

Extent of Participation of Respondents in Production and Broadcasting Programme of Community Radio

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ABSTRACT

The community radio has made an impression in all grounds of rural society in which there was a need to assess socio-technological empowerment of rural households. The study was taken up to compare the status of community members' participation in community radios, operational under three different hosting agencies i.e. State Agricultural University (SAU), *Krishi Vigyan Kendra* (KVK) and Non-Government Organization (NGO). The community radio stations namely *Pantnagar Janvani* (G.B. Pant University of Agriculture and Technology), *Pravara* (KVK, Ahmednagar) and *Yeralavani* (Yerala Projects Society, Sangli) were selected purposively. Four villages have been selected randomly from one purposively selected block. Forty (40) respondents from four randomly selected villages from each CRS coverage area/ broadcast range along with 10 staff members of each CRS were selected for the study. Thus, a total of 150 respondents constituted the sample for the study. About 43 per cent of respondents had low level of participation in programme production and broadcasting followed by moderate level (40 %) and high level (17.50 %). Education and perception about CRS programmes were significantly influencing extent of participation of respondents.

Keywords: Broadcasting, CRS, Participations etc.

INTRODUCTION

It is now recognized that participatory communication approaches are powerful tools to bring in change and empower people at the grassroots to decide their own future. The community radio is owned and operated by a community or members of a community. The main purpose of this sort of station is to develop the community. Community radio is a process, it's not simply about producing radio programmes to put on air; it is about developing community by using radio. Community radio is both for the community and by the community. The community is understood to be the owner of the radio

station. The community participates in all aspects of the station, from establishment to management, administration to financing. According to Kumbhare *et al.* (2015) in their study on community radio: preferences, opinion and listening behaviour of farmers found that 48.00 per cent of the respondents' style of listening to CR programmes was with fellow farmers followed by alone style (37.33%) and with family members. Community radio is characterised by the active participation of the community in creating news, information, entertainment and culturally-relevant material with an emphasis on local issues and concerns. It can be stated that with training, local producers

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can create programmes using local voices. The best advantage in them is that immediate local problems and issues can be tackled in a minimum loss of time whenever the need is felt. The community can also actively participate in the management of the station and have a say in the scheduling and content of the programmes. Thus, the study was designed keeping the community radio listeners in mind, with an objective to find the extent of participation by the local people in creating radio programmes and functioning of the community radio.

RESEARCH METHODOLOGY

The study was taken up to compare the status of three community radios operational each under State Agricultural University (SAU), *Krishi Vigyan Kendra* (KVK) and Non-Government Organization (NGO). The community radio stations namely *Pantnagar Janvani* (G.B. Pant University of Agriculture and Technology), *Pravara* (KVK, Ahmednagar) and *Yeralavani* (*Yerala* Projects Society, Sangli) were selected purposively. Four villages have been selected randomly from one purposively selected block. Forty (40) respondents from four randomly selected villages from each CRS coverage area along with 10 staff members of each CRS were selected for the study. Thus, a total of 150 respondents represent the sample of the study. The *Ex-post facto* research design was selected in accordance with the adaptability of the proposed design with respect to the type of study, variables under consideration, number of respondents and phenomenon to be studied.

Extent of participation of respondents in programme production and broadcasting

It is defined as the degree to which people participate in community radio station programs at various phases. It is represented as proportion of obtained score to the total score possible. The participation of community is possible in four phases namely defining, designing, production and evaluation phase. The extent of participation was recorded with the help of structured interview schedule containing

various phases and frequency of participation. The responses to the statements were collected in four point continuum. (No participation-0, rarely participating-1, occasionally participating-2 and regularly participating-3). *Tobit* analysis was used to find the factors influencing extent of participation where the *tobit* model, also called a censored regression model, was designed to estimate linear relationships between variables when there is either left- or right-censoring in the dependent variable (also known as censoring from below and above, respectively). Censoring from above takes place when cases with a value at or above some threshold, all take on the value of that threshold, so that the true value might be equal to the threshold, but it might also be higher.

RESULTS AND DISCUSSION

The participation of respondents in production and broadcasting of community radio programme is very crucial. Distribution of respondents over participation and non-participation in production and broadcasting of community radio programmes are presented in Table 1.

Table 1. Distribution of respondents over participation and non-participation

(N=120)		
Categories of participation	Frequency	Percentage
Participating	92	76.67
Non-participating	28	23.33

It is revealed that a majority of the respondents (76.67%) participated in at least one of the four phases mentioned in the table 1. On the other hand, about 23 per cent of the respondents did not participate in any of the other three phases. These findings were consistent with findings of Madhu (2010), Krishnamurthy (1999), Bhosle *et al.* (2000) and Talwar *et.al.* (2012).

Phase-wise participation

The phase-wise participation of the respondents in CR programme is depicted in table 2.

It revealed from table 2 that a majority of the respondents (78.33%) were participated at evaluation phase followed by designing phase (60%), defining phase (58.33%) and production phase (58.33%). The data also revealed that similar participation trend of respondents in different phases were observed in all the three CRS i.e. NGO, SAU and KVK.

It is concluded from table 2 that respondents from all the samples taken together, 78.33 per cent of them participated in evaluative phase in which the listeners gave feedback, responded to follow up and discussed with CRS staff. This may be due to the fact that all the three radio stations were broadcasting phone in

programmes which gave them easy mode for interaction and feedback. CR stations conducted evaluation studies regularly to know the listeners reaction and impact of the programmes on listeners.

This was followed by designing phase in which 60 per cent listeners combined of all the stations were participated in either of the phases such as suggesting content for programmes, scripting of the programmes or identifying the presenter. According to Singh *et al.* (2010) reported that people participation in community radio was visualized in four major phases namely 1. defining phase 2. designing phase 3. production phase 4. evaluative phase such that various

Table 2. Distribution of respondents according to their participation in various phases of programme production and broadcasting

Phases	N=120							
	NGO		SAU		KVK		Total	
	<i>f</i>	(%)	<i>f</i>	(%)	<i>f</i>	(%)	<i>f</i>	%
Defining phase	24	60.00	20	50.00	26	65.00	70	58.33
Designing phase	23	57.50	25	62.50	24	60.00	72	60.00
Production phase	18	45.00	24	60.00	23	57.50	65	54.17
Evaluation phase	31	33.50	33	82.50	30	75.00	94	78.33

Table 3. Distribution of respondents according to phase wise participation

Statements	N=120			
	No participation	Rarely	Occasionally	Regularly
	<i>f</i> (%)	<i>f</i> (%)	<i>f</i> (%)	<i>f</i> (%)
	1. Defining phase			
I help CRS to assess the need for a programme	59.00(49.2)	25.00(20.8)	28.00(23.3)	8.00(6.7)
I help CRS to identify the problem	57(47.5)	25(20.8)	17(14.2)	21(17.5)
I help CRS to formulate solution to the problem	59(49.2)	23(19.2)	20(16.7)	18(15)
	2. Designing phase			
I suggest subject matter for a programme	77(64.2)	22(18.3)	19(15.8)	2(1.7)
I suggest format for a programme	73(60.8)	23(19.2)	20(16.7)	4(3.3)
I help to identify the presenter	50(41.7)	16(13.3)	44(36.7)	10(8.3)
	3. Production phase			
I participate as an expert	83(69.2)	10(8.3)	26(21.7)	1(0.8)
I participate as a caller in phone in programmes	39(32.5)	10(8.3)	56(46.7)	15(12.5)
I participate as an artist	72(60.0)	3(2.5)	42(35)	3(2.5)
	4. Evaluative phase			
I discuss with CRS staff regarding quality of programmes	29(24.2)	15(12.5)	49(40.8)	27(22.5)
I give feedback to improve programme	28(23.3)	16(13.3)	40(33.3)	36(30)
I respond to follow up by the CRS	29(24.2)	32(26.7)	28(23.3)	31(25.8)

activities were involved in each phase and people participated more in terms of production than other three phases.

Data regarding the participation of respondents in various phases is depicted in the table 3. It clearly indicated that 17.5 per cent of total respondents regularly helped CRS to identify problem, 12.5 per cent regularly participated as caller in phone-in, and 30 per cent gave feedback regularly. About 23 per cent of the respondents expressed that they discuss with CRS staff regarding quality of programmes. Also about 26 per cent of the respondents in evaluation phase expressed that they respond to follow up by the CRS.

Level of participation of the respondents in CRS programme

The data related to level of participation of the respondents in CRS programme is given in table 4. It is found from the data in above table that a majority of the respondents (42.50%) were observed in the category of low level of participation followed by moderate (40%) and high (17.50%) level of participation in CRS programme. The data also revealed that similar trend of level of participation

was observed in all the CRS except KVK-CRS. Extent of participation was calculated and table 4 clearly indicated that 42 per cent of the respondents belonged to low level of participation followed by medium level of participation (40.00 %) and high level of participation (17.50 %). Only 10 per cent of the respondents in NGO-CRS sample were belonged to high level participating category because of the fact that the production centre is situated in Sangli but the broadcasting centre is set up at Jalihal (Bk), a village approximately 120 kms away from production centre. This hinders the participation of listeners regularly in the radio programming and broadcasting.

Factors determining participation

The data related to the factors determining participation in community radio programmes is depicted in table 5. The positively significant coefficients of exploratory variables indicated their positive influence with the level of participation of the respondents. As expected, the *tobit* analysis of the data revealed that the variables like education and perception about CR programmes were found highly significant ($p < 0.01$) with the extent of participation

Table 4. Distribution of respondents according to their level of participation CRS programme

Level of participation	NGO		SAU		KVK		Total	
	<i>f</i>	(%)	<i>f</i>	(%)	<i>f</i>	(%)	<i>f</i>	%
Low (0-0.266)	19	47.50	18	45.00	14	35.00	51	42.50
Moderate (0.27-0.53)	17	42.50	15	37.50	16	40.00	48	40.00
High (>0.533)	4	10.00	7	17.50	10	25.00	21	17.50

Table 5: Factors determining the extent of participation in community radio programmes

Variables	Coefficient	Std. Err.	t	P> t
Age	-0.0005986	.0019523	-0.31	0.760
Education	0.0651935	.014331	4.55	0.000*
Occupation	-0.0264072	.0221116	-1.19	0.235
Social participation	0.0027966	.011389	-0.25	0.806
Mass media possession	-0.0098798	.0130797	-0.76	0.452
Extension participation	-0.0132473	.0096433	-1.37	0.172
Perception about CRS	0.0489207	.0096454	5.07	0.000*

Level of significance: *($P < 0.01$)

of the respondents. This was attributed to the observation made during the survey that rural community with better education qualification and persons who had good opinions about the CR showed more interest in participation in CR programme.

The perception about the CR programme parameters was operationalized as the sum of perception about quality of content, audio quality, level of satisfaction, relevance of content, utility of content, treatment of message, and adequacy of content.

In contrary to the prior expectation; variables like age, occupation, social participation, mass media possession and extension participation were not having significant influence on the extent of participation of the respondents.

CONCLUSION

Participating in community radio programme, empowers the rural people in socio-cultural and economic aspects. It boosts the morale of the rural people to look through the eyes of objectivity. The two important factors such as education and perception about the community radio must be encashed by the radio institutions to enhance the quality participation of rural folks in production and broadcasting the radio programmes.

Paper received on : February 04, 2018

Accepted on : February 17, 2018

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