CHAPTER-6

Conclusions and Suggestions

The Aim of the communication system is to inform educate and entertain people. Communication system of a country does not only cater the basic functions but also help in raising economic productivity and living standards of millions of people with dissemination of technical expertise and useful knowledge. India is growing at a very fast rate. Planning Commission announced recently that GDP has been increased at the rate of 8.3 per year during last 11 years and poverty has been reduced significantly.

To take development to every citizen and make them participants of the process, India requires a communication system which can reach to the last person. Existing public broadcasters and private market oriented channels are felt to be inadequate. Community media offers the greatest possibilities for effective action.

Among various media, radio is the most potent by virtue of its unique features. It has great potential to capture and attract the attention of many. Through the compelling combination of sound with music, cheap and multitasking, portable and interactive, radio brings mobility and participation to life and intimacy to most events. It can disseminate rich experiences of specialists and experts to the community people and make them interact also. Government of India issue licences and promote the medium to herald rural community development.

In rural areas radio is not a new medium. Majority of rural population can afford to purchase radio sets. Largely Government is responsible to initiate and run development programmes in rural areas. The major
Conclusions and Suggestions

burden of bringing about the desirable changes in rural life for development is attempted by Government through provision of development communication. Participatory development communication using mass media can enter the calculus of development and offer the greatest possibilities for effective action. This can be achieved through community radio.

For D.P. Mukherji(1984) ‘communication was neither mechanical transfer of concepts and techniques from developed to backward nations, nor was it a passive reception by a subject country of the messages transmitted to it from the mother country.” He thought for India having an old civilization, communication must be transformed into an active process of absorption/assimilation via creative format and critical borrowing. This new view of communication recognized the cultural autonomy of the Indian people and their right to assimilate and absorb as much through rejection of what was non-transferable as through assimilation of what was transferable. It also recognized that not everything inherited from the past was outmoded and desirable. “Creative communication is a process in and through which a developing country develop the will and the capability to be both at the receiving as well as at the giving end.

**Entertainment and Education through community radio:-**

Notwithstanding the great potential of radio in imparting information to the farmers, the experience with regard to the size of audience of agriculture telecasts has not been very happy.

There is an inadequate interest of the farmers in agricultural programme like ‘Anna Data.’ The main reason expressed by listeners is the absence
of entertaining appeal of the programme which is a prominent idea in the minds of the farmers for listening radio. The appeal most frequently associated by most of the farmers with community radio is its ability to entertain them and farmers wanted to listen to their own voices with light entertainment and relaxation from CRS rather than the hard work of learning alone. The programme producers should find out the ‘Recreation-Education’ balance for most of the farming community.

Initially it was felt that community radio would act as a source of motivation for getting information. However, it was found that rural people in majority listen to community radio as a platform to forefront their talent and voice themselves. Getting light entertainment is another reason for listening to community radio.

Incidentally quite a bit of learning takes place. A listener while getting entertained also changes his attitudes and stores up certain information. This incidental storing up of information proved that they developed new values, attitudes and social patterns conducive to development.

Listeners are particularly happy with the use of local language and dialect in the programmes of community radio. Particularly regarding technical terminology used in the programmes. Technical words are also coated in local dialect which makes programme more close to their heart. To illustrate this in the words of one of the respondents, “they use our own words like loo lag jave to kairi re chach peo”. This is one important feature of community radio in comparison to other private FM and regional All India Radio channel which uses Hindi as a language to communicate and miss out the local flavour in the programmes.
Another important feature is to provide immediate solution to the local problems. An example may be quoted from a narrowcast for farmers. When crops were getting harm from a kind of fungi. A need based programme was narrowcasted by CRS in which an agricultural expert was talking about that particular fungi and measures to get rid of the fungi. Programmes invited quarries regarding problem and sorted them out immediately.

Another example may be quoted by a women respondent, who used to listen to the women’s programmes. She says that kair pickle preparation and preservation techniques were given during kair season.

These examples simply justify the interest of respondents in the programmes of community radio in comparison to other public or private radio channels.

During past few decades there has been considerable development in the country and expansion of infrastructure for agricultural information communication. It is still considered inadequate for a vast agricultural country like India. Notwithstanding the expanding facilities of information/education communication there is a majority of farmers who need the information of rapidly changing agricultural technology, so that they may adopt and bring forth better production thereby contributing to the development of the country. The information supplied must be effective and more readily understandable and acceptable to the farmers. Before the farmers think of taking action, they require information and impressions to be reinforced by local demonstration and individual personal information. Awareness creates the curiosity about a new idea in the minds of the people leading them to seek more information on it.
Programmes based on current issues have an immediate effect, if the ideas come along at a time when people need them the most. It deals with subjects of which they have no fixed ideas but is groping in the dark. This phenomena speed up changes. CRS is getting popular because the programmes narrowcasted are space and time specific hence an impact is seen and desirable social change is taking place slowly and gradually. There is a sizable number of respondents who listen to CRS. It is very important to develop such information communication infrastructure suitable for the communities specifically. The media adopt to the needs and levels of understanding of the rural people. There has to be a linkage between community listeners and the production when it exists, it leads to a substantial influence.

**Information Communication Problems and Rural Development :-**

In spite of the best efforts of Government and non-governmental agencies in the context of rural development, the benefits that were expected to reach the common man in the rural areas were not demonstrably in evidence. This is due to many factors; however, there are several information communication related problems in rural development programmes. These problems pertain to information abundance, information flow, information organization, information quality, lack of coordination and cooperation among information agencies, communication skills, communication channels and language barrier.

Only when broadcasting policies and decisions are guided by research facts, can there be reasonable chance that the constructive potential of the mass media will be properly approached and fully exploited. The medium of radio when properly utilized has immense power to serve the need of
Conclusions and Suggestions

an efficient information system. Community radio has proved to be a medium for entertainment as well as education and information dissemination. The listeners, responses shows success of community radio as an information provider at local level and as a platform provider where villager can contribute in the development in their own area.

(1) Community radio provides information regarding problems related to drinking water, drainage/sewage conditions but it has been observed that villagers are informed and they are already aware about the problems in both the areas i.e. Apno radio Banasthali coverage and non-coverage area. There are many other factors working in the area to make people aware including Government and non-government agencies, television, educational institutes etc. Finding the specific source of villagers information is not the purview of the present research.

(2) It is found that the villagers have the primary awareness but as we move towards the next step and try to find the awareness regarding reason of diseases and cure or precaution to take in order to fight the diseases, villagers of the area which is out of the coverage area of Apno radio banasthali, are not aware whereas the situation is different in the coverage area. Villagers are aware that there are some bacteria or viruses which cause the diseases and most of them are aware about the precautions also. Here, we can see the utility of community radio at local level as people specially women feel it convenient to inquire about the health issues on a phone call where they can hide their identity if they want and find their answers on radio.
Conclusions and Suggestions

(3) Villagers have found a platform to raise their voice using community radio and they have found it effective also. The villagers of the area benefited with the presence of Apno radio Banasthali find it better to voice themselves on community radio even more than using RTI. They find that the Government officials remain active and attentive to the content of radio Banasthali and they even remain cautious that their name should not be taken away in any matter of discrepancy on radio. They try to resolve the matters and solve the problems before hand.

(4) However, community radio could not proved to be successful in eradicating deep rooted beliefs and superstitions. People continue to believe on evil eye, ojha/Bhagats and various omens. There are some differences noticed while comparing the two areas i.e. coverage and non-coverage area but the differences are not at all significant.

Belief on visiting Tejaji in case of snake bite is also one engraved trust in villagers mind which could not be touched.

(5) Villagers are found enthusiastic regarding community radio as it provide platform to showcase their talent. They listen to CRS regularly to listen to voice of their own and nears and dears. They like whatever has been narrowcasted as it is in their own voice, language and phrases.

(6) Apno radio Banasthali does not restrict villagers to participate in programming and production of the programmes. It encourages the villagers and specially women to contribute in the development of content of programmes for Apno radio Banasthali.
(7) Apno radio Banasthali has proved to be a model of participatory development communication.

(8) Community Radio also provides local information regarding local officials, officer, developments in rural development.

(9) CRS provide guidance to the student about the procedures of filling of various forms of competitive exams and jobs.

(10) Keeping updated with latest information is the one of the most positive contributions of the CRS.

**Developing Identity through Community Radio:**

An exposure to the medium which becomes voice of the voiceless contributes in enhancing self confidence in villagers. People find their identity when they appear on CRS as a responsible citizen who are contributing in the development of their own community, area and ultimately nation. This feeling of responsibility and having power to resist against system increase the sense of self reliance.

Power of democracy lies in the contribution of its citizens in the system. Community radio has become a mediator through which people talk to their representatives. Political involvement and awareness of the people has also been increased. They have started understanding the real issues of their welfare beyond the caste system of voting. People’s representatives have also become conscientious regarding their work as they know that may be called anytime to answer the questions of the villagers on Community Radio. Villagers have started feeling that they
are an important unit of the system, they have an existence, an identity beyond their identity associated to their caste and society.

Community radio is also representing distinctive cultural practices that create and nourish affective relations.

For example Apno radio Banasthali produces a programme ‘Algoja’ to preserve and promote local tradition and culture. The programme narrowcast folk lore and fold songs related to forthcoming local festivals and celebrations like Gangaur, Teej and fair of Tejaji. In doing so, community radio leverage modest resources to build community and meet their particular needs; needs that go unmet and largely ignored, by commercial and public media alike.

In the same way, as a forum for local arts and cultural organizations, community radio is supporting and encouraging local cultural production.

**Research Hypothesis Tested:-**

(1) Community Radio can play a vital role in the development of a State like Rajasthan.

The present study highlights the functioning of Community Radio one district of Rajasthan where it has been proved a successful communicator. Community Radio is disseminating information in local dialect and phrases. Media plays a reinforcing and legitimizing function in the process of development. It has been observed that villagers in the area covered by Apno radio Banasthali are using Community Radio as a forum where they can complain against corruption and irregularities. Community Radio has become an
Conclusions and Suggestions

instrument for villagers to communicate with their elected representative and local government agencies.

Development of human potential is another aspect of development of society. People of the community are a part of the process of development of programme form and content. Active participation of villagers leads them to a greater level of personal development.

(2) Community Radio can be part of developmental schemes of the government:

Government of India and State Government are running various rural development schemes. Information-Education-Communication (IEC) is an integral part of almost all of the government schemes related to agriculture, health and sanitation, education, self-employment etc. Government conducts various campaign to make people are regarding these schemes. It has been noticed that people in coverage and non-coverage area of radio Banasthali are more or less aware about the schemes. But the knowledge of the people in the area which is not under coverage of Apno radio Banasthali is superficial. People know about the schemes but they are unaware regarding details whereas people in the area under CRS coverage could confidently talk about the schemes, their implications, strengths and loopholes. Hence, Community Radio can be a part of IEC component of government development schemes.

(3) Community itself can take up the responsibility of running it’s own radio station in terms of production of programmes and financial viability.
Community Radio operate with small paid staff, relying on volunteers to perform the tasks and functions associated with programme content generation and programme production. It is evident that the community people are providing programme inputs from the field in terms of interviews, authentic reporting and singers and instrument players for music programmes. Though the CRS has been managed by a staff of five members who plan for the CRS, delegate work to community volunteers and keep the record of the programmes.

Apno radio Banasthali is working on the access or participatory model and demonstrates the active participation of the community.

As far as financial viability is concerned there is no contribution of the community in meeting expenses of the CRS. Banasthali Vidyapith has been supporting the community radio and it has received funds from UNICEF, Directorate of Science and Technology, Govt. of Rajasthan and various Non-Government Organisations.

While discussions with the villagers, it has been observed that they are not interested in contributing to the CRS in terms of money. They have developed an idea that everybody who runs a media organization is making huge profits out of it. Hence, it is difficult to believe for them that the CRS needs any financial support.

(4) Villagers and communities having community radio are aware about health, sanitation and agricultural in comparison to other ones.

The role of community radio in disseminating the knowledge and expanding the horizons of rural listeners needs a special consideration. By imparting relevant facts, it has not only made the rural people more
Conclusions and Suggestions

Aware of the world around them but has also made them prone to discussions on the matters of their interest. Agricultural programmes are aimed at providing knowledge for the farmers. Most of the suggestions, which were implemented by farmers, these resulted in better yields. Educational programmes in their own language and idioms helped them in enhancing their knowledge even without going to school. Such programmes are especially useful to rural girls and women.

Community radio made headway in imparting technology to uneducated or partially educated villagers. Various programmes dealing with seeds, fertilizers, pesticides, irrigation methods, technology related to home appliances and motor vehicles have gained popularity. The community radio has proved beneficial in transferring the technical ‘Know-how’ to the rural population.

Although community radio is providing all kinds of information, it has been observed that the programme related to serious subjects as mentioned above get a poorer response in comparison to the programmes of entertainment, showcasing local culture using local talent. People accept such programmes readily whereas do not give similar response to the programmes dealing with serious matters.

**Inter-relation between the community radio and listener:**

On the basis of the data collected from the field, a conclusion can be drawn that the state of development of the village gets influenced with the presence of a medium like community radio. Community radio has become a part of villagers life slowly and gradually. They do not only
use it to entertain themselves but also update themselves with the necessary information which plays a significant role in their daily life.

Here, Community radio is providing information but more importantly has proved to be a medium of people’s own. They feel close to the medium as they have an access to it and participate through phone calls in phone in programmes they can even be present in any of the programme of their interest and requirement. People are even contributing in production of the programmes which is a technical area and it has been observed that villagers do not hesitate in handling recording and editing equipments. CRS has organized workshops to train villagers to develop content, record and edit programmes on their own. Out of these trainees some volunteers have been identified who were willing to contribute in CRS activities more readily.

These volunteers belong to different villages in the coverage area. They talk to the villagers regarding their problems and motivate them to put forward their voice and views. They arrange for the feedback of the programmes from every village. They interview people time to time and get Sarpanch, Panch and government officers to talk on community radio.

CRS volunteers include students, house wives, farmers, daily wage workers and service people also. Representative of almost each social strata has been trained for the special assignment of volunteers. These volunteers are the biggest cause to the smooth functioning of the community radio station.

Social change and Community Radio:-
Conclusions and Suggestions

It is evident with the data collected and discussion that there are some changes observed in the mindset of the villagers in Apno radio Banasthali coverage area. People have become more vocal and active. They are participating in CRS activities as well as village development schemes. Role of community radio remains enthusiastic till the time villager’s traditional and religious superstations are not being touched. As and when their deep rooted rituals are questioned, villagers do not listen to the medium Apno radio Banasthali prepares a programme ‘Kaam ki Batan’ to address issues related to social evils like belief on omen and Ojha/Bhagats etc. Villagers listen to the programme but they hardly get any impact. They still believe in evil eye, omens and Ojha/Bhagats. They take a patient of snake bite to local diety Tejaji even if his/her life is threatened.

Changes are taking place but they are superficial. It is very difficult to crack the hard nut shall of long time settled mentality.

Suggestions :-

1. When the target audience is a mix of educated, partially educated, uneducated and a large number of alliterated people, programmes or software has to be designed with a great care. Information and education programmes has to be designed in a more interesting way.

2. Programmes related to superstitions have to be planned rigorously. Discussions at open forum and quoting examples may help in creating disturbance in long time stable layer of beliefs.
Conclusions and Suggestions

3. Government should establish Community Radio stations in each and every district. After initial establishment and training programmes CRS’s may be handed over to the community.

4. Although once in a year, a five-day seminar is organised by the Government of India for all CRS owners in a view to share their experiences, initiatives and problems, yet it is not sufficient. One to one interaction should be planned to have an exposure of the field. Stakeholders and volunteers of one CRS should visit other CRS areas for at least one week in a year. This exposure would help to improve and learn the better initiatives.

5. Financial existence of CRS is the major cause of concern. It should be sorted out by some suitable change in the policy. It may be inclusion of one hour daily sponsored programme or Government may offer advertisements at it's level.

Limitations of the study

1) Limitation of time, space and manpower are the most restrictive aspects in an empirical study and this study has also been limited due to these handicaps.

2) The answers of the respondents as such have been taken as true.

3) The respondents were quiet on certain issues and as such certain inferences had to be drawn on the basis of observation of the overt behaviour of the respondents which included gestures and facial expressions also.

4) Ratio of male and female respondents has not been equal.

5) The conclusions drawn may not be universal.