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Listener's recognition towards sustainability of Community Radio, Barh, Patna

* B.D.Singh
** Kumari Sharda
*** R.K.Sohane
**** Amrendra Kumar

Key Word - community radio, democratic society, community empowerment etc.

Introduction

The community radio is a very important community media tool to address and overcome the different community related issues by empowering the community members. Community media help in community empowerment by fulfilling the community's informational needs and by encouraging the community members in participation of their own development. It is about the horizontal exchange of information, a participatory interaction between the community and the radio station rather than a vertical, one-way communication method, delivering information from a medium to the public. The most important aspects of community radio are that the community participants emphasized, often on volunteer basis. Community radio involves community organization, joint thinking and decision-making, all of which entail great potential for empowering communities and building a democratic society.

Community radio is "one that is operated in the community, for the community, about the community and by the community" (Tabing, 2002) [10]. Community radio is regarded as third tier of broadcasting service after public and commercial broadcasting services and it emphasizes to bring small communities together to realize their potential and encourages local aspirations. Community radio as an ICT tool now playing a major role in disseminating information to communities in remote and rural areas as it is cost-wise pro-poor and enable greater community participation.

The emergence of community radio stations in the country has been driven by an organized effort at building collective identity among vigilant citizens across the country as a grassroots culture, embracing alternative organizational practices (Singh, 2010). Community radio is a catalyst of positive social change in rural parts of India, which speaks volumes about its potential as a change agent (Barl, 2009) [1]. Community radio uses the local language and dialects in its content broadcasted, which provides a sense of belongingness to the local people and eliminates the illiteracy constraints in rural areas.

Community Radio Station, Krishi Vigyan Kendra, Barh, Patna was established in June, 2011. Initially it was started with focusing farming community. Programme on Agriculture and allied activities were recorded by the Scientist working under Bihar Agricultural University, Sabour, Bhagalpur. After recording programme were edited and then aired in the 20 km airal radius of community radio. After completion of seven years in 2018-19 Community radio received a Project on “Addressing Issues of Malnutrition among vulnerable community of Patna district”. After successful completion of this pilot project Community Radio workers, volunteers and listeners motivated towards health & nutritional aspects. After the completion of this pilot project, a no. of small projects was initiated on awareness on Covid, awareness on swachhta, awareness on voter awareness, awareness towards health and nutrition, awareness towards TB, etc. with the financial support of Govt. agencies as well as Voluntary Organizations. Still there were numerous constraints prevailing in the sustainability of community Radio like no radio jockey, lack of financial provision for the community radio, etc. In spite of numerous hurdles, Community Radio is running successfully since its inception and completed thirteen years of its journey.

Keeping above sustainability problems present study were undertaken with following objectives:

Objective of Study

- To find out the listener’s favoritism towards broadcast timing of the community radio, KVK, Patna,
- To identify the Listener’s like and dislike towards title of the programme broadcasted by Community Radio,
- To assess the listeners’ recognition towards agricultural and health & nutritional programme aired through Community Radio,
- To suggest suitable measures for sustainability of Community Radio.

Methodology

For the present study three nearest blocks were selected on the basis of listeners. Among three selected blocks 40 villages were selected on the basis of number of listeners and which come under the periphery of Community Radio within 12 km of aerial radius. Thus, all together 30 villages of three blocks viz 15 villages in Barh block, 15 villages in Pandarak block and only 10 villages from Athmalgola block had been selected. From these three blocks 30 villages were selected keeping in mind that in that village having active radio listeners. Out of 40 villages 30 active radio listeners were selected from each village. Thus, total sample size of the study was 1200.

Table-1 Sampling technique for present study

S.No	Name of Block	No. of selected village	No. of listeners in each village	Total Sample
1.	Barh	15	30	450
2.	Pandarak	15	30	450
3.	Athmalgola	10	30	300
TOTAL		40		1200

A structured interview schedule was prepared with the help of the experts, CR Volunteers, and active listeners and tested in the sampling area for final data collection. Data were collected with the help of structured schedule which were compiled, analysed, interferences and results were drawn from the collected data.

Results & Discussion

Table-2: Audience Favouritism towards Broadcast Timing of CRS

Broadcast Time	Most Accepted		Acceptable		Least Accepted		Not Accepted		Rank Score	Rank
	No.	%	No.	%	No.	%	No.	%		
10-11AM	37	3.08	24	2.00	22	1.83	16	1.33	99	7 th
11-12AM	32	2.67	44	3.67	31	2.58	23	1.92	130	6 th
12-01PM	53	4.42	42	3.50	37	3.08	34	2.83	166	5 th
01-02PM	124	10.33	52	4.33	36	3.00	11	0.92	223	1 st
02-03PM	98	8.17	63	5.25	27	2.25	26	2.17	214	2 nd
03-04PM	78	6.50	55	4.58	47	3.92	17	1.42	197	3 rd

04-05PM	37	3.08	42	3.50	56	4.67	36	3.00	171	4 th
TOTAL	459	38.25	322	26.83	256	21.33	163	13.58	1200	

Table-2 depicted about the audience favoritism towards broadcast timing of Community Radio, Barh, Patna. From the table it was observed that maximum listeners 124 (10.33 %) out of 1200 liked the broadcast time 1 to 2 PM followed by 2 to 3 PM and 3-4 PM. Out of 1200 listeners 124 (10.33 %) listeners liked 1 to 2 PM while 98 (8.17%) liked 2-3 PM and 78 (6.50%) of the total liked 3-4 PM of broadcast time of Community radio.

Table-3: Audience most liked Programme Broadcasted by CRS

S.No.	Broadcasted Programme	Most Accepted		Acceptable		Least Accepted		Not Accepted		Rank Score	Rank
		No.	%	No.	%	No.	%	No.	%		
1	Krishak Manch	137	11.42	72	6.00	67	5.58	24	2.00	300	1 st
2	Corona Awareness	38	3.17	34	2.83	31	2.58	29	2.42	132	5 th
3	Health & Nutrition	87	7.25	77	6.42	71	5.92	31	2.58	266	2 nd
4	Mahila Jagat	79	6.58	63	5.25	49	4.08	31	2.58	222	3 rd
5	Bal Manch	42	3.50	34	2.83	27	2.25	24	2.00	127	6 th
6	Safalta ki Kahani	31	2.58	38	3.17	43	3.58	41	3.42	153	4 th
TOTAL		414	34.50	318	26.50	288	24.00	180	15.00	1200	

Table -3 Depicted about the audience preference towards Programme broadcasted by community Radio, Patna. From the table-3 it was found that most of listeners 137 (11.42%) liked krishak manch which deals about package & practices of crop cultivation and their insect, pest & disease management etc. followed by 87 (7.25%) listeners liked health & nutrition awareness programme, 79 (6.58%) audience preferred Mahila Jagat.

Table-4: Most Recognised Nutritional Pogramme broadcasted by CRS

S.No.	Broadcasted Programme	Most Recognised		Most Recognised		Most Recognised		Not Recognised		Rank Score	Rank
		No.	%	No.	%	No.	%	No.	%		
1.	Gyandev Chacha ki Gyan Ki Baten (Radio Drama)	152	12.67	84	7.00	91	7.58	43	3.58	370	1st
2.	Kuposhan Varta (Talk Show)	62	5.17	61	5.08	71	5.92	83	6.92	277	3rd
3.	Vaigyanik Evam Chikitshak Salah (Interactive Session)	116	9.67	97	8.08	81	6.75	32	2.67	326	2nd
4.	Poshan Ki Kahani (story telling)	54	4.50	66	5.50	52	4.33	55	4.58	227	4th
TOTAL		384	32.00	308	25.67	295	24.58	213	17.75	1200	

Table-4 Visualized about most recognized health and nutritional programme broadcasted by community radio, Patna. From the table-3, it was evident that out of 1200 listeners 152 (12.67%) recognized “Gyandev chacha ki gyan ki baten” which was broadcasted in from of drama followed by 116 (9.67%) doctor & scientist suggestions which was in the form of interactive session and 62 (5.17 %) of listeners preferred kuposhan varta which was broadcasted as talk show.

Table-5: Most Recognized Agricultural Pogramme broadcasted by CRS

S.No.	Broadcasted Programme	Most Recognised		Most Recognised		Most Recognised		Not Recognised		Rank Score	Rank
		No.	%	No.	%	No.	%	No.	%		
1.	Vegetable farming for higher income	52	4.33	31	2.58	41	3.42	19	1.58	143	3rd
2.	Crop Production	47	3.92	37	3.08	31	2.58	24	2.00	139	4th
3.	Insect Pest & Disease management in	67	5.58	46	3.83	34	2.83	13	1.08	160	1st

	field crops										
4.	Soil Test for better use of fertilizers	29	2.42	28	2.33	17	1.42	23	1.92	97	8 th
5.	Nursery Management	35	2.92	20	1.67	34	2.83	10	0.83	99	7 th
6.	Orchid management	21	1.75	27	2.25	14	1.17	17	1.42	79	10 th
7.	Mushroom cultivation for income & employment generation	48	4.00	53	4.42	41	3.42	14	1.17	156	2 nd
8.	Beekeeping for income & health	22	1.83	29	2.42	19	1.58	16	1.33	86	9 th
9.	Vermicompost production technology & its use	28	2.33	26	2.17	14	1.17	53	4.42	121	5 th
10.	Dairy Farming	49	4.08	46	3.83	25	2.08	0	0.00	120	6 th
Total		398	33.17	343	28.58	270	22.50	189	15.75	1200	

Table-5 depicted about most recognized programe of agriculture and allied sector broadcasted by community radio, Patna. From the table-5, it was observed that a lots of programme on agriculture & allied sectors was broadcasted though community radio for the better livelihood of listeners. out of that insect, pest & disease management of different field crops 67 (5.58%) listeners told that these programmes ware most beneficial for their livelihood followed by mushroom cultivation for income and employment generation 48 (4.0%) and vegetable farming 52 (4.33%).

Table-6: Sustainability of Community Radio through financial gain.

S.No.	Year	Amount Received (in Rs.)	Purpose	Received from Institution
1.	2018-19	18,30,000.00	Project on Awareness	ICDS, Ministry of Social Welfare, Govt. of Bihar
2.	2019-20	5,000.00	Awareness on Cyber Crime	SSB, Patna

3.	2019-20	20,000.00	Voter Awareness Prog.	Election Commission, New Delhi
4.	2020-21	56,350.00	BMGF	SMART, New Delhi
5.	2020-21	38,000.00	Covid -19 Campaign	SMART, New Delhi
6.	2022-23	58,080.00	Awareness on Plastic use	SMART, New Delhi
7.	2022-23	44,100.00	Covid -19 Campaign	SMART, New Delhi
8.	2022-23	49,000.00	Swachhta BAN	SMART, New Delhi
9.	2022-23	29,000.00	The TB Challenge	SMART, New Delhi
10.	2022-23	48,620.00	Women Awareness	Vermillion, New Delhi
11.	2022-23	40,000.00	The TB Challenge	SMART, New Delhi

From the Table-6, it was evident that since the inception of Community Radio, Barh, Patna, (June,2011) up to 2017-18 no financial support received from any organizations for its sustainability. In 2018-19 received a project entitled Awareness on malnutrition among listeners from Integrated Child Development Services, Ministry of Social Welfare, Govt. of Bihar, with financial support of Rs.18,30,000=00. After 2017 fund in brief received regularly for awareness programme on different aspects. In 2022-23 total fund received was Rs. 2,68,800 from different organizations for betterment of community.

Conclusions

From the above results and discussions, it may be concluded that since the inception of Community Radio Station, Krishi Vigyan Kendra, Barh, Patna sustaining well among listeners in creating awareness towards new agricultural technologies aired by CR Station for their upliftment, creating additional income & employment for better livelihood. Out of six categories of programme aired by CR Station “Krishak Manch” was liked most and rank first (rank score-300) followed by Health & Nutrition programme which ranked (second rank score-266) in listeners liking. Under krishak manch “Insect, Pest and Disease management” ranked first (score-160) as recognized by the listeners. Today insect, pest and disease management are a vital issue in achieving higher yield of field crops. High yield of crop is the key factor of increasing their income and finally for their better livelihood. Programme aired on Mushroom cultivation for income & employment generation secured second rank (score=156) as per listeners recognition, as mushroom is not only a healthy, nutritious, rich

in vitamins, minerals, amino acid but also having more opportunities in raising income as well as employment. Regarding broadcast time of Community Radio as per listeners liking the best time of listening radio is 1-2 pm followed by 2-3 pm and 3-4 pm because at this time most of listeners feel free from all their works. At the last, since opening of CRS was running in financial weakness but at present listeners feedback regarding how programme helpful in their better livelihood, their effort in recording, editing and executing CR programme. Various organizations supporting through fund for broadcasting their programme on awareness at various level.

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Corresponding Author

*** B.D.Singh*, Kumari Sharda1, R.K.Sohane2 & Amrendra Kumar3**
SMS, Senior Scientist & Head,1 Krishi Vigyan Kendra, Barh, Patna*
Director Extension Education,2 BAU, Sabour, Bhagalpur
Principal Scientist3, ATARI, Patna
Email- vishnukr.12@gmail.com, Mobile-9887077005