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Audience perception towards sustainability of community radio

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Abstract

The community radio (CR) is the powerful tools to address and resolve community related issues by empowering the community members. Community media helps in community empowerment by fulfilling the community's informational needs and by encouraging the community members in participation of their own development. Altogether 1200 respondents had been taken from 40 villages of three blocks and data were collected through well- structured interview schedule. Out of six categories of programme aired by CR Station "Krishak Manch" was liked most and rank first (score-300) followed by Health & Nutrition programme which ranked second (score-266) in listeners liking. Among the different programme under Krishak Manch audience perceived best programme (score-160) is management of Insect, Pest and Disease in vegetable and filed crops followed by Mushroom cultivation for income & employment generation (score=156). Best broadcast time of Community Radio as per audience liking is 1-2 pm followed by 2-3 pm as it was free time most of audience to hear and take decision accordingly if required. Community Radio Station, Krishi Vigyan Kendra, Barh, Patna sustaining well among audience in creating awareness towards new agricultural technologies, health & hygiene, sanitation, Swachta mission, etc. aired by CR Station for their upliftment, creating additional income & employment and finally for their better livelihood.

Keywords: Community radio, Awareness towards agricultural technologies, health & nutrition, best timing of CR

Introduction

The community radio (CR) is one of the powerful community media tools 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. CR 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) [3]. 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) [4]. 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 focus on farming community. Programme on Agriculture and allied activities were recorded by the Scientist working under Bihar Agricultural University, Sabour, ICAR institutes, nearby KVKs. After recording programme were edited and then aired in the 20 km arial radius of community radio. After completion of seven years in 2018-19 CR 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 minor project was initiated on awareness on COVID, awareness on Swachhta, awareness on voter for casting the votes during election, awareness towards health and nutrition, special campaign towards TB, etc. with the financial support of Govt. agencies as well as Voluntary Organizations. Still there are 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 Audience favoritism towards broadcast

- timing of the community radio, KVK, Patna.
- To identify the Audience like and dislike towards title of the programme broadcasted by Community Radio.
- To assess the Audience 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 Audience. Among three selected blocks 40 villages were selected on the basis of number of Audience and which come under the periphery of Community Radio within 12 km of aerial radius. Thus, altogether 40 villages of three blocks viz 15 villages in Barh block, 15 villages in Pandarak block and only 10 villages from Athmalgola block has 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).

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

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

Results and Discussion

Data depicted in Table 2 reveal about the audience favoritism towards broadcast timing of Community Radio, and it was observed that maximum Audience 124 (10.33%) out of 1200

liked the broadcast time in between 1 to 2 PM with rank score of 233 followed by 2 to 3 PM and 3-4 PM with rank score of 214.

Table 2: Audience Favouritism towards Broadcast Timing of CRS

Broadcast Time	Most Accepted		Acceptable		Least Accepted		Not Accepted		Rank Score 99	Rank 7 th
	No.	%	No.	%	No.	%	No.	%		
10-11 AM	37	3.08	24	2.00	22	1.83	16	1.33		
11-12 AM	32	2.67	44	3.67	31	2.58	23	1.92	130	6 th
12-01 PM	53	4.42	42	3.50	37	3.08	34	2.83	166	5 th
01-02 PM	124	10.33	52	4.33	36	3.00	11	0.92	223	1 st
02-03 PM	98	8.17	63	5.25	27	2.25	26	2.17	214	2 nd
03-04 PM	78	6.50	55	4.58	47	3.92	17	1.42	197	3 rd
04-05 PM	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	

Out of 1200 audience 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. Preferences of the listeners/ audiences has been also recorded during the course of study towards Programme broadcasted by community Radio and it was observed that out of 6

different programmes broadcasted by the CR Krishak Manch ranked top with score of 300 point and audience acceptance 137 (11.42%) followed by 87 (7.25%) audience liked health & nutrition awareness programme with rank of 266 and 79 (6.58%) audience preferred Mahila Jagat programme with rank of 222 point (Table 3).

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	

Another most important programme recognized is health and nutritional aspects which was broadcasted by community

radio, Patna is presented in Table 4.

Table 4: Most Recognised Nutritional Programme broadcasted by CRS

S. No.	Broadcasted Programme	Most Recognised		Acceptable		Least Accepted		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	1 st
2.	Kuposhan Varta (Talk Show)	62	5.17	61	5.08	71	5.92	83	6.92	277	3 rd
3.	Vaigyanik Evam Chikitshak Salah (Interactive Session)	116	9.67	97	8.08	81	6.75	32	2.67	326	2 nd
4.	Poshan Ki Kahani (story telling)	54	4.50	66	5.50	52	4.33	55	4.58	227	4 th
Total		384	32.00	308	25.67	295	24.58	213	17.75	1200	

Result revealed that out of four different programmes broadcasted in from of drama “Gyandev chacha ki gyan ki baten” ranked 1st with 370 score among 1200 villagers, 152 (12.67%) most recognized 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

(discussion on Malnutrition) which was broadcasted as talk show.

Data in Table 5 depicted about most recognized programme of agriculture and allied sector broadcasted by community radio, Patna. Results communicate that a lots of programmes on agriculture & allied sectors were broadcasted though community radio for the increasing the livelihood of listeners.

Table 5: Most Recognized Agricultural Programme broadcasted by CRS

S. No.	Broadcasted Programme	Most Recognised		Acceptable		Least Accepted		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	3 rd
2.	Crop Production	47	3.92	37	3.08	31	2.58	24	2.00	139	4 th
3.	Insect Pest & Disease management in field crops	67	5.58	46	3.83	34	2.83	13	1.08	160	1 st
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	

Among the 10 different programmes telecasted out of that insect, pest & disease management of different field crops ranked 1st with 160 score point and liked by 67 (5.58%) audience. Second most important livelihood improvement programme broadcasted is mushroom cultivation for income & employment generation with ranking of 156 by 48 (4.0%)

villagers respondents followed by and vegetable farming 52 (4.33%).

From the Table 6, it was evident that since the inception of Community Radio till 2017-18 no financial support received from any organizations for its sustainability.

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

In 2018-19 financial support started on project mode and till 2022-23 altogether 11 projects completed successfully. Among the different project, 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/-. In 2022-23 total fund received was Rs. 2,68,800 from different organizations for betterment of community.

Conclusion

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 audience 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 audience liking. Under Krishak Manch “Insect, Pest and Disease management” ranked first (score-160) as perceived by the audience. 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 audience 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 audience 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 audience 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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