

APPENDIX – I

Interview with Suman Agarwal, Programme Executive, Women's Programme AIR Delhi taken on 26/4/11, at the All India Radio, Delhi

1. Moushumi Dey (M.D): What is the concept behind the Women's programme?

Suman Agarwal (S.A): There are two categories of women's programme from AIR Delhi, one is for the urban listeners which is five times weekly on Monday, Tuesday, Thursday, Saturday and Sunday at 12.05 pm to 1.05pm, the second category is for rural listeners on Wednesday and Friday at the same time for one hour duration. The concept behind the programme is that every aspect of women's life is discussed not just beauty and cooking as was the case earlier. Now working women and their aspects are taken up. The programme includes four help lines. One helpline is the legal helpline, investment helpline to give information to women who are now earning, health helpline, psychological helpline, as well as a helpline where miscellaneous topics are taken up like, career, personality, beauty etc.

2. M.D: What was the format of programmes earlier which has changed with time?

S.A: Earlier the format was mostly talk based but now this has been changed as it has been found that talks become boring. Now it is more interactive and includes discussions, poetry recitals, drama, features etc.

3. M.D: Do you think there has been an evolution of programmes?

S.A: There has been a change as now it is based more on the general needs of the woman. Content focus are now more on careers, travelling, single woman survival in cities, the modern woman, domestic violence, rapes, sexual abuse at working place, which were not taken up before. There are now more open discussions on controversial topics which were earlier considered taboos to talk about. Programmes are now from a different perspective based on women's need.

APPENDIX – II

Interview with Utpal Dutta, Programme Executive Women's programme, AIR Guwahati, taken on 7/6/12 at the All India Radio Guwahati premises

1. M.D: What is the name of the Women's programme from AIR Guwahati, and for how many years has this programme been broadcast?

Utpal Dutta (U.D): The name of the Women's programme from AIR Guwahati is *Aieudor Buloni* and is broadcast for four days in a week on Sunday, Tuesday, Thursday and Friday at 12.30pm. It is being broadcast since 1948.

2. M.D: What is the format of this programme?

U.D: It is a composite magazine kind of programme in which women's issues are taken up and for entertainment one song is included. Doctors, celebrities are invited. It includes discussions, songs and even a play. Women group performers are invited to the studio, who discusses on issues, sing songs and even enact a play. Not all are included in all episodes, certain times especially on the Sunday edition replies to listeners letters are also included.

3. M.D: Is there a change in the topics taken up now than a few years before?

U.D: Earlier the most common issues discussed were of mother-in-law and daughter-in-law, but now the topics are different. Even though kitchen related issues are discussed even today in this programme but the difference is before women themselves were invited to discuss about the kitchen but today specialised people in food and nutrition from catering institutions, beauty tips by dermatologists, fashion by designers are invited as guests to impart the knowledge.

APPENDIX – III

Interview with Geeta Bakshi, Programme Executive, DDK Delhi, taken on 25/4/2011, at the office premises of Doodarshan Kendra Delhi

1. M.D: How are the topics for various programmes and especially topics for Women's programmes selected?

Geeta Bakshi (G.B): Topics are selected from newspaper reports and happenings as programmes are basically to educate and inform society.

2. M.D: On what basis is response to programmes judged?

G.B: Programmes are judged based on response received from phone-in. Though the main targets of programmes are the National Capital Region (NCR) but phone calls generally come from all over the country. A producer has an analytical eye to judge if the programme is going or gone down well with the viewers and if the programmes is being received well by the audience. Feedbacks from Audience Research Cell are another way of getting information of the programmes reaching out to the audience.

3. M.D: How do you see the evolution of programmes from the 1980's to the 2000?

G.B: Lots of things have changed with time. The approach to production has changed. Technology has changed. What was recorded in the 1980's cannot be shown now as the focus has changed. Problems are now different. With the coming of other channels now the independence to take up certain programmes has also come about. What was not taken up or could not be taken up are now being done since the other channels have already done it. Women can now be depicted more as achievers and their achievements. Problems are there like rapes, dowry deaths, suicides etc and they do happen, but the percentage has come down. People do raise their voice, people voice concern and that also makes the bureaucracy move, so things have changed definitely.

APPENDIX – IV

Interview with M.A Lyngdoh In-charge Women's programme DDK Shillong taken on 19/10/11 at the office premises of Doodarshan Kendra Shillong

1. M.D: What is the programme for Women from DDK Shillong and what is its format?

M.A Lyngdoh (M.A.L): The programme for Women is called '*Ki Rympei*' (The Hearth). It is usually a discussion format relating to issues which are women-centric. Eminent women personalities take part in this programme and they try and give their take on the various topics chosen from time to time by the producer concerned or the artistes themselves.

2. M.D: What are the concepts behind this programme?

M.A.L: The concept behind such programmes is to try and fulfill the three main criteria of Doordarshan programmes which are to inform, educate and entertain.

3. M.D: Who are the main targets of programmes related to woman?

M.A.L: The main targets of such programmes are obviously women but this does not deny the fact that a woman being the heart of a home, the whole household is the beneficiary of such programmes.

4. M.D: What are the main topics/ issues of the Women's programme?

M.A.L: The topics are related to health of women, how to manage homes especially in today's stressful environment, workings of various NGO's, the role of women in politics, education of women and the girl child, domestic violence, discipline in schools, counseling in educational institutions, portrayal of women by the media, functioning of various schemes in government offices which can enable women, programmes where we interview rural women on issues relating to health, budgeting of the household, programmes on anniversaries with topics chalked out by the office and other current topics from time to time.

APPENDIX – V

Interview with N.Nakhro, Station Director AIR Kohima taken on 22/11/2010 in the office chamber, All India Radio Kohima

1. M.D: Can you kindly narrate the history of AIR Kohima?

N.Nakhro (N.N): Radio broadcasting in Nagaland started during the midst of political unrest in Nagaland with a small set up, consisting of a secret studio receiving centre and 1 KW MW transmitter in a hired building at Kohima. The Kohima station was formally commissioned on 4th January 1963. Today the studio cum office complex is located in an area of 1,053 acres at the New Minister's Hill Kohima town. It is a single channel station broadcasting programmes for 13 hours 50 minutes daily broadcast.

2. M.D: What has been the endeavour of the station?

N.N: AIR Kohima has constantly and consistently been trying to upgrade its infrastructure as well as in its system of broadcasting to cater to the information, and entertainment needs of the audience in the state of Nagaland in particular and the country as a whole.