levels by radio station

Usage / Station	Type-I station (Radio *Mattoli*)	Type-II station (*Ahalia* Radio)	Type-III station (Radio Benziger)	Total
Low	46 (26.0%)	55 (35.3%)	41 (24.6%)	142 (28.4%)
Medium	69 (39.0%)	58 (37.2%)	82 (49.1%)	209 (41.8%)
High	62 (35.0%)	43 (27.6%)	44 (26.3%)	149 (29.8%)
Total	**177 (100.0%)**	**156 (100.0%)**	**167 (100.0%)**	**500 (100.0%)**

Pearson Chi-square=9.63, df=4, p value=0.047

DEMOGRAPHIC VARIABLES AND DISTRIBUTION OF PROGRAMME PREFERENCES

To find if programme preferences of listeners were influenced by their demographic differences, programme preferences were cross tabulated with demographic variables and chi-square analysis was carried out to find the significant differences (See Table 11). For better clarity in analysis, four sub-hypotheses were formulated which are stated as follows.

H3-A: Gender is a significant determinant in establishing rural listeners' programme preferences.

H3-B: Programme preferences of rural listeners significantly vary among the age groups.

H3-C: Education of rural listeners is significantly associated with their preferences of programmes.

H3-D: Programme preferences of rural listeners are associated with their nature of occupation.
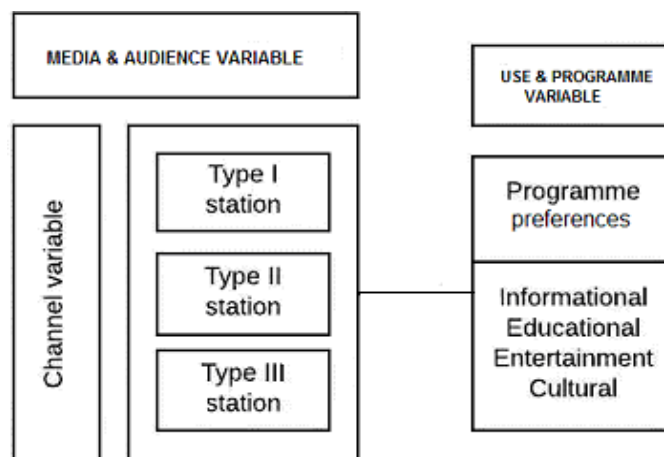
Fig. 13: Demographic variables and programme preferences

Informational, educational, and entertainment programmes were listened more by females (49.6%, 9.8%, and 23.9% respectively). Male listeners gained definite upper hand in case of cultural programmes (26.3%). Though there were noticeable differences between the two genders in case of information and education programmes, the variation narrowed down for entertainment programmes. However the difference between genders in relation to programme preferences is statistically significant as p value = 0.04. It can be concluded that there exists a significant relation between gender and listeners' programme preferences, thereby validating H3-A.

Table 11: Demographic wise distribution of programme preferences

Gender-wise distribution			
Pgm. type / Gender	**Female**	**Male**	**Total**
Informational	131 (49.6%)	105 (44.5%)	236 (47.2%)
Educational	26 (9.8%)	15 (6.4%)	41 (8.2%)
Entertainment	63 (23.9%)	54 (22.9%)	117 (23.4%)
Cultural	44 (16.7%)	62 (26.3%)	106 (21.2%)
Total	**264 (100.0%)**	**236 (100.0%)**	**500 (100.0%)**
Pearson Chi-square=8.02, df=3, p value=0.046			
Age-wise distribution			
Pgm. type / Age	**Lower age**	**Middle age**	**Upper age**	**Total**
Informational	33 (28.9%)	111 (58.7%)	92 (46.7%)	236 (47.2%)
Educational	19 (16.7%)	15 (7.9%)	7 (3.6%)	41 (8.2%)
Entertainment	42 (36.8%)	34 (18.0%)	41 (20.8%)	117 (23.4%)
Cultural	20 (17.5%)	29 (15.3%)	57 (28.9%)	106 (21.2%)
Total	**114 (100.0%)**	**189 (100.0%)**	**197 (100.0%)**	**500 (100.0%)**
Pearson Chi-square=49.61, df=6, p value<0.001			
Education-wise distribution			
Pgm. type / Education	**Lower level**	**Middle level**	**Higher level**	**Total**
Informational	106 (49.5%)	57 (41.0%)	73 (49.7%)	236 (47.2%)
Educational	12 (5.6%)	13 (9.4%)	16 (10.9%)	41 (8.2%)
Entertainment	51 (23.8%)	42 (30.2%)	24 (16.3%)	117 (23.4%)
Cultural	45 (21.0%)	27 (19.4%)	34 (23.1%)	106 (21.2%)
Total	**214 (100.0%)**	**139 (100.0%)**	**147 (100.0%)**	**500 (100.0%)**
Pearson Chi-square=11.22, df=6, p value=0.082			
Occupation-wise distribution			
Pgm. type / Occupation	**Employed**	**Unemployed**	**Student**	**Total**
Informational	164 (51.2%)	47 (50.5%)	25 (28.7%)	236 (47.2%)
Educational	17 (5.3%)	7 (7.5%)	17 (19.5%)	41 (8.2%)
Entertainment	64 (20.0%)	19 (20.4%)	34 (39.1%)	117 (23.4%)
Cultural	75 (23.4%)	20 (21.5%)	11 (12.6%)	106 (21.2%)
Total	**320 (100.0%)**	**93 (100.0%)**	**87 (100.0%)**	**500 (100.0%)**
Pearson Chi-square=39.40, df=6, p value<0.001			

There was significant variation among the three age groups in terms of programme preferences. Informational programmes were the most listened to by middle aged people (58.7%). Educative and entertainment content had listeners mostly from lower age group (16.7% and 36.8% respectively) where as cultural programmes had the majority of listeners from upper age group (28.9%). Despite a dispersed distribution, p value<0.001 signifies that age and programme preferences of listeners are significantly associated with each other, and proved H3-B valid.

Overall distribution indicates negligible variation within different educational groups. Those with higher educational qualification were the majority in listening informational, educational, and cultural programmes (49.7%, 10.9% and 23.1% respectively). Entertainment programmes were primarily the choice of people with middle level education (30.2%). Yet, probability value (p=0.82) indicates the absence of any significant relationship between programme preferences of listeners and their level of education and lead to the rejection of H3-C.

The highest number of listeners in information and cultural programmes categories was the employed people (51.2% and 23.4% respectively). Students occupied the majority in education and entertainment programmes categories (19.5% and 39.1% respectively). Though distribution of scores is uneven, probability value (p<0.001) indicates a highly significant association between the two and proved H3-D valid.

STATION WISE DISTRIBUTION OF PROGRAMME PREFERENCES

The following hypothesis was stated with the assumption that the type of radio station does exert influence over the programme preferences of audiences.

H4: The type of radio station has significant association with the programme preferences of rural listeners.
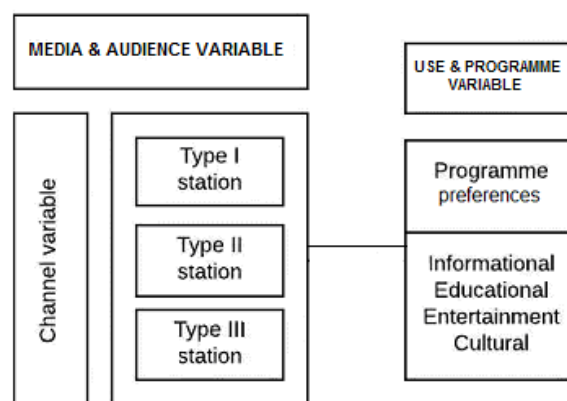
Fig. 14: Station type and programme preferences

Results (see table 12) revealed that listeners of Type-III station occupies the majority in case of informational and educational programmes (47.9% and 10.8% respectively).

Table 12: Programme preferences by station type

Pgm. Type / Station	Type-I station (Radio *Mattoli*)	Type-II station (*Ahalia* Radio)	Type-III station (Radio Benziger)	Total
Informational	83 (46.9%)	73 (46.8%)	80 (47.9%)	236 (47.2%)
Educational	13 (7.3%)	10 (6.4%)	18 (10.8%)	41 (8.2%)
Entertainment	36 (20.3%)	52 (33.3%)	29 (17.4%)	117 (23.4%)
Cultural	45 (25.4%)	21 (13.5%)	40 (24.0%)	106 (21.2%)
Total	**177 (100.0%)**	**156 (100.0%)**	**167 (100.0%)**	**500 (100.0%)**

Pearson Chi-square=18.52, df=6, p value= 0.005

Type-II station has the highest share of listeners for entertainment programmes (33.3%). Listeners of Type-I station have the majority in cultural programme category (25.4%). Probability value (p=0.005) suggests a significant association between the two, thereby validating hypothesis H4.

CR USAGE AND PERSONAL DEVELOPMENT

In order to understand whether there is any statistically significant difference between the means of PD and SC (the effect variable) when differences occur with usage conditions and content types (use and content variables); demographic antecedents of listeners and different radio stations (media and audience variable), the data was subjected to one-way analysis of variance (ANOVA). Only the cumulative scores of PD and SC are used in further analyses.

For analytical purpose CR use conditions were classified into three levels - low, medium and high (refer Table 5). This classification was made on the basis of time audiences spend for listening CR. Likhi (2013), Nirmala (2015) and Ngugi PK (2015) have reported how community radios aid individual development. To better understand the interactions of PD score in various use conditions, researcher set the following sub-hypothesis.

H5-A: Listeners' level of CR usage has positive role in determining their personal development.
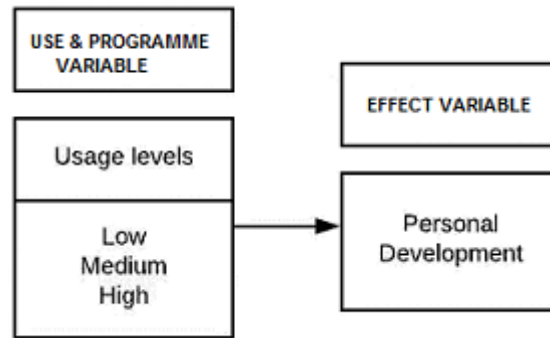
Fig. 15: CR usage levels and PD

Analysis revealed the differences in mean scores of PD with various usage levels (see Table 13).

Table 13: PD by CR usage levels

Factor	Usage level	N	Mean	Std. Dev.	Std. Error	Between/within group	Sum of squares	Df	F	Sig.
			Group statistics				**ANOVA Results**			
	Low	142	18.46	14.45	1.212	Between groups	535.958	2		
PD	Medium	209	20.96	15.55	1.07	Within groups	106506.32	497	1.250	.287
	High	149	20.24	13.44	1.10	Total	107042.27	499		
	Total	500	20.03	14.64	.65					

*p < 0.05

Results showed that medium level users (M=20.96, SD=15.55) had higher PD when compared to high level (M=20.96, SD=13.44) and low level (M=18.46, SD=14.45) users; but the test yielded that there is no significant association between the two at p<0.05 level for the three conditions [F (2,497) = 1.25, p=0.287]. This is contradictory to the expected pattern that increase in usage leads to better development. As the result indicated that CR usage level does not influence the PD needs of listeners, no further tests were carried out. Due to insignificant relationship, hypothesis H5-A was rejected.

LEVELS OF CR USAGE AND SOCIAL CHANGE

CR use has been instrumental in bringing social change, says Fraser & Restrepo-Estrada (2002). Therefore, test was performed to understand the interactions of SC at low, medium and high usage conditions. Related sub-hypothesis is given below:

H5-B: The influence of CR on social change in rural areas varies according to the level of CR use by rural people.
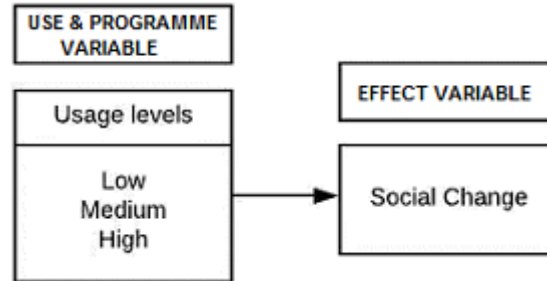
Fig. 16: CR usage levels and SC

The mean scores of SC at different levels of usage (see Table 14) clearly indicated that medium level users experienced better change than low and high level users.

Table 14: SC by CR usage levels

Factor	Group statistics					ANOVA Results				
	Usage level	N	Mean	Std. Dev.	Std. Error	Between/within group	Sum of squares	Df	F	Sig.
SC	Low	142	10.18	8.31	.69794	Between groups	229.50	2	1.771	.171
	Medium	209	11.74	7.83	.54174	Within groups	32205.98	497		
	High	149	10.63	8.09	.66305	Total	32435.48	499		
	Total	500	10.96	8.06	.36056					

*p<0.05

The relation between scores of SC at low (M=10.18, SD=8.31), medium (M=11.74, SD=7.83) and high (M=10.63, SD=8.09) levels of usage was found to be statistically insignificant as F ratio yielded, F (2, 497) = 1.77, p=0.171, and hypothesis H5-B was rejected. As the test result yielded insignificant relationship, no further tests were carried out.

PROGRAMME PREFERENCES AND PERSONAL DEVELOPMENT

Yet another potential factor in CR use that influences PD and SC is audience's preferences of programmes. Media aid development through circulation of knowledge in various programme formats (Choudhury, 2011). Radio has

extensively been used as a tool for passing educational/informational contents (Nwaerondu & Thompson, 1987). CR stations are instrumental in enriching cultural cohesion (Odine, 2013). McAnany (1973) has given examples in which radio has been utilised as a tool for education, thereby leading to social change.

It was hypothesised that the influence of CR on personal development and social change of listeners varies according to their choice of programmes. To test the validity of this assumption, the researcher set two sub-hypotheses. The first of the two is stated below:

H6-A: The perceived influence of CR on personal development of rural people varies according to the programme preferences.
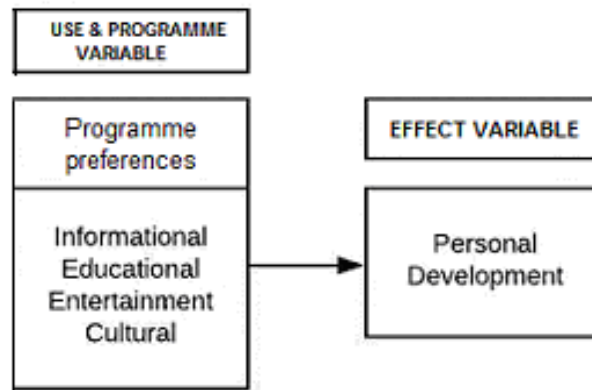
Fig. 17: Programme preferences and PD

Result of one way ANOVA performed between listeners' programme preferences and PD is provided in Table 15.

Table 15: PD by programme preferences

Factor	Group statistics					ANOVA Results				
	Programme preferences	N	Mean	Std. Dev.	Std. Error	Between/ within group	Sum of squares	Df	F	Sig.
PD	Informational	236	21.61	15.18	.988	Between groups	2688.05	3	4.25	.006
	Educational	41	22.93	13.37	2.088					
	Entertainment	117	16.17	14.22	1.315	Within groups	104354.22	496		
	Cultural	106	19.69	13.65	1.326					
	Total	500	20.04	14.64	.655	Total	107042.27	499		

*p < 0.05

It is evident (from Table 15) that programme preferences that contributed the most to PD mean score was educational (M=22.93, SD=13.37) followed by informational (M=21.61, SD=15.18), cultural (M=19.69, SD=13.65) and entertainment (M=16.17, SD=14.22). In other words, PD score was the highest for those who listened to educational programmes and the least for listeners of entertainment programmes. Mean plot for the result is given in Fig. 18.
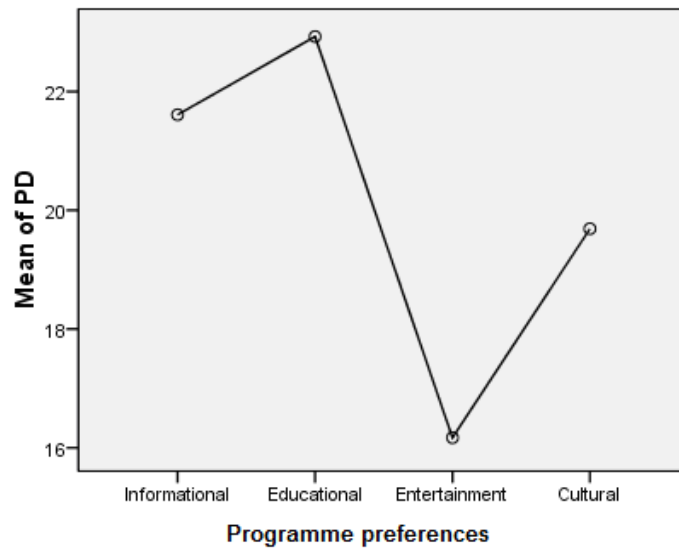
Fig. 18: Mean plot of PD and programme preferences

An analysis of variance at 0.05 significance level showed that the effect of programme preferences was highly significant for the F statistics yielded, $F_{(3,496)}$ = 4.25, p=0.006. As there is a significant association between the two variables, hypothesis H6-A stating that the perceived influence of CR on PD of rural people varies according to the programme preferences is proved to be tenable. However there remained a vital question unanswered: which of the programme contributed to the mean score to make the influence significant? To ascertain this, the data was subjected to Scheffe post hoc test and the result is reported in Table 16.

Table 16: Post hoc test for PD by programme preferences

Programme preferences	N	Subset for alpha = 0.05	
		1	2
Entertainment	117	16.17	
Cultural	106	19.69	19.69
Informational	236	21.61	21.61
Educational	41		22.93
Sig.		.111	.545

From Scheffe result was found that the PD mean score of those users who preferred entertainment programmes (M=16.17) was significantly lower than that of those who preferred other programmes – cultural (M=19.69), informational (M=21.61) and educational (M=22.93) at a p level of 0.05. It means entertainment programmes had a significant negative impact on PD scores of the audience. The PD scores of those who preferred cultural and informational programmes were also significantly different from the PD mean scores of those who preferred educational programmes which had significant positive impact on the PD of the audience.

PROGRAMME PREFERENCES AND SOCIAL CHANGE

To ascertain the influence of programme preferences on SC, the data was subjected to ANOVA and results are provided in Table 17. The second of the two sub-hypotheses formulated earlier is given below:

H6-B: The perceived influence of CR on social change in rural areas varies according to programme preferences.
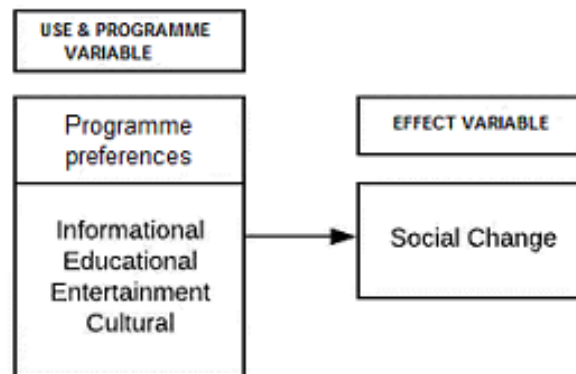
Fig. 19: Programme preferences and SC

Analysis revealed the differences in mean scores of SC with programme preferences of listeners (see Table 17).

Table 17: SC by programme preferences

Factor	Group statistics					ANOVA Results				
	Programme preferences	N	Mean	Std. Dev.	Std. Error	Between/ within group	Sum of squares	Df	F	Sig.
SC	Informational	236	11.33	8.42	.548	Between groups	829.61	3	4.340	.005
	Educational	41	12.90	8.00	1.250					
	Entertainment	117	8.77	8.15	.754	Within groups	31605.87	496		
	Cultural	106	11.83	6.65	.646					
	Total	500	10.97	8.06	.361	Total	32435.48	499		

*p < 0.05

ANOVA results show similar pattern as that of PD and programme preferences. SC does change with programme preferences of listeners. Here also, educational programmes contribute more to social change (M=12.90, SD=8.00), and the relation is statistically significant $F (3, 496) = 4.34$, $p=0.005$ at $p<0.05$ significance level, thereby proving H6-B. Plot (Fig. 20) depicting this significant relation is as follows:
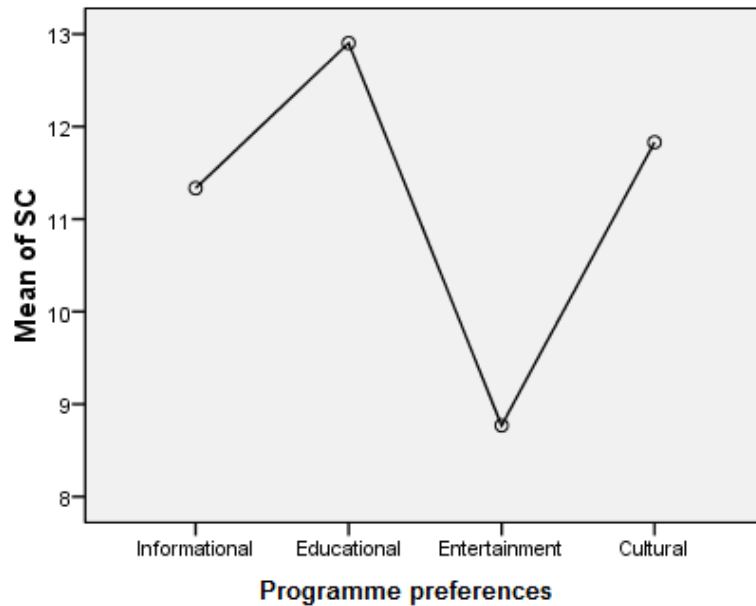
Fig. 20: Mean plot of SC and programme preferences

For further analysis, the data was subjected to Scheffe post hoc analysis and results are given in Table 18.

Table 18: Post hoc test for SC by programme preferences

Programme preferences	N	Subset for alpha = 0.05	
		1	2
Entertainment	117	8.77	
Informational	236	11.33	11.33
Cultural	106	11.83	11.83
Educational	41		12.90
Sig.		.099	.647

Surprisingly, the mean scores of SC also followed the same pattern as PD scores in various programme preference conditions. Entertainment programmes contributed to the lowest score (M=8.77) which is significantly lower from scores contributed by other programme types: informational (M=11.33), cultural (M=11.83) and educational (M=12.90) programmes at a p level of 0.05. The contribution of scores

by educational programmes is significantly higher than the scores of all other three programme types at a p value of 0.05.

DEMOGRAPHIC VARIABLES AND PERSONAL DEVELOPMENT

Naturally a question arises whether the varied demographic backgrounds have a role in determining PD and SC of rural audiences. It was found in the studies conducted by Nwafor & Akubue (2008), Straka & Tuzová, (2016), Anwar & Asif (2016) and Negash (2016) that demographic antecedents such gender, age, education and occupation are influential in bringing personal development and also social change.

A detailed categorisation of the rural audiences according to their demographic antecedents is provided in Table 2. To ascertain the nature of the significance of each variable with PD, four sub-hypotheses were set.

H7-A: The perceived influence of CR on personal development of rural people varies between males and females.

H7-B: Community radio's perceived influence on personal development varies among different age groups of rural listeners.

H7-C: Education of rural listeners serves as predictor of the perceived influence of CR on personal development of rural people.

H7-D: Occupation of rural listeners has a significant role in determining the perceived influence of CR on their personal development.
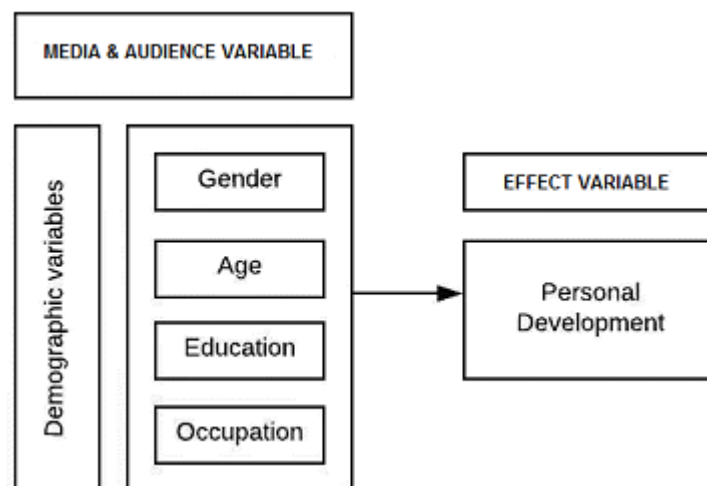
Fig. 21: Demographic variables and PD

Table 19 details the differences in PD scores of listeners with respect to gender, age groups, education and occupation, obtained after performing t-test and one-way ANOVA.

Table 19: PD by demographic variables

Group Statistics						t-Test Results		
Variables and Groups		**N**	**Mean**	**Std. Dev.**	**Std. Error**	**df**	**T**	**Sig. (2-tailed)**
Gender	Female	264	21.24	13.689	.842	498	1.944	.052
	Male	236	18.69	15.568	1.013			

Group Statistics						ANOVA Results			
Variables and Groups		**N**	**Mean**	**Std. Dev**	**Std. Error**	**Between/ within group**	**Sum of Squares**	**Df**	**F**	**Sig.**
Age	Low	144	21.13	14.57	1.365	Between groups	382.299	2	.891	.411
	Middle	189	20.46	14.48	1.053	Within groups	106659.97	497		
	Upper	197	19.00	14.85	1.058	Total	107042.27	499		
	Total	500	20.04	14.64	.655					
Edu.	Lower	219	19.56	13.58	.929	Between groups	470.709	2	1.098	.334
	Middle	139	21.59	14.22	1.207	Within groups	106571.56	497		
	Higher	147	19.27	16.41	1.354	Total	107042.27	499		
	Total	500	20.04	14.64	.655					
Occu.	Employed	320	19.75	15.03	1.365	Between groups	155.916	2	.362	.696
	Unemployed	93	21.20	12.99	1.053	Within groups	106886.36	497		
	Student	87	19.84	14.95	1.058	Total	107042.27	499		
	Total	500	20.04	14.64	.655					

*p < 0.05

It is evident that PD among female listeners (M=21.24, SD=13.68) is higher when compared to their male counterparts (M= 18.69, SD= 15.56). Yet, the relation is not significant statistically as p=0.052.

Considering age groups of listeners, PD is the highest among low aged listeners (M=21.13, SD= 14.57) than middle aged (M=20.46, SD=14.48) and upper aged (M=19.00, SD=14.85) listeners. But it is statistically insignificant relation (F (2, 497) = 0.89, p=.411).

Listeners with middle level education (M=21.59, SD=14.22) shows higher PD score when compared to those with lower level (M=19.56, SD=13.58) and higher level education (M=19.27, SD=16.41). But, here also the relation is statistically insignificant (F (2, 497) = 1.09, p=0.33).

Interestingly, unemployed listeners show highest PD (M=21.20, SD=12.99) than students (M=19.84, SD=14.95) and employed listeners (M=19.84, SD=15.03). But statistically, this relation is not significant (F (2, 497) = 0.36, p= 0.69).

Overall results indicate that none of the four demographic variables were found to have significant influence on establishing PD among rural people. Hence, hypotheses H7-A, H7-B, H7-C, and H7-D stating that demographic variables have a role in determining PD were proved, though not significant in nature.

TYPE OF CR STATION AND PERSONAL DEVELOPMENT

Do PD and SC of listeners vary in accordance with the radio station they listen to? Studies carried out by Ngugi (2015) and Tacchi, Watkins, & Keerthirathne (2009) have detailed this aspect. In order to determine the influence of CR on PD of listeners, ANOVA was performed between the CR stations (the independent variables) and PD (the dependant variable).

H8: The type of station has a positive role in determining personal development of rural people.
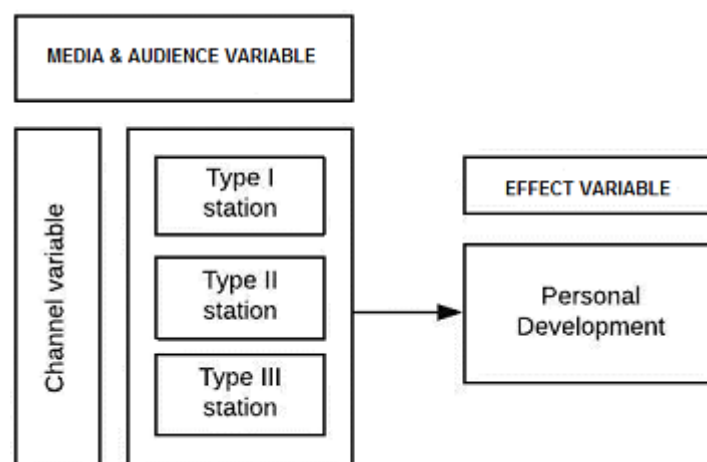
Fig. 22: Station type and PD

Result (Table 20) indicated that listeners of Type-III station (M=27.23, SD=12.31) had the highest PD when compared to those of Type-I (M=20.89, SD=11.83) and Type-II station.

Table 20: PD by radio station

Factor	Radio station type	N	Mean	Std. Dev.	Std. Error	Between/ within group	Sum of Squares	Df	F	Sig.
						Group Statistics		**ANOVA Results**		
PD	Type-I station (Mattoli)	177	20.89	11.83	0.890	Between groups	20509.252	2	58.89	.000
	Type-II station (Ahalia)	156	11.37	15.38	1.232	Within groups	86533.026	497		
	Type-III station (Benziger)	167	27.23	12.31	0.953	Total	107042.278	499		
	Total	500	20.04	14.64	0.655					

p < 0.05

The relation between channel variable and PD is highly significant (F (2,497) = 58.89, p<.001). This proves H8 that PD varies with type of radio station. Mean plot of this analysis is given as Fig. 23.
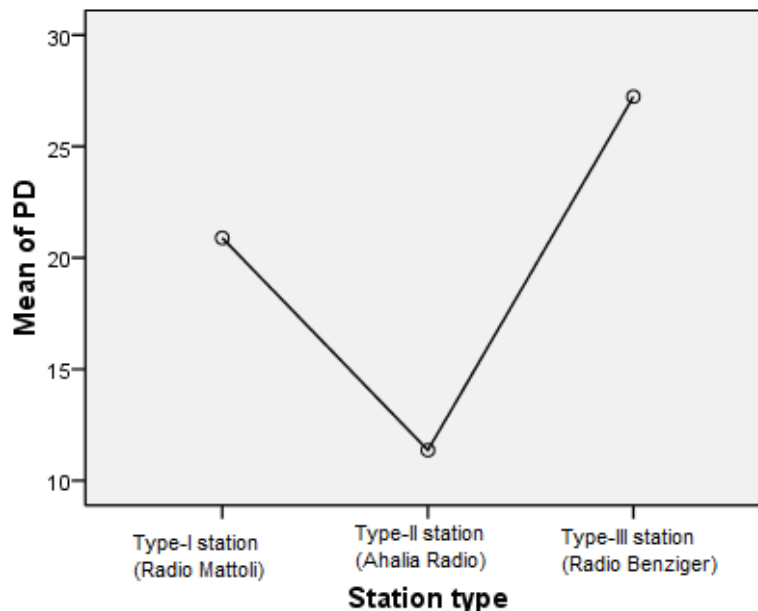
Fig. 23: Mean plot of PD and station type

As the result was significant, this was followed by a post hoc analysis and results are given in Table 21.

Table 21: Post hoc test for PD by radio station

Radio station type	N	Subset for alpha = 0.05		
		1	2	3
Type-II station	156	11.37		
Type-I station	177		20.89	
Type-III station	167			27.23
Sig.		1.000	1.000	1.000

From Scheffe result was found that the PD mean score of listeners of Type-II station (M=11.37) was significantly lower than those of the other two. Score of listeners of Type-I station (M=20.89) was higher than Type-II station's listeners, but lower than Type-III (M=27.23). Thus, the score of listeners of Type-III was the highest among the three stations at a p value of 0.05. It means that Type-III station had significant positive impact on the PD of the audience.

DEMOGRAPHIC VARIABLES AND SOCIAL CHANGE

Since the role of demographic differences on determining community radio's role in PD of audiences is ascertained; it is required to understand how these influence CR in bringing social change. The following sub-hypotheses were formulated for the purpose.

H9-A: Community radio's perceived influence on social change varies between males and females.

H9-B: The perceived influence of CR on social change of rural people varies across age groups.

H9-C: Education of rural listeners has a significant role in determining the perceived influence of CR on social change

H9-D: Occupation of rural listeners serves as predictor of the perceived influence of CR on social change.
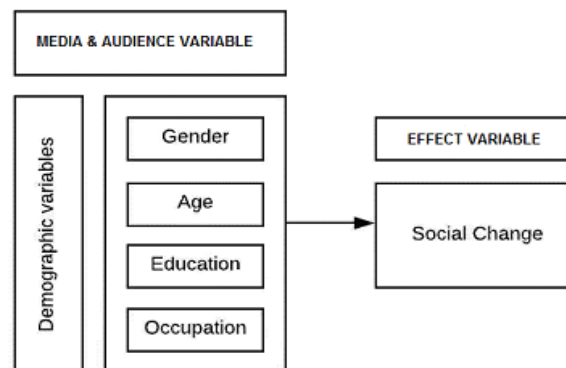
Fig. 24: Demographic variables and SC

A detailed description of the influence of demographic variables in determining SC is provided in this section (Table 22).

Table 22: SC by demographic variables

Group Statistics						t-Test Results		
Variables and Groups		**N**	**Mean**	**Std. Dev.**	**Std. Error**	**Df**	**T**	**Sig. (2-tailed)**
Gender	Female	264	10.84	8.11	.499	498	-.372	.710
	Male	236	11.11	8.02	.522			

Group Statistics						ANOVA Results			
Variables and Groups		**N**	**Mean**	**Std. Dev**	**Std. Error**	**Between/ within group**	**Sum of Squares**	**df**	**F**	**Sig.**
Age	Low	144	11.11	8.16	.765	Between groups	8.899	2	.068	.934
	Middle	189	10.80	8.17	.594	Within groups	32426.589	497		
	Upper	197	11.05	7.93	.565	Total	32435.488	499		
	Total	500	10.97	8.06	.361					
Edu.	Lower	219	10.72	7.78	.532	Between groups	23.52	2	.180	.835
	Middle	139	11.19	8.63	.732	Within groups	32411.96	497		
	Higher	147	11.12	7.94	.655	Total	32435.48	499		
	Total	500	10.97	8.06	.361					
Occu.	Employed	320	11.05	8.03	.449	Between groups	6.635	2	.051	.950
	Unemployed	93	10.78	7.96	.826	Within groups	32428.853	497		
	Student	87	10.85	8.34	.894	Total	32435.488	499		
	Total	500	10.97	8.06	.361					

*p < 0.05

Considering mean scores of SC among male and female listeners, it was found that male listeners (M=11.11, SD= 8.02) perceived better SC than female listeners (M=10.84, SD= 8.11). In general, male members are better connected to society. Thus, any changes in the social life are perceived primarily by males. Yet, p value of 0.71 indicates an insignificant relation between SC and gender of listeners and led to the rejection of H9-A.

Role of age groups in determining SC was tested and the results indicated the highest SC among listeners of low age group (M=11.11, SD= 8.16) when compared to middle age (M=10.80, SD=8.17) and upper age (M=11.05, SD=7.93). But the

relation between SC and age groups was found statistically insignificant for three conditions (F (2,497) = 0.068, p = 0.93) at p<0.05, and H9-B was nullified.

Then it was tested whether education level of listeners have a positive role in determining SC. The result indicated the highest SC among listeners with middle level education (M=11.19, SD=8.63) than those with lower level (M=10.72, SD=7.78) and higher level (M=11.12, SD=7.94) education. Yet, the relation was statistically insignificant (F (2, 497) = 0.18, p =0.83), therefore rejecting H9-C.

Employed people (M=11.05, SD=8.03) perceived SC better than the unemployed (M=10.78, SD=7.96) and the student listeners (M=10.85, SD=8.34). This relation was also found to be statistically insignificant as F (2,497) = 0.51, p=0.95. The result nullified H9-D.

Apparently, the mean scores of all variables were in the same range. Similar to the results of demographic variables on PD, their relations with SC were also insignificant. Thus H9-A, H9-B, H9-C, and H9-D were also proved, though not significant.

TYPE OF CR STATION AND SOCIAL CHANGE

Now ANOVA is performed to understand how SC of rural people is influenced by different types of radio stations. Hypothesis relating the variables is stated below.

H10: Perceived influence of CR on social change of rural people is determined by the type of radio station.
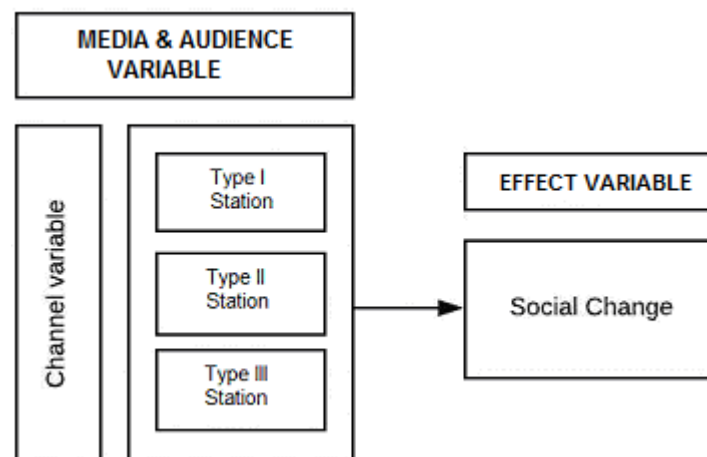
Fig. 25: Station type and SC

It is evident from the results (table 23) that listeners of Type-III station experienced the highest SC (M=14.35, SD=5.83) when compared to the listeners of Type-I and Type-II stations.

Table 23: SC by radio station

Factor	Group Statistics					ANOVA Results				
	Station type	N	Mean	Std. Dev.	Std. Error	Between/within group	Sum of Squares	Df	F	Sig.
SC	Type-I station (Mattoli)	177	12.27	7.10	.534	Between groups	6276.176	2		
	Type-II station (Ahalia)	156	5.87	8.66	.694	Within groups	26159.312	497	59.62	.000
	Type-III station (Benziger)	167	14.35	5.83	.452	Total	32435.488	499		
	Total	500	10.97	8.06	.361					

*p < 0.05

The relation is statistically highly significant for F (2,497) = 59.62, p<0.001. Therefore hypothesis H10 is proved. This significant relation is depicted in Fig. 26.
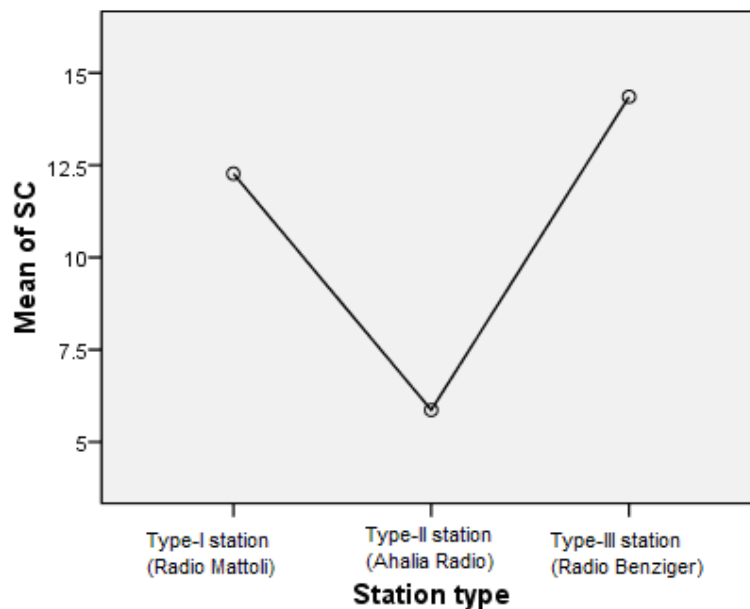
Fig. 26: Mean plot of SC and station type

As ANOVA results revealed a highly significant relation, this was followed by a post hoc test and results are given in table 24.

Table 24: Post hoc test for SC by radio station

Station type	N	Subset for alpha = 0.05		
		1	**2**	**3**
Type-II station	156	5.87		
Type-I station	177		12.27	
Type-III station	167			14.35
Sig.		1.000	1.000	1.000

Similar to the previous ANOVA results, mean scores of SC replicated the pattern of PD scores for different CR stations. Type-II station contributed the lowest score (M=5.87) which is significantly lower from scores contributed by the other two radio stations. Type-I station had a mediocre score (M=12.27) and Type-III station contributed the highest (M=14.65) at a p level of 0.05. Thus, it could be concluded that it was Type-III station that had a significant positive impact on its audiences.

INFLUENCE OF GENDER AND USAGE INTERACTION ON PD

The earlier section established the influence of individual elements under the independent variables ('media & audience' and 'use & content') on the dependent variable (effects variable). Now it is required to understand the difference occurred due to the interaction between two independent variables on the dependent variable. Therefore, the following analyses detail how the interaction of 'media and audience variable' with 'use and content variable' influenced the PD and SC of rural people. In order to understand such interaction, two-way analysis of variance (two-way ANOVA) was carried out between the above mentioned variables. It was ensured beforehand that the data fulfilled the assumptions required to carry out the test.

H11-A: The interaction between the level of CR use and the gender of users significantly influences the role CR plays in personal development of rural people
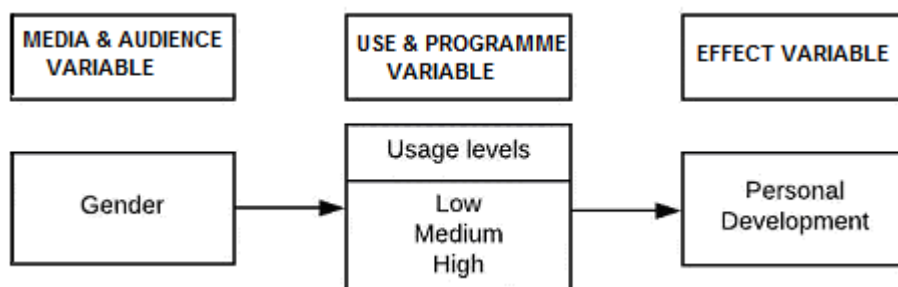
Fig. 27: PD by gender and usage levels

It was assumed that the role of CR usage in bringing PD varied significantly among the male and female listeners. The hypothesis was set based on this assumption. Here, gender of listeners and the different CR usage conditions constituted the independent variables. PD score was the dependent variable. Two-way ANOVA results are given in Table 25.

Table 25: Mean score of PD by gender and usage levels

GROUP STATISTICS					TWO-WAY ANOVA RESULTS					
Gender	Usage levels	N	Mean	Std. Dev.	Between Subjects Effects	Sum of Squares	Df	F	Sig.	Partial Eta Squared
Female	Low	86	19.08	13.55	Gender	844.711	1	3.955	.047	.008
	Medium	105	22.56	14.80						
	High	73	21.87	11.92	Usage levels	593.446	2	1.389	.250	.006
	Total	264	21.23	13.68						
Male	Low	56	17.51	15.80	Gender X Usage levels	66.798	2	.156	.855	.001
	Medium	104	19.34	16.17						
	High	76	18.67	14.66						
	Total	236	18.69	15.56						
Total	Low	142	18.46	14.45	Error	105500.465	494			
	Medium	209	20.96	15.55						
	High	149	20.24	13.44	Total	307803.000	500			
	Total	500	20.03	14.64						

Gender wise there were two categories (male and female) and there were three usage levels (low, medium and high). With the exception at medium level, the mean scores of females at low (M=19.08, SD=13.55), medium (M=22.56, SD=14.80) and high (M=21.87, SD=11.92) levels showed a progressive pattern. Mean scores of male listeners also followed the pattern at three usage levels (low: M=17.51, SD=15.80; medium: M=19.34, SD=16.17; high: M=18.67, SD=14.66). It showed that medium level users gained the maximum benefit. The main effect for gender yielded an F ratio of $F_{(1,494)} = 3.95$, p=0.047 indicating a significant difference between female listeners (M=21.23, SD=13.68) and male listeners (M=18.69, SD=15.56).

The main effect for usage levels indicated an F ratio of $F_{(2,494)} = 1.38$, p=0.25 indicating that the effect of usage level was not significant for low (M=18.46, SD=14.45), medium (M=20.96, SD=15.55) and high (M=20.24, SD=13.44) levels.

The influence of interaction between gender and usage levels was statistically insignificant for F (2,494) = 0.156, p=0.85. Hence hypothesis H11-A stating a significant interaction between the variables was nullified.

INFLUENCE OF AGE AND USAGE INTERACTION ON PD

For assessing the impact of age (the first factor) and CR usage (the second factor) on PD (the dependent variable), an assumption was made that influence of interaction between CR usage and age groups of listeners positively influenced their PD. Here, age factor (lower, middle and upper) and usage conditions (low, medium and high) took on three levels each. The following hypothesis was set accordingly:

H11-B: The role of CR use in personal development among rural people significantly varies among different age groups.
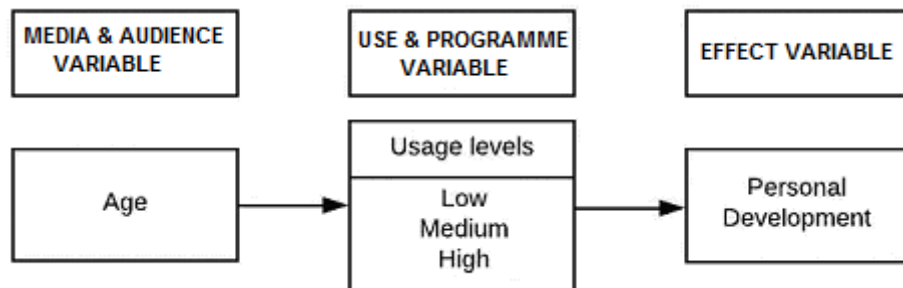
Fig. 28: PD by age and usage levels

Table 26 clearly indicated that mean scores of users belonging to lower age category at three usage conditions low (M=19.47, SD=13.41), medium (M=23.18, SD=15.69) and high (M=20.45, SD=15.32), and middle aged users at low (M=17.16, SD=15.92), medium (M=21.03, SD=14.57), and high (M=22.03, SD=12.92) had a progressive pattern while users of upper age category at low (M=18.44, SD=14.46), medium (M=19.29, SD=16.72), and high (M=19.05, SD=13.56) conditions had a slight variation at medium usage level.

Table 26: Mean score of PD by age and usage levels

GROUP STATISTICS					TWO-WAY ANOVA RESULTS					
Age category	**Usage level**	**N**	**Mean**	**Std. Dev**	**Between Subjects Effects**	**Sum of Squares**	**Df**	**F**	**Sig.**	**Partial Eta Squared**
Lower age	Low	55	19.47	13.41	Age	256.312	2	.596	.552	.002
	Medium	48	23.18	15.69						
	High	11	20.45	15.32						
	Total	114	21.13	14.57						
Middle age	Low	42	17.16	15.92	Usage Levels	659.695	2	1.533	.217	.006
	Medium	93	21.03	14.57						
	High	54	22.03	12.92						
	Total	189	20.46	14.47						
Upper age	Low	45	18.44	14.46	Age X Usage levels	321.089	4	.373	.828	.003
	Medium	68	19.29	16.72						
	High	84	19.05	13.56						
	Total	197	19.00	14.85						
Total	Low	142	18.46	14.45	Error	105660.342	491			
	Medium	209	20.96	15.55						
	High	149	20.24	13.44	Total	307803.000	500			
	Total	500	20.03	14.64						

The two-way ANOVA table showed F statistics for the main effect for age, $F_{(2,491)}$ =0.596, p=0.55 which indicated an insignificant difference among lower (M=21.13, SD= 14.57), middle (M=20.46, SD=14.47) and upper (M=19, SD=14.85) age groups.

Similarly the main effect for usage levels, $F_{(2,491)}$ = 1.53, p=0.217 indicated an insignificant variation among the three usage conditions - low (M=18.46, SD=14.45), medium (M=20.96, SD=15.55) and high (M=20.24, SD=13.44).

Overall, the influence of interaction between age and usage levels was statistically insignificant for F ratio, $F_{(4,491)}$ = 0.373, p=0.82. Therefore hypothesis H11-B stating a significant relation between age and usage levels was proved wrong.

INFLUENCE OF EDUCATION AND USAGE INTERACTION ON PD

The interaction between CR usage and education on PD of rural listeners was assumed a significant relation. Here, the independent variables are education

(lower level, middle level and high level) and CR usage levels (low, medium and high); and PD is the dependant variable. Hypothesis stating the relation was set as given below:

H11-C: The interaction between community radio usage and education of rural users significantly influences the role community radio plays in personal development.
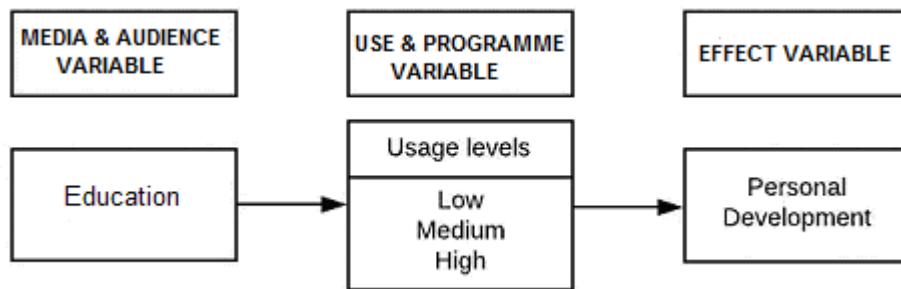
Fig. 29: PD by education and usage levels

Results of two-way ANOVA performed to check the validity of the hypothesis are provided in Table 27.

Table 27: Mean score of PD by education and usage levels

GROUP STATISTICS					TWO-WAY ANOVA RESULTS					
Education level	Usage level	N	Mean	Std. Dev	Between Subjects Effects	Sum of Squares	Df	F	Sig.	Partial Eta Squared
Lower level	Low	36	18.80	14.03	Education	438.780	2	1.030	.358	.004
	Medium	83	21.01	13.96						
	High	95	18.56	13.10						
	Total	214	19.55	13.58						
Middle level	Low	55	17.94	14.69	Usage Levels	828.135	2	1.944	.144	.008
	Medium	51	24.60	14.45						
	High	33	23.00	11.92						
	Total	139	21.58	14.22						
High level	Low	51	18.78	14.74	Education X Usage levels	1291.049	4	1.515	.196	.012
	Medium	75	18.42	17.51						
	High	21	23.47	16.31						
	Total	147	19.27	16.41						
Total	Low	142	18.46	14.45	Error	104585.138	491			
	Medium	209	20.96	15.55						
	High	149	20.24	13.44	Total	307803.000	500			
	Total	500	20.03	14.64						

The variation of mean scores of people with lower level education at low (M=18.80, SD= 14.03), medium (M=21.01, SD=14.03) and high (M=18.56, SD=13.10) usages, and middle level education at low (M=17.94, SD=14.69), medium (M=24.60,

SD=14.45) and high (M=23, SD=11.92) usages had similar pattern. For those with higher level education, the variation was maximum for high usage (M=23.47, SD=16.31) followed by those of low (M=18.78, SD=14.74) and medium (M=18.42, SD=17.51) usages.

Two-way ANOVA carried out to examine the nature of interaction revealed the following results: the interaction between the effects of education and usage levels showed an insignificant relation, $F_{(4,491)} = 1.51$ where $p=0.19$.

Simple main effects for the independent variables showed the F ratios, $F_{(2,491)} = 1.03$, $p=0.35$ for education and $F_{(2,491)} = 1.94$, $p=0.14$ for usage levels. This indicated that both effects were insignificant for lower level (M=19.55, SD=13.58), middle level (M=21.58, SD=14.22) and high level (M=19.27, SD=16.41) educated listeners as well as for usage levels at low (M=18.46, SD=14.45), medium (M=20.96, SD=15.55) and high (M=20.24, SD=13.44). With the results, hypothesis H11-C was rejected.

INFLUENCE OF OCCUPATION AND USAGE INTERACTION ON PD

The next demographic factor assumed to have influence on PD of rural listeners is occupation. The following section seeks to assess the influence of occupation and CR usage levels (independent variables) on the PD (dependent variable) of rural listeners. This assumption, as a sub-hypothesis is stated below:

H11-D: The interaction between level of CR usage and occupation of users significantly influences the role CR plays in their personal development.
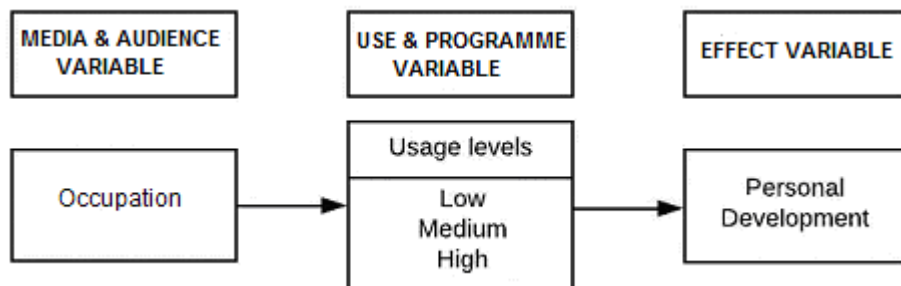
Fig. 30: PD by occupation and usage levels

Table 28 has the following observations. Occupation wise there were three categories (employed, unemployed and student) and as already stated there were

low, medium and high usage levels. The mean scores of employed people showed a progressive pattern at low (M=17.55, SD=16.10), medium (M=20.23, SD=15.71) and high (M=20.66, SD=13.99) usage conditions. But, the unemployed listeners [at low (M=19.40, SD=12.35), medium (M=23.23, SD=12.97), and high (M=19.50, SD=13.52) levels] and students [at low (M=19.56, SD=12.42), medium (M=20.86, SD=17.79) and high (M=16.28, SD=15.18) levels] exhibited the most variation at medium level of use.

Table 28: Mean score of PD by occupation and usage levels

GROUP STATISTICS					TWO-WAY ANOVA RESULTS					
Occupa-tional status	Usage level	N	Mean	Std. Dev	Between Subjects Effects	Sum of Squares	Df	F	Sig.	Partial Eta Squared
Employed	Low	76	17.55	16.10	Occupation	131.445	2	.305	.738	.001
	Medium	130	20.23	15.71						
	High	114	20.66	13.39						
	Total	320	19.75	15.03						
Un-employed	Low	22	19.40	12.35	Usage Levels	530.522	2	1.229	.293	.005
	Medium	43	23.23	12.97						
	High	28	19.50	13.52						
	Total	93	21.20	12.99						
Student	Low	44	19.56	12.42	Occupation X Usage levels	423.817	4	.491	.742	.004
	Medium	36	20.86	17.79						
	High	7	16.28	15.18						
	Total	87	19.83	14.95						
Total	Low	142	18.46	14.45	Error	105934.253	491			
	Medium	209	20.96	15.55						
	High	149	20.24	13.44	Total	307803.000	500			
	Total	500	20.03	14.64						

The main effect for occupation yielded an F ratio of F (2,491) = 0.30, p=0.73 indicating an insignificant difference among the employed listeners (M=19.75, SD=15.03), the unemployed (M=21.20, SD=12.99) and the students (M=19.83, SD=14.95).

Similarly, main effect for usage levels yielded an F ratio, F (2,491) = 1.22, p=0.29 indicating that the effect of usage levels was not significant for low (M=18.46, SD=14.45), medium (M=20.96, SD=15.55) and high (M=20.24, SD=13.44) levels.

The interaction between occupation and usage levels was statistically insignificant for F (4,491) = 0.491, p=0.742. Hence hypothesis H11-D stating a significant interaction between the variables was nullified.

INFLUENCE OF STATION TYPE AND USAGE INTERACTION ON PD

An assumption was made that there exists significant relation between the independent variables (type of station and usage level) and dependent variable (PD score). Hypothesis was set accordingly:

H12: The type of radio station has a decisive role in determining the role of community radio usage in personal development of rural people.
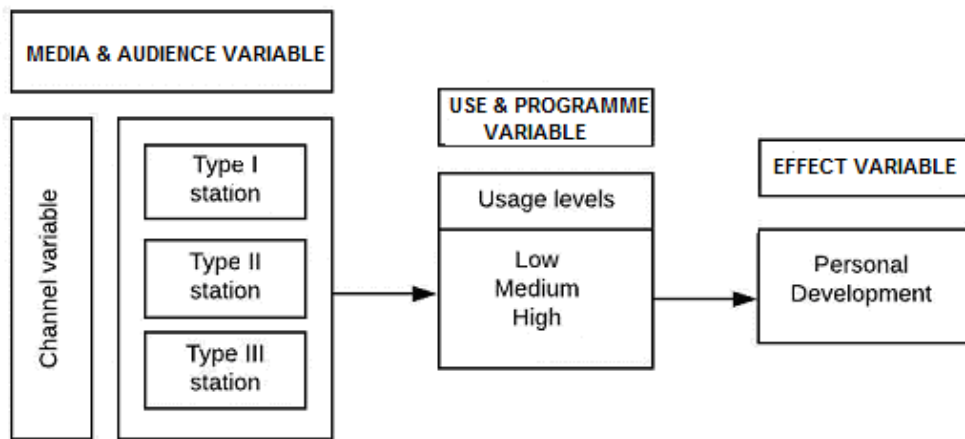
Fig. 31: PD by station type and usage levels

In order to ascertain the proposed hypothesis, two-way ANOVA was carried out and results given in Table 29.

Table 29: Mean score of PD by station type and usage levels

GROUP STATISTICS					TWO-WAY ANOVA RESULTS					
Station type	Usage level	N	Mean	Std. Dev	Between Subjects Effects	Sum of Squares	Df	F	Sig.	Partial Eta Squared
Type-I station (Mattoli)	Low	46	22.04	12.94	Station type	18239.537	2	52.173	.000	.175
	Medium	69	20.34	11.94						
	High	62	20.64	10.96						
	Total	177	20.89	11.83						
Type-II station (Ahalia)	Low	55	11.16	13.76	Usage Levels	77.655	2	.222	.801	.001
	Medium	58	10.74	17.01						
	High	43	12.46	15.35						
	Total	156	11.36	15.38						
Type-III station (Benziger)	Low	41	24.24	13.01	Station type X Usage levels	641.860	4	.918	.453	.007
	Medium	82	28.70	12.71						
	High	44	27.27	10.49						
	Total	167	27.23	12.31						
Total	Low	142	18.46	14.45	Error	85826.368	491			
	Medium	209	20.96	15.55						
	High	149	20.24	13.44	Total	307803.000	500			
	Total	500	20.038	14.64						

In case of Type-I station, the maximum variation occurs at low level (M=22.04, SD=12.94) when compared to high (M=20.64, SD=10.96) and medium (M=20.34, SD=11.94) levels. For Type-II station, the mean scores show a progressive variation at three usage levels – low (M=11.16, SD=13.76), medium (M=10.74, SD=17.01) and high (M=12.46, SD=15.35). The highest mean score in case of Type-III station for medium usage condition (M=28.70, SD=12.71) than high (M=27.27, SD=10.49) and low usages (M=24.24, SD=13.01).

In order to understand the main effects and combined effects of variables, the data was subjected to two-way ANOVA. The simple main effect for station yielded an F ratio of $F_{(2,491)} = 52.17$ with $p<.001$ indicating a highly significant difference between the listeners of Type-I (M=20.89, SD=11.83), Type-II (M=11.36, SD=15.38) and Type-III stations (M=27.23, SD=12.31).

The main effect for usage levels indicated an F ratio, $F_{(2,491)} = 0.22$, $p=0.80$ indicating that the effect of usage levels was not significant for low (M=18.46, SD=14.45), medium (M=20.96, SD=15.55) and high (M=20.24, SD=13.44) levels.

The interaction between station and usage levels was statistically insignificant $F_{(4,494)} = 0.91$, $p=0.45$, thus rejecting hypothesis H12.

INFLUENCE OF GENDER AND USAGE INTERACTION ON SC

Similarly, two-way ANOVA was performed between gender and usage conditions to understand its influence on SC. Here score of SC is the dependant variable. Sub-hypothesis related to this assumption is as follows:

H13-A: The interaction between the level of CR usage and the gender of users significantly influences the role of CR in social change among rural people
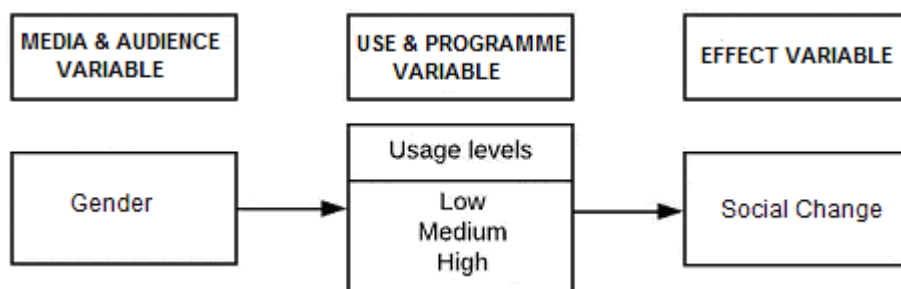
Fig. 32: SC by gender and usage levels

From the results given in Table 30, it is evident that the mean scores of females at low (M=9.76, SD=8.43), medium (M=11.42, SD=7.69), high (M=11.26, SD=8.29) and of males at low (M=10.82, SD=8.16), medium (M=12.05, SD=7.99) and high (M=10.02, SD=7.90) usage conditions yielded a pattern similar to that of the previous analysis. In both cases, scores at medium usage level was the highest.

Table 30: Mean score of SC by gender and usage levels

GROUP STATISTICS					TWO-WAY ANOVA RESULTS					
Gender	Usage level	N	Mean	Std. Dev.	Between Subjects Effects	Sum of Squares	Df	F	Sig.	Partial Eta Squared
Female	Low	86	9.76	8.43	Gender	2.673	1	.041	.839	.000
	Medium	105	11.42	7.69						
	High	73	11.26	8.29	Usage levels	201.818	2			
	Total	264	10.84	8.11				1.553	.213	.006
Male	Low	56	10.82	8.16	Gender X Usage levels	110.887	2			
	Medium	104	12.05	7.99						
	High	76	10.02	7.90				.853	.427	.003
	Total	236	11.11	8.01						
Total	Low	142	10.18	8.31	Error	32090.933	494			
	Medium	209	11.74	7.83						
	High	149	10.63	8.09	Total	92584.000	500			
	Total	500	10.96	8.062						

The two-way ANOVA conducted to examine the influence of interaction between gender and usage levels on the SC score yielded a statistically insignificant result between the effects of gender and usage levels, F (2,494) = 0.85, p=0.42.

Main effects analyses for gender showed F ratios, F (2,494) = 0.041, p=0.83, and for usage levels showed F (2,494) = 1.55, p=0.21 indicating that both the main effects were insignificant for females (M=10.84, SD=8.11) and males (M=11.11, SD=8.01) as well as for low (M=10.18, SD=8.31), medium (M=11.74, SD=7.83) and high (M=10.62, SD=8.09) usage levels. The hypothesis related to the test H13-A thus was proved insignificant.

INFLUENCE OF AGE AND USAGE INTERACTION ON SC

Similarly, the SC (dependant variable) of rural people was compared by their age and different usage levels. Hypothesis related to the same is as follows:

H13-B: The role of community radio usage in social change among rural people significantly varies among different age groups.
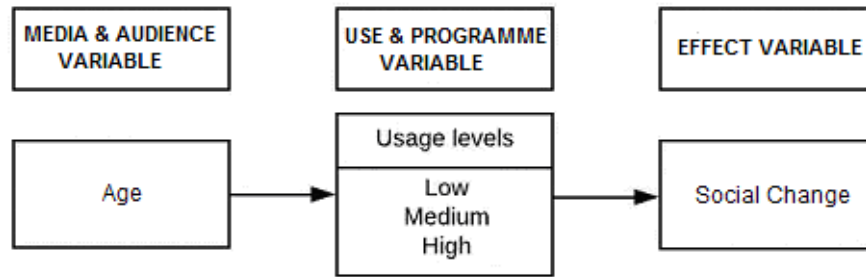
Fig. 33: SC by age and usage levels

Mean scores of three age groups - lower age [at low (M=10.45, SD=8.45), medium (M=12.02, SD=8.02), and high (M=10.36, SD=7.67) usage conditions], middle age [at low (M=9.04, SD=8.61), medium (M=11.69, SD=7.48), and high (M=10.61, SD=8.85) usages] and upper age [at low (M=10.91, SD=7.93), medium (M=11.60, SD=8.26), and high (M=10.67, SD=7.72) use] followed similar pattern and showed variations at medium level usage (see Table 31).

Table 31: Mean score of SC by age and usage levels

GROUP STATISTICS					TWO-WAY ANOVA RESULTS					
Age category	Usage level	N	Mean	Std. Dev	Between Subjects Effects	Sum of Squares	Df	F	Sig.	Partial Eta Squared
Lower age	Low	55	10.45	8.45	Age	34.817	2	.266	.766	.001
	Medium	48	12.02	8.02						
	High	11	10.36	7.67						
	Total	114	11.10	8.16						
Middle age	Low	42	9.04	8.61	Usage Levels	235.658	2	1.801	.166	.007
	Medium	93	11.69	7.48						
	High	54	10.61	8.85						
	Total	189	10.79	8.17						
Upper age	Low	45	10.91	7.93	Age X Usage levels	63.600	4	.243	.914	.002
	Medium	68	11.60	8.26						
	High	84	10.67	7.72						
	Total	197	11.05	7.93						
Total	Low	142	10.18	8.31	Error	32117.714	491			
	Medium	209	11.74	7.83						
	High	149	10.63	8.09	Total	92584.000	500			
	Total	500	10.96	8.06						

Results of two-way ANOVA revealed that the influence of interaction between effects of age and usage conditions, F (4,491) = 0.24, p=0.91 is insignificant.

Main effects analyses for age showed F statistics, F (2,491) = 0.266 at p=0.76 and for different usage levels showed F (2,491) = 1.80 at p=0.16 indicating that both the main effects were insignificant for various age groups - lower (M=11.10, SD=8.16), middle (M=10.79, SD=8.17) and upper (M=11.05, SD=7.93) at low (M=10.18,

SD=8.31), medium (M=11.74, SD=7.83) and high (M=10.62, SD=8.09) usage levels. Thus, the hypothesis related to the test H13-B was proved insignificant.

INFLUENCE OF EDUCATION AND USAGE INTERACTION ON SC

In this section, the interaction of education and usage levels on SC of rural people was explored. Whilst conditions for independent variables remained same, SC assumed the position of dependant variable. Hypothesis is as follows:

H13-C: Interaction between CR usage levels and educational level of users significantly influences the role community radio plays in social change in rural areas.
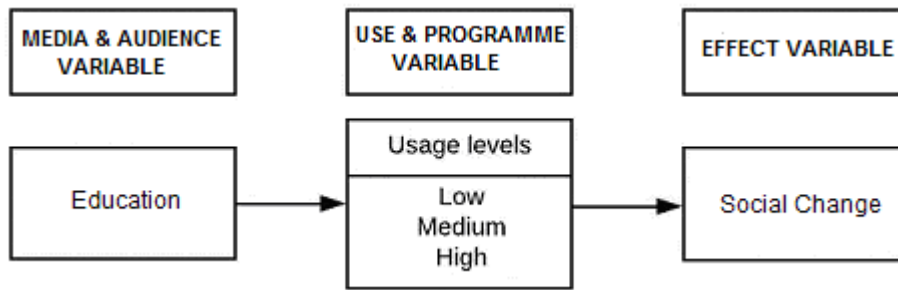
Fig. 34: SC by education and usage levels

It is evident from analysis results (see Table 32) that there exists variation in the mean scores of education levels at different usage conditions.

Table 32: Mean score of SC by education and usage levels

GROUP STATISTICS					TWO-WAY ANOVA RESULTS					
Education level	Usage level	N	Mean	Std. Dev	Between Subjects Effects	Sum of Squares	Df	F	Sig.	Partial Eta Squared
Lower level	Low	36	10.63	8.27	Education	40.970	2	.317	.728	.001
	Medium	83	11.63	7.57						
	High	95	9.94	7.78						
	Total	214	10.71	7.78						
Middle level	Low	55	9.01	9.57	Usage Levels	225.872	2	1.748	.175	.007
	Medium	51	13.41	7.44						
	High	33	11.39	8.00						
	Total	139	11.19	8.63						
High level	Low	51	11.11	6.75	Education X Usage levels	453.081	4	1.753	.137	.014
	Medium	75	10.72	8.26						
	High	21	12.52	9.52						
	Total	147	11.11	7.94						
Total	Low	142	10.18	8.31	Error	31719.065	491			
	Medium	209	11.74	7.83						
	High	149	10.63	8.09	Total	92584.000	500			
	Total	500	10.96	8.06						

The scores of people with lower level education at low (M=10.63, SD=8.27), medium (M=11.63, SD=7.57) and high (M=9.94, SD=7.78) levels of use and those with middle level education at low (M=9.01, SD=9.57), medium (M=13.41, SD=7.44) and high (M=11.39, SD=8.00) levels showed evident variations at medium levels of use. In case of people with high level of education, the highest mean score was observed at high level of use (M=12.52, SD=9.52) than low level (M=11.11, SD=6.75) and medium level (M=10.72, SD=8.26) usages.

There is a relation which is not significant, between the main effects of education [F (2,491) = 0.31, p=0.72] and usage levels [F (2,491) = 1.74, p=0.17] on SC for the F ratio, F (4,491) = 1.75 where p=0.13. It means, the main effects were insignificant for the three levels of education [lower level (M=10.71, SD=7.78), middle level (M=11.19, SD=8.63) and high level (M=11.11, SD=7.94)] and for the three usage conditions [low (M=10.18, SD=8.31), medium (M=11.74, SD=7.83) and high (M=10.63, SD=8.09)]. The results lead to the rejection of hypothesis H13-C.

INFLUENCE OF OCCUPATION AND USAGE INTERACTION ON SC

Now it is required to understand whether the interaction of occupation and levels of CR usage on SC of the listeners is significant. The assumption was postulated as:

H13-D: The interaction between the level of CR use and the occupation of users significantly influences the role CR plays in social change in rural areas.
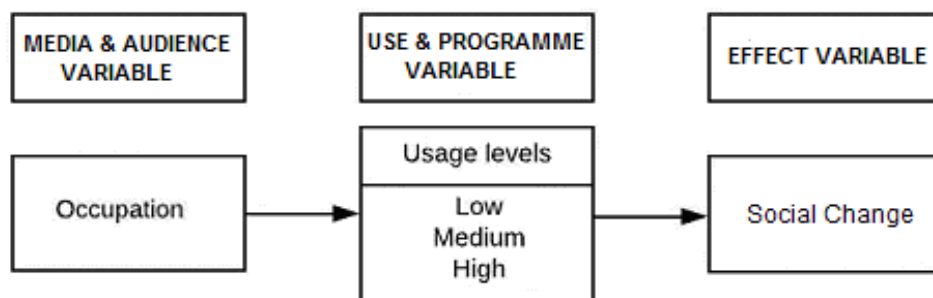
Fig. 35: SC by occupation and usage levels

The variations in the mean scores (see Table 33) of the employed at three usage conditions [low (M=10.05, SD=8.58), medium (M=11.78, SD=8.03), and high (M10.88, SD=7.63)], the unemployed [low (M=9.27, SD=7.890, medium (M=11.83, SD=6.57), and high (M=10.35, SD=9.83)] and the students [low (M=10.86,

SD=8.17), medium (M=11.47, SD=8.62), and high (M=7.57, SD=8.34)] are all maximum at medium level of use.

Table 33: Mean score of SC by occupation and usage levels

GROUP STATISTICS					TWO-WAY ANOVA RESULTS					
Occupation status	Usage level	N	Mean	Std. Dev	Between Subjects Effects	Sum of Squares	df	F	Sig.	Partial Eta Squared
Employed	Low	76	10.05	8.58	Occupation	41.540	2	.318	.728	.001
	Medium	130	11.78	8.03						
	High	114	10.88	7.63						
	Total	320	11.05	8.03						
Unemployed	Low	22	9.27	7.89	Usage Levels	252.304	2	1.930	.146	.008
	Medium	43	11.83	6.57						
	High	28	10.35	9.83						
	Total	93	10.78	7.96						
Student	Low	44	10.86	8.17	Occupation X Usage levels	110.250	4	.422	.793	.003
	Medium	36	11.47	8.62						
	High	7	7.57	8.34						
	Total	87	10.85	8.34						
Total	Low	142	10.18	8.31	Error	32087.797	491			
	Medium	209	11.74	7.83						
	High	149	10.63	8.09	Total	92584.000	500			
	Total	500	10.96	8.06						

The two-way ANOVA performed on the score of SC of listeners gave a statistically not significant influence of interaction between the main effects of occupation and usage levels, F (4,491) = 0.42 with p=0.79.

Simple main effects analyses for occupation showed F ratios, F (2,491) = .318, p=0.72 and for usage levels showed F (2,491) = 1.93, p=0.14 indicating that the main effects were insignificant for employed (M=11.05, SD=8.03), unemployed (M=10.78, SD=7.96) and students (M=10.85, SD=8.34) as well as for low (M=10.18, SD=8.31), medium (M=11.74, SD=7.83) and high (M=10.62, SD=8.09) usage levels. Hypothesis H13-D therefore is rejected.

INFLUENCE OF STATION TYPE AND USAGE LEVELS INTERACTION ON SC

A two-way ANOVA was carried out to find the influence of station and usage levels on the dependent variable, SC score. Hypothesis formulated is mentioned below:

H14: The type of radio station has a significant role in determining the role of community radio usage in bringing social change among rural audiences.
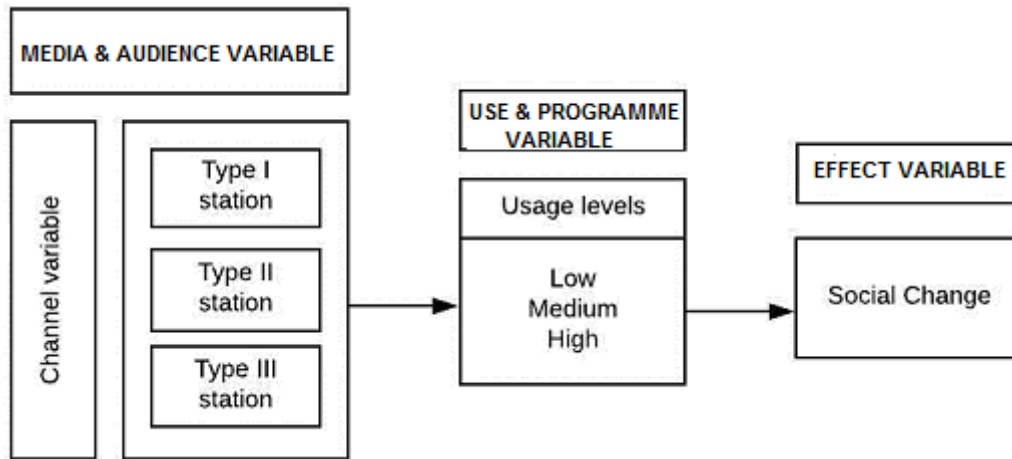
Fig. 36: SC by station type and usage levels

From the results in Table 34, considering the mean scores of different stations, those of Type-II station at low (M=5.76, SD=8.84), medium (M=7.13, SD=8.89) and high (M=4.27, SD=7.99) levels, and Type-III station at low (M=12.85, SD=5.74), medium (M=15.15, SD=5.46) and high (M=14.25, SD=6.41) usages have high score at medium usage level. In case of Type-I station, the highest mean score is at low level (M=13.08, SD=7.38) than high (M=12.46, SD=6.67) and medium level (M=11.55, SD=7.31).

Table 34: Mean score of SC by station type and usage levels

GROUP STATISTICS					TWO-WAY ANOVA RESULTS					
Station type	Usage level	N	Mean	Std. Dev	Between Subjects Effects	Sum of Squares	df	F	Sig.	Partial Eta Squared
Type-I station (Mattoli)	Low	46	13.08	7.38	Station type	6009.883	2	57.316	.000	.189
	Medium	69	11.55	7.31						
	High	62	12.46	6.67						
	Total	177	12.27	7.10						
Type-II station (Ahalia)	Low	55	5.76	8.84	Usage Levels	86.899	2	.829	.437	.003
	Medium	58	7.13	8.89						
	High	43	4.27	7.99						
	Total	156	5.86	8.66						
Type-III station (Benziger)	Low	41	12.85	5.74	Station type X Usage levels	347.000	4	1.655	.159	.013
	Medium	82	15.15	5.46						
	High	44	14.25	6.41						
	Total	167	14.35	5.83						
Total	Low	142	10.18	8.31	Error	25741.946	491			
	Medium	209	11.74	7.83						
	High	149	10.63	8.09	Total	92584.000	500			
	Total	500	10.96	8.06						

The two-way ANOVA table gives F statistics for the main effect for station, $F_{(2,491)}$ = 57.31 where $p<0.001$ indicating a highly significant difference among Type-I (M=12.27, SD=7.10), Type-II (M=5.86, SD=8.66), and Type-III stations (M=14.35, SD=5.83).

But, the main effect for usage levels (2,491) = 0.82, p=0.43 showed an insignificant variation among the usage levels: low (M=10.18, SD=8.31), medium (M=11.74, SD=7.83) and high (M=10.63, SD=8.09).

In general, the interaction between station and usage levels was statistically not significant $F_{(4, 491)}$ = 1.65, p=0.15, thereby rejecting hypothesis H14.

The upcoming section elaborates how personal development and social change of listeners are influenced by the interaction of independent variables with programme preferences.

INFLUENCE OF GENDER AND PROGRAMME PREFERENCE INTERACTION ON PERSONAL DEVELOPMENT

Here gender and programme preferences constitute the independent variables and PD is the dependant variable. Studies conducted by Garg, Rai, Badodiya, & Shakya (2016) have identified that demographic antecedents of listeners do influence the effectiveness of a specific programme type. Hypothesis stating the relation between the variables is given below:

H15-A: The Interaction between programme preferences and gender of users significantly influences the role CR plays in personal development of rural people.
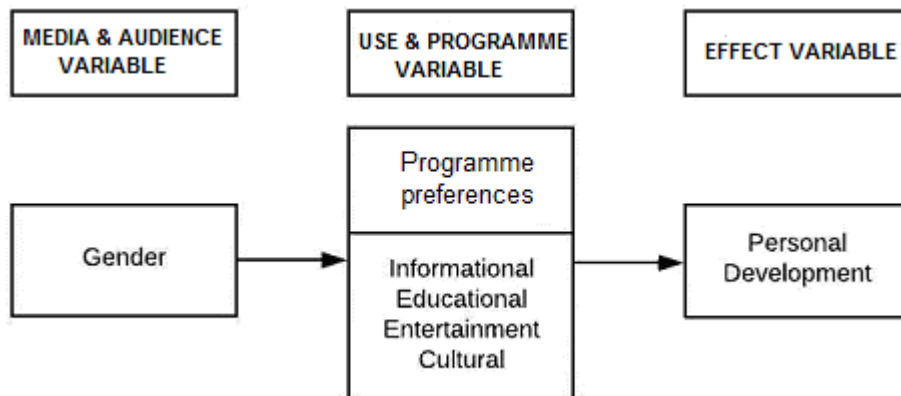
Fig. 37: PD by gender and programme preferences

The results of two-way ANOVA which show the nature of interaction of gender and programme preferences on PD of rural listeners is given in Table 35.

Table 35: Mean score of PD by gender and programme preferences

GROUP STATISTICS					TWO-WAY ANOVA RESULTS					
Gender	Programme types	N	Mean	Std. Dev.	Between Subjects Effects	Sum of Squares	df	F	Sig.	Partial Eta Squared
Female	Informational	131	21.16	14.18	Gender	983.196	1	4.730	.030	.010
	Educational	26	24.08	13.38						
	Entertainment	63	19.21	13.24						
	Cultural	44	22.70	12.93	Programme preferences	2824.437	3	4.530	.004	.027
	Total	264	21.24	13.68						
Male	Informational	105	22.17	16.39						
	Educational	15	20.93	13.56	Gender X Programme preferences	1386.180	3	2.223	.085	.013
	Entertainment	54	12.63	14.62						
	Cultural	62	17.55	13.84						
	Total	236	18.69	15.56						
Total	Informational	236	21.61	15.18	Error	102258.751	492			
	Educational	41	22.93	13.37						
	Entertainment	117	16.17	14.22	Total	307803.000	500			
	Cultural	106	19.69	13.65						
	Total	500	20.04	14.64						

A two way analysis of variance tested the PD of rural male and female listeners whose primary programme preference was one among informational, educational, entertainment or cultural programmes. In case of females, the mean score of educational programmes was the highest (M=21.08, SD=13.38) when compared to cultural (M=22.70, SD=12.93), informational (M=21.16, SD=14.18) and entertainment (M=19.21, SD=13.24) programmes. Considering male audiences, mean score for informational programmes (M=22.17, SD=16.39) showed the highest variation when compared to educational (M=20.93, SD=13.56), cultural (M=17.55, SD=13.84) and entertainment (M=12.63, SD=14.62) programmes.

All the effects were statistically significant at the 0.05 significance level except for the interaction between gender and programme preferences as the F ratio yielded F (3,492) = 2.22, p=0.085.

The main effect for gender yielded an F ratio, F (1,492) = 4.73, p=0.030 and for programme preferences yielded F (3,492) = 4.53, p=0.004. The results indicated that there is a significant difference between female (M=21.24, SD=13.68) and male (M=18.69, SD=15.56) listeners and a highly significant difference in case of informational (M=21.61, SD=15.18), educational (M=22.93, SD=13.37),

entertainment (M=16.17, SD=14.22) and cultural (M=19.69, SD=13.65) programmes. The F statistics between gender and programme preferences indicated that the interaction between the two was not significant, thereby proving H15-A wrong.

INFLUENCE OF AGE AND PROGRAMME PREFERENCE INTERACTION ON PD

An assumption that PD of listeners is influenced by the interaction between their age and choice of programme preferences was made. Age groups of listeners and programme preferences assumed the position of independent variables while PD score became the dependent variable. The following hypothesis was formed accordingly:

H15-B: The role of programme preferences in personal development among rural people significantly varies among different age group.
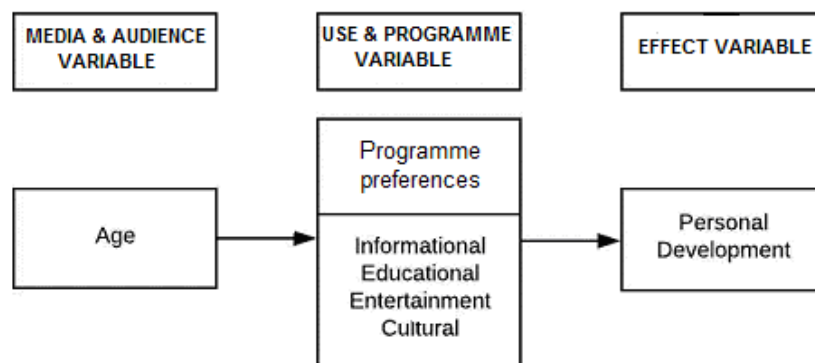
Fig. 38: PD by age and programme preferences

The distribution of mean scores (see Table 36) indicated that the choice of programmes varied across different age groups. While the score of cultural programmes (M=24.50, SD=14.82) was the highest when compared to educational (M=23.26, SD=9.74), informational (M=21.61, SD=14.35) and entertainment (M=18.19, SD=16.26) programmes in lower age category, it was informational programmes (M=25.71, SD=13.07) which showed the highest mean score in the middle age category followed by educational (M=21.68, SD=15.74), cultural (M=17.82, SD=14.01) and entertainment (M=13.46, SD=12.59) contents. In the upper age category, educational content showed the highest variance (M=25.68, SD=13.07), followed by informational (M=21.68, SD=15.74), cultural (M=17.82, SD=14.01) and entertainment (M=13.46, SD=12.59) programmes. Entertainment programmes were the least preferred across all the three age groups.

Table 36: Mean score of PD by age and programme preferences

GROUP STATISTICS					TWO-WAY ANOVA RESULTS					
Age category	Programme types	N	Mean	Std. Dev.	Between Subjects Effects	Sum of Squares	df	F	Sig.	Partial Eta Squared
Lower age	Informational	33	21.61	14.35	Age	290.104	2	.687	.504	.003
	Educational	19	23.26	9.74						
	Entertainment	42	18.19	16.26						
	Cultural	20	24.50	14.82						
	Total	114	21.13	14.57						
Middle age	Informational	111	21.55	15.07	Programme preferences	2589.666	3	4.086	.007	.025
	Educational	15	21.20	17.56						
	Entertainment	34	16.94	13.24						
	Cultural	29	20.03	11.55	Age X Programme preferences	732.032	6	.578	.748	.007
	Total	189	20.46	14.48						
Upper age	Informational	92	21.68	15.74						
	Educational	7	25.71	13.07						
	Entertainment	41	13.46	12.59	Error	103095.493	488			
	Cultural	57	17.82	14.01						
	Total	197	19.00	14.85						
Total	Informational	236	21.61	15.18						
	Educational	41	22.93	13.37						
	Entertainment	117	16.17	14.22	Total	307803.000	500			
	Cultural	106	19.69	13.65						
	Total	500	20.04	14.64						

The two-way ANOVA tests yielded F statistics for the main effect of age, F (2,488) =0.68, p=0.50 indicating an insignificant difference among lower age (M=21.13, SD= 14.57), middle age (M=20.46, SD=14.48) and upper age (M=19, SD=14.85).

Similarly the main effect for content types, F (2,488) = 4.08, p=0.007 indicated a highly significant variation among the four types of programmes- informational (M=21.61, SD=15.18), educational (M=22.93, SD=13.37), entertainment (M=16.17, SD=14.22) and cultural (M=19.69, SD=13.65).

But, the overall interaction between age and programme preferences was statistically insignificant for F ratio, F (6,488) = 0.578, p=0.74. Therefore hypothesis H15-B stating a positive relation between the variables proved to be wrong.

INFLUENCE OF EDUCATION AND PROGRAMME PREFERENCE INTERACTION ON PERSONAL DEVELOPMENT

Interaction between education and programme preferences on PD of rural listeners was assumed to be a significant one. Thus, hypothesis was set accordingly and two-way ANOVA was performed.

H15-C: The interaction between programme preferences and educational level of users significantly influences the role CR plays in personal development of rural people.


Fig. 39: PD by education and programme preferences

Results of test performed towards realising the validity of hypothesis stated is given in Table 37.

Table 37: Mean score of PD by education and programme preferences

GROUP STATISTICS					TWO-WAY ANOVA RESULTS					
Education level	Programme types	N	Mean	Std. Dev.	Between Subjects Effects	Sum of Squares	Df	F	Sig.	Partial Eta Squared
Lower level	Informational	106	21.22	13.77	Education	516.218	2	1.237	.291	.005
	Educational	12	25.75	7.35						
	Entertainment	51	15.75	14.33						
	Cultural	45	18.31	12.57						
	Total	214	19.56	13.58	Programme preferences	3073.064	3	4.910	.002	.029
Middle level	Informational	57	25.02	14.45						
	Educational	13	26.38	9.44						
	Entertainment	42	18.02	14.77						
	Cultural	27	17.59	12.81	Education X Programme preferences	1807.401	6	1.444	.196	.017
	Total	139	21.59	14.22						
Higher level	Informational	73	19.52	17.29						
	Educational	16	18.00	17.97						
	Entertainment	24	13.83	13.11	Error	101815.638	488			
	Cultural	34	23.18	15.30						
	Total	147	19.27	16.41						
Total	Informational	236	21.61	15.18						
	Educational	41	22.93	13.37	Total	307803.000	500			
	Entertainment	117	16.17	14.22						
	Cultural	106	19.69	13.65						
	Total	500	20.04	14.64						

Among the mean scores in lower level education group, that of educational programmes was the highest (M=25.75, SD=7.35) when compared to scores of informational (M=21.22, SD=13.77), cultural (M=18.31, SD=12.57) and entertainment (M=15.75, SD=14.33) contents. For the middle level educated category also, educational content had the highest mean score (M=26.38, SD=9.44) than informational (M=25.02, SD=14.45), entertainment (M=18.02, SD=14.77) and cultural (M=17.59, SD=12.81) programmes. But when it came to people who have high level education, mean score varied the maximum for programmes of cultural content (M=23.18, SD=15.30). Scores of informational (M=19.52, SD=17.29), educational (M=18, SD=17.97) and entertainment (M=13.83, SD=13.11) programmes had only slight variations from each other.

Two-way ANOVA results revealed that the effect of interaction between education and programme preferences is not significant as F (6,488) = 1.44, p=0.19.

Main effect analysis for education yielded an F ratio, F (2,488) = 1.23 for p=0.29 indicated the existence of insignificant difference among people belonging to lower level (M=19.56, SD=13.58), middle level (M=21.59, SD=14.22) and higher level (M=19.27, SD=16.41) education groups.

But, the main effect analysis for programme preferences yielded F ratio, F (3,488) =4.91, p=.002, thereby indicating a highly significant difference among the informational (M=21.61, SD=15.18), educational (M=22.93, SD=13.37), entertainment (M=16.17, SD=14.22) and cultural programmes (M=19.69, SD=13.65). Hypothesis H15-C therefore is nullified.

INFLUENCE OF OCCUPATION AND PROGRAMME PREFERENCES ON PERSONAL DEVELOPMENT

It was required to assess the influence of occupation and programme preferences on the PD of listeners. It was postulated that the relation is a significant one and hypothesis was set accordingly.

H15-D: The interaction between programme preferences and occupation of users significantly influences the role CR plays in personal development in rural areas.
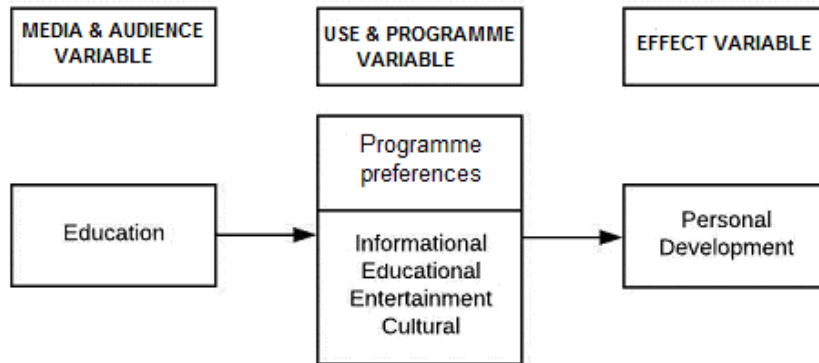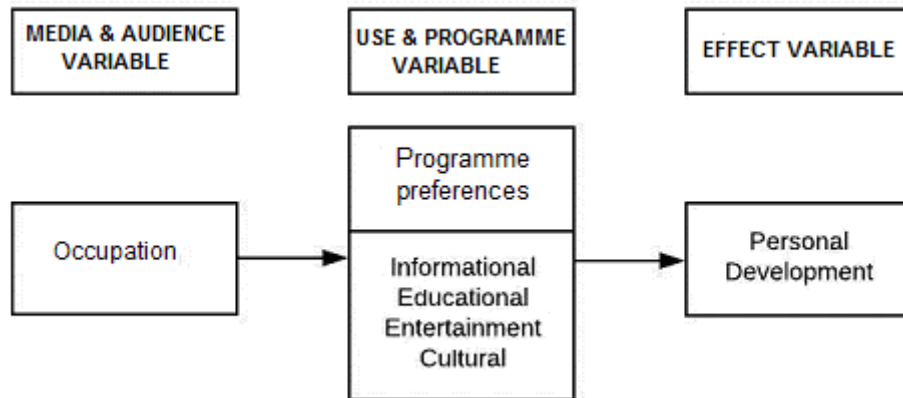
Fig. 40: PD by occupation and programme preferences

Evaluating the mean scores of programme preferences among the employed, unemployed and student categories, evident variations could be observed. For the employed and the unemployed, maximum score was obtained for educational programmes – (M=24.18, SD=16.45) and (M=25.57, SD=5.15) respectively. Second highest scores for both categories of users were for informational programmes which correspondingly were (M=21.29, SD=15.60) and (M=22.64, SD=13.96). The employed preferred cultural programmes (M=19.71, SD=14.09) than entertainment programmes (M=14.44, SD=13.09) while the unemployed chose entertainment programmes (M=19.68, SD=14.01) over cultural (M=17.75, SD=11.17) programmes. In case of students, the first choice was cultural programmes (M=23.09, SD=15.15). This was followed by informational (M=21.12, SD=15.04), educational (M=20.59, SD=12.47) and entertainment (M=17.47, SD=16.19) programmes.

Two-way ANOVA revealed that all effects were insignificant at 0.05 p value. Main effect analysis for occupation yielded F ratio, $F_{(2,488)} = 0.23$, p=0.78 and that for programme preferences yielded $F_{(3,488)} = 2.35$, p=0.71 thereby indicating an insignificant difference among the employed (M=19.75, SD=15.03), the unemployed (M=21.20, SD=12.99) and the students (M=19.84, SD=14.95) and also among the four programme types - informational (M=21.61, SD=15.18), educational (M=22.93, SD=13.37), entertainment (M=16.17, SD=14.22) and cultural (M=19.69, SD=13.65).

Table 38: Mean score of PD by occupation and programme preferences

GROUP STATISTICS					TWO-WAY ANOVA RESULTS					
Occupa-tion	Programme types	N	Mean	Std. Dev.	Between Subjects Effects	Sum of Squares	Df	F	Sig.	Partial Eta Squared
Employed	Informational	164	21.39	15.60	Occupation	101.172	2	.239	.788	.001
	Educational	17	24.18	16.45						
	Entertainment	64	14.44	13.09						
	Cultural	75	19.71	14.09						
	Total	320	19.75	15.03						
Un-employed	Informational	47	22.64	13.96	Programme preferences	1497.449	3	2.355	.071	.014
	Educational	7	25.57	5.15						
	Entertainment	19	19.68	14.01						
	Cultural	20	17.75	11.17	Occupation X Programme preferences	761.872	6	.599	.731	.007
	Total	93	21.20	12.99						
Student	Informational	25	21.12	15.04						
	Educational	17	20.59	12.47						
	Entertainment	34	17.47	16.19	Error	103435.350	488			
	Cultural	11	23.09	15.15						
	Total	87	19.84	14.95						
Total	Informational	236	21.61	15.18						
	Educational	41	22.93	13.37	Total	307803.000	500			
	Entertainment	117	16.17	14.22						
	Cultural	106	19.69	13.65						
	Total	500	20.04	14.64						

The overall influence of interaction between the effects of occupation and programme preferences on PD of rural listeners was statistically insignificant for the F statistics, $F_{(6,488)} = 0.59$, p=0.73, leading to the rejection of hypothesis H15-D.

INFLUENCE OF STATION TYPE AND PROGRAMME PREFERENCE INTERACTION ON PERSONAL DEVELOPMENT

Next element under 'media and audience' is the channel variable. Studies by Balu & Balasubramanian (2015), Sevukan & Raihanath (2015), Jayaprakash & Shoesmith (2007) have provided insights in to how different types of CR stations have helped in people's development. Here, the three types of radio stations and programme preferences together constituted the independent variable while PD forms the dependant variable. Hypothesis relating the three is as given below:

H16: The type of radio station has a significant role in determining the influence of programme preferences in the personal development of rural audiences.
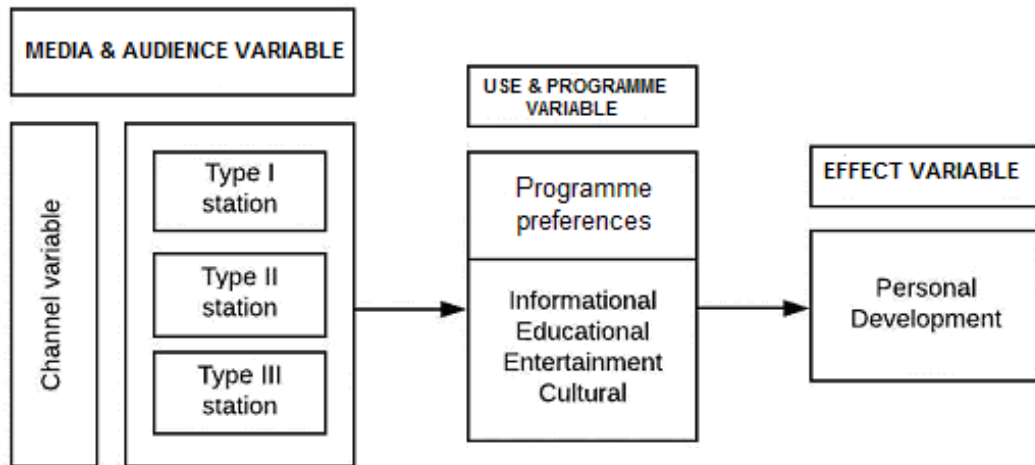
Fig. 41: PD by station type and programme preferences

Considering mean scores for Type-I station, the highest was for informational programmes (M=24.63, SD=12.01). Mean scores of educational (M=22.08, SD=7.92), cultural (M=18.00, SD=10.96), and entertainment (M=15.47, SD=10.91) programmes occupied successive positions. In case of Type-II station cultural programmes had the highest score (M=15.95, SD=19.46) followed by those of educational (M=14.20, SD=17.32), entertainment (M=10.69, SD=14.03) and informational (M=10.14, SD=14.78) contents. Mean scores followed a reverse progressive pattern in case of Type-III station, with informational content having the highest score (M=28.95, SD=12.27), followed closely by scores of educational (M=28.39, SD=11.85), entertainment (M=26.86, SD=12.49) and cultural (M=23.55, SD=12.06) programmes.

The results of two-way ANOVA at 0.05 significance level showed a significant influence in the interaction between station type and programme preferences with an F ratio, $F_{(6,488)} = 2.58$ where p=0.018.

Considering F statistics for individual main effects, the F ratio for the effect of station type was $F_{(2,488)} = 31.18$, p<.001, which indicated a highly significant difference among Type-I station (M=20.89, SD=11.83), Type-II station (M=11.37, SD=15.38) and the Type-III station (M=27.23, SD=12.31).

Table 39: Mean score of PD by station type and programme preferences

GROUP STATISTICS					TWO-WAY ANOVA RESULTS					
Station type	**Programme types**	**N**	**Mean**	**Std. Dev.**	**Between Subjects Effects**	**Sum of Squares**	**df**	**F**	**Sig.**	**Partial Eta Squared**
Type-I station (Mattoli)	Informational	83	24.63	12.01	Station type	10538.217	2	31.182	.000	.113
	Educational	13	22.08	7.92						
	Entertainment	36	15.47	10.91						
	Cultural	45	18.00	10.96						
	Total	177	20.89	11.83	Programme preferences	1116.181	3	2.202	.087	.013
Type-II station (Ahalia)	Informational	73	10.14	14.78						
	Educational	10	14.20	17.32						
	Entertainment	52	10.69	14.03	Station type X Programme preferences	2618.208	6	2.582	.018	.031
	Cultural	21	15.95	19.46						
	Total	156	11.37	15.38						
Type-III station (Benziger)	Informational	80	28.95	12.27						
	Educational	18	28.39	11.85						
	Entertainment	29	26.86	12.49	Error	82461.002	488			
	Cultural	40	23.55	12.06						
	Total	167	27.23	12.31						
Total	Informational	236	21.61	15.18						
	Educational	41	22.93	13.37						
	Entertainment	117	16.17	14.22	Total	307803.000	500			
	Cultural	106	19.69	13.65						
	Total	500	20.04	14.64						

Main effect for programme preferences yielded F ratio, $F_{(3,488)} = 2.20$, p=0.087, indicating an insignificant difference among informational (M=21.61, SD=15.18), educational (M=22.93, SD=13.37), entertainment (M=16.17, SD=14.22) and cultural (M=19.69, SD=13.65) programmes. Yet, hypothesis H16 is proved to be tenable. Mean plot for the same is provided in figure 42.
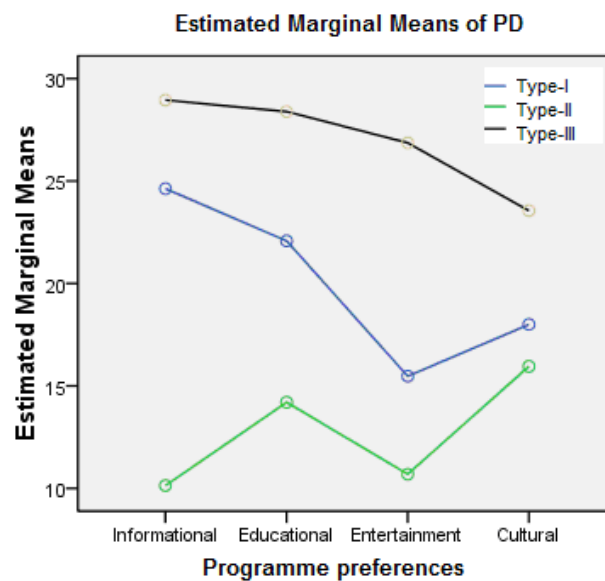
Fig. 42: Plot of PD by station and programme preferences

As the test yielded a significant result it was required to understand which one of these stations contributed to the mean score to make the influence significant. To ascertain this, data was subjected to Tukey post hoc test and result is provided in table 40.

Table 40: Post hoc test for PD by station type

Station type	N	Subset		
		1	2	3
Type-II station	156	11.37		
Type-I station	177		20.89	
Type-III station	167			27.23
Sig.		1.000	1.000	1.000

The Tukey post hoc test result revealed that the PD mean score of listeners of Type-II station (M=11.37) was significantly lower than that of those who listened Type-I station. The score of Type-I was lower than that of Type-III (M=27.23). In other words, the radio station which function for specialised audience (Type-III) had the highest score than the one functioned for mixed audiences (Type-I) and the one for general audience (Type-II). It could be concluded that radio for specialised audiences had positive impact than the other two types.

Table 41: Post hoc test for PD by programme preferences

Programme preferences	N	Subset	
		1	2
Entertainment	117	16.17	
Cultural	106	19.69	19.69
Informational	236		21.61
Educational	41		22.93
Sig.		.288	.362

The Tukey post hoc test for PD by programme preferences showed that at a p level of 0.05, mean score for the listeners of entertainment programmes (M=16.17) is significantly lower the listeners of cultural (M=19.69), informational (M=21.61) and educational (M=22.93) programmes. This indicates the negative impact of entertainment programmes on PD scores. Scores of those who listened more to cultural and informational programmes were also significantly different from scores of those who preferred educational programmes. Educational programmes had significant positive impact on the PD of audience as it showed the highest mean score among the four.

In short, the high impact observed among the scores of three types of radio stations made the interaction between radio station and programme preferences significant.

INFLUENCE OF GENDER AND PROGRAMME PREFERENCE INTERACTION ON SOCIAL CHANGE

Similar analysis was performed to understand the interaction of gender and programme preferences on SC, the dependent variable. The following hypothesis was set accordingly:

H17-A: The interaction between the programme preferences and the gender of users significantly influences the role CR plays in social change of rural people.
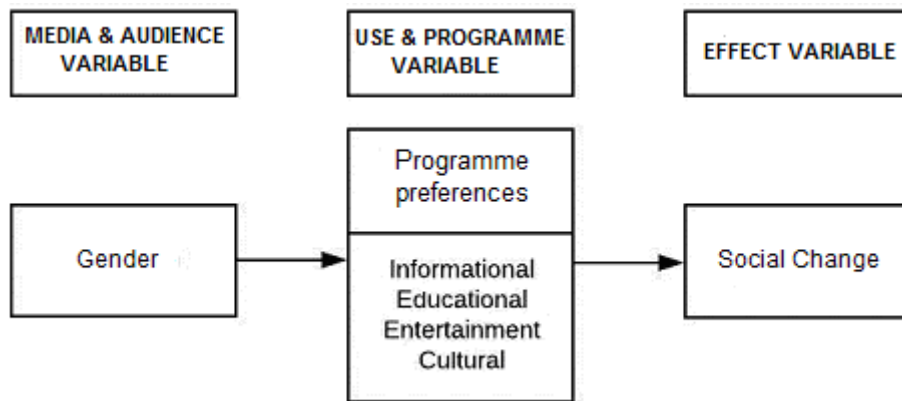
Fig. 43: SC by gender and programme preferences

From Table 42, it is evident that the distribution of mean scores of female listeners is the highest for educational programmes (M=13.85, SD=7.64) followed by cultural (M=11.66, SD=6.37), informational (M=10.69, SD=8.38) and entertainment (M=9.35, SD=8.56) programmes. The male listeners preferred informational programmes the most (M=12.14, SD=8.43), followed by cultural (M=11.95, SD=6.89), educational (M=11.27, SD=8.60) and entertainment (M=8.09, SD=7.67). In both cases, entertainment programmes were the least preferred.

Taking the results of two-way ANOVA, the simple main effects of gender $F(1,492)$ = 0.35, p=0.55 showed an insignificant difference between females (M=10.84, SD=8.11) and males (M=11.11, SD=8.02). Meanwhile the main effect of programme preferences, $F(3, 492)$ = 4.19, p=.006 showed a highly significant difference – informational (M=11.33, SD=8.42), educational (M=12.90, SD=8.00), entertainment (M=8.77, SD=8.15) and cultural (M=11.83, SD=6.65) contents.

Table 42: Mean score of SC by gender and programme preferences

Gender	Programme types	N	Mean	Std. Dev.	Between Subjects Effects	Sum of Squares	df	F	Sig.	Partial Eta Squared
	GROUP STATISTICS				TWO-WAY ANOVA RESULTS					
Female	Informational	131	10.69	8.38	Gender	22.291	1	.350	.555	.001
	Educational	26	13.85	7.64						
	Entertainment	63	9.35	8.56						
	Cultural	44	11.66	6.37	Programme preferences	801.814	3	4.192	.006	.025
	Total	264	10.84	8.11						
Male	Informational	105	12.14	8.43						
	Educational	15	11.27	8.60	Gender X Programme preferences	226.946	3	1.186	.314	.007
	Entertainment	54	8.09	7.67						
	Cultural	62	11.95	6.89						
	Total	236	11.11	8.02						
Total	Informational	236	11.33	8.42	Error	31370.939	492			
	Educational	41	12.90	8.00						
	Entertainment	117	8.77	8.15	Total	92584.000	500			
	Cultural	106	11.83	6.65						
	Total	500	10.97	8.06						

In effect, the interaction between gender and programme preferences of rural audiences generated an F ratio, $F_{(3,492)} = 1.18$ where $p=0.31$, thereby indicating a statistically insignificant relation. This led to the rejection of hypothesis H17-A.

INFLUENCE OF AGE AND PROGRAMME PREFERENCE INTERACTION ON SC

How do age and programme preferences influence SC? A hypothesis was formulated based on the assumption that the relation is a significant one. Results are provided in Table 43.

H17-B: The role of programme preferences in social change among rural people significantly varies among different age groups.
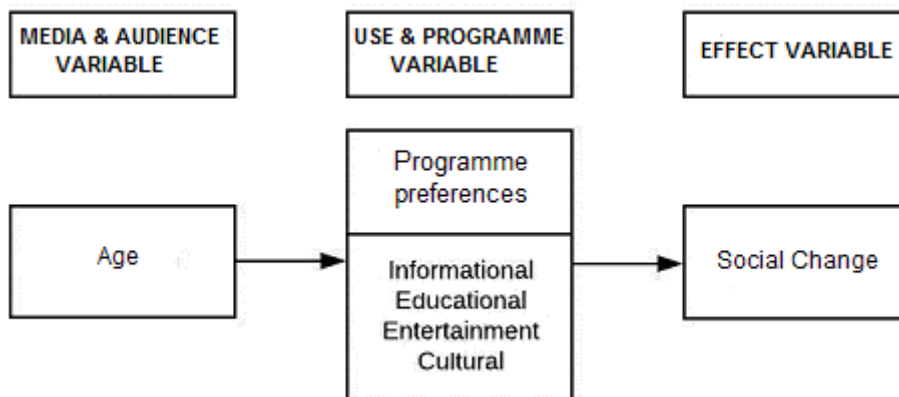
Fig. 44: SC by age and programme preferences

From the mean scores displayed in table 43, in lower age group, the highest variation was for educational programmes (M=13.68, SD=7.25), trailed by informational (M=13.45, SD=7.13), cultural (M=11.85, SD=7.16) and entertainment (M=7.74, SD=8.82) programmes. Listeners belonging to middle age category are more interested in cultural programmes (M=12.59, SD=5.82) than informational (M=10.76, SD=8.78), educational (M=10.13, SD=8.31) and entertainment (M=9.71, SD=7.80) programmes. Educational programmes (M=16.71, SD=8.36) were the most preferred by upper age category. This was followed by cultural (M=11.44, SD=6.94), informational (M=11.27, SD=8.37) and entertainment (M=9.05, SD=7.80) programmes.

Table 43: Mean score of SC by age and programme preferences

GROUP STATISTICS					TWO-WAY ANOVA RESULTS					
Age category	Programme types	N	Mean	Std. Dev.	Between Subjects Effects	Sum of Squares	df	F	Sig.	Partial Eta Squared
Lower age	Informational	33	13.45	7.13	Age	91.073	2	.715	.490	.003
	Educational	19	13.68	7.25						
	Entertainment	42	7.74	8.82						
	Cultural	20	11.85	7.16						
	Total	114	11.11	8.16	Programme preferences	954.904	3	4.996	.002	.030
Middle age	Informational	111	10.76	8.78						
	Educational	15	10.13	8.31						
	Entertainment	34	9.71	7.80						
	Cultural	29	12.59	5.82	Age X Programme preferences	485.138	6	1.269	.270	.015
	Total	189	10.80	8.17						
Upper age	Informational	92	11.27	8.37						
	Educational	7	16.71	8.36						
	Entertainment	41	9.05	7.80	Error	31088.788	488			
	Cultural	57	11.44	6.94						
	Total	197	11.05	7.93						
Total	Informational	236	11.33	8.42						
	Educational	41	12.90	8.00	Total	92584.000	500			
	Entertainment	117	8.77	8.15						
	Cultural	106	11.83	6.65						
	Total	500	10.97	8.06						

Results of two-way ANOVA yielded statistically insignificant interaction between the effects of age and programme preferences, F (6,488) = 1.26, p=0.27.

Main effects analysis for age showed F statistics, F (2,488) = 0.71 for p=0.49 indicating an insignificant difference among lower age (M=11.11, SD=8.16), middle age (M=10.80, SD=8.17) and upper age (M=11.05, SD=7.93) categories.

Main effect analysis, F ratio for programme preferences, F (3,488) = 4.99 at p=0.002 indicated a highly significant difference among the various categories: informational (M=11.33, SD=8.42), educational (M=12.90, SD=8.00), entertainment (M=8.77, SD=8.15) and cultural (M=11.83, SD=6.65). This nullified hypothesis H17-B.

INFLUENCE OF EDUCATION AND PROGRAMME PREFERENCE INTERACTION ON SOCIAL CHANGE

In order to understand the influence of interaction of independent variables on the dependent variable SC, the data was subjected to two-way ANOVA. The test was conducted based on the following sub-hypothesis:

H17-C: The interaction between programme preferences and educational level of users significantly influences the role CR plays in social change of rural people.

Fig. 45: SC by education and programme preferences

Mean scores of programme preferences (see Table 44) among listeners of low level education were distributed as follows: educational (M=13.33, SD=5.80), informational (M=11.02, SD=8.01), cultural (M=10.71, SD=7.03) and entertainment (M=9.49, SD=8.31). Pattern of score distribution was similar in case of middle level educated people also: educational content (M=15.85, SD=5.44), informational (M=12.30, SD=9.35), cultural (M=11.48, SD=6.68) and entertainment (M=8.07, SD=8.70). People with high level education showed greater affinity towards cultural programmes (M=13.59, SD=5.88), followed by informational (M=11.04, SD=8.30), educational (M=10.19, SD=10.33) and entertainment (M=8.46, SD=6.92) programmes.

Table 44: Mean score of SC by education and programme preferences

GROUP STATISTICS					TWO-WAY ANOVA RESULTS					
Education level	Programme types	N	Mean	Std. Dev.	Between Subjects Effects	Sum of Squares	df	F	Sig.	Partial Eta Squared
Lower level	Informational	106	11.02	8.01	Education	68.261	2	.536	.586	.002
	Educational	12	13.33	5.80						
	Entertainment	51	9.49	8.31						
	Cultural	45	10.71	7.03						
	Total	214	10.72	7.78	Programme preferences	884.720	3	4.629	.003	.028
Middle level	Informational	57	12.30	9.35						
	Educational	13	15.85	5.44						
	Entertainment	42	8.07	8.70						
	Cultural	27	11.48	6.68	Education X Programme preferences	485.662	6	1.271	.269	.015
	Total	139	11.19	8.63						
Higher level	Informational	73	11.04	8.30						
	Educational	16	10.19	10.33						
	Entertainment	24	8.46	6.92	Error	31089.275	488			
	Cultural	34	13.59	5.88						
	Total	147	11.12	7.94						
Total	Informational	236	11.33	8.42						
	Educational	41	12.90	8.00	Total	92584.000	500			
	Entertainment	117	8.77	8.15						
	Cultural	106	11.83	6.65						
	Total	500	10.97	8.06						

Between the two main effects analyses, the one of education showed an insignificant result for F ratio, F (2,488) = 0.53, p=0.58 while that of programme preferences yielded a highly significant result for F (3,488) = 4.62, p=.003. It could be inferred that the differences among low level educated (M=10.72, SD=7.78), middle level educated (M=11.19, SD=8.63) and higher level educated (M=11.12, SD=7.94) were insignificant while the differences among informational (M=11.33, SD=8.42), educational (M=12.90, SD=8.00), entertainment (M=8.77, SD=8.15) and cultural (M=11.83, SD=6.65) programmes were highly significant.

On the whole, the influence of interaction between education and programme preferences was insignificant as F ratio yielded F (6,488) = 1.27, p=0.26. This resulted in the rejection of hypothesis H17-C.

INFLUENCE OF OCCUPATION AND PROGRAMME PREFERENCES ON SC

It was assumed that the SC (dependant variable) of rural people was significantly influenced by the interaction between the independent variables, occupation and

programme preferences, with SC. Hypothesis related to this assumption is as stated below:

H17-D: The interaction between programme preferences and the occupation of users significantly influences the role CR plays in social change in rural areas.

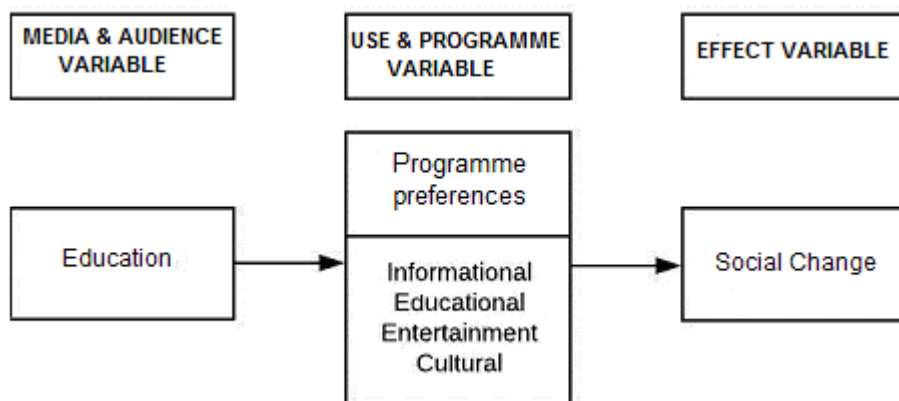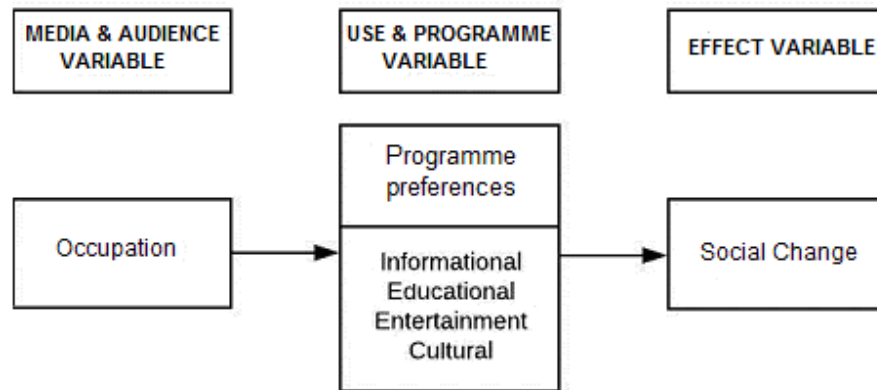Fig. 46: SC by occupation and programme preferences

More number of employed people opted cultural programmes (M=12.80, SD=6.43) over educational (M=11.59, SD=9.31), informational (M=10.94, SD=8.61) and entertainment (M=9.16, SD=7.55) programmes. In case of the unemployed, maximum variation was shown for educational programmes (M=16.86, SD=5.08), followed by informational (M=11.32, SD=8.49), entertainment (M=9.68, SD=8.79) and cultural (M=8.45, SD=5.46) programmes. For students, informational programmes (M=13.96, SD=6.64) showed the highest score. Scores of educational (M=12.59, SD=7.40), cultural (M=11.36, SD=8.46) and entertainment (M=7.53, SD=8.97) programmes showed significant variation (see Table 45).

The main effect for occupation yielded an F ratio of $F_{(2,488)} = 0.079$, p=0.92 indicating that the difference between employed (M=11.05, SD=8.03), unemployed (M=10.78, SD=7.96) and students (M=10.85, SD=8.34) is insignificant.

The main effect for programme preferences with an F ratio of $F_{(3,488)} = 4.48$, p=.004 indicated a highly significant difference for informational (M=11.33, SD=8.42), educational (M=12.90, SD=8.00), entertainment (M=8.77, SD=8.15) and cultural (M=11.83, SD=6.65) programmes.

Table 45: Mean score of SC by occupation and programme preferences

GROUP STATISTICS					TWO-WAY ANOVA RESULTS					
Occupa-tion	Programme types	N	Mean	Std. Dev.	Between Subjects Effects	Sum of Squares	df	F	Sig.	Partial Eta Squared
Employed	Informational	164	10.94	8.61	Occupation	10.061	2	.079	.924	.000
	Educational	17	11.59	9.31						
	Entertainment	64	9.16	7.55						
	Cultural	75	12.80	6.43						
	Total	320	11.05	8.03						
Un-employed	Informational	47	11.32	8.49	Programme preferences	850.606	3	4.480	.004	.027
	Educational	7	16.86	5.08						
	Entertainment	19	9.68	8.79						
	Cultural	20	8.45	5.46	Occupation X Programme preferences	709.474	6	1.868	.085	.022
	Total	93	10.78	7.96						
Student	Informational	25	13.96	6.64						
	Educational	17	12.59	7.40						
	Entertainment	34	7.53	8.97	Error	30888.164	488			
	Cultural	11	11.36	8.46						
	Total	87	10.85	8.34						
Total	Informational	236	11.33	8.42						
	Educational	41	12.90	8.00	Total	92584.000	500			
	Entertainment	117	8.77	8.15						
	Cultural	106	11.83	6.65						
	Total	500	10.97	8.06						

Overall, the F statistics for the influence of interaction between occupation and programme preferences, F (6,488) = 1.86, p=0.085 proved insignificant, thereby nullifying hypothesis H17-D.

INFLUENCE OF STATION TYPE AND PROGRAMME PREFERENCE INTERACTION ON SOCIAL CHANGE

In this section, a two-way ANOVA is conducted to find how SC of rural listeners is influenced by station and programme preferences. Pavarala (2003) has given examples on how programmes aired by different types of radio stations have bought changes in rural societies. A hypothesis was formulated, relating the three.

H18: The role of programme preferences in social change among rural people significantly differs with the type of radio stations.
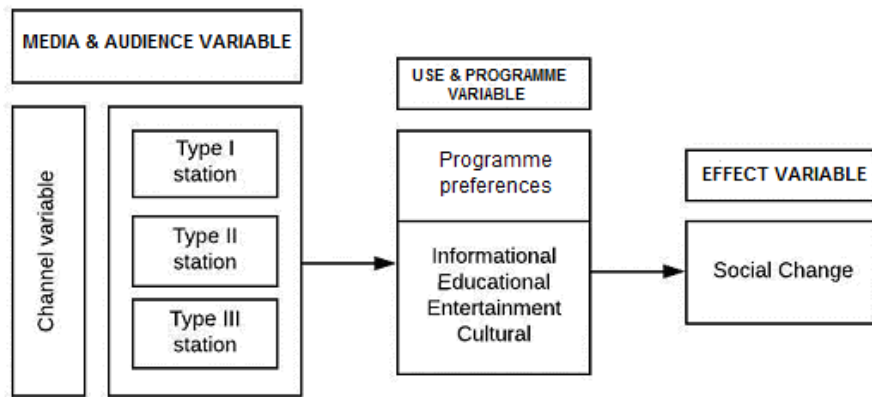
Fig. 47: SC by station type and programme preferences

Among the mean scores (Table 46), in case of Type-I station, score of informational programmes (M=13.52, SD=7.04) was the highest (Table 46). Scores of educational (M=12.85, SD=7.74), cultural (M=11.51, SD=6.77) and entertainment (M=10.14, SD=7.06) occupied successive positions. For Type-II station, educational programme had the highest (M=8.90, SD=10.51) when compared to cultural (M=9.57, SD=8.43), entertainment (M=5.21, SD=8.48) and informational programmes (M=4.85, SD=8.38). In case of Type-III station, mean score was the highest for educational programmes (M=15.17, SD=5.91). This was followed by scores of informational (M=14.99, SD=6.17), entertainment (M=13.45, SD=5.79) and cultural (M=13.38, SD=5.07) programmes.

Table 46: Mean score of SC by station type and programme preferences

GROUP STATISTICS					TWO-WAY ANOVA RESULTS					
Station type	Programme types	N	Mean	Std. Dev.	Between Subjects Effects	Sum of Squares	df	F	Sig.	Partial Eta Squared
Type-I station (Mattoli)	Informational	83	13.52	7.04	Station type	2663.301	2	25.734	.000	.095
	Educational	13	12.85	7.74						
	Entertainment	36	10.14	7.06						
	Cultural	45	11.51	6.77						
	Total	177	12.27	7.10	Programme preferences	306.241	3	1.973	.117	.012
Type-II station (Ahalia)	Informational	73	4.85	8.38						
	Educational	10	8.90	10.51						
	Entertainment	52	5.21	8.48						
	Cultural	21	9.57	8.43	Station type X Programme preferences	646.897	6	2.084	.054	.025
	Total	156	5.87	8.66						
Type-III station (Benziger)	Informational	80	14.99	6.17						
	Educational	18	15.17	5.91						
	Entertainment	29	13.45	5.79	Error	25252.059	488			
	Cultural	40	13.38	5.07						
	Total	167	14.35	5.83						
Total	Informational	236	11.33	8.42						
	Educational	41	12.90	8.00	Total	92584.000	500			
	Entertainment	117	8.77	8.15						
	Cultural	106	11.83	6.65						
	Total	500	10.97	8.06						

The two-way ANOVA test showed F statistics for the main effect for station, $F_{(2,488)} = 25.73$, $p<.001$ indicating a highly significant difference among Type-I station (M=12.27, SD=7.10), Type-II (general) (M=5.87, SD=8.66) and Type-III stations (specialised) (M=14.35, SD=5.83).

Similarly the main effect for programme preferences, $F_{(3,488)} = 1.97$, $p=0.117$ indicated an insignificant variation among the four content types - informational (M=11.33, SD=8.42), educational (M=12.90, SD=8.00), entertainment (M=8.77, SD=8.15) and cultural (M=11.83, SD=6.65) programmes.

But, effect of the interaction between station and programme preferences was statistically insignificant for F ratio, $F_{(6,488)} = 2.08$, $p=.054$. Therefore hypothesis H18 stating a significant relation was nullified.

RECIPROCITY BETWEEN PD AND SC OF RURAL AUDIENCE

It has already been stated that in this study rural development is viewed at two levels - personal and social. The earlier sections have explained in detail how these two elements are influenced when changes occur with respect to the demographic antecedents, the type of station to which the respondents listen to (the media and audience variable) and their CR usage patterns and different types of programmes aired (the use and programme variable). Hence there naturally arises a question whether any reciprocity between PD and SC exists. Hypothesis formulated to seek answer to this question is as follows:

H19: There exists significant reciprocity between personal development and social change.
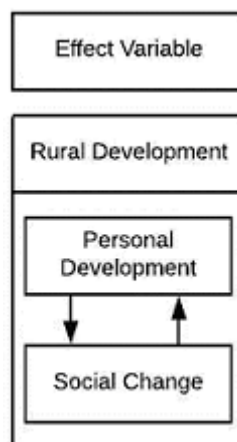
Fig. 48: PD and SC interaction

In order to gain clarification for this assumption, Pearson Correlation Analysis was performed between PD and SC and results are given in table 47.

Table 47: Correlation analysis of PD and SC

Descriptive Statistics			
Variables	**Mean**	**Std. Dev.**	**N**
Personal development	20.04	14.646	500
Social change	10.97	8.062	500
Correlations			
			Social change
	Pearson Correlation		.753[**]
Personal development	Sig. (2-tailed)		.000
	N		500
**. Correlation is significant at the 0.01 level (2-tailed)			

Pearson's correlation carried out to look for relationships between the variables personal development and social change of rural CR audiences (N=500) yielded the following result. There was significant evidence of a relationship between these two variables for the following conditions (r = 0.753, p<0.001). Therefore it could be concluded that personal development is strongly related to social change, thus validating hypothesis H19. Graphical representation of the result is provided in the following figure (Fig. 49).
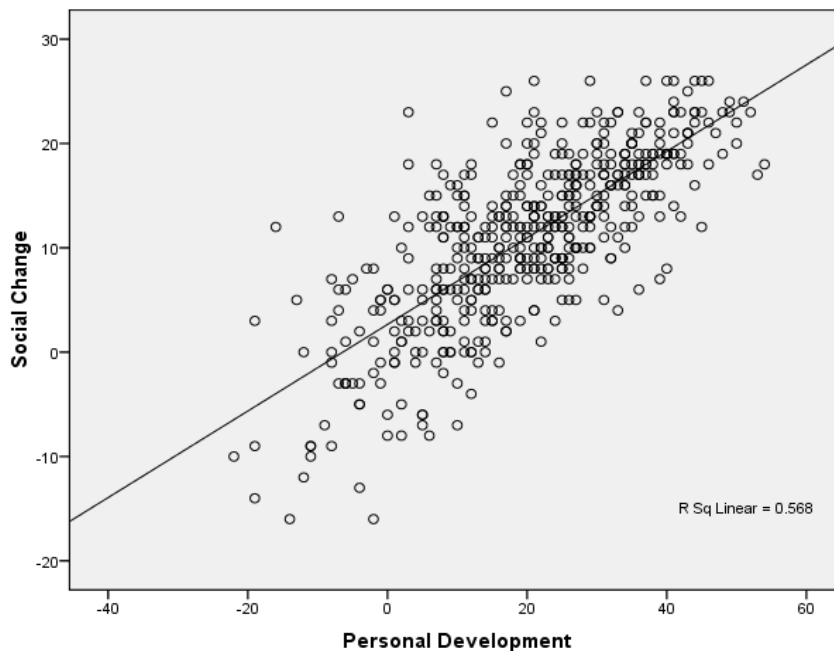
Fig. 49: Plot for PD and SC of listeners

The scatter plot depicts PD on the X-axis and SC on Y-axis, and summarizes the obtained results. The straight line indicates existence of a linear relationship. Scatter about the line is small, so the linear relationship is strong. Also, slope of the line is positive thereby depicting a positive correlation between the variables. Overall a strong, positive correlation exists between personal development and social change. Increases in PD were correlated with increases in SC.

TENABILITY OF HYPOTHESES

Hypothesis H1: *There exists significant relationship between demographic variables (gender, age, education, occupation) and level of CR usage of rural listeners.*

CR usage patterns of rural audiences are tested for its association with their demographic characteristics. Since four demographic characteristics were included in the study, four sub-hypothesis were formulated out hypothesis H1. Their results and tenability are given below.

H1-A: *Gender has a significant relationship with the level of CR usage of rural listeners*

H1-B: *CR usage patterns of rural audiences significantly vary across age groups.*

H1-C: *Significant association exists between education of rural listeners and their CR usage levels.*

H1-D: *CR usage of rural audiences evidently varies with their nature of occupation.*

Demographic backgrounds of listeners and their usage behaviour were cross tabulated. Results showed that gender (p=0.088) of listeners do not have any association with their CR usage pattern. At the same time, their age (p<0.001), level of education (p<0.001), and the type of employment (p<0.001) largely define the time spent for listening community radios. Therefore, among the four sub-hypotheses, only three proved to be valid (H1-B, H1-C and H1-D) and this made hypothesis H1 partly true.

Hypothesis H2: *CR usage of rural listeners significantly varies according to the type of CR station.*

It was also found that people's usage patterns change with different stations (p=.047). The type of radio station has proved to have some relationship with listeners' usage levels thereby validating hypothesis H2.

Fig. 50 depicts how demographic variables and type of radio station (media and audience variable) are associated with CR usage levels.
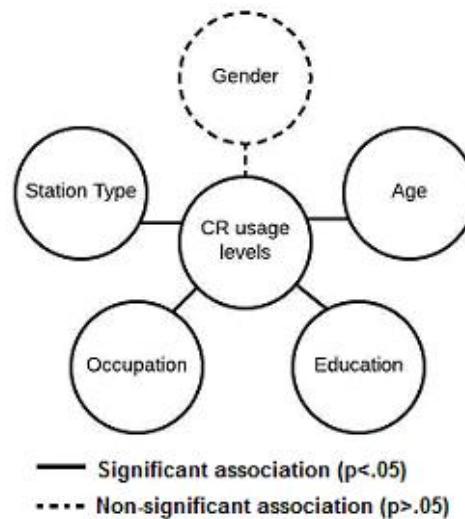
Fig. 50: Media & audience variable and CR usage levels

Hypothesis H3: Programme preferences of rural listeners significantly vary with their demographic differences (gender, age, education, occupation).

In order to ascertain whether programme types preferred by rural audiences are influenced by demographic characteristics, chi-square analysis was carried out for each variable, stated as four sub-hypotheses.

H3-A: Gender is a significant determinant in establishing rural listeners' programme preferences.

H3-B: Programme preferences of rural listeners significantly vary among the age groups.

H3-C: Education of rural listeners is significantly associated with their preferences of programmes.

H3-D: Programme preferences of rural listeners are associated with their nature of occupation.

Listeners' programme preferences have significant relationships with factors such as gender (p=.046), age (p<.001), and occupation (p<.001). However, any

significant association could not be established between education (p=.082) of listeners and their programme choices. Therefore, hypothesis H3 proved to be partially true since sub-hypotheses H3-A, H3-B, and H3-D were valid.

H4: *The type of radio station has significant association with the programme preferences of rural listeners.*

Chi-square analysis again proved that there exists a significant association between type of radio station (p=.005) and users' listening patterns which makes H4 valid. Following figure (Fig. 51) shows the nature of associations between various demographic variables and channel variable to programme type / preferences.
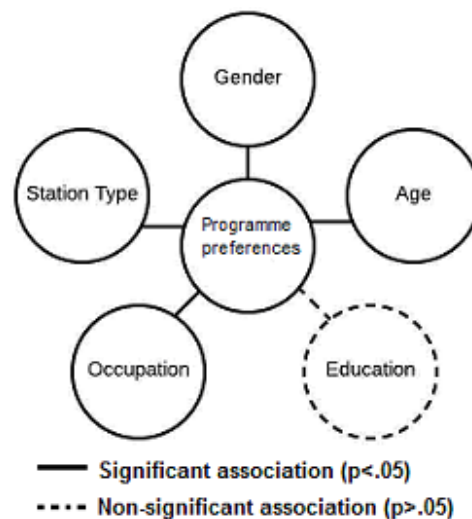
Fig. 51: Media & audience variable and programme preferences

In short, factors such as age, occupation and type of radio station are significantly associated with CR usage as well as listeners' programme choices. Relationship of gender and education vary with changes in usage level and programme preference. While gender was not a determinant in CR usage levels, it has certain association with programme preferences. Relationship of education turned out to be not significant in case of programme choices while it was significant in case of CR usage levels.

H5: *Listeners' level of CR usage has positive role in determining their personal development and social change.*

The assumptions that personal development/social change of rural audiences is influenced by CR usage pattern are measured separately for the two constructs.

Two sub-hypotheses were formed under H5 for the purpose. In order to test the nature of association between CR usage and PD/SC, one way ANOVA was done.

H5-A: *Listeners' level of CR usage has positive role in determining their personal development.*

The result established that any level of community radio usage does not exert influence over personal development of rural audiences (p=0.28).

H5-B: *The influence of CR on social change in rural areas varies according to the level of CR use by rural people.*

One-way ANOVA was again conducted to understand if social change among rural audiences is influenced by CR usage. Result of this analysis reiterated the finding of sub-hypothesis H5-A that mere listening to CR does not bring in change or development, both at personal level and for the society. It meant that CR usage level does not have a role in bringing social change among rural audiences (p=.171). Following figure (Fig. 52) illustrates the result.
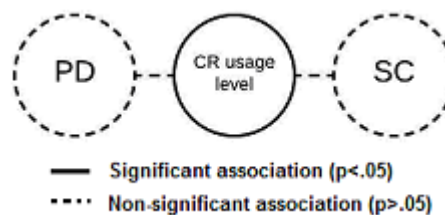
Fig. 52: CR usage and rural development

Combining results of sub-hypotheses H5-A and H5-B, it could be concluded that CR usage influences neither PD or SC or rural audiences. Therefore, hypothesis H5 is nullified.

H6: *The influence of CR on the personal development and social change of rural people varies according to their programme preferences.*

One way Analysis of Variance was again performed to test if programme preferences of rural audiences are associated with their personal development and social change. Hypothesis H6 is further divided into two for the individual constructs.

H6-A: *The perceived influence of CR on personal development of rural people varies according to the programme preferences.*

The assumption on which the hypothesis was formulated turned out to be true since p value, p=0.006; which meant that personal development of rural listeners changed with different genres of programmes. Programme preferences of listeners are determinants of their individual development. Therefore, H6-A was validated.

H6-B: *The perceived influence of CR on social change in rural areas varies according to programme preferences.*

Result of this sub-hypothesis was similar to the result of association between PD and programme preferences. It was found that programme preferences of audiences are determinants of their personal development (p=0.005), and H6-B was proved. This led to proving the tenability of hypothesis H6. Results are depicted in the following figure (Fig. 53).
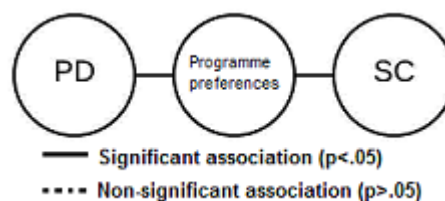
Fig: 53: Programme preferences and rural development

It could be concluded that while one constituent under 'use and content variable' namely 'CR usage level' was non influential in determining personal development and social change among rural audiences, the second element 'programme preferences' showed significant association with both personal development and social change.

H7: *Demographic variables (gender, age, education, occupation) serve as predictors of community radio's role in determining PD of rural people.*

In order to understand which all demographic antecedents of rural audience exhibit significant associations with their personal development, four sub-hypotheses were formulated, and t-test and one way ANOVA were performed.

H7-A: *The perceived influence of CR on personal development of rural people varies between males and females.*

H7-B: *Community radio's perceived influence on personal development varies among different age groups of rural listeners.*

H7-C: Education of rural listeners serves as predictor of the perceived influence of CR on personal development of rural people.

H7-D: Occupation of rural listeners has a significant role in determining the perceived influence of CR on their personal development.

Results of tests showed that none of the demographic variables had a significant association with the personal development of rural listeners. Gender (p=.052), age (p=.411), education (p=.334), and occupation (p=.696) had no roles in determining personal development of rural audiences. Therefore, hypothesis H7 is rejected since sub-hypotheses H7-A, H7-B, H7-C and H7-D were nullified.

H8: Type of station has a positive role in determining personal development of rural people.

Since one constituent under 'Media and Audience variable' proved to be non significant in determining PD, the next element- the channel variable- was tested for the existence of association with personal development. With p value, p<0.001, type of radio station proved to be highly significant in determining rural listeners' personal development, and thereby validating hypothesis H8.

Nature of associations between variables is shown in figure 54.
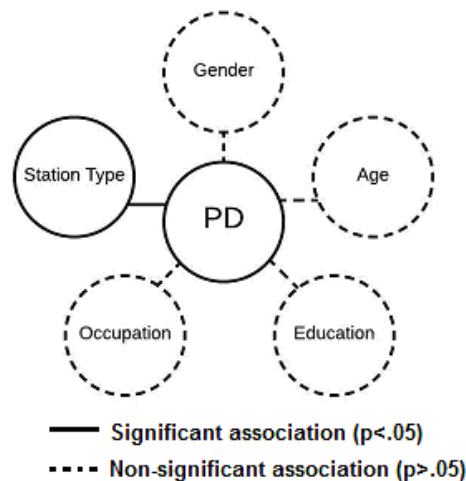
Fig. 54: Media & audience variable and PD

H9: Demographic variables (gender, age, education, occupation) have a significant role in determining community radio's role in social change of rural people.

Except for channel variable, the results of interactions between media and effect variables with personal development yielded associations which are non significant.

Hence, it was required to understand if results alter when the variables interact with social change. Four sub-hypotheses were formed thus.

H9-A: Community radio's perceived influence on social change varies between males and females.

H9-B: The perceived influence of CR on social change of rural people varies across age groups.

H9-C: Education of rural listeners has a significant role in determining the perceived influence of CR on social change

H9-D: Occupation of rural listeners serves as predictor of the perceived influence of CR on social change.

T-test and one way ANOVA results revealed that gender (p=.710), age (p=.934), education (p=.835), and occupation (p=.95) have no role in bringing social change among the rural listeners. The results led to the rejection of all sub-hypotheses (H9-A, H9-B, H9-C and H9-D) thereby, H9 was nullified.

H10: Perceived influence of CR on social change of rural people is determined by the type of radio station.

From the results of one way ANOVA, it was established that social change brought by community radios in rural areas are highly influenced by the type of CR station people listen to. Since p value, p<0.001, hypothesis H10 was validated. Relations of Media and Audience variable with social change are shown in figure 55.
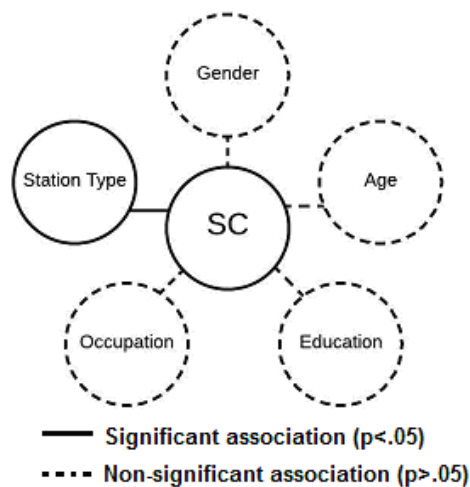
Fig. 55: Media & audience variable and SC

H11: The role of community radio usage in personal development among rural people significantly differs with demographic variables (gender, age, education, occupation).

As per requirement, the hypothesis was further subdivided into four and two way ANOVA was conducted with each.

H11-A: The interaction between the level of CR use and the gender of users significantly influences the role CR plays in personal development of rural people.

Though simple main effect of gender was significant (p=0.047), the overall interaction proved to be insignificant (p=0.85). Sub-hypothesis H11-A, therefore was nullified.

H11-B: The role of CR use in personal development among rural people significantly varies among different age groups.

Both main effects - age (p=0.55) and usage (p=0.217); and overall influence of interaction (p=0.82) were not significant. Thus, sub-hypothesis H11-B was rejected.

H11-C: The interaction between community radio usage and education of rural users significantly influences the role community radio plays in personal development.

Main effects for education (p=0.35) and usage levels (p=0.14), and interaction between effects (p=0.19) revealed to be insignificant. As such, H11-C was nullified.

H11-D: The interaction between level of CR usage and occupation of users significantly influences the role CR plays in their personal development.

Sub-hypothesis H11-D was also rejected because simple main effects for occupation (p=0.73) and usage levels (p=0.29), besides overall interaction between effects (p=0.742) were not significant.

Since all sub-hypotheses were rejected, hypothesis H11 also proved to be invalid.

H12: The type of radio station has a decisive role in determining the role of community radio usage in personal development of rural people.

Results of interaction between station type and usage levels (p=0.45), and main effect for CR usage (p=0.80) were insignificant. Although main effect for station

type (p<.001) was highly significant, the overall interaction was not significant. Thus, H12 was nullified. Results of interactions are given in Fig. 56.
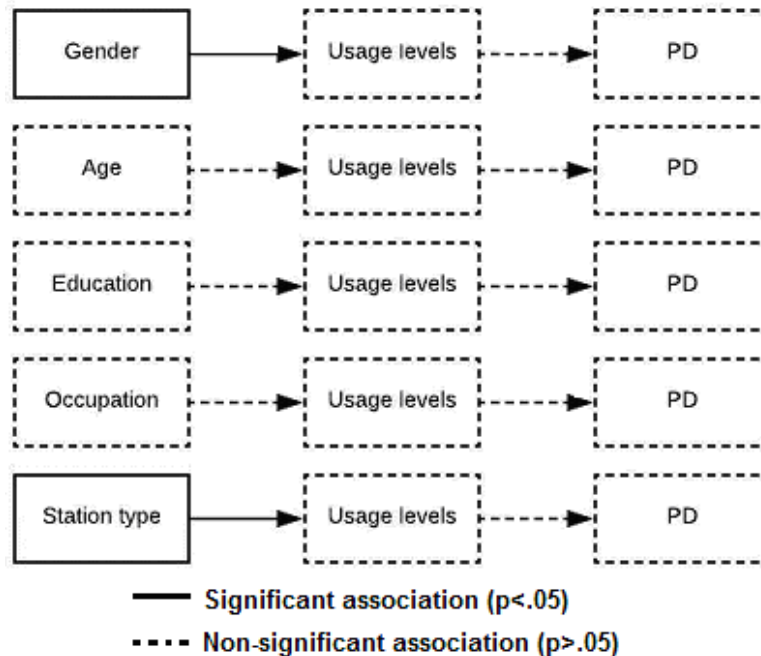
Fig. 56: PD by media & audience variable and CR usage

H13: *The role of community radio usage in bringing social change among rural people significantly differs with demographic variables (gender, age, education, occupation).*

The hypothesis is further subdivided into four and two way Analysis of Variance is performed for each.

H13-A: *The interaction between the level of CR usage and the gender of users significantly influences the role of CR in social change among rural people*

Since results of main effects for gender (p=0.83) and usage (p=0.21) as well as overall interaction (p=0.42) revealed influences which are not significant, sub-hypothesis H13-A was nullified.

H13-B: *The role of community radio usage in social change among rural people significantly varies among different age groups.*

Sub-hypothesis H13-B stating significant interaction among the independent and dependent variables was rejected because main effect for age (p=0.76) and usage (p=0.16), and overall interaction (p=0.91) were not significant.

H13-C: *Interaction between CR usage levels and educational level of users significantly influences the role community radio plays in social change in rural areas.*

Main effect for education (p=0.72), usage (p=0.17), and overall interaction (p=0.13) showed results which are not significant. Therefore, H13-C was nullified.

H13-D: *The interaction between the level of CR use and the occupation of users significantly influences the role CR plays in social change in rural areas.*

Similar to results of other three demographic variables, the interaction among occupation and usage proved to be not significant (p=0.79), as main effects for occupation (p=0.72) as well as usage (p=0.14) also showed results which are not significant. Therefore, sub-hypothesis H13-D was rejected.

H14: *The type of radio station has a significant role in determining the role of community radio usage in bringing social change among rural audiences.*

When tested for existence of significant relation, hypothesis H14 had to be rejected. Though main effect for station (p<0.001) was highly significant, the main effect for usage (p=0.43) and overall interaction (p=0.15) were not significant.

The following figure shows how Media & Audience variable interacted with CR usage levels in bringing social change.
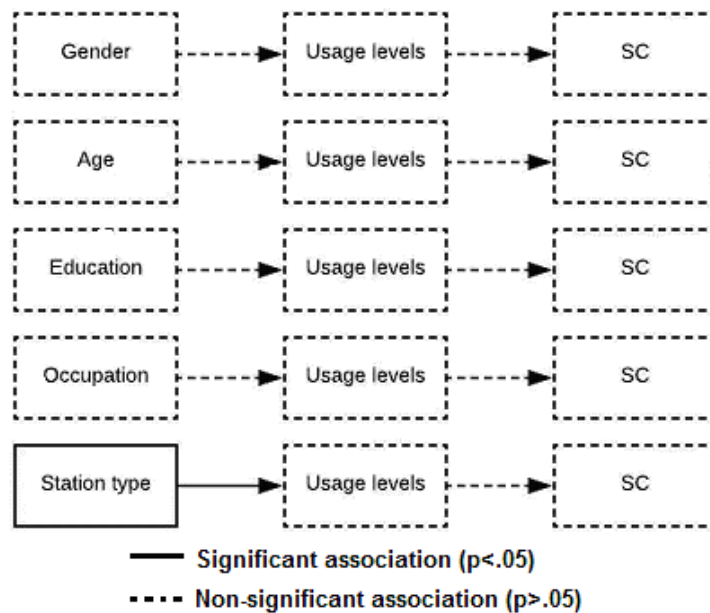
Fig. 57: SC by media & audience variable and CR usage

H15: The role of programme preferences in personal development of rural people varies according to the demographic variables (gender, age, education, occupation).

Four sub-hypotheses formed from the main hypothesis are given below along with tenability and results.

H15-A: The Interaction between programme preferences and gender of users significantly influences the role CR plays in personal development of rural people.

Simple main effects for gender (0.030) as well as programme preferences (p=0.004) were significant. Yet, the sub-hypothesis had to be rejected because overall interaction (p=0.085) turned out to be not significant.

H15-B: The role of programme preferences in personal development among rural people significantly varies among different age group.

Simple main effects for age (p=0.50) showed a relation which was not significant while that for programme preferences (p=0.007) was highly significant. But, their interaction (p=0.74) was statistically not significant and so H15-B was nullified.

H15-C: The interaction between programme preferences and educational level of users significantly influences the role CR plays in personal development of rural people.

The interaction between education and programme preferences (p=0.19) as well as the main effect for education (p=0.29) were statistically not significant. So, despite the significant effect for programme preferences (p=.002), the sub-hypothesis H15-C was rejected.

H15-D: The interaction between programme preferences and occupation of users significantly influences the role CR plays in personal development in rural areas.

Results of two-way ANOVA indicated the rejection of H15-D since all effects were statistically not significant- main effects for occupation (p=0.78), programme type preferences (p=0.71), and overall interaction (p=0.73) of effects showed relations which are not significant. Therefore, hypothesis H15 was nullified.

H16: The type of radio station has a significant role in determining the influence of programme preferences in the personal development of rural audiences.

Main effect for programme type ($p=0.087$) was not significant. But main effect for station type ($p<.001$) and overall interaction ($p=0.018$) showed significant results. Therefore, hypothesis H16 proved to be tenable.

Results described above are depicted in the Fig. 58.
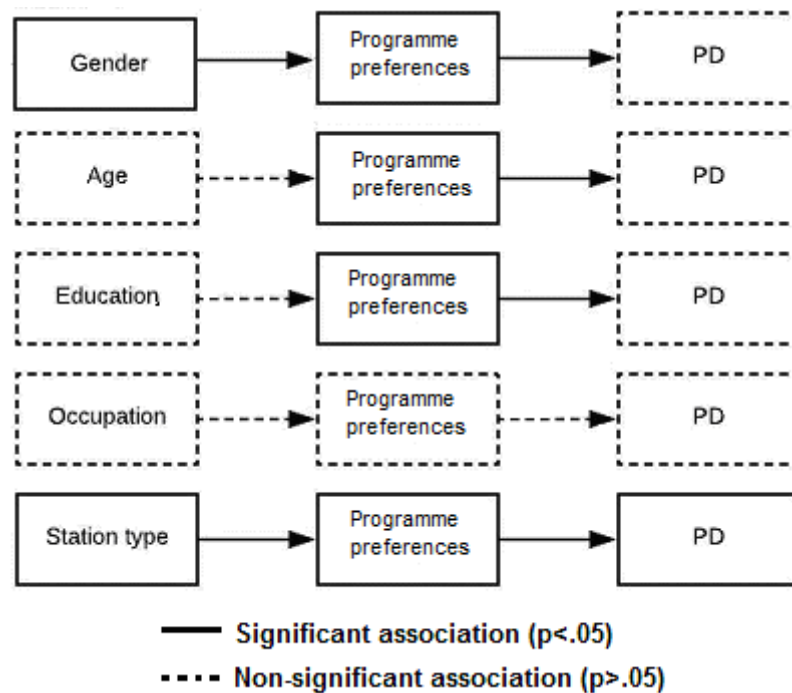
Fig. 58: PD by media & audience variable and programme preference

H17: The role of programme preferences in social change of rural people significantly differs with demographic variables (gender, age, education, occupation).

In order to understand how the interactions differed in accordance with demographic backgrounds of listeners, four sub-hypotheses were set.

H17-A: The interaction between the programme preferences and the gender of users significantly influences the role CR plays in social change of rural people.

This sub-hypothesis proved to be invalid. Though main effect for programme preferences ($p=.006$) was significant, main effect for gender ($p=0.55$) and overall interaction ($p=0.31$) were statistically not significant.

H17-B: The role of programme preferences in social change among rural people significantly varies among different age groups.

Main effects for age (p=0.49) and interaction between main effects (p=0.27) showed results which were not significant. So, despite the main effect for programme preferences (p=0.002) being significant, overall interaction showed non significant result, thereby nullifying sub-hypothesis H17-B.

H17-C: The interaction between programme preferences and educational level of users significantly influences the role CR plays in social change of rural people.

Interaction between the two main effects of education (p=0.58) and programme preferences (p=.003) yielded a relation which was not significant (p=0.26). Thus, despite a significant result (that of programme preferences), the whole interaction was not significant. This led to the rejection of sub-hypothesis H17-C.

H17-D: The interaction between programme preferences and the occupation of users significantly influences the role CR plays in social change in rural areas.

Among the effects, that of programme preferences (p=.004) was the only significant relation. The main effect of occupation (p=0.92) as well as the overall interaction (p=0.085) showed non-significant relations. Therefore, H17-D was nullified. Thus, the hypothesis H17 stating significant interaction was proved invalid.

H18: The role of programme preferences in social change among rural people significantly differs with the type of radio stations.

A highly significant relation was found for the main effect for type of station (p<.001). But, the hypothesis H18 was nullified since main effect for programme preferences (p=0.117) and overall interaction between the effects (p=.054) was found to have interactions which are not significant.

Fig. 59 depicts the nature of interactions of Media and Audience variables and programme type / preferences on SC.
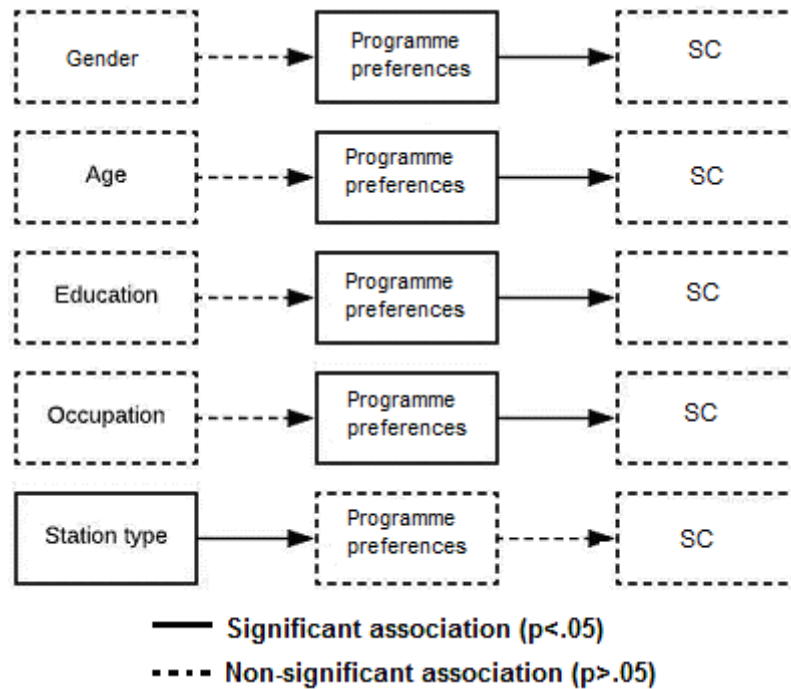
Fig. 59: SC by media & audience variable and programme preferences

H19: *There exists significant reciprocity between personal development and social change.*

The result of correlation between PD and SC, the two elements of rural development, was found to be highly significant ($p<0.001$), thereby validating hypothesis H19.

Conclusion

The first section of this chapter presented case analysis of Radio *Mattoli*, *Ahalia* Radio, and Radio Benziger. Despite the existence of numerous differences, these stations promote community participation in varying degrees, adapted to their locations, target communities, and their specific requirements. These stations are undergoing transitions in terms of introduction of innovative outreach programmes, improving quality and standard of programmes, using technological assistance, and diversifying programme contents for more inclusiveness.

Regarding programme strategies adopted by the stations, discussed in the second section, fairly good level of compliance could be observed between what the radio stations produce and what the community requires. Participation is the key element

which aid effective understanding of problems and tactical determination of programme strategies suitable for the peculiar communities served by each station.

Quantitative analysis of data revealed that the CR station most effective in bringing rural development is the one which serves specialised audiences. There is little interference made by the differences in gender, age, education, occupation or time spent for radio listening. Type of radio station and programme preferences of audiences are the two factors which determine individual development of community members. Also, the two factors of rural development - personal development and social change - are highly correlated each other. Thus it could be concluded that development in areas where community radios function can be significantly altered by rightly identifying the target audiences and designing programmes to serve their specific purposes. Programmes designed to specifically satiate development at individual levels are bound to bring changes in the society.

Conclusions drawn from the study and recommendations for future research are provided in the next chapter.

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CHAPTER V

CONCLUSIONS & RECOMMENDATIONS

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Information is crucial for development. Ease of deciphering information is as important as ensuring its wide availability in cost effective methods. Community radios throughout the world carry forward these tasks appreciatively. It is viewed upon not only as a medium for information and entertainment, but also as an effective instrument in spurring local action. No wonder it has become indispensible in promoting developmental activities in rural areas.

CR brings development at personal level as well as induces social changes. Scores of studies and projects have established this fact beyond doubt. Then also, a large majority of these concentrate solely at delineating information on the influence of certain genre of programme or a radio station on its listeners. Undoubtedly, there exist numerous other factors which influence the developmental goals set by CR stations, either directly or indirectly. But, empirical studies which involve interaction among more than two factors are less treaded upon. Hence the present study explored the potential of community radios in rural development in terms of listeners' personal development and social change, and whether these are influenced by listeners' demographic backgrounds, CR listening patterns, programme choices and the type of station they listen to.

Starting from the earliest community-owned, financed, managed and run radio station - the Miners' Radio of Bolivia - CR around the world evolved under various conditions. It has mostly been utilised as a tool for development and change. As such, understanding a station's evolution effectively reflects the unique history, social, cultural and political scenario of that place at a given point of time. Kerala is currently home to eleven functional CR stations, managed by either educational institutions or NGOs. Each station caters to different sects of audiences, functions for achieving unique goals, and is managed by ensembles of experts and community members. So, a detailed history of CR movement in Kerala and repercussions created by currently functional stations would be helpful for future references. Therefore, the primary objective of the study was to trace the history and development of CR sector in Kerala and also have detailed profiles of the functional radio stations.

Similarly, programmes aired by each station are customised to fit and serve the specific needs of community in which it functions. Kerala's geography is varied and so are its inhabitants. Kerala has a long coastal line along side hilly terrains, and midlands. Likewise, the state has an interesting blend of people belonging to varied socioeconomic backgrounds, religious affiliations, cultures, linguistic dialects and traditions. This multifariousness observable from one end of the state to the other has exerted explicit influence on the stations deciding their programme contents and formats. Hence, understanding programme choice and design strategy of the chosen stations were crucial, and formed the second major objective.

The third and final objective of the study specifically aimed at understanding the perceived impact of CR on the personal and community lives of rural people. Results of earlier studies have established that community radios have been utilised by communities under different socio-political situations to achieve specific developmental goals. So, through the third objective, the researcher endeavoured to understand whether the selected CR stations satiate these goals.

Qualitative as well as qualitative methods were used in this study. Listeners of three functional CR stations in Kerala formed the sample (N=500). One station each from the north, central and south of Kerala which functions for diverse sets of audience was chosen. Radio *Mattoli* was the station selected from northern Kerala. Located in Wayanad district at high altitude from sea level, the station's target audiences were a mix of tribal people, women, farmers, children, Dalits and other sections of people. The second station, *Ahalia* Radio aired programmes for general audience. Palakkad district, where it is located mainly comprise of midlands. The third CRS decided on was Radio Benziger located in the coastal district of Kollam. Key reason for finalising this station from southern Kerala was that it primarily aired for a specialised set of audience - people living in coastal area. In general, all these radio stations are licensed under NGOs and are rurally located.

To obtain a wider and in-depth picture, case study and programme content analysis were done for each station. Organisational structure and management, key programmes, content development strategy, financial and human resource sustainability, methods of community participation, awards and recognitions obtained and unique initiatives undertaken by the stations were chronicled in detail. Analysis of programme strategies adopted by these stations was also done. These

two helped in fulfilling the first two study objectives. In order to meet the third objective a comprehensive survey was conducted among the listeners of three stations. Additional information were obtained from personal interactions with participants in the survey, key persons of each station and selected staff.

CONCLUSIONS AND RECOMMENDATIONS

The successive sections begin with a bird's eye view of the current scenario of Kerala's CR sector along with brief profiles of the stations chosen for the study. This is followed by discussions on the common features and contrasts which differentiate stations from each other. Afterwards, new insights arising from the association of variables are given and the chapter winds up with recommendations for policy makers, CR practitioners and researchers.

Existing Situation of CR Sector in Kerala

In India, pleas for legitimisation of CR began by the mid 1990s, after the country's economy was liberalised. This was accentuated by concerns such as content homogenization, lesser portrayal of issues of the poor and marginalised, power concentration in the hands of a few etc. which were likely to occur due to privatisation and globalisation of media industries. Proponents of CR viewed it as a medium of expression for the disadvantaged sections, which are traditionally sidelined by the mainstream media.

In Kerala, CR marked its beginning in 2005. By then, it had become a familiar name in many parts of India. Apart from the State-controlled AIR, Kerala has a host of private FM channels. These stations have already developed strong network all over the state and are popular among people. Compared to this, expansion of CR sector in the state is slow. Still, rise in the number of organisations coming forward to procure license is a positive sign that people and organisations have begun to realise its potential.

Seven out of the 11 functional stations in the state are run by NGOs. The highest number of operational stations (7 nos.) is in south Kerala. It is interesting to observe that CR stations in north and central zones are all operated by NGOs while there is a good mix of stations run by educational institutions and NGOs in the south. Kottayam and Kollam districts have two CR stations each.

Kerala CR sector's growth is encouraging, but not enough to meet the current needs. Area-wise Kerala is at 22nd position in India. Having CR stations among nine of its 14 districts is a respectable number also. But, the extent of deficiency in this sector has to be assessed taking into consideration some statistics. A CRS is expected to cover a range of 5-10 km, which would typically cover an average sized village and there are 1364 villages in Kerala ("Census India," n.d.). In this light the numbers of radio stations in north and central Kerala are abysmally low since these zones together comprise of nine districts with nearly 1000 villages. There is no denial of the fact that reach of radio signals is dependent upon many technical and geographical factors; and signals of some of these stations are received in more than one district. But, this may not serve the needs of the varied population in these areas.

The 2011 census report reveals that Kerala has more than 50 percent rural population ("Kerala Census 2011," n.d.). Though urbanisation has increased and urban population is on rise, development of rural areas faces numerous challenges and hurdles ahead. Taking such facts into account, it can be concluded that requirement of CR stations is manifold the existing.

Community Radio Stations under Study

The revised CR policy guidelines permit educational institutions, civil society and voluntary organisations, State Agricultural Universities, ICAR institutions, Krishi Vigyan Kendras, Registered Societies and Autonomous Bodies and Public Trusts registered under Societies Act pan India to apply for CR licenses. In Kerala, however, functional stations are run by educational institutions or NGOs only. Radio stations selected for the study are all located in rural areas and are operated by NGOs.

Radio *Mattoli* started operation in June 2009 and is run by Wayanad Social Service Society (WSSS), an NGO under the Diocese of Mananthavady, Wayanad. It airs programmes of immediate interest to an assortment of people. The station has a well structured organisational hierarchy and well thought out programme strategy. For functioning nearly for a decade there are clear approaches for assigning works, using volunteers, and archiving content. Community participation is assured at all levels of organisation as well as in every stage of production. People are

encouraged to get involved in the day to day activities as producers, volunteers and stringers. There are special slots for programmes exclusively for tribal people in their dialects. The station emphasise on programmes related to agriculture and farming, preservation of ecology and water bodies, dairy, organic, and precision farming methods. Research organisations, government boards, institutions, and NGOs associate with Radio *Mattoli*. Apart from the content produced by the station, those acquired through content sharing are also aired. In addition to receiving funds in forms of projects, the station has adopted measures for ensuring financial and human resource sustainability. Its endeavours are recognised at national and international levels.

Five years after the launch of *Mattoli*, *Ahalia* Radio started going on air from 2014. Located in Palakkad, the station serves the needs of people belonging to different socioeconomic backgrounds, with cultural and linguistic differences, and dispersed across the district. Licensed under *Ahalia* International Foundation, the station has representation of community members beginning at organisational level. Low literacy rates and agrarian based economy of Palakkad largely defined programme contents of *Ahalia* Radio. Through community outreach, cultural, and entertainment programmes, *Ahalia* Radio has attained a prominent place in Palakkad's media landscape. Similar to other CR stations *Ahalia* Radio depends on commercials for income generation. They have large number of volunteers. The station depends on parent organisation for technical supports. In spite of facing challenges from private Tamil FM channels, the station has managed to carve a space of its own among the listeners.

Bishop Benziger hospital promoted, Radio Benziger started broadcast in 2010. The station's organisational structure is simple, but has representation of members from community as well as the parent organisation. Being located close to coastal area, the station is the primary line of communication for the fishermen community. The station has programmes to serve people belonging to varied backgrounds. Radio Benziger has shaped unique content generation methods. Along with regular archiving, they have a voice bank of important personalities. Another innovative programme proposed by this radio station is the concept of 'open learning'. Skills and knowledge required for livelihood are passed on to participants as study modules and successful candidates are provided certificates. The station is

financially viable and depends on parent organisation for infrastructure, electricity and technical support only. It has a regular inflow of volunteers. Radio Benziger is associated with several government departments and NGOs. It places high emphasis on community participation. Through constructive interventions and community engagement in daily activities, Radio Benziger has earned the tagline "people's radio".

Though functioning in diverse geographical regions and for people belonging to different socio-cultural backgrounds, these stations commonly promote community participation and endorse activities towards realising common and specific developmental goals. The stations aim to preserve ethnicity of the natives, at the same while attempt for their social and political upliftment; attainment of financial stability; and promotion of educational activities and healthy living. Woking in different modes, these stations work to bring individual development and changes in society.

COMMON FEATURES AND CONTRASTS AMONG THE CR STATIONS

CR stations operate under different social circumstances. Though some features can be commonly observed across the stations, some stark contrasts are also found. The following session details some observations made in this regard.

Objective-wise

Objective wise, the three radio stations aim to promote development and bring social change. Being community based radios; there is emphasis on encouraging people's participation. Thematic focus of each radio station differs from the other. Still, health promotion, women empowerment, knowledge and information dissemination, and financial empowerment are common goals.

Radio *Mattoli* aims to bring positive social change and integral development to individuals by acting as a harbinger of socio-economic development of the community, through enhancing knowledge spectrum, and providing a platform for the marginalised to voice their concerns. It also aims to fulfil the information requirements of the community.

Ahalia Radio's primary objective is to emphasise people's participation and involvement thereby ensuring their comprehensive development. The station

intends to make useful interventions in educational, health, and agricultural sectors of the society. *Ahalia* Radio also aims at promoting cultural activities in the society.

Improving health standards, educational activities, gaining control over communicable diseases, promoting communal harmony, and participatory development are the primary objectives of Radio Benziger. It also aims to provide better living conditions, and financial and water literacy. Empowering rural women, reducing alcoholism and suicides, and ensuring protection against abuse and exploitation are also emphasised by the station. Creating awareness on disaster management is another key goal of Radio Benziger.

Objectives of stations are set in accordance with the explicit needs of the native community and developmental needs arising thus. Then also, a common underlying motto of the stations is development through people's participation which is the very essence of community media.

Organisational and Operational Levels

Organisational structure of Radio *Mattoli* is multilayered. It has the most elaborate and detailed structure among the three stations. While Station Director directly heads Radio *Mattoli*, there is a station in charge under the Director for *Ahalia* Radio, and a Manager for Radio Benziger. They look after the day to day activities of the station, under the Director's guidance. Another common feature is the advisory/management committee in hierarchy. It comprises of representatives from the community thereby ensuring their involvement in deciding programme structure and content.

Mattoli is the only station with separate Assistant Directors for programme and broadcast sections. *Ahalia* Radio's structure is also multilayered, but with lesser divisions than that to *Mattoli.* Here broadcast and production sections are directly controlled by Station in charge. In case of Benziger, organisational hierarchy is simple. Entire staff is organised under manager.

Mattoli's office staffs are directly under the Director. Volunteers, stringers, and producers report to Asst. Director of programmes. Technical staff report to the Asst. Director for broadcast. This way, work and duties are evenly divided and there is less scope for confusion. In case of *Ahalia*, usually staffs of parent organisation assume key positions. At Benziger, all members are proficient in handing both

production and technical sides. As they can receive round the clock assistance from the parent organisation maintaining dedicated staff for the purpose is not necessary.

Organisational structures basically outline the authority and communication flow patterns within an organisation and also outline the responsibilities of its members. Structure of each station has evolved on the basis of factors such as their strategies, division of work load etc. All the stations have ensured presence of community members within their structure. This has also defined the hierarchy of members as well as structured the communication flow.

Audience Classification

Wayanad, where Radio *Mattoli* is located, has representation of people belonging to various faiths. Presence of tribal people adds to the cultural and linguistic diversity. So *Mattoli* works taking into account gender minorities, occupational groups, impoverished sections, as well as general audiences. *Ahalia* Radio is located in the premise of *Ahalia* group of institutions. Thus, their listeners mainly comprise of students, staff, people visiting hospitals, and people in the adjoining areas. Signals are also available in some far off locations. Radio Benziger focus mainly on the marginalised sections. In general, women and children are common target audiences for the three stations.

Community radios air programmes to suit the needs of a community, usually a village or a small town. It is presumed that members of a community are alike in every aspect, whereas in reality it is not so. Plurality in cultural, religious and linguistic aspects does exist in such hamlets also. Content developed with no regard to these differences led to the failure of mass media as development tools. Gap between 'the required' and 'the served' is minimal in case of community radios due to community involvement.

Audience classification is helpful for these radios to cater exclusive programmes for different community groups. Identifying gender, linguistic, and religious minorities can help in considering needs of such groups and include them in content generation process. Also, classifications on the basis of other socio-economic differences can be beneficial for radio stations to refine their programmes as well.

Financial Management

All the three stations received initial funding for setting up radio station from respective parent organisations. Commercial spots, projects, renting studio etc. are main sources of income. Except Radio *Mattoli*, other two stations are within the premises parent organisations thereby ensuring ready availability of technical support, maintenance, electricity, and infrastructure. At the same time, *Mattoli's* location gives it better visibility and accessibility among public. It is an oft opted channel for airing advertisements pertaining to local business.

While advertisements are the main source of income for most CR stations in India, a different approach can be found in Nepal where CR Madanpokhara generates resource through collections from various sources. Though it is owned by local self government, it functions independently as a community station. It collects resources from member Village Development Councils, District Development Committee and from membership (Banjade, 2007).

Procuring license for CR involves a substantial amount of money such as application and processing fee, spectrum fee, bank guarantee etc. and clearance from nearly five ministries. Operational stations have many restrictions in terms of receiving funds, and airing sponsored programmes and commercials. Additionally, stations need money for equipment maintenance, paying salary etc. Thus financial sustainability is a major challenge for all CR stations.

Content Management Strategies

Content archiving and management at Radio *Mattoli* is streamlined and it has a well-structured archive. The large collection of programmes in tribal dialects is more like a reference section. Heritage value of this collection is high as tribal dialects face threat of extinction due to non-usage. Content stratification, management, storage, and retrieval are done through appropriate software and supporting technology. The station has multiple storage locations and devices for data storage. So, data loss is not a major concern.

Ahalia also uses innovative techniques for content management and archival. Programmes on health, ayurveda, and with cultural significance are often used for referential purpose. Content management, therefore, is important for the station and

archiving is done regularly. It uses dedicated software for the purpose. Being part of an international organisation, *Ahalia* Radio has the technical advantage to combat data loss.

Radio Benziger depends on traditional methods for content management. Since storage devices are vulnerable to external factors, the station has a dedicated server for storing contents. Benziger also has the advantage of utilising data retrieval methods with the support of parent organisation.

Panevska has observed that archiving of the broadcasted audio contents is a legal obligation as well as a self-regulatory mechanism (Rajasekharan & Nafala, 2009). This is true since CR stations are required to store all audio contents for a minimum time period. Management and archival of contents is a challenge for the radio stations because alongside the large amount of audio files, digital and non-digital documents are also produced. With the application of modern technology, CR stations have developed convenient modes for content management.

Programme Strategies

CR stations are to air programmes of immediate relevance to the community with emphasis on development, agriculture, health, education, environment, social welfare, community development, and culture. Also, programmes are recommended to be produced with local participation ("Policy Guidelines for Setting up Community Radio Stations in India," n.d.). This regulation is similar to the content obligations in place in Netherlands by which at least 50 percent of programming must be of informational, cultural or educational nature, relevant to the local area. Also, a minimum of 50 percent of the contents are to be locally produced (Buckley, 2009).

Programmes of *Mattoli*, *Ahalia* and Benziger meet these recommendations. All three stations have adopted participatory method in content development. Depending on specific social contexts, programmes take different formats. Wayanad and Palakkad are agrarian based societies. So, programmes for promoting agriculture and allied areas are given prime importance on *Mattoli* and *Ahalia*. Benziger also has programmes for farmers. Since functioning in a coastal district, Benziger has placed importance for uplifting the conditions of people in this area. Community outreach, programmes for empowerment of women, those for

cultural promotion, education, and health are common programmes for all three stations.

Historically, there have been inequalities in terms of people's access to mainstream media. By enabling participatory communication, community radios aim redressing this issue. To enable villagers to take control of their living by providing relevant information is the goal of participatory communication (Nair & White, 1993). It believes in potential of people; recognizes, understands, and appreciates their diversity and plurality (Banjade, 2007).

Community Participation

Community participation is highly promoted by the three CR stations. Inclusion of community members at management level and in production process, in addition to providing them with opportunities to engage through various other methods is highly commendable. Direct involvement of people is facilitated by engaging in production process while indirect involvement is by acting as information sources and stringers. Among the three, *Ahalia* Radio has a comparatively secluded location and this often inhibits people's involvement.

There are active listeners' clubs for Radio *Mattoli*, *Ahalia* Radio and Radio Benziger. These clubs are mainly set up in schools and colleges by the radio stations. Programmes produced by these clubs are aired on a regular basis. Similarly, at community levels, active listeners of respective stations have set up listeners' clubs. Such clubs work at two levels – they produce programmes and work as correspondents. Similar initiatives are done at Radio Madanpokhara in Nepal and Mahaweli Community Radio in Sri Lanka (Banjade, 2007).

Community participation is the essential working principle of any form of community media. It is highly appreciable that the three radio stations promote and facilitate community participation in varying degrees and forms. Volunteering is the most common form of participation. However, these stations endeavour to maximise community presence in every possible way.

HR Strategies of Community Radios

Theoretically, CR stations are run on voluntary basis, though it is impractical in real life situations. It is necessary to have qualified technicians and experienced people

for efficient utilisation of available resources. The three radio stations have staff, technicians and volunteers. Stations are sustainable in terms of human resource as these have steady inflow of volunteers. At Radio *Mattoli,* there are separate staffs for handling administrative works. But, these people also take part in production when required. Official paper works at *Ahalia* Radio and Radio Benziger are performed by the parent organisation itself. So, these stations do not require maintaining additional staffs for administrative purposes.

Administering volunteers is a major task. They are given training in both content development and programme production aspects. At *Mattoli*, they are divided into smaller groups and are assigned to the expert volunteers, who in turn report to the Head of programmes. Volunteers at *Ahalia* Radio also come under the programme section, but are under the supervision of station in charge. In case of Radio Benziger, station manager is in charge of assigning beats, duties, and providing training for the volunteers.

Content Diversity

Contents on community radios are bounded by the revised CR policy guidelines of 2006. As already mentioned, programmes should be emphasized on eight aspects. However, community radios have even diverse themes to attend, in real life situations. Diversity in content is also determined by the geography, socio-demographical peculiarities, and location specific needs of the community.

All the three radio stations have predetermined schedules. Some programmes are regular and run for longer periods, while those taken up as projects are aired for a particular time period or for a specific number of episodes. News was not allowed on CR stations until the amendment made in 2017 by which news and current affairs sourced exclusively from AIR could be broadcast. It can either be used in its original form or after translation into regional dialects. This is a common content shared by all CR stations.

Improvement in health, education, agriculture, and financial condition; promotion of culture and reading habit, women empowerment and child development are common goals of *Mattoli*, *Ahalia*, and Benziger. Devotional and film songs, entertainment programmes; live phone-ins, and career oriented programmes are aired by all the stations. Programmes aimed at promotion of local talents are also

given much emphasis. Other commonly found genres of programmes are panel discussions, programmes by radio clubs, interviews with known personalities, drama, and light music.

Mattoli gives up-to-date local market rates; programme to address public grievances and provide legal awareness; series for imparting moral values and positive inspirations, and travelogues. Besides exclusive slots for tribal people, there are programmes on environmental and water body conservation. *Ahalia* provides lectures in management course, technological updates, and programmes on *Ayurveda*. Radio Benziger has programmes on science and technology, legal awareness, psychology-based, *Ayurveda*, yoga, environmental conservation, and travelogues.

Relevance of Content for Audience

CR stations could hardly get acceptance and audiences during its early days. Only when people realised the relevance of the contents aired its popularity as people's medium began gaining momentum. However, despite the significance, low quality of programmes and monotony in its presentation may turn away audiences. Therefore, effective and interesting delivery of contents is a challenging job for every CR station. People, especially those in rural areas, are primarily interested in programmes having geographical and cultural proximities. Entertainment programmes are equally demanded. Right identification and serving people's needs without compromising the goals of stations is difficult. Similarly, significance of contents increase manifold if the audiences have a say in conceptualisation, design, and execution of programmes. It was observed that audience preferred off-studio programmes and field visits to recorded programmes.

In case of *Mattoli*, programme contents are decided by the content management committee. As there is substantial presence of community members in it, decisions effectively reflect the needs of community. This helps in creation of appropriate programmes. Similar practices are followed by *Ahalia* and Benziger. Additionally, special programmes are produced as and when necessity arises.

For community radios to better serve its audiences, knowledge of the synchronization level between broadcast contents and their relevance on audiences is necessary. Each CRS has a different set of goals attached to it and therefore,

their approach and path towards realising these goals also change accordingly. Striking a balance between what is aired and what is needed is the key to a successful CR station.

Content Exchange Potential

Certain genres of programmes such as those deal with education, financial literacy etc. are relevant for all sections of people. Producing such contents locally may not be possible for every CRS. Non-availability of experts, insufficient background materials, and the lack of facilities to effectively convey the contents may defer many radio stations from endeavouring into such efforts. In such milieu, content exchange proves to be helpful.

To facilitate sharing of audio content and other resources among CR stations and other content producers in South Asia, a web based free and open audio content and resource exchange platform works - Ek duniya anek awaaz (EDAA) which means One World, Many Voices. The platform aims at meaningful and optimum utilisation of available resources and consists of over 2,200 registered users and content base of more than 10,200 audio clips in 28 languages from regions across South Asia. These are categorised under 36 themes pertaining to Millennium Development Goals.

Similar to EDAA, Association of CR stations in Nepal – ACORAB had started Community Information Network (CIN) in 2009. It facilitates inter-community radio information sharing within and across community nationwide or even transnational community clusters (ACORAB & UNDEF, 2012). EDAA is conceptualised and anchored by One World South Asia (OWSA), supported and coordinated by MoIB, with CEMCA as strategic partner ("EK duniya anEK Awaaz," n.d.). OWSA is an online resource platform to find everything related to development in general and sustainable development goals in particular, in South Asia ("One World Foundation India," n.d.).

Among the CR stations in Kerala, Radio *Mattoli*, Radio Benziger, Radio *Mangalam*, *Ente* Radio, Radio Macfast, *Janvani* FM, and Radio Media Village are registered with EDAA ("EK duniya anEK Awaaz," n.d.). Therefore, *Mattoli* and Benziger contribute to as well as share availed contents from this portal. Additionally, *Mattoli* shares content provided by State Institute for Education Technology (SIET), other

CR stations in Community Radio Association India (CRAI) Kerala chapter, Gyan Vani and AIR. *Ahalia* Radio airs news shared by AIR stations in Kozhikode and Thrissur. It also shares contents availed from Radio *Mattoli*. In case of Radio Benziger educational programmes prepared by State Institute of Educational Technology (SIET) for high school students are shared also shared besides those from EDAA. News from AIR is shared by all stations.

Technology and Content Management

Content is the 'unit of digital information', anything like text, images, sounds etc. which are likely to be managed in an electronic format, and therefore content management is the organization of such units (Shivalingaiah & Naik, 2009). Use of ICT in the field of mass communication eases documentation, knowledge sharing, and its effective utilisation.

CR stations deal with large amount of digital as well as non-digital data. Large volumes of audio files and related documents are produced on a single day. As regulation demands preservation of all programmes for three months and maintenance of related documents in both hard and soft copies, content management is a serious task for all stations. As such, it is impractical to carry out these tasks manually. This is the reason why CR stations infuse new technology in their infrastructure, mode of storage, and content management. It minimised complexities related to storage of large amount of data and audio clips, management, and retrieval while assuring their longevity and easy access.

Mattoli, Ahalia, and Benziger extensively infuse technology in their day to day activities. This also helps in optimum utilisation of available resources. Despite non-usage of dedicated software for content management, the stations have improvised their practised modes of content management through utilisation of technology.

Audio libraries in early organisations have given way to digital storage devices and locations. Increased capacity, minimal vulnerability to climatic changes, lesser cost involved for maintenance are the positive aspects of introducing technology in content management. Findings of a study conducted on understanding the archival practices of CR stations in Kerala by Raveendran & Muhammadali N. (2016), it is evident that all stations have adopted digital methods in archiving.

Preservation of Tradition

Cultural proximity of programme contents to the natives is a unique feature of community radios. Most CR stations, therefore, has an array of programmes aimed at revival and promotion of traditional culture, practices, dialects, and art forms. Each station considered for the study has exclusive ways to promote and preserve these cultural tokens for posterity.

Wayanad, Idukki and Palakkad districts make the largest portion of native tribal groups in Kerala ("KIRTADS | Tribals in Kerala," n.d.). So, preservation of their traditions is a major responsibility of CR stations here. The best effort in this regard is put forward by Radio *Mattoli*. It has specialised slots for tribal programmes, produced in native dialects by members of different tribal communities. Since the myths and art forms peculiar to each group are best expressed in its own dialect, these languages exhibit multiplicity of different tribal groups and are carriers of their cultural richness. Still, newer generations rely less on native languages for communication. Efforts of *Mattoli* in reviving these dialects and promoting usage are remarkable. Impact of these efforts by Radio *Mattoli* are acknowledged by Balu and Balasubramanian (2015).

In spite if having sizeable tribal population in the district, *Ahalia* Radio does not have programme slots for them. This probably is due to non-identification of tribal people within the coverage area. Still, the station has organised off-air programmes during festivals in which traditional art forms were the most propagated. Similarly, efforts have been channelized for the propagation of ancient medicinal system *Ayurveda*.

Dance and music are two main components of Kollam culture. While folk music is popular in these areas, prominent classical form of music known as *Sopanasangeetham* is equally admired. Therefore, the radio station has special slots for promoting different genres of music, art forms, literature, and drama.

Developmental Priorities: Confluence Level with the Audience

CR stations in India are run by educational institutions, not-for-profit organisations, State Agricultural Universities, and Krishi Vigyan Kendras. Though community development is a common goal of all these stations, the level of confluence between the developmental goals and audience is a matter of concern. CR stations

were originally devised to be owned and operated by community members. But, priorities and goals of any radio station, though not completely, are bound to be in agreement with those of the parent organisation. In such cases, there is limited scope for community participation. Their involvement is then limited to certain roles.

In India, CR stations function within strict bounds. News, except those shared from AIR, is not allowed. This poses a serious impediment in free flow of information because in places where community radios are the only communication channel, people are exposed to only to a single face of any issue. Also, Kerala has a host of people from various states in north and south of India. Airing news in regional language may not be useful for such people. Since information is vital in development, only its dissemination is given priority while its utilisation to a sizeable population is sidelined.

Kerala is vulnerable to tsunami and cyclones; earth quakes, landslips during monsoon, and forest fires. There were worse incidents in 2004 when tsunami devastated Kerala and in 2017 when Okhi cyclone hit the state. With this fact, it is mandatory that people are given training to respond sensibly during emergency situations. Being located near coastal area, Radio Benziger has programmes to fulfil these requirements to an extent.

In short, the major developmental goals of Kerala's CR stations can be classified under 4-5 major categories. While emphasizing on these goals is inevitable, CR stations should identify newer areas of issues, evaluate the inputs it can give, and act for fulfilling those needs.

Challenges in Synchronizing Developmental Priorities and Content Strategies

CR stations possess certain goals set in accordance with the local developmental needs. The stations primarily function towards realising these goals as well as assisting the community in realising their set of developmental objectives. It is through the programmes that community radios correspond to people, and convey ideas and priorities pertaining to development. CR policy guidelines have laid down stipulations regarding programme contents. Now the question arises whether development priorities of the community and content strategies of community radios go hand in hand.

Though not easy, CR stations, to a large extent, are able to synchronize between these two. CR stations broadcast exclusively for the target communities and therefore, it is easier to understand their developmental needs and priorities. A challenge in here is that developmental objectives of a community as a whole are alike. But, while considering individual sections such as gender, occupational groups, minorities etc., priorities and needs may vary. Achieving a balance between the two is critical. Therefore, CR stations allocate special slots for serving the needs of as many sections as possible.

Likewise, CR stations are to air programmes intended for community development. However, it may not be possible to sustain listeners entirely on the basis of such programmes. People need entertainment programmes as much as programmes of serious content, because some may be tuning to radio for relaxation. Since, such clusters of people are also part of the larger community; their needs cannot be considered secondary. Therefore, CR stations are required to cleverly allocate time for programmes of all genres so as to meet demands of the heterogeneous audiences.

Although CR stations aim for optimum involvement of all sections of people, some may be left out, though not intentionally. Gender, religious, and linguistic minorities may not find programmes relevant for them. Equally challenging is serving the majorities. Maintaining balance among the various religious, gender, and occupational groups is a matter of concern.

Again it is difficult to perfectly determine the coverage area of a CR station. This is dependent on a number of geographical and technical factors. So, it is difficult to determine if the programmes aired are received by the community for which it is intended. It may also happen that those who clearly receive signals may find many programmes irrelevant. So, Radio *Mattoli*, *Ahalia* Radio, and Radio Benziger have adopted programmes, strategies and set content priorities without giving space for much confusions. These stations try to incorporate programmes with varied contents so that no section is left out of developmental processes.

Target Audience Empowerment

Empowerment of target audience is one of the key goals which community radios constantly endeavour to attain. It is a process, a mechanism by which people,

organisations, and communities gain mastery over their affairs (Rappaport, 1987). For long, many communities have been excluded from even making decisions regarding their own lives. This has hampered their effective involvement in development initiatives, thereby rendering them tangential in developmental programmes devised by governments. Non-proliferation of developmental messages to these segments was another issue. Community radios address this issue through diversity in programmes and contents.

There are instances when community radios have influenced people to successfully pressurise governments in designing policies which ensure inclusion of the marginalised. Acclaimed as a dynamic tool for information, education, and entertainment these stations are influential in bringing changes in people's attitude towards empowerment. A multilayered concept in itself, empowerment refers not only economic well being, but also the non-economic aspects that are essential for development to be complete.

Mattoli, *Ahalia*, and Benziger have both on-air and off-air programmes aimed at comprehensive development of their respective listeners. A common feature of these stations is their open feedback mechanism which gives audience the power to evaluate the station and programmes.

Radio *Mattoli* has specialised segments for empowering its different target groups. There are specialised slots solely for tribal people. Through constant endeavours, positive changes are brought in tribal communities - they get access to technology, brought change in attitude, get better knowledge on health, understand need for education etc. Similarly other target groups are also served equally. The station assures gender equality and representation among the staff.

Since *Ahalia* Radio serves general audiences, the station endeavours to allocate slots for every type of audiences; the same is reflected in their programme design also. There are programmes on health, education, career, and literature with the aim of providing information for development. There are special programmes for women empowerment and providing financial literacy. Such programmes ameliorate general living standards of target audiences.

Radio Benziger's most ambitious community empowerment programme is 'open learning' by which lessons on livelihoods are given to the members in study

modules. Empowering people in coastal areas is a long term goal of Benziger. Nearness of sea makes it imperative for the radio to address issues such as climate change, safe drinking water, sanitation etc. The station endeavours to empower the coastal community by providing them information for livelihood improvement and thereby better living conditions has brought positive changes.

Women Empowerment

Women form a vital part of Indian work force. According to 2011 census data, the total number of female workers is 149.8 million comprising of 121.8 and 28.0 million in rural and urban areas respectively. Among the total, 35.9 million females are working as cultivators and another 61.5 million are agricultural labourers. 8.5 million are in household industry and 43.7 million are classified as 'other workers'. Considering work participation rate of women, as compared to 25.63 percent in 2001, 2011 census shows a slight dip (25.51%). The work participation rate for women in rural areas is 30.02 per cent as compared to 15.44 per cent in the urban areas (Ministry of Labour and Employment, Govt. of India, 2005).

Women form the majority of population in Kerala (52.02%) and in its rural areas (51.87%). But, at state level female to male worker population ratio (2011-12), are 22.1 percent and 56.5 percent respectively in rural areas ("Kerala Population Sex Ratio in Kerala Literacy rate data," n.d.). Thus, women empowerment is a serious matter as their contribution in different fields and economic activities is a matter of concern to developing nations. Every CR station in Kerala, therefore, has women empowerment as one of the key goals.

Mattoli, *Ahalia*, and Benziger have devised programmes particularly for the empowerment of women for they constitute the majority in Wayanad (50.86%), Palakkad (51.62%), and Kollam (52.68%) districts. Keeping apart their urban counterparts, women in rural areas have lower chances for education and they are largely engaged in unorganised sectors. They receive lesser wages as compared to men. With more women taking part in community radios as programme producers, volunteers, and reporters, it has helped them gain employment, training, and access to new avenues of learning. An example from Telangana, *Sangham* Radio, is fully operated and run by rural Dalit women.

Mattoli, *Ahalia*, and Benziger broadcast specialised segments for women. Apart from this, their engagement and participation are ensured in background also. At Radio *Mattoli*, it is assured that half of the total work force is women. Be it administrative works or production, women are given equal opportunities and importance. At *Ahalia* also, there is considerable number of female volunteers, producers, and jockeys. Radio Benziger follows gender policy by which all radio jockeys are females. There is good number of females as volunteers also. All the stations give training to handle both programme production as well as post production works. Still, there is lesser number of females in technical positions.

In rural areas, women seldom have control over decision making, even in matters regarding their lives. Drastic changes can be brought in their lives by imparting education and help them gain financial independence. They should be given awareness on gender sensitisation and their rights. But, as long as their access to and participation in media remains largely subdued, these efforts may go in vain. Since women empowerment and community development work hand in hand, local medium especially CR stations can make meaningful intervention.

Financial Literacy

Why is financial literacy necessary for India? Results of a global survey indicated that less than 25 percent of people in South Asian countries are financially literate; but in case of India, only 24 percent of adults have financial knowledge. This is not an encouraging number as South Africa has 42 percent of adults with financial literacy, the highest among BRICS nations (Klapper, Lusardi, & Van Oudheusden, 2015).

Apart from the statistics mentioned here, providing financial knowledge to rural people brings assured and long term changes in their general living conditions, eventually leading to development of entire community. Keeping this objective ahead, CR stations have programmes for providing financial knowledge to community members. They are given advices on investment options, savings, micro finance management etc. Radio *Mattoli* broadcasts specialised programme on imparting financial literacy to people. *Ahalia* Radio shares the programme and broadcasts for its listeners. The proposed project "open learning" by Radio Benziger, will serve two purposes – learning life skills and thereby generating income.

In the changing times, financial literacy has become an important social objective and is of top priority for any nation; more in case of developing countries. It is the ability of individual to make informed judgements and to take effective decisions regarding the use and management of money (Schagen & Lines, 1996). With fluctuations in global economy changes happen in financial policies of governments also. Thus, people have exposure to more financial services and options in investment. This may influence money allocation of common people, pension plans of senior citizens etc.

Civic Literacy

For citizens to effectively participate in democratic activities and understand how they can bring changes, civic literacy is necessary. It ensures that citizens understand governmental processes and are actively participating in it. It involves exercising citizenship rights at all levels of governance. Imparting civic education creates responsible and informed citizens.

Though civic literacy has to be obligatory, starting from early stages of education of a child, it often doesn't happen. In most curriculums, it is included in certain streams of study only. Therefore, a large number of students are unaware of their rights and duties as a citizen and how to effectively exercise the same for the larger good of society. The plight of illiterates and uneducated is even worse.

Community radios, since closely knitted with society, are effective tools to provide knowledge on this cause. There are instances of interventions made by community radios for educating people on their civic rights and responsibilities, especially in rural areas. Radio *Mattoli* gives special awareness modules during elections urging people to use their voting rights and to use it wisely. This was extremely useful for the tribal people. Due to its intervention during 2010 Panchayat Election, electioneering was done in tribal dialects also. *Ahalia* Radio and Radio Benziger develop special programmes during election time. At times, the programme intended for creating legal awareness also serves the purpose of providing civic literacy.

All these radio stations air sponsored programmes, campaigns, and public service ads of Central and State governments, themes of which sometimes deal with citizen's rights and duties. Exclusive programmes on imparting civic literacy have to

be given for peoples' constructive intervention in the functioning of democracy. Community radios are useful in conveying messages on human rights, duties of citizens, rights of women and children etc. Therefore, community radios need to be utilised for such purposes also.

Health Literacy

World Health Organisation defines health literacy as "the cognitive and social skills which determine the motivation and ability of individuals to gain access to, understand, and use information in ways which promote and maintain good health" (WHO, n.d.). This definition addresses the environmental, political and social factors that determine health. Health literacy is important for empowerment and development of individuals and the society. To fulfil this requirement, individual as well as collective actions of people are necessary. These must be channelized to modify the existing determinants of health.

In rural areas, health is a major cause of concern. Factors such as sanitation, nutrition, drinking water etc. fall way below general standards in these areas. Awareness campaigns often are carried on main stream media channels, which may not reach the entire population. Considering this fact, community radios in Kerala have programmes on promoting healthy practices, living styles, and improving sanitation facilities. With more number of people suffering from stress related issues, programmes led by psychologists are also given sufficient importance. Special programmes are aired for curbing tension during exams. Programmes dealing with women's health are also common to all these stations.

Radio stations also make interventions with community. At *Mattoli* counselling sessions are provided to those in need. It regularly organises seminars and campaigns. *Ahalia* Radio also runs special awareness campaigns free of charge. It has special segments on using Ayurveda for health ailments. For Benziger, community health and health related issues are always of prime concern. Since it a hospital based radio, much emphasis is placed on health promotion, both on air and off air. This station's efforts were acknowledged at national and international levels as it received awards in using technology for promoting health.

With the onset of monsoon, many infectious diseases arise. Lack of environmental cleanliness is identified as the key factor behind this. So, community radios can

thrust on giving awareness on the need of environment conservation and protection of clean water sources. Need for revival of dying rivers, impact of plastic on environment, proper waste disposal etc. are major themes of programmes and awareness campaigns. Radio *Mattoli* had organised several cleanliness drives also.

ASSOCIATION OF VARIABLES AND NEW INSIGHTS

The following sessions elaborate sample profile and mass media usage; CR usage patterns and programme preferences of audiences; influence of demographic and channel variables on CR usage pattern as well as programme choices. Conclusions drawn from one way and two way ANOVA tests and regression between PD and SC are also detailed here. The researcher also presents recommendations based on the analysis done and conclusions drawn from the present study.

Sample Distribution and Media Usage

Even distribution of samples could be achieved in terms of demographic factors such as gender, age, education, and occupation across the three CR stations. These respondents had access to print, electronic, and new media. Considering regularity of use, radio clearly dominated over other media. Contrary to the popular belief, print medium is not dead. This may be a general reflection of high literacy rate in Kerala. People prefer to keep themselves abreast of news and current events through radio and newspaper. The survey clearly indicated that internet had not been able to make penetration to a reasonable portion of common people.

Preference for radio was reiterated since people were found to use it while travelling, at home, and even at workplace. Radio usage continued in people's leisure time also. This indicates popularity of radio as a mass medium. It has a good number of regular audiences and has a prominent place in people's daily life. Device-wise, listeners indicated that radio sets at home and mobile phones were preferred over public radio sets. Streaming via internet is utilised by a meagre number. Those who stay indoors for the large part of the day such as home-makers, elderly people and people with disabilities depended on radio sets at home. Earlier, people used to gather in groups where public radio sets were available. Change in this trend has multiple indications - availability of radio sets at affordable rates and penetration of mobile phones being the two main. As FM feature is available on almost all mobile phones, some have even replaced traditional radio sets with mobile phones connected to speakers.

Community Radio Usage Pattern and Programme Preferences

Considering CR listening behaviour of people on a daily basis, more than 71 percent of the samples were found using it for more than an hour. Majority listened to CR for 1-3 hours daily. These statistics are interesting because there is no paucity in availability of mass media and new media in these areas. Despite having such convenience at hand, and given the general media usage, spending more than one hour daily for listening CR was a good level of use.

Time spent for CR listening has close associations with the contents aired by these stations. CR passes information relevant for the local population in their dialects. This may be the reason for people's choice of CR as the primary tool for information. Entertainment and cultural programmes use variety of formats to ensure people's involvement. Existing possibilities offered by new media and technology have transformed people's way of learning. Thus, educational programmes may be found in more interesting and interactive formats in other media, a possible reason for the least dependency on CR for educational programmes.

Gender as a determinant

Gender differences of listeners were found to exert varied influences over, and in combination with other factors considered for the study. No members of LGBT community participated in the survey and so the results represented views of male and female listeners of the three CR stations. While gender of listeners had no association with their CR usage behaviours, a significant relation existed with their programme type preferences.

It is inferred that the thoughtful and strategic design of daily programme schedules of the stations are convenient for listeners, thereby promoting listenership. It also indicates that listeners in Kerala have access to CR sans discrimination on gender grounds. In traditional patriarchal societies, mass media channels are usually controlled by the male members of family thereby diminishing women's exposure and usage. CR stations break this tradition by promoting participation of disenfranchised groups which includes gender minorities also. This coupled with the high level of gender equality existing in Kerala society creates conducive environment for women's equal participation both on and off air.

While gender showed no association with radio consumption pattern, significant relation existed with the programme preferences of listeners. Individual as well as collective needs and choices of male and female listeners may influence their preferences. Gender-wise, people's level of exposure to and involvement in various issues in the community differs. Similarly, their satisfaction on the contents availed from main stream media may also vary. Such factors may alter their choices of programme types.

Requirements and developmental aspirations of individuals are largely shaped by the social, political, and economic scenario of the larger community. At the same time, a community is treated as a single entity with similar needs and goals. Therefore, individual and collective actions, irrespective of gender, are required for progress and change. It can thus be concluded that gender of listeners is not a differentiating factor in bringing personal development and social change.

Age as a determining factor

Age of listeners was significantly associated with their CR consumption pattern and programme preferences; but did not influence their levels of PD and SC. Access to CR and listening time definitely change with different age groups. Lower age group mainly comprise of students and so academic matters may interfere with their radio usage. It may also be due to their increased dependency on other mass media. The middle age category is a combination of students, home-makers, employed people etc. Depending on their convenience, flexibility in radio usage may happen. Audiences in upper age group may have both time and convenience required for radio listening. These differences are bound to influence their usage. Similarly, people's choice of programmes also changes in accordance with their age and requirements. In general, lower age group were more affiliated towards educational and entertainment programmes. Middle aged people preferred informational programmes and listeners of upper age group were inclined towards programmes with serious contents.

As age was found to be a non-influential factor in determining PD and SC; the assumption drawn is that people across age groups experience both alike. Change and development are constant. People of different age categories experience, participate, and contribute differently to development and social change.

Education as a determining factor

Ezaka (2017) had said that level of literacy has no place in the usage pattern of CR since programmes are in indigenous languages. But, here, it was found that education did have a significant relationship with CR usage. Less educated people may be hindered from effective utilisation of alternative knowledge sources owing to lack of technological skills, poor awareness of resources and linguistic abilities. For them, community radios provide a learning platform in local dialects and an avenue for knowledge development as well as skill improvement. Therefore, they may spend more time for radio listening. Depending on their needs, radio listening pattern of people with higher educational qualifications may vary.

Meanwhile, no significant association could be found between education and audiences' programme choices. The result suggests that no matter what their level of education is, programmes aired by community radios are received alike by people. Appropriateness of programme contents and their delivery in indigenous languages make it comprehendible for people with any literacy level and educational background.

In fostering change and development, education's role is inevitable. However, here it was found to be the other way. This may be due to the high level of literacy prevailing in the state. There are large numbers of people with high educational qualification. Therefore, people are capable of making equal contributions to developmental activities and receiving the benefits. Hence, at individual and community levels, differences in educational backgrounds make little differences when it comes to development and change.

Occupation as a determinant

Occupation is significantly associated with both listeners' level of CR usage as well as their programme preferences. Students may be deterred from spending more time for mass media usage because of their academic and extra curricular activities. Those under 'unemployed' category- mainly the home makers, senior citizens, physically challenged etc. - may fluctuate in their daily radio usage. The time bound work style and availability of free time might promote radio usage among the employed. Such people may be finding radio as a source of relief from work pressure. Similarly, the nature of work affects people's choice of programmes

also. Students may find educational programmes more beneficial. Listening to programmes of informational, cultural, and entertainment programmes are largely dependent on the choices, needs, and activities of people with different educational backgrounds.

The way in which listeners under the occupational categories equally perceived development and change signifies that their personal goals and developmental needs are similar. Such cohesive communities minimise internal differences and aspire for achievement of common goals.

Type of radio station as a determining factor

Type of radio station has significant relationships with listeners' CR usage pattern, programme preferences, PD and SC. Since radio stations are categorised on the basis of audience it broadcast for, the programmes are designed on the observations made and feedbacks received from them. Audiences' listening patterns change in accordance with their day to day activities. Some may tune in for particular programmes only. Nature of job, hours of work, and interference of other mass media largely determine people's listening pattern. So, programmes are scheduled so as to ensure maximum reach within lowest number of broadcast.

CR stations are bound to abide by certain regulations regarding content, which is further specified by the type of audience. Listeners of Type-I station mostly preferred cultural programmes. Since the station has mixed audiences including tribal people, many community-related and cultural programmes are aired. Aiming the heterogeneous general audiences, Type-II station has programmes to suit their diverse needs. The specialised audiences of Type-III station largely require informational and educational programmes.

Aiming the personal and social development of audiences, the radio stations broadcast need-based and location-specific programmes. Non-influence of demographic differences of audiences indicates that needs, aspirations, and developmental goals of a community as well as its members are alike. Communities, both geographical and interest-based, are usually scattered within the coverage area of a CRS. It is easy to understand their specific requirements and provide customised programmes. This may be a reason for station's influence on personal development and social change.

Use and Content Variables and their Associations

Associations of CR usage and programme preferences with demographic and channel variables have already been established. Further analysis revealed that time spent for listening community radios did not alter audiences' level of experiencing personal development and social change. It indicates that mere listening to CR does not bring change or development unless accompanied by necessary actions from the listeners. Meanwhile, the type of programmes preferred by audiences did influence their PD and SC. Custom designed programmes, and their strategic and attentive dissemination unambiguously bring positive changes in the overall development of community and its members. It can be concluded that passive listening to CR, if replaced by creative and active participation of listeners for the attainment of developmental goals set forth through programmes, will bring desired results at both personal and societal levels.

Variable combinations and changes in PD and SC

Interaction of demographic variables (gender, age, education, occupation) and the type of radio station with CR listening pattern of respondents on PD and SC yielded statistically insignificant results. It means the above mentioned variables do not influence any change over people's PD or SC.

Similarly PD and SC of CR audiences were found to be unaffected by the influence of interaction between demographic and channel variables with programme types preferences. But, the result of interaction of station type and programme type on PD yielded a significant relation. And post hoc test which followed it showed that it was the station for specialised audiences (Radio Benziger) which made a positive significant result on the interaction. But, the result of interaction between the two variables on SC proved to be insignificant.

To summarise, among the different variables chosen for the study, programme types and type of station were the two factors which exerted influence over listeners' personal development and social change. Therefore it could be concluded that for rural development to be effective, changes should be brought in contents broadcast to listeners. Results indicated that CR stations are more effective in rural development if it airs for defined set of audiences. This helps in providing need-based and location-specific contents, integral for rural development.

RECOMMENDATIONS

The present study provided some valuable insights in to how community radios influenced rural development. The results must have been influenced by a host of factors - right from policy making to results of previous researches conducted. Therefore, some recommendations are provided here for the policy makers, practitioners, and researchers.

Recommendations for policy makers

- Policies need be redefined so as to promote more number of community radios in the country. The number of currently functional stations is way below the actual need. Also, societies change and evolve at faster rates. Therefore, CR policy needs to be revised at regular intervals so as to be more inclusive of the changes.

- Increase in number of stations has to be coupled with administering equitable distribution and strategic placement of CR stations mainly to rural places.

- Stringent policies must give way for more flexible ones. Duration, formalities and money required for license procurement need to be reduced.

- Restrictions on content such as control on broadcasting original news, advertisements and sponsored programmes may be reconsidered. Since community radios are the only source of information for a large population in rural areas, restricting news keeps them away from being updated. Similarly, to curb financial issues, CR stations chiefly rely on advertisements. The existing limitations would not help stations in this regard.

Recommendations for practitioners

- More emphasis to be placed on producing location-specific and need-based programmes.

- These stations have better penetration in terms of conveying messages related to human rights, gender and ethnic perspectives, rights of women and children, civil awareness, labour rights, domestic violence etc. Therefore, programmes on such aspects need to be given more importance.

- Women need be encouraged to come forward and acquire positions in programme production, administration, and technical works as well. Many stations have explicit gender norms. Still, practitioners must take care to engage more women in the day to day activities of stations.

- In order to break monotony in presentation, variety in programme presentation can be brought in. Radio drama was identified to be very effective in conveying health related information in countries such as Nigeria.

- Educational contents are comparatively less in number. People, especially the school dropouts, the physically challenged etc. are very much dependant on community radios. Also, studies have proved radio as the most suitable medium for promoting educational activities in rural areas. So, explicit educational and learning programmes can be beneficial for the community as a whole.

Recommendation for CR / media researchers

- In this study, rural development was assessed at two levels – personal and social. It helped in differentiating how different variables chosen for the study influenced at both levels. The present study has reasserted that community radios are influential in bringing rural development and it influenced differently at personal level and societal level. Therefore, more studies need to be undertaken delineating the influences caused by individual aspects of rural development.

- Similarly, the results indicated that content served to the audiences created differences in their development and brought about social change. Here, contents were classified into four broad categories. Further division of contents could give even precise results. Also, inclusion of more socio-demographic indicators may alter the results.

- Type of radio station is the other influential factor in causing rural development. The present study included three CR stations in Kerala. Similar studies can be conducted on a larger scale based on ownership type of CR stations; state-wise division or location based division within a state.

- Rural development is only one aspect among the host of initiatives for which community radios are used. Therefore, explicit studies can be undertaken on exploring other aspects in rural development in which community radios are involved.

CONCLUSION

There is no denial to the fact that the sector is expanding at an impressive rate. But, even after a decade following the launch of first station, the number of radio stations in India is highly insufficient to serve the needs of its diverse audiences. Communication for benefit of receivers can be significantly augmented with thoughtful planning of CR use. Unless unambiguous strategy based on research, clear objectives, proper assessment of stakeholder groups, need based message design, monitoring and feedback are developed, using CR as an instrument for social emancipation will remain far from reality.

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APPENDIX

APPENDIX I

ROLE OF COMMUNITY RADIO IN RURAL DEVELOPMENT

Dear Respondent,

This study seeks to explore 'The Role of Community Radio in Rural Development'. Your co-operation and inputs are invaluable for completing this effort. Kindly spare a few minutes to answer the questions given below. I assure you that your responses will be kept confidential and will be used only for academic purposes. Frank and accurate responses are appreciated.

Thank You

Ritu Raveendran

Name   : ………………………………… (Optional)

Age   : …………………………………

Gender   : a) Female ( ) b) Male ( )   c) Third Gender ( )

Educational qualification : …………………………………

Occupation   : …………………………………

1. Kindly mark your response against each question.

	Questions	Regularly	Most often	Sometimes	Rarely	Never	Not available
a.	How often do you read newspaper?						
b.	How often do you watch TV?						
c.	How often do you go to watch films?						
d.	How often do you browse internet?						
e.	How often do you listen to radio?						

2. What is the preferred place for radio listening?   (*You can mark multiple answers*)

  a)During travel ( )   b) Home   ( )

  c) At work place ( )   d) Leisure time ( )

3. Which device do you use to listen to radio? (*You can mark multiple answers*)

  a) Own radio ( )   b) Public radio set ( )

  c) Mobile phone( )   d) Internet   ( )

4. On an average, how many hours a day do you listen to *Mattoli*?

      a) Less than 1 hour ( )   b) 2-3 hours ( )   c) More than 3 hours ( )

5. Rank the programmes you listen in order of your preference.

      a)Informational ( )   b) Educational   ( )

      c) Entertainment ( )   d) Cultural   ( )

6. Following are some statements related to the services/functions any community radio can/shall offer to the society. Kindly mark your level of agreement with the statements given below in respect of *Mattoli* as a community radio that you listen.

	Statements	S.Agree	Agree	No opinion	Disagree	S. Disagree
1	Provide information on traditional and non-traditional ways of income generation					
2	Create awareness on micro finance management					
3	Helpful in giving awareness about entrepreneurship programs					
4	Encourage to utilise government funds/aid in starting small scale enterprises					
5	Helpful in improving general financial condition of family					
6	Effective in personal skill development					
7	Provide a platform to raise personal issues/needs/opinions					
8	Encourage to provide equal opportunities to people without any discrimination					
9	Help me gain confidence and have positive outlook towards life					
10	Help in shaping my stance towards many existing practices in society					
11	Facilitate access to technologies which were unknown/unavailable before					
12	Use of simple, local language in conveying technological matters enhance penetration					
13	Update my awareness about new equipments and changing trends in work					
14	Technological knowledge help me explore new modes of learning					
15	Technological knowledge enhance my job opportunities					
16	Effective in conveying basic rights and duties as a citizen					

		S.Agree	Agree	No opinion	Disagree	S.Disagree
17	Provide insight about the country's democratic system					
18	Alter / influence my political view					
19	Encourage me to cast vote during elections					
20	Help in analysing political situations and developments impartially					
21	I utilise the programmes for improving language skills					
22	Educational programmes help me continue learning beyond traditional methods					
23	Learning process eased my communication beyond local community/culture					
24	Learning process on CR improves my employability and social inclusion					
25	I utilise the programmes aired which help in preparing for equivalency exams					
26	Messages on family planning, environment etc has created positive changes					
27	Help me create healthy and hygienic living conditions for my family					
28	Help me understand the need to adopt healthy habits and hygiene as a part of living					
29	Successful in creating awareness on the importance of physical, mental and emotional health					
30	Creates awareness on the need for a healthy environment and society					

7. Following statements are related to developmental/social role to be played by any community radio like *Mattoli*. Please mark your responses to the following statements related to *Mattoli*.

	Statements	S.Agree	Agree	No opinion	Disagree	S.Disagree
1	CR is effective in supporting development activities in the society					
2	CR is effective in promoting collective action					
3	CR is effective in empowering local communities by giving voice to them					
4	CR helps in the preservation and promotion of local culture					
5	CR helps in reviving indigenous arts of the community					
6	CR is effective in promoting individual participation					

7	CR is a reliable source of information during emergencies/accidents/disasters etc.					
8	CR is effective in ensuring proper governance and accountability					
9	CR effective in poverty reduction by providing access to information and knowledge					
10	CR is effective in empowering women					
11	CR is effective in ensuring inclusion of marginalised sections					
12	CR is effective in ensuring even distribution of messages					
13	CR has a role in improving the economic knowledge of people					

Following questions are about your various levels of engagement with Radio *Mattoli*. Please answer the questions carefully.

8. Do you send feedback to *Mattoli* about its functioning, programme etc.?

   a)   Yes ( )   b)   No ( )

9. If YES, which mode of feedback do you use generally? *(You can select more than one option)*

   a) Through letters ( )   b) Telephone ( )

   c) Visiting station ( )   d) Interaction with the people concerned ( )

   e) Other, please specify: …………………………………………………………….

10. Did you ever feel that the radio station responded positively to your feedback/ complaint?

   a)   Yes ( )   b)   No ( )

11. Have you ever participated in *Mattoli*'s programme production?

   a)   Yes ( )   b)   No ( )

12. If YES, please indicate your type of participation

   a) As volunteer ( )   b) In production ( )   c) As programme presenter ( )

13. If NO, please give your reasons for not participating:

   ………………………………………………………………………………………………

   ………………………………………………………………………………………………

14. If you participate in programme production, which of the following factor(s) prompted you to associate with Radio *Mattoli*? *Please tick your answer(s).*

   a)   Knowledge of the station   ( )

   b)   Invitation from the station   ( )

   c)   Station's potency in bringing local issues before the authorities   ( )

   d)   The participatory working style of the station   ( )

   e)   Other, please specify:……………………………………………………………

15. What do you think are the most important aspect(s) that distinguish the programming of Radio *Mattoli* from other radio stations? (*Please tick your answer(s)*

    a) Programme variety ( )

    b) Presentation style ( )

    c) Community participation ( )

    d) Inclusion of audience opinion in programme modification ( )

    e) Needs of the community are reflected ( )

    f) Use of local language ( )

    g) Active feedback ( )

APPENDIX II

CLASSIFICATION OF PROGRAMMES

TYPE - I STATION : RADIO *MATTOLI*

S. N.	PROGRAMME TITLE	CONTENT	TYPE
1	AIR news	News	Informational
2	Adukkala Visesham	Cookery	Entertainment
3	Arangu	Arts and literature	Cultural
4	Archana	Spiritual	Cultural
5	Arogyavedhi	Health related	Informational
6	Career Mattoli	Career related	Informational
7	Chayakkada	Critical analysis of current events	Cultural
8	Chithravisesham	Movie based	Entertainment
9	Chuttuvattam	Informational	Informational
10	Desavrithantham	Information on new locations	Cultural
11	Deshantharangal	Historical and cultural expedition of India	Cultural
12	Dhanyamee Jeevitham	For senior citizens	Cultural
13	Dinavrithantham	This day in history	Informational
14	Ende Ishtaganangal	Music based	Entertainment
15	Gandhidarsanam	Programme based on Gandhian thoughts	Cultural
16	Gramaphone	Music based	Entertainment
17	Jaalakam	Information about events in the district	Informational
18	Kaalikam	Current events, government services etc.	Informational
19	Kambola Vilanilavaram	Market rates	Informational
20	Kayikam	Sports related	Informational
21	Kilukkampetti	Programmes for children	Entertainment
22	Ksheeravani	For dairy farmers	Informational
23	Manasoukhya	Programmes to boost mental health	Informational
24	Mattoli Club Time	Programmes by school clubs	Cultural
25	Mattoli Flash	Live information	Informational

S.N.	PROGRAMME TITLE	CONTENT	TYPE
26	Mayilpeeli	Programme for children	Cultural
27	Meghadhoot	Wishes	Entertainment
28	Moopante Kauthukangal	Interesting information	Informational
29	Nattuvazhiyile Eenangal	Music based	Entertainment
30	Nerum Porulum	Discussion on current events	Informational
31	Ninakkayi Ende Gaanam	Music based	Entertainment
32	Niyamavum Janangalum	Legal awareness	Informational
33	Niyamavum Neethiyum	Legal awareness	Informational
34	Njangalkkumund Parayan	People's opinions on recent events	Cultural
35	Njattuvela	Agriculture & farming, climate, market rates	Informational
36	Onamkeramoola	Programmes based in rural areas	Cultural
37	Ormathaalukal	Music based	Entertainment
38	Overdrive	Automobile	Informational
39	Paadamudra	Life & philosophy of noted personalities	Cultural
40	Paattinte Paalazhi	Music based	Entertainment
41	Panelcharcha	Discussion on current events	Informational
42	Pathrashabdam	Headlines in newspaper	Informational
43	Penkaruthinte Kaiyoppukal	Women empowerment	Cultural
44	Ponpulari	Introducing women entrepreneurs	Informational
45	Prakashagopurangal	On people working for positive & good changes	Cultural
46	Prathibhayum Athidhiyum	Introducing noted personalities and award winners	Cultural
47	Puthanpattukal	New movie songs	Entertainment
48	Radio Nadakam	Drama	Entertainment
49	Ragamalika	Carnatic music based	Cultural
50	Ruchikoottu	Cookery	Entertainment
52	Sallapam (live phone in)	Music based	Entertainment

S. N.	PROGRAMME TITLE	CONTENT	TYPE
52	Sandhyakeerthanam	Spiritual	Cultural
53	Sargavedhi Live	Promotion of local talents	Cultural
54	Sarvodaya Sadas	Development related	Cultural
55	Sapthavarnangal	Light music, ghazals etc.	Cultural
56	Sathchinthanam	Positive thoughts	Cultural
57	Smaranaanjali	Programme on yesteryear veterans	Cultural
58	Techno Mattoli	New electronic products	Informational
59	Thudichetham	Tribal programme slot	Cultural
60	Thudichetham Viseshangal	*Chuttuvattom* in tribal dialect	Informational
61	Vanitha Mattoli	Women empowerment	Cultural
62	Vayalnaadu	Best practices in farming	Informational
63	Vayanaamuri	Introducing classical books in literature	Cultural
64	Vayanalokam	Books and literature	Cultural
65	Vidyavani	Educational	Educational
66	Vismayacheppu	Music based	Entertainment
67	Wayanadan Chinthukal	Culture of Wayanad	Cultural
68	Yathrakkarude Shradhakku	Travel and related information	Informational

APPENDIX III

CLASSIFICATION OF PROGRAMMES

TYPE - II STATION : *AHALIA* RADIO

S.N.	PROGRAMME TITLE	CONTENT	TYPE
1	Ahalia wishes	Wishes	Entertainment
2	Aksharappadavukal	Book reviews, introduction of new ones	Informational
3	Anyabhasha ganangal	Songs except those in Malayalam	Entertainment
4	Arunodayam	Historic importance of the day	Informational
5	Athidhi	Promotion of local talents	Cultural
6	Ayurdalam	Health related	Informational
7	Azhchavattom	News roundup	Informational
8	Box office	Film based	Entertainment
9	Comedy capsule	Comedy	Entertainment
10	Doctors talk	Health related	Informational
11	Ezhuthola	Detailed description on different topics	Educational
12	Film songs	Music based	Entertainment
13	Gramaphone	Old songs, drama songs etc (except film songs)	Cultural
14	Harithabhoomi	Agriculture related	Informational
15	Hridhayaragam	Romantic songs	Entertainment
16	Jeevanam	Community outreach	Cultural
17	Kavyalokam	Introducing poems	Cultural
18	Management guru	Information on socially relevant issues	Informational
19	Palakkadan junction	Location based programmes	Cultural
20	Nishagandhi	Romantic songs	Entertainment
21	Oottupura	Cookery	Entertainment
22	Pathravisesham	Headlines and news	Informational
23	Sakhi	Tips, legal awareness etc. for women	Informational
24	Sports zone	Sports based	Entertainment
25	Tech bus	Technology related	Informational
26	Kathaparayumbol	Film based	Entertainment
27	Ormayil unarum ganangal	Old movie songs	Entertainment

APPENDIX IV
CLASSIFICATION OF PROGRAMMES
TYPE - III STATION : RADIO BENZIGER

S. N.	PROGRAMME TITLE	CONTENT	TYPE
1	AIR News	News	Informational
2	Bappuvinta kalpadukal	Programme based on Gandhian thoughts	Informational
3	Bed time stories	Stories	Entertainment
4	Classroom	Programme for children	Educational
5	Dil ki awazz (live phone-in)	Empowering linguistic minorities (Hindi)	Cultural
6	Dinavrithantham	Historic importance of the day	Informational
7	Dr. Live live	Health related	Informational
8	Golden oldies	Old film songs	Entertainment
9	Good morning Kollam (live phone-in)	Wishes	Entertainment
10	Harithajalakam	Agriculture related	Informational
11	Haritha Swapnangal	Environment related	Cultural
12	Hridayajalakam	Travelogue with old songs	Cultural
13	Ishtaganangal	Theme based musical programme	Entertainment
14	Karshakamithram	Agriculture related	Informational
15	Kathodu Kathoram (live phone-in)	Community empowerment	Cultural
16	Kathodu pesalam (live)	Empowering linguistic minorities (Tamil)	Cultural
17	Kochu Kathodukathoram (live phone-in)	Programme for children	Entertainment
18	Kunju kunju karyangal	Legal awareness	Informational
19	Life tips	Psychological aid for better life	Informational
20	Live programme	Deal with psychological issues	Informational
21	Loud speaker	Local issues	Cultural
22	Mindiyum paranjum (live phone-in)	People's opinion on issues	Cultural
23	Naattile paattukar	Local talent promotion	Cultural
24	Neerchalukal	Positive thoughts	Cultural
25	Nerum nunayum	Drama	Cultural
26	Ningalkum midukkarakam	Programme for students	Educational
27	Padavukal	Interview	Informational
28	Parayanundu chilathu	Platform for people to speak on issues	Cultural

S. N.	PROGRAMME TITLE	CONTENT	TYPE
29	Piano	English sings	Entertainment
30	Ragamritham	Music lessons	Educational
31	Raga Sudha Sagaram	Musical based	Entertainment
32	Rangoli	Hindi songs	Entertainment
33	Ruchi bedham	Cookery	Entertainment
34	Sahithya sameeksha	Literature based	Cultural
35	Shastra Lokam	Science and technology, inventions etc.	Informational
36	Sindoora cheppu	Interview	Cultural
37	Sparshanangalile arthabedham	Awareness creation	Informational
38	St.Mary's ramankulangara radio club	Programmes by School clubs	Cultural
39	Sthrikalude arogyam ayurvedathilude	Health related	Informational
40	Students corner (live phone-in)	Quiz and knowledge based content	Educational
41	Sughino bhavanthu	Basis of Yoga for well being	Informational
42	Sukrutham	For enlightening the marginalised on their rights; provide necessary help	Cultural
43	Symphony of St.Mary's	Programmes by School clubs	Cultural
44	Thozhilvarthakal	Career information for Govt. jobs only	Informational
45	Valyettanum valyechiyum kochu koottukarum	Interview	Informational
46	Varthaveekshanam	News analysis	Informational
47	Vazhivilakkukal	Biography of famous people who are no more	Informational
48	Vijnjana kurippukal	Topic based information	Informational
49	Viswadharppanam	Book reviews, literature based programme	Cultural
50	Voice of youth	Programme for youth	Cultural
51	Weather updates	Weather information, mainly for fishermen	Informational
52	Whatsapp view	Analysis of topic-based photographs sent by listeners	Informational

APPENDIX V

POLICY GUIDELINES FOR SETTING UP COMMUNITY RADIO STATIONS IN INDIA

Foreword

In December 2002, the Government of India approved a policy for the grant of licenses for setting up of Community Radio Stations to well established educational institutions including IITs/IIMs.

The matter has been reconsidered and the Government has now decided to broad base the policy by bringing 'Non-profit' organisations like civil society and voluntary organisations etc under its ambit in order to allow greater participation by the civil society on issues relating to development & social change. The detailed policy guidelines in this regard are given below:

1. Basic Principles

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

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

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

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

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

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

2. Eligibility Criteria

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

a) Community based organisations, which satisfy the basic principles listed at para 1 above. These would include civil society and voluntary organisations, State Agriculture Universities (SAUs), ICAR institutions, Krishi Vigyan Kendras, Registered Societies and Autonomous

Bodies and Public Trusts registered under Societies Act or any other such act relevant for the purpose. Registration at the time of application should at least be three years old.

b) Educational institutions

    (ii) The following shall not be eligible to run a CRS:

        a) Individuals

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

        c) Organisations operating with a motive to earn profit

        d) Organisations expressly banned by the Union and State Governments

3. Selection Process & Processing of the applications

(a) Applications shall be invited by the Ministry of I&B once every year through a national advertisement for establishment of Community Radio Stations. However, eligible organisations and educational institutions can apply during the intervening period between the two advertisements also. The applicants shall be required to apply in the prescribed application form along with a processing fee of Rs.2500/- and the applications shall be processed in the following manner:

    i) Universities, Deemed Universities and Government run educational institutions will have a single window clearance by putting up cases before an inter-ministerial committee chaired by Secretary (I&B) for approval. No separate clearance from MHA & MHRD shall be necessary. Once the WPC Wing of the Ministry of Communication & IT earmarks a frequency at the place requested by the institution, a Letter of Intent (LOI) shall be issued.

    ii) In case of all other applicants, including private educational institutions, LOI shall be issued subject to receiving clearance from Ministries of Home Affairs, Defence & HRD (in case of private educational institutions) and frequency allocation by WPC wing of Ministry of Communication & IT.

(b) A time schedule for obtaining clearances as below shall be prescribed:

    i) Within one month of receipt of the application in the prescribed form, the Ministry of I&B shall process the application and either communicate to the

applicant deficiencies, if any, or will send the copies of the application to the other Ministries for clearance as prescribed in para 3(a)(i) and 3(a)(ii) above, as the case may be.

ii) The Ministries concerned shall communicate their clearance within three months of receipt of the application. However, in the event of the failure of the concerned ministry to grant the clearance within the stipulated period of three months, the case shall be referred to the Committee constituted under the Chairmanship of Secretary (I&B) for a decision for issue of LOI.

iii) In the event of more than one applicant for a single frequency at a given place, the successful applicant will be selected for issue of LOI from amongst the applicants by the Committee constituted under the Chairmanship of Secretary (I&B) on the basis of their standing in the community, the commitment shown, the objectives enunciated and resources likely to be mobilized by the applicant organisation as well as its credentials and number of years of community service rendered by the organisation.

iv) Within one month of the issue of the Letter of Intent (LOI) the eligible applicant will be required to apply, in the prescribed format and with the requisite fee, to the WPC Wing of the Ministry of Communication & IT, Sanchar Bhawan, New Delhi for frequency allocation & SACFA clearance.

v) A time frame of six months from the date of application is prescribed for issue of SACFA clearance. In the event of non-receipt of such clearance from the Ministry of Communication & IT within the stipulated period of six months, the case will be referred to the Committee constituted under the Chairmanship of Secretary (I&B) for a decision.

vi) On receipt of SACFA clearance (a copy of which shall be submitted by the applicant), the LOI holder shall furnish a bank guarantee in the prescribed format for a sum of Rs.25, 000/-. Thereupon, the LOI holder will be invited to sign a Grant of Permission Agreement (GOPA) by Ministry of I&B, which will enable him to seek Wireless Operating License (WOL) from the WPC Wing of the Ministry of Communication & IT. The Community Radio Station can be made operational only after the receipt of WOL from the Ministry of Communication & IT.

vii) Within three months of receipt of all clearances i.e signing of GOPA, the Permission Holder shall set up the Community Radio Station and shall intimate the date of commissioning of the Community Radio Station to the Ministry of I&B.

viii) Failure to comply with time schedule prescribed above shall make the LOI/GOPA holder liable for cancellation of its LOI/GOPA and forfeiture of the Bank Guarantee.

4. Grant of Permission Agreement conditions

i) The Grant of Permission Agreement period shall be for five years.

ii) The Grant of Permission Agreement and the Permission letter will be non-transferable.

iii) No permission fee shall be levied on the Permission Holder. However, the Permission Holder will be required to pay the spectrum usage fee to WPC wing of Ministry of Communication & IT.

iv) n case the Permission Holder does not commence his broadcasting operations within three months of the receipt of all clearances or shuts down broadcasting activity for more than 3 months after commencement of operation, its Permission is liable to be cancelled and the frequency allotted to the next eligible applicant.

v) An applicant/organisation shall not be granted more than one permission for CRS operation at one or more places.

vi) The LOI Holder shall furnish a bank guarantee for a sum of Rs.25,000/-(Rupees twenty five thousand) only to ensure timely performance of the Permission Agreement.

vii) If the Permission Holder fails to commission service within the stipulated period, he shall forfeit the amount of bank guarantee to the Government and the Government would be free to cancel the Permission issued to him

5. Content regulation & monitoring

i) The programmes should be of immediate relevance to the community. The emphasis should be on developmental, agricultural, health, educational, environmental, social welfare, community development and cultural programmes. The programming should reflect the special interests and needs of the local community.

ii) At least 50% of content shall be generated with the participation of the local community, for which the station has been set up.

iii) Programmes should preferably be in the local language and dialect(s).

iv) The Permission Holder shall have to adhere to the provisions of the Programme and Advertising Code as prescribed for All India Radio.

v) The Permission Holder shall preserve all programmes broadcast by the CRS for three months from the date of broadcast.

vi) The Permission Holder shall not broadcast any programmes, which relate to news and current affairs and are otherwise political in nature.

vii) The Permission Holder shall ensure that nothing is included in the programmes broadcast which:

   a. Offends against good taste or decency;

   b. Contains criticism of friendly countries;

   c. Contains attack on religions or communities or visuals or words contemptuous of religious groups or which either promote or result in promoting communal discontent or disharmony;

   d. Contains anything obscene, defamatory, deliberate, false and suggestive innuendoes and half truths;

   e. Is likely to encourage or incite violence or contains anything against maintenance of law and order or which promote-anti-national attitudes;

   f. Contains anything amounting to contempt of court or anything affecting the integrity of the Nation;

   g. Contains aspersions against the dignity of the President/Vice President and the Judiciary;

   h. Criticises, maligns or slanders any individual in person or certain groups, segments of social, public and moral life of the country;

   i. Encourages superstition or blind belief;

   j. Denigrates women;

   k. Denigrates children.

   l. May present/depict/suggest as desirable the use of drugs including alcohol, narcotics and tobacco or may stereotype, incite, vilify or perpetuate hatred against

or attempt to demean any person or group on the basis of ethnicity, nationality, race, gender, sexual preference, religion, age or physical or mental disability.

viii) The Permission Holder shall ensure that due care is taken with respect to religious programmes with a view to avoid:

a) Exploitation of religious susceptibilities; and

b) Committing offence to the religious views and beliefs of those belonging to a particular religion or religious denomination.

6. Imposition of penalty/revocation of Permission Agreement

(i) In case there is any violation of conditions cited in 5(i) to 5(viii), Government may suo motto or on basis of complaints take cognisance and place the matter before the **Inter-ministerial Committees on Programme and Advertising Codes** for recommending appropriate penalties. On the recommendation of the Committee a decision to impose penalties shall be taken. However, before the imposition of a penalty the Permission Holder shall be given an opportunity to represent its case.

(ii) The **penalty** shall comprise of:

(a) Temporary suspension of Permission for operating the CRS for a period up to one month in the case of the first violation

(b) Temporary suspension of Permission for operating the CRS for a period up to three months in the case of the second violation depending on the gravity of violation. (c) Revocation of the Permission for any subsequent violation. Besides, the Permission Holder and its principal members shall be liable for all actions under IPC, CRPC and other laws.

(iii) In case of revocation of Permission, the Permission Holder will not be eligible to apply directly or indirectly for a fresh permission in future for a period of five years. "Provided the penalty imposed as per above provision shall be without prejudice to any penal action under applicable laws including the Indian Telegraph Act 1885 and Indian Wireless Telegraphy Act 1933, as modified from time to time."

(iv) In the event of suspension of permission as mentioned in para 6 (ii) (a) & (b), the permission holder will continue to discharge its obligations under the Grant of Permission Agreement during the suspension period also.

7. Transmitter Power and Range

i) CRS shall be expected to cover a range of 5-10 km. For this, a transmitter having maximum Effective Radiated Power (ERP) of 100 W would be adequate. However, in case of a proven need where the applicant organisation is able to establish that it needs to serve a larger area or the terrain so warrants, higher transmitter wattage with maximum ERP up to 250 Watts can be considered on a case-to-case basis, subject to availability of frequency and such other clearances as necessary from the Ministry of Communication & IT. Requests for higher transmitter power above 100 Watts and upto 250 Watts shall also be subject to approval by the Committee constituted under the Chairmanship of Secretary, Ministry of Information & Broadcasting.

ii) The maximum height of antenna permitted above the ground for the CRS shall not exceed 30 meters. However, minimum height of Antenna above ground should be at least 15 meters to prevent possibility of biological hazards of RF radiation.

iii) Universities, Deemed Universities and other educational institutions shall be permitted to locate their transmitters and antennae only within their main campuses

iv) For NGOs and others, the transmitter and antenna shall be located within the geographical area of the community they seek to serve. The geographical area (including the names of villages/institution etc) should be clearly spelt out along with the location of the transmitter and antenna in the application form.

8. Funding & Sustenance

i) Applicants will be eligible to seek funding from multilateral aid agencies. Applicants seeking foreign funds for setting up the CRS will have to obtain FCRA clearance under Foreign Contribution Regulation Act, 1976.

ii) Transmission of sponsored programmes shall not be permitted except programmes sponsored by Central & State Governments and other organisations to broadcast public interest information. In addition, limited advertising and announcements relating to local events, local businesses and services and employment opportunities shall be allowed. The maximum duration of such limited advertising will be restricted to 5 (Five) minutes per hour of broadcast.

iii) Revenue generated from advertisement and announcements as per Para 8 (ii) shall be utilized only for the operational expenses and capital expenditure of the CRS. After meeting the full financial needs of the CRS, surplus may, with prior written permission of the Ministry of Information & Broadcasting, be ploughed into the primary activity of the

organization i.e. for education in case of educational institutions and for furthering the primary objectives for which the NGO concerned was established.

9. Other Terms & Conditions

i) The basic objective of the Community Radio broadcasting would be to serve the cause of the community in the service area of the Permission Holder by involving members of the community in the broadcast of their programmes. For this purpose community shall mean people living in the zone of the coverage of the broadcasting service of the Permission Holder. Each applicant will have to specify the geographical community or the community of interest it wants to cover.

The Permission Holder shall provide the services of his CRS on free-to-air basis.

ii) Though the Permission Holder will operate the service under these guidelines and as per the terms and conditions of the Grant of Permission Agreement signed, the permission shall be subject to the condition that as and when any regulatory authority to regulate and monitor the broadcast services in the country is constituted, the permission holder will adhere to the norms, rules and regulations prescribed by such authority from time to time.

iii) The Permission Holder shall provide such information to the Government on such intervals, as may be required. In this connection, the Permission Holder is required to preserve recording of programmes broadcast during the previous three months failing which Permission Agreement is liable to be revoked.

iv) The Government or its authorized representative shall have the right to inspect the broadcast facilities of the Permission Holder and collect such information as considered necessary in public and community interest.

v) The Government reserves the right to take over the entire services and networks of the Permission Holder or revoke/terminate/suspend the Permission in the interest of national security or in the event of national emergency/ war or low intensity conflict or under similar type of situations.

vi) All foreign personnel likely to be deployed by way of appointment, contract, consultancy etc by the Permission Holder for installation, maintenance and operation of the Permission Holder's services shall be required to obtain prior security clearance from Government of India.

vii) The Government reserves the right to modify, at any time, the terms and conditions if it is necessary to do so, in public interest or for the proper conduct of broadcasting or for security considerations.

viii) Notwithstanding anything contained anywhere else in the Grant of Permission Agreement, the Government shall have the power to direct the permission holder to broadcast any special message as may be considered desirable to meet any contingency arising out of natural emergency, or public interest or natural disaster and the like, and the Permission holder shall be obliged to comply with such directions.

ix) The permission holder shall be required to submit their audited annual accounts to the Government in respect of the organization/division running the CRS. The accounts shall clearly show the income and expenditure incurred and the Assets and Liabilities in respect of the CRS.

x) A Permission Agreement will be subject to such other conditions as may be determined by the Government.

xi) The Government shall make special arrangements for monitoring and enforcement of the ceiling on advertisements, particularly in those areas where private FM radio stations have been granted licenses.

APPENDIX VI

MINISTRY OF INFORMATION AND BROADCASTING

ORDER No. 104/103/2013-CRS dated 19th JANUARY 2017

1. The following clauses shall be added in the policy Guidelines for setting up of Comrnunity Radio Stations in India, issued in the year 2006.

Grant of Permission Agreement Conditions:

"4(viii): Grant of Permission Agreement shall be extended for a period of five (5) years at a time. First extension shall be granted on the basis of an application and verification of adherence to the terms and conditions of the permission. The application for extension shall be submitted in the fourth year of operation

"4(ix): For second extension i.e extension beyond ten (10) years, the continuous operation of CRS by the permission holder for 10 years will be treated as ground for extension. CRS should submit their application for extension of permission one year before end of the permission period.

Transmitter power and Range:

"7(v): In disaster situations the District Magistrate's permission shall be sufficient to relocate CRS. However, Ministry of Information and Broadcasting, should be informed of the change of place by both the CRS and District Magistrate

2. The following clauses shall be substituted in lieu of clauses 5(vi) and 8(ii) in the current Policy Guidelines for setting up of community Radio stations in India, issued in the year 2006.

"5(vi): The Permission Holder shall not broadcast any programmes, which relate to news and current affairs and are otherwise political in nature. However, CRS can broadcast news and current affairs contents sourced exclusively from AIR in its original form or translated into the local language/dialect. AIR shall source its news to CRS without any charges. It will be the responsibility of the CRS permission holder to ensure that the news is not distorted or edited during translation.

The broadcast pertaining to the following categories will be treated as non-news and current affairs broadcast and will therefore be permissible:

(a) Information pertaining to sporting events excluding live coverage. However live

commentaries of sporting events of local nature may be permissible;

(b) Information pertaining to Traffic and Weather;

(c) Information pertaining to and coverage of local cultural events, festivals;

(d) Coverage of topics pertaining to examinations, results, admissions, career, counseling;

(e) Availability of employment opportunities;

(f) Public announcements pertaining to civic amenities like electricity, water supply,

natural calamities, health alerts etc. as provided by the local administration;

(g) Such other categories not permitted at present that may subsequently be specifically permitted by Ministry of Information and Broadcasting from time to time.

"8(ii): Transmission of sponsored programmes shall not be permitted except programmes sponsored by Central & State Governments and other organisations to broadcast public interest information. In addition, limited advertising and announcements relating to local events, local businesses and services and employment opportunities shall be allowed. The maximum duration of such limited advertising will be restricted to 7 (seven) minutes per hour of broadcast.