CHAPTER III
RESEARCH METHODOLOGY

3.1 NEED AND SIGNIFICANCE OF THE STUDY

Work is an integral part of a man’s life. Work life experience cannot be viewed as segregated from the total life experiences because work is a mean of seeking fulfillment in life. Life gains quality when day-to-day experiences in different domains of life are meaningfully integrated with the totality of life experience.

The terms quality of work life may be conceptualized as a subset of the quality of life, which is all-inclusive notions of life and living conditions. In recent years, the phase quality of work life has been increasingly used to describe certain environmental and humanistic values, neglected by the industrial societies in favour of technological advancement, industrial productivity and economic growth. The term quality of work life came in use in a much broader perspective after the Arden House meet in New York in 1972 that led to the formation of International Centre for Quality of Work Life. In their extensive literature review Katzele et al (1975), quality of work life has been viewed somewhat broadly as an individual’s evaluation of the outcomes of the work relationship. They have observed that a worker can be said to enjoy a high quality of work life when he feels the following:

a) Has positive feelings towards his job and its future prospects.

b) Is motivated to stay on the job and performs well.

c) Feels that his working life fits well with his private life to afford him a balance between the two.

The extensive review of literature reveals that there is a relationship between quality of work life, job satisfaction and organisational commitment. These do have certain impact on the broadcasting media organisations.

I have studied its impact on a selected broadcasting media organisations in the northern region. However, each of these relationships has been viewed as independent component rather than integrated. It has also been found that not much research has

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till now been carried out on the topic impact of quality of work life on job satisfaction and commitment in the broadcasting media organisations in the northern region. The quality of work life certainly plays a significant role in the broadcasting media organisation.

The All India radio has evolved, over the years, a three-tier system of broadcasting e.g. national, regional and local. It caters to the information, education and entertainment needs of the listeners and through its stations in India, which is a country of continental dimensions with plural society. Some of the private FM channels also serve the regional listeners of different regions and now days these are emerging as good private broadcasting media along with the Government Broadcasting Media.

These organisations have received an almost negligible attention by the researchers. No research work has yet been conducted on the impact of quality of work life in this field. To fill this gap, the present study has been considered essential and useful. It aims at analyzing and understanding the nature of quality of work life needed in such organisation of the media with the impact of variables like job satisfaction and organisational commitment.

Having a good quality of work life is an extremely important issue for the organisations in modern times.

3.2 SCOPE OF THE STUDY

The broadcasting media covers the Radio and TV Industry. The scope of this study is restricted to the FM radio only. It has a pretty large number of listeners. It, in facts, reaches out to crores of listeners and makes them aware of the happenings of the world. For the purpose of study, the Government All India radio is considered as public broadcasting media and FM channels is considered as private broadcasting media industry. Both the public and private broadcasting media organisations, chosen for this study, shall be having 100 percent coverage area. Those Radio Stations have been selected for study which are Five years old and they are having hundred percent coverage and are situated in northern region in India. The study will take into consideration three key players from public broadcasting media and three private
broadcasting media organisations.

Therefore following six organisations of the broadcasting media have been selected for study:

1. All India Radio, FM, Chandigarh.
2. All India Radio, FM, Jalandhar.
3. All India Radio, FM, New Delhi.
4. FM, Radio City.
5. Radio FM 93.5
6. FM Radio, Mirchi

3.3 OBJECTIVES OF THE STUDY

1. To study and compare the perceptions of employees in selected public and private broadcasting media organisations regarding factors of quality of work life.

2. To study and compare perceptions of employees in selected public and private broadcasting media organisations regarding factors of job satisfaction.

3. To study and compare the perceptions of employees in selected broadcasting media organisations regarding the impact of quality of work life on job satisfaction.

4. To study and compare perception of employees in selected public and private broadcasting media organisations regarding level of organisational commitment.

5. To examine the impact of quality of work life on organisational commitment of employees working in different broadcasting media organisations under study.

6. To suggest strategies for improving the quality of work life in the broadcasting media organisations under-study.

3.4 HYPOTHESIS OF THE STUDY

\( H_1: \) There is no significant difference in perceptions of employees regarding factors of quality of work life in different broadcasting media organisations under study.
H2: There is no significant difference in the level of job satisfaction in all the different broadcasting media organisations under study.

H3: There is no significant impact of quality of work life on the level of Job Satisfaction of employees working in different broadcasting media organisations under study.

H4: There is no significant difference in the levels of organisational commitment of all the different broadcasting media organisations under study.

H5: There is no significant impact of quality of work life on level of Organisational commitment of employees working in different broadcasting media organisations under study.

3.5 SOURCES OF DATA

The study was based on both primary and secondary data. Collection of primary data was a challenging task, as questionnaires in selected media organisations had to be got filled by individuals and were collected personally.

3.5.1 Primary Data:

To collect the primary data a questionnaire was developed to measure the quality of work life, job satisfaction and organisational commitment. Standardized tools were used to measure, the tools used were descriptive analysis, correlation analysis, analysis of variance, multiple regression analysis.

3.5.2 Secondary Data:

Secondary data were collected from the books, magazines, journals, periodicals and libraries. Information has also been collected from different web sites and also from respective media organisations. These rich sources of information helped researcher in analysis and interpretation of data.

3.6.1 DATA COLLECTION TOOLS

The data of chosen respondents from both public sector and private sector was pooled, tabulated and further categorized into three levels of management i.e. top, middle and junior level.
QUALITY OF WORK LIFE QUESTIONNAIRE

The inventory developed by Sinha and Sayeed (1980) for measuring Q W L had 85 items. Each item had a 5-point scale. A subjects’ response could be anywhere on this scale- the scale range being from minimum 1 to maximum 5. The items were either in question form or statement with options and the subjects were to encircle an appropriate numeral (1 to 5) furnished on the right side of each item according to their agreement or disagreement, satisfaction or dissatisfaction, feeling positively or negatively with the statement. The numerals encircled were added to give the total overall Q W L score. Thus the higher the total score, the higher the perceived Q W L of the subject was.

Sinha and Sayeed’s inventory for measuring Q W L was developed in India. Sinha and Sayeed (1980) tried their Q W L query based on 18 dimensions which have much in common with other earlier investigators (Carlson, 1988). Sinha and Sayeed identified their dimensions of Q W L through standard psychometric procedures. So, their inventory could be regarded as a precise tool for measuring quality of work life. The 18 dimensions of Q W L identified by Sinha and Sayeed along with their definitions are as follows:-

3. Mental State (MS): Feeling of depression or being upset at work.
5. Advancement on Merit (AM): The extent to which rewards and punishment are based on merit.
6. Job Stress (JS): Absence of excessive pressures and undue work demands which might hamper the job.
7. Effect on Personal Life (EPL): Effect of job on personal life. The hangover effect on the individual, which may be either positive or negative.
8. Union-Management Relations (UMR): The relationship between union and management, consideration of each other’s point of view.

9. Self-Respect (SR): The feeling of being treated as an adult with respect and due dignity.

10. Supervisory Relationship (RS): The relationship with supervisor and mutual understanding.

11. Intra-group Relations (IGR): The way workers in a group interact.


13. Confidence in Management (CM): Belief that the management is aware of and concerned about workers’ problems and interests.

14. Meaningful Development (MD): Opportunity to learn more and apply skills and abilities in a challenging way.

15. Control, Influence and Participation (CIP): The extent to which workers are involved in decision making, their influence and control.

16. Employees’ Commitment (EC): Loyalty to the company and concern for its future.

17. General life Satisfaction (GLS): Fulfillment of ‘life’ needs apart from the work situation, i.e., in family, in society and so on.

Organisational Climate (OC): The organizations or industry’s outlook and approach in the interest of the worker for the betterment of the industry, they dropped one dimension (job stress).

It should be noted that although initially Sinha and Sayeed of required extent of interterm correlation and reliability.

Sinha and Sayeed (1980) in developing their inventory for measuring Q W L used samples (N = 184) from two different organizations one as they called high Q W L organization and the other low Q W L organization. Alpha coefficients and split- half reliabilities of the sub-scales were found to be varying from .51 to .93 and .46 to .91, respectively. And for the overall Q W L inventory alpha coefficient and split- half reliability were found to be .97 and .93 respectively. Thus, for the combined samples
the reliability of the inventory was found to be moderately high to extremely high values. The validity of the inventory was determined on the basis of known group method and the investigators claimed that their Q W L inventory had a good amount of discriminatory power as to discriminate between high and low Q W L organisations.

"Evidence on the validity of the scale has been gathered by means of known group method. Prior identification of the two organisations which were considered to be high and low on the overall Q W L provided support for the validity of the scale; (Sinha and Sayeed, 1980;) (Refer appendix: II).

Questionnaire of Job satisfaction of the Wood, Choncko and Hunt (1986), The scale has been accordingly modified as per the need of the study (Refer appendix: II)

The job satisfaction measures consist of 14 items relating to satisfaction with information, satisfaction with variety and freedom, satisfaction with ability to complete tasks (closure) and satisfaction with pay and security. The representations of different dimensions according to statement numbers is given in table 3.2

In the present research, standardized, questionnaires were used so that the reliability of the quality of work life tools used in broadcasting media organisation may be verified or checked. To test the content, validity of the quality of work life questionnaire have already been developed by researchers sinha and sayeed have already performed validity testing. As standardized questionnaires were used for the purpose of collecting data relating to Job-satisfaction and organisational commitment, the respective authors have already performed validity testing for respondents questionnaire was divided in Part A (QWL), Part B (J.S.) and Part C (QC). To analyze the data collected from the selected electronic broadcasting media organisations, SPSS was used. The inferential statistics included in the analysis of variance (ANOVA) to determine whether significant differences existed between quality of work life ,job satisfaction and Organisational commitment in the various broadcasting media organisation under study, on various dimensions, mean scores and histograms were also used to present a clear picture of the findings on various parameters.
Table 3.1
Dimensions of Job Satisfaction

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Dimensions</th>
<th>Statement Numbers</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Satisfaction with Information</td>
<td>1 to 4</td>
</tr>
<tr>
<td>2.</td>
<td>Satisfaction with Variety</td>
<td>5 to 10</td>
</tr>
<tr>
<td>3.</td>
<td>Satisfaction with Closure</td>
<td>11 to 12</td>
</tr>
<tr>
<td>4.</td>
<td>Satisfaction with Pay</td>
<td>13 to 14</td>
</tr>
</tbody>
</table>

The items were scored on a five-point Likert scale according to the following response categories.

1) If you strongly agree
2) Agree
3) Agree somewhat
4) Disagree
5) Strongly disagree

Item scores were summed within dimensions to from dimension scores, and scores on 14 items were summed to form an overall index of satisfaction.

The Questionnaire of Organisation commitment of the measurement of commitment. The scale used for measuring it, was one developed by Allen and Meyer (1997). It is a multidimensional scale measuring affective, normative and continuance dimensions. Each measure comprises of six items (Refer appendix: II).

Overall, the scale has 18 items. The representations of different measures according to statement numbers is given in table 3.2.
Table: 3.2

Measures of Organisational Commitment

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Measures</th>
<th>Statement Numbers</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Affective Commitment</td>
<td>1 to 6</td>
</tr>
<tr>
<td>2.</td>
<td>Normative Commitment</td>
<td>7 to 12</td>
</tr>
<tr>
<td>3.</td>
<td>Continuance Commitment</td>
<td>13 to 18</td>
</tr>
</tbody>
</table>

The responses were obtained on a five-points Likert scale according to the following response categories:

1) If you strongly disagree
2) Disagree
3) Neutral
4) Agree
5) Strongly agree.

If you feel that in case of (A) you agree to the extent of 5, encircle it as shown in the scale. Again, if you feel that in case of (B) it suits you only to extent of 3, encircle it.

Thus in case of all items in this selection, your agreement or disagreement, satisfaction or dissatisfaction, and your feelings- positive or negative have to be answered from a minimum (1) to maximum (5). So give your judgments to each and every item as specified above. Remember again, we want your views opinions and feelings, not others, so please do not consult anyone.

3.6.2 RELIABILITY AND VALIDITY

As standardized questionnaires were used for the purpose of collecting data relating to quality of work life profile, job satisfaction and commitment, validity testing has already been performed by the respective authors, Sinha and Sayeed (1980), Wood,
3.6.2 PILOT SURVEY

A pilot survey of the respondents was conducted. The questionnaires were administered to 100 employees of different Radio stations under study for field of trial. After the pretesting in the field, the questionnaires were carefully reviewed and subsequent changes were made. The required numbers of questionnaires were then
printed for collecting the responses from the selected FM Radio station of northern region.

### 3.6.3 SAMPLING PLAN

The field of study is concentrated on the selected broadcasting media organisations of the northern India. Researcher had chosen respondents who were administrative, engineering and program officers. All the respondents studied were officers. In nutshell, total number of employees in both the public sector media and private sectors media who were sent questionnaires were 300 (150 + 150) and a total response received was 209 and it is approximately 70 percent.

There were 40 officers at FM Chandigarh, 60 Officers at FM Jalandhar, 50 officers in New-Delhi. Questionnaires were administered to all the officers and the response received from FM Chandigarh 33, FM Jalandhar 39 and FM New Delhi 38 and on the other side Private sector 40 officers at FM 93.5, 65 officers at FM radio city and 45 officers at FM radio Mirchi, Questionnaires were administered to all the Officers and the response received from private sector was FM (93.5) 33, FM radio city 35, FM radio mirchi 39.

The sample profile of officials/employees is given in the table 3.3:-
Table : 3.3

Sample Profile of the officers.

<table>
<thead>
<tr>
<th>Public Sector</th>
<th>Questionnaire Administered</th>
<th>Response Received</th>
</tr>
</thead>
<tbody>
<tr>
<td>FM Chandigarh</td>
<td>40</td>
<td>33</td>
</tr>
<tr>
<td>FM Jalandhar</td>
<td>60</td>
<td>39</td>
</tr>
<tr>
<td>FM New Delhi</td>
<td>50</td>
<td>38</td>
</tr>
<tr>
<td>Private Sector</td>
<td></td>
<td></td>
</tr>
<tr>
<td>FM 93.5</td>
<td>40</td>
<td>33</td>
</tr>
<tr>
<td>FM Radio City</td>
<td>65</td>
<td>35</td>
</tr>
<tr>
<td>FM Radio Mirchi</td>
<td>45</td>
<td>31</td>
</tr>
</tbody>
</table>

3.7 ANALYSIS OF DATA

To arrive at accurate results, the data collected was put to a planned statistical analysis using SPSS package. After scoring the questionnaires the data was tabulated for each of variable being studied separately for each of Media organisation. In order to find out significance difference between the perceptions of employees different tests like multiple comparison, co-relation and regression analysis was done. All these the analysis helped me to check and support the objectives and hypothesis which helped in drawing results and conclusions of the research work.

3.8 DESCRIPTION OF THE STATISTICAL TECHNIQUES USED :

To arrive at certain conclusions regarding the hypothesis advanced in the present investigation. The description of the statistical tools, which were applied for the analysis of the data, is as follows:
3.9 BROADCASTING MEDIA ORGANIZATIONS PROFILE

The present study was undertaken on the staff of public and private sector electronic broadcasting media industry. Public sector electronic media industry is largely known as All India Radio (Akashwani) in India. The phenomenal growth achieved by the All India Radio, through the decades, has made it one of the largest broadcasting media organizations in the world.

Today AIR reaches out to 99.50 percent of the country and is spread over about 99.00 percent of the area through 233 broadcasting centres, 373 transmitters, consisting of 149 MW, 54 SW and 172 FM transmitters. The number of Radio stations went up from 6 in 1947 to approx. 240 till now. After independence, the electronic broadcasting media organizations in India has received a lot of attention because these represents an enormously powerful medium for conveying a variety of information and entertainment like news, views, interviews, music etc. to the people of this country.

In the 19th century, India saw the dawn of the new world inventions and discoveries, which were made one after another. As a result of these, the era of instantaneous telecommunication began and after enforcement of the telegraph act on Oct. 1, 1885, it started developing rapidly. On May 24, 1884, F.B. Morris successfully sent the
dramatic world, what hath god wrought across about twenty miles. Couples of years later, a twenty year old Italian youth Guglieimo Marconi built his own devices to experiment on his father’s estate. He discovered that by systematically generating radio waves Morse code, could be sent and received without wires. The year 1895 is significant in the history of communication. Marconi succeeded in sending Messages over a considerable distance. Thus, for England as well as for other nations, the wireless telegraph was a god sent gift. The 19th century is therefore, very important in the history of mankind. This further enthused interested and the use of wireless for popular broadcasting was the consequence of the first global war (1914-1918). Demand for broadcasting increased after the war. It is believed that in the year 1920, the first regular broadcasting station in the world was opened. In the same year on February 23, the first radio programme was broadcast successfully by the Marconi Company Chelmsford in England.

Within a year time, i.e. August, 1921, a special programme of music at the request of Sir George Lloyd, the Governor, was broadcast by the Times of India in collaboration with the Posts and Telegraph Department from Bombay. The Governor listened to it at Pune about 175 km away. This marked the beginning of broadcasting in India.

The evolution of the modern broadcasting media can be traced from the first radio programme which were broadcasted by Radio Club of Bombay in June, 1923. In November, 1923, Calcutta Radio Club and on July 31, 1924, the Madras Presidency Radio Club initiated its broadcasting service. Then on July 23, 1927, Lord Irwin, the Viceroy of India inaugurated the Indian Broadcast Company (IBC), Bombay and after this on the August 26, 1927, the Calcutta station of IBC was started. These stations were medium-wave stations and had a power of 1.5 KW and their effective range was 48 kilometers. When the Bombay station was inaugurated, the number of licensed listeners in India was less than one thousand.

After a short span of three years, the Indian Broadcast Company went into liquidation on the March, 1, 1930, and is seemed as though broadcasting had failed in India, while the other countries were making good progress. However, to meet popular demand, the Government of India decided to acquire the assets of the company and run the
Bombay and Calcutta stations on experimental basis for a period of two years from the April 1, 1930, and finally, the Government decided in May, 1932, to continue the Indian State Broadcasting Service under their own management and placed it under administrative control of the Department of Industries and Labour.

After this began a period of steady expansion. As broadcasting was first started by the department of Industries and Labour in March, 1935 was constituted into a separate Department under a controller of broadcasting, under the department of Industries and Labour. The Delhi station was opened on the January 1, 1936. The staff at the headquarters was augmented. New departments like Installation Research and News Service Division were created. In June 1936, the ‘All India Radio’ replaced the earlier designation of the India State Broadcasting service. With this, activities of the department were also widened considerably. Then Broadcasting was transferred to the Department of Communication in November, 1937, and was later transferred to the Department of Information and Broadcasting in October 1941. This department was reconstituted as a department of information and arts from February 23, 1946.

The name of the department was again changed to the department of Information and broadcasting from the September 10, 1945. New stations were opened in quick succession at Peshawar, Lahore, Lucknow, Madras, Tiruchi and Dacca, besides the establishment of additional short wave transmitters at Calcutta, Bombay, Madras and Delhi. The total number of stations at the time of partition of the country was nine. In 1947, India was left with only six stations at Delhi, Bombay, Calcutta, Madras, Lucknow and Tiruchi. There were 18 transmitters which covered 11 percent population and 2.5 percent area of the country.

A 1000 kilowatt super power medium transmitter was commissioned at Mogra near Calcutta in 1969 and at Rajkot in 1971. Four 500 kilowatt super power shortwave transmitters were inaugurated at Bangalore in 1994. This made it one of the biggest transmitting centers in the world. The first FM service was started in Madras on July 23, 1977. All AIR stations were provided with five channel receiver terminals in 1985. Multi track recording studio was commissioned in Mumbai in 1994 and in Chennai in 1995.
The entertainment channel of AIR named as Vividh Bharti started in October 3, 1957 and since November 1, 1957, commercials’ were aired on this channel. The first radio Sangeet Samelan was organized in 1954, which has since become an annual feature. Akashwani annual awards to promote excellence in programme, engineering, news and audience research were instituted in 1974. Doordarshan was separated from AIR on April 1, 1976. The first broadcast by political parties before Election went on the air in 1977 from different stations of AIR. The North Eastern Services of Air was commissioned on January 3, 1990 at Shillong in the campus of AIR, Shillong. The Public Service Broadcasting initially in the evening transmission for about five and a half hour daily was extended three transmissions.

The programmes were beamed through a 50 KW SW transmitter in Hindi and English, besides the music programmes in different languages/dialects of all the States of North East.

In August 1977, B.G Verghese was appointed by the Government of India to suggest the structure and format of a corporation of AIR and Doordarshan to fulfill its commitment to free electronic Media from government control and on February, 1978 the committee submitted its report on Akash Bharti (national broadcasting trust) to the government. On May 1979, Prasar Bharti act was introduced in the parliament and in August, 1990, a modified version of the Prasar Bharti Act was passed by Lok Sabha and later by Rajya Sabha, but it was not notified in the gazette. In December 1995, the Government appointed SEN GUPTA COMMITTEE to review the 1990 Prasar Bharti Act and then major changes were made to this act through an ordinance. On November 23, 1997, the Prasar Bharti Board took control of Air and Doordarshan, Sh N.K. Chakravarty was appointed as chairman and S.S Gill joined as member executive. On May 6th, 1988, the Prasar Bharti ordinance of 1997 lapsed, but board continue. In July 1988, Lok Sabha passed the Prasar Bharti [Amendemant] Bill 1998 reatore all the provision of the 1990 Act. In this way on August 29th, 1998, an ordinance was promulgated to give effect to the bill passed by the Lok Sabha, member [Executive] became ineligible to hold the post. On the same day, Dr O.P Kejriwal DG (Director General) AIR took over as member [Executive]. On April 4, 1999, the Prasar Bharti
ordinance of August 29th 1999 lapsed but board continued. The three member committee with Sh. Shannu Sen as chairman and N.R Narayana Murthy, Kirgn karnik as member was appointed to carry out a comprehensive review of the Prasar Bharti Corporation and December 29 2006, Sh.B.S Lalli joined as regular Chief executive officer of the Prasar Bharti.

PRASAR BHARATI –THE BROADCASTING CORPORATION OF INDIA

Prasar Bharati (Broadcasting Corporation of India) is a public service broadcaster in the country with Akashvani (All India Radio) and Doordarshan as its two constituents. It came into existence on November 23rd 1997, with a mandate to organize and conduct public broadcasting services to inform, educate and entertain the public and to ensure a balanced development of broadcasting on radio and television.

OBJECTIVES

The major objectives of the Prasar Bharti corporations, as laid out in the Prasar Bharati Act 1990, are the following:

i) To uphold the unity and integrity of the country and the values enshrined in the constitution.

ii) To promote national integration.

iii) To safeguard citizens, rights to be informed in all matters of public interest and present a fair and balanced flow of information.

iv) To pay special attention to the fields of education and spread of literacy, agriculture, rural development, environment, health and family welfare and science and technology.

v) To create awareness about women’s issues and take special steps to protect the interest of children and aged and other vulnerable sections of the society.

vi) To provide adequate coverage to the diverse cultures, sports and games and youth affairs.

vii) To promote social justice, safeguarding the rights of working classes, minorities
and tribal communities.

viii) To promote research, expand broadcasting facilities and develop the broadcasting technology.

THE PRASAR BHARATI BOARD

The corporation is governed by Prasar Bharati Board, which comprises of a Chairman, an Executive Member (also known as Chief Executive Officer), a Member (Finance), a Member (Personnel), six part time members, a representative of the Ministry of Information and Broadcasting and Director General of All India Radio and Doordarshan as ex-officio members. The Chairman is a part time member with a six years tenure. The Executive Member, the Member (Finance) and the Member (Personnel) are whole time member also with a six years tenure, subject to the age limit of 62 years. The Prasar Bharati Board meets from time to time and deliberates on important policy issues and gives directions to the executive to implement policy guidelines.

In the new millennium, to serve the communication needs of the plural society of India, is the network of Prasar Bharati AIR was expanded gradually imbibing new technologies and programme production techniques. Over the years, A.I.R has evolved three tier system of broadcasting e.g. national, regional, and local. It caters to the information, education and entertainment needs of the listeners through its stations in this country of continental dimensions.

A.I.R provides news, music, spoken word and other programmes to almost entire population of the country. It was to reach especially the rural and tribal areas, making it primary and sometimes the only source of information and entertainment.

Being a mass medium, radio is one of the most powerful media of mass communication. It can send a message across to a large number of people at the same time at different places. It speaks to people. It lets listeners see through their ears and provides a challenging platform to broadcasters.

Though it is a blind medium, yet one can stimulate the imagination so that as
soon as voice comes out the loudspeaker, the listeners, attempt to visualize what they hear to create in the mind’s eye, the picture of the person.

**FM CHANNELS**

As mentioned earlier, FM channel of the All India Radio was launched at a time when radio listening was declining especially in big cities. People representing higher economic strata of the society thought it out of fashion which, according to them, were catering to the needs of average middle class radio listeners only. Technological improvements made in the field of sound recording tempted young music lovers to opt for other modes of music players because reception quality of these songs on AM mode was not as lively as it was in stereophonic cinema halls or on digital electronic equipments. FM radio filled this gap effectively by ensuring disturbance free high quality music to listeners. Even the presentation style of the comparing on FM channel was transformed to suit the changing needs of listeners. Interpersonal chatting style of comparer’s caught the pulse of youths and allured them to come closer to their radio. In It’s round the clock broadcast, radio listeners were served with a recipe of whole new gamut of entertainment. Soon FM radio acquired the status of modern radio, because it was speaking in their style and providing them listening pleasure. The old glory of radio was restored once again at least in terms of listening percentages.

**FM RAINBOW**

At present AIR has 170 FM transmitters across the country, by which it covers 24.60 percent of the area and 35.89 percent of the population of the country.

FM Rainbow is available at 15 places i.e. Delhi, Mumbai, Chennai, Kolkata, Bangalore, Lucknow, Panaji, Jalandhar, Cuttack, Kodaikanal, Tiruchirapalli, Coimbatore, Hyderabad, Vishakapatnam, and Vijayawada. Besides this Delhi. Rainbow is also relayed fully from Mussorie, Aligarh, Kasauli, Kurseong, and Shillong and partly from Hyderabad, Panaji, Dharamshala, Bhatinda, Kanpur, and Vijaywada. The FM channel includes pop music, film songs and classical and devotional music, News Headlines etc.
The advantages of FM channel are as follows:

i) High Quality sound.

ii) Stereo transmission.

iii) Greater freedom from interface and noise.

iv) Uniform day and night coverage.

v) Capacity to provide value added service.

FM Gold channel was on air on September 1st, 2001 at Delhi as a niche infotainment channel with 30 percent of news and current affairs component and 70 percent of entertainment programming. The duration of FM gold channel is at present 18 hrs daily as against the round the clock broadcast of FM rainbow. At present FM gold channel is available in four metro’s i.e. Delhi, Mumbai, Kolkata, and Chennai. This additional channel gave its listeners an option to choose between the two besides listening to other parallel running AIR and private FM stations in the area. This channel is providing information updates on city traffic, airlines, railways, weather reports.

3.9.1 ALL INDIA RADIO, CHANDIGARH

The All India Radio, Chandigarh, is a commercial Broadcasting service of Vividh Bharti. This station commenced its broadcasts on December 27, 1964 from Sector-19, Chandigarh. The station was later shifted to its present building in Sector-34, Chandigarh. Its Hindi and Punjabi programmes are aired from its 10KW transmitter situated in Sector 34-D, Chandigarh, on 103.1 MHz and Kasauli Xtr 107.2 MHz. It has also relay facility from 10 kW FM Xtr Kasauli. Its transmission timings per day is 05.55 to 23.10, i.e. 17 hrs, 15min per day. The Radio station also originates programmes and broadcast regional news for 5 hours 35 minutes per day. The programmes on health/women/helpline/current affairs, tourism/social issues, interactive and phone in programmes and programmes covering various developmental schemes of the Government of India are produced and broadcast to
cater to the needs of different target listeners of approximately 10 crores of Punjab, Haryana, Chandigarh, and parts of Uttar Pradesh and Uttarakhand States.

All India radio, Chandigarh, also relays News of News Service in All India Radio, Delhi, and Vivid Bharti Programmes of Mumbai. It has three studios which relay programmes for Punjab, Haryana, and Himachal Pradesh from Kasauli transmitters to a radius of 60 Kms (Approximately) from 5.55 Am to 2.00 pm. The origination after 2.00 pm is restricted to a radius of 40 kms from Chandigarh except for the relay of the regional news by other stations in Punjab and Haryana originated from Chandigarh.

The AIR Chandigarh station being a commercial broadcasting service of the Vividh Bharti, is also looking after the commercial booking over commercial broadcasting service Chandigarh and Jalandhar, primary channels of Shimla, Rohtak and Jalandhar, FM channels of Shimla and Jalandhar and local Radio stations of Kurushetra, Hisar, Patiala, Bhatinda, Hamirpur and Dharamshala. The Chandigarh station also broadcast Panjabi programmes consisting of Panjabi music, shabads and spoken word programmes such as youth programmes, poetry, recitations and coverage of local events.

Chandigarh being the capital of Punjab and Haryana, this station co-ordinates with AIR Rohtak and Jalandhar for recordings of high dignitaries such as chief ministers and governors and coverage of important functions because main events of the two States are organized mostly at Chandigarh. The international sports meets are often held at Chandigarh All India Radio, Chandigarh, co-ordinate such coverage with AIR Jalandhar on request for provision of captive earth station at CBS AIR Chandigarh also have the linking facilities of the programmes. News originated from AIR Jalandhar and Delhi and Chandigarh.

The Chandigarh All India Radio station has regional news unit which originates four news bulletins daily two in Panjabi and two in Hindi. The Panjabi news bulletins are aired in Punjab where as Hindi news bulletins are aired by all the station in Haryana besides Delhi B. Two FM headlines have also been introduced. The station has also been revamping the broadcasts in accordance with the expectations of the listereners.
and the result is that for the last four years, the revenue registered a record hike and the station got “Best CBS Award “for the year 2004 and 2006.

3.9.2 ALL INDIA RADIO, JALANDHAR

After the partition of India in August 1947, the service of All India Radio, Jalandhar, was started in September, 1947 with 0.5 Kilowatt Transmitter in a banglow. One side of the building had a control room, whereas other side was used for duty room and for sitting of the staff. Sh Kartar Singh Duggal an eminent literary personality was assigned the job to start and head the Radio Station at Jalandhar as a programme executive by the Director general of All India Radio in September, 1947. The power of transmitter was enhanced to four times when a one kilowatt medium wave transmitter was commissioned on May 16th, 1949. A 0.5 kilowatt M.W transmitter was commissioned at Amritsar with a studio linked with Jalandhar station on February 16th, 1948 to improve its reception in the border area. This transmitter was further replaced with one kilowatt medium wave transmitter on May 5th, 1951.

Radio station was considered a wonder during those days and to see it was considered a great achievement. On the other hand, to purchase a radio set was a status symbol and the people living around a radio house hold used to assemble in that house to listen the radio. To speak or to sing on radio was a matter of great pride and to listen one’s own voice on radio was a strange achievement. During those days, there were no tapes, but, imported discs were used for recording only those programmes which were to be preserved for future broadcast or this facility was restricted to the Governor, ministers and higher authorities. The jurisdiction of All India Radio, Jalandhar, consisted of Himachal Pradesh and Haryana of today and earstwhile Pepsu (Patiala and East Punjab States Union) which was merged in the Punjab later on. Therefore, one studio each of All India Radio, jalandhar was established at Shimla and Patiala. When Chandigarh came into existence one studio was also set up there in Sector -19. The programmes recorded there were broadcast from ALL India Radio, Jalandhar.

The first significant role played by the All India Radio, Jalandhar, was the reunion of the people with their families, who were separated during the partition of
1947 and riots spread thereafter. Messages of separated and missing persons were broadcast daily from 1948 to 1949. As a result, missing and separated people joined their families again. Information was also broadcast to rehabilitate the migrants, who came from West Punjab.

**AIR, JALANDHAR HISTORICAL BACKGROUND**

i) AIR Jalandhar is a major regional AKASHVANI KENDRA of the Punjab. It broadcasts programmes on five channels, e.g., regional service, Urdu service, FM, Rainbow channel VIVIDH BHARTI Service, and DTH Punjabi service.

ii) Jalandhar station came into existence in a private building in November 1947.

iii) In 1948, Amritsar also had a small 1 KW MW Transmitter with a studio linked with Jalandhar station to improve AIR’s reception in border areas.

iv) In 1954, a 50 KW MW high power transmitter was installed at HPT, Goraya and the Amritsar station, along with studio, was merged with Jalandhar.

v) In June 1990, this 50 KW transmitter was replaced by a 300 KW MW transmitter.

vi) Since June 1984, Gurbani is relayed live for three hours daily from Sri Harmander Sahib, Amritsar.

vii) Vivid Bharati service was commissioned on March 1, 1968 with a 1 KW MW transmitter installed in the studio complex.

viii) On April 13, 1969 a 100 KW transmitter was installed at HPT, Goraya for Des Punjab (Urdu Service), which was later replaced with a 2x100 KW transmitter in 1998.

ix) With the expansion of F.M. broadcasting in India, one 2x5 KW FM transmitter was commissioned at AIR, Jalandhar on October 2, 1992. The transmitter was installed in T.V. transmitter complex at Khurla Kingra, Jalandhar, with its antenna panel mounted on TV tower.

x) With the installation of captive earth station (Satellite Uplink facility), a round
the clock DTH Panjabi service was added to the broadcast bouquet from Jalandhar on December 2004.

xi) AIR, Jalandhar, broadcasts total 88 hours of programmes every day on three medium wave channels, one F.M channel and one satellite channel.

3.9.3 ALL INDIA RADIO, NEW DELHI

The Delhi station of All India Radio was established and commenced its broadcast on January 1st 1936 from Kingsway Camp to its present location in broadcasting house in Parliament Street on February 6, 1943. In the late 1930’s, some plans were drawn up to build a broadcasting house, at that time there were only a few residential buildings between parliament and Connaught circus. Broadcasting house was one of the first official buildings to come up on Parliament Street. The red sandstone used for the building of North and South Block, Rashtrapati Bhawan (then Viceregal residence) and Parliament House, was brought to the site by a metregauge railway line, and dumped here for cutting.

The red brick and white plaster building has an essential by circular form, which has been interpreted as echoing the shape of the gramophone record and the spool tape, both of which were central elements of broadcasting till not so long ago. The nerve centre of the building is a circular central hall, in which stood the sculpted busts of three of India’s greatest classical musicians of the twentieth century: V.N. Bhatknde, Vishnu Digambar Paluskar and Ustad Payyaz Khan. The interior of the hall conveys the design that becomes progressively narrower and dome like as it rises to the second floor and above, but whose exterior view reveals a flat top.

From this circular hall, arterial corridors lead of providing links to studios, offices, and the main stairway to the first and second floors, the galleries of which repeat the circular motif. The corridors leading off from the central circle are like stretched arms, which terminate in three smaller circular extensions, one each to the right and left of the central circle and one behind it. Each of these circular structures replicates, on a smaller scale, the central circle, in that it too has a couple of layers of progressively smaller flat topped circular structures rising above it. Among the distinctive features of
the building was the arrangement in the days before air conditioning of the ventilation such that the temperature inside would be about two degrees lower than that outside. The lift still retains its original wood panelled look, with an approximately four inch wide carved floral border running right around it above head level.

Broadcasting house is more than a building. It has witnessed an era. Before independence, it was necessarily yoked to the wishes of its colonial masters, and, during the war, it was equally inevitably hitched to what Lionel Fielden Called “The obscene chariot of war”. But, it is the story of independent.

India especially in the first four decades, as told through its studios, that is most compelling. Today broadcasting house is host to a museum that recreates the history of Indian broadcasting this small but valuable museum collection includes rare musical instruments.

Especially in the days before the coming of television, the radio communicated news in the authoritative voices of Melville de Mellow and Lotika Ratnam in English, and Devki Nandan Pandey and Vinod Kashyap in Hindi: radio relayed the eyewitness accounts for Republic Day parade and cricket test matches alike; radio that entertained with classical music, film music and drama; and during the war radio in the midst blackouts and blaring sirens bought news of the progress of war to the darkened and anxious drawing rooms of 1962, 1965, and 1971. Today, as the new technologically advanced studio of New Broadcasting House have been constructed.

The Delhi Radio station has five independent channels Indraprastha, Rajdhani Delhi ‘D’, FM Rainbow and FM Gold. The Indraprastha Channel primarily broadcasts in Hindi language. Some programmes are also broadcast in Braj, Harayanvi, and Garhwali languages. The programmes are aired from 200 KW; medium wave transmitters situated in Nangli, Delhi on 366.3 mtr band i.e. 819 KHz and are produced and broadcast in different target audience such as farmers, senior citizens, women and children, industrial workers, litterateurs’, students and music lovers.

Rajdhani, an alternate channels, broadcasts English programmes, both spoken words and music, the entire English segment of news and news related programmes in
Punjabi, and Urdu are also broadcast from this channel. Delhi's Yuvavani channel provides a platform to youngsters to demonstrate their creative talent. Sports programme is broadcast live from this channel. Running commentaries of various national and international events are also broadcast from this channel.

FM Rainbow, a 24 hour non stop channel with a variety of programmes, FM gold came on AIR on September 1st, 2001 as infotainment channel with 30 percent of news and current affairs component and 70 percent of entertainment programme. The primary channels of the Delhi station cover the Union Territory of Delhi, Ghaziabad, Hapur, Meerut, Bulandshahar, Aligarh (for Urdu language) and Mathura/Agra (for Braj Bhasha) districts of UP and Faridabad, Gurgaon, Rewari, Mohindergarh, Panipat, districts of Haryana for music and krishi Jagat programmes.

News services division of the All India Radio, Delhi, broadcasts and bulletins daily from Delhi and its 45 regional news units for a total duration of 43 hours and 52 mts apart from a number of news based programmes. Out of these, 84 news bulletins are broadcast in the home services from Delhi.

PRIVATE BROADCASTING MEDIA (FM CHANNELS)

Radio as a medium is aimed at as broadest audiences as possible. Anyone with a pair of ears is an audience. Radio broadcasting, now a day plays and is experiencing a complete metamorphosis. The launch of Private FM radio stations and the burgeoning competition among them has had a sea at change in the quality of radio programming. The launch of private FM stations is not accidental, but is backed by research based on regional information. As such new entrants are all geared up to create a brand name, a space of their own, their intention is quite clear, to serve in for a long time.

In India, radio has always been under the care of Government, right from the days of Binaca geet mala by imitable voice of Ameen Sayani. Till recently, medium, short wave and FM 1, 2, held the roost, but now the things have begun to change. The Governments second opinion on opening the gates to private parties has brought smiles on the lips of listeners as well as private firms. Earlier when the Government had decided to privatize the FM, Times FM came into being, but was later stopped as a
Delhi witnessed the launch of FM majors viz; Radio Mirchi, RED FM, and Radio city. Radio Mirchi is renamed form of Times FM by times group. They stated with the smaller cities like Indore and then moved on to bigger cities like Ahmadabad, Mumbai, Kolkata, Lucknow, and Chennai. Radio Mirchi has been described as hot and boasts of superior reception and sound quality.

3.9.4  RED FM (93.5)

Red FM is an Indian FM radio brand, with stations broadcasting at 93.5 Mhz in the cities of Mumbai, Delhi, Kolkata and Kanpur and in many other states of India.

This radio station was acquired from India Today promoter living media in Jan. 2006. Starting in Aug. 2009 or Suryan FM was rebranded into Red FM across 38 cities in India. S FM took over Red FM in 2009 and rebranded all its stations to Red FM except for the ones in Tamil Nadu.

Red FM operates in Mumbai, Delhi and Kolkata. Apparently, Radio Today has spent about Rs 71.87 cr as licence fee for the three centers of Delhi, Mumbai, and Kolkata for the first year. An additional Rs 20 crore has been invested in infrastructure etc in these cities. Red FM has been described as bright, energetic and passionate FM radio organization. It is a station with an attitude. Red FM chalks out the listeners in the age group of 18 to 35 years depending on the type of program. Red FM has lot to offer to its listeners and its programming structure is focused close to listeners through the day besides non stop music there shall be regular weather, traffic and city specific information updates keeping citizens up on its toes.

3.9.5  RADIO MIRCHI

Radio Mirchi’s holding company entertainment Network (India) Limited (ENIL) was incorporated in 1999. After successfully bidding for licenses in 2000, Radio Mirchi (ENIL) launched its first station at Indore on October 4, 2001. In the time of 24 months, Radio Mirchi made its presence felt in seven cities; along the way it also
became the only private FM brand in the four metros. Radio Mirchi was also the first off the mark to launch station from lot of cities included in phase-II. In quick succession it launched Bangalore, Hyderabad and Jaipur in early 2006 and completed the final rollout of the remaining 22 stations recently. Radio Mirchi has a good high quality studio and transmission equipments. The latest in transmitters, mixers and coders were sourced from globally renowned suppliers based in United States and Canada. Radio Mirchi’s daily reach in the metropolitan cities of Mumbai, Delhi and Calcutta was 7.7 million listeners and its Mumbai, Delhi and Bangalore listenership is approximately 11.3 million. Radio Mirchi broadcasts in nine languages. As per the Limca Book of the Records the Kolkata Police Friendship Cup organized by Radio Mirchi in association with the Calcutta Police, was the largest of its kind. More than 7000 players participated in the tournament. The average age of MIRCHIITES is 26.

3.9.6 RADIO CITY

Radio City Bangalore is India’s first private radio station and it was started on July 3, 2001. It was launched with presenters Rohit Barker, Darwis Sunawala, Jonzaie Kurian and Suresh Venket. Radio City was launched in different cities of India in different years. In Mumbai it was started in 2004, Bangalore (2001), Hyderabad (2006), Vishakhapatnam (2007).

Recently as of July 2006 it was announced that radio station planned to invest around Rs. 700 to 800 million in current fiscal year to setup 16 FM stations across India.

Radio City will be launching more station in big cities like Agra, Bhopal, Chandigarh and many other states by 2011.

Radio City launched its first station in Bangalore. It is amongst the first private FM radio network in India. From its very beginning, it has its focus on attracting, developing, and retaining talent. Creative and innovative content and programming formats became for Radio City the real differentiator over other radio stations. Radio City made a close bond with the nerve center of the Indian pop culture and Indian film industry. Promoted by Music Broadcast Pvt. Ltd (MBPL), Radio City today present in
Mumbai, Delhi, Lucknow, Hyderabad, Chennai, Jaipur, Vadodara, Ahmedabad, Surat, Vizag, Coimbatore, Nagpur, Sholapur, Sangli, Pune, Ahmednagar, and Akola has captured the heart of every listener turning on.

Over the years, Radio City has become the choice destination for connoisseurs of music who tune in to satiate their thirst for the latest hit Hindi music spun out of RJs who speak the language of the people and make everyday seem livelier and brighter with its “what Fun” philosophy.

3.10 CONCLUSION

From the above, it is very clear that FM channels of the All India Radio and private FM channels are providing information, education and entertainment for promoting the welfare and happiness of the masses. These FM radio stations are also promoting the interest and concerns of the entire nation, being mindful of the need for harmony and understanding in the country. These channels are also serving the rural, illiterate and underprivileged population to promote social justice and combat exploitation, inequality, etc. These channels are very popular high quality sound, stereo transmission, greater freedom interface and noise, uniform day and night coverage and capacity to provide value added service. Technological improvements made in the field of sound recording tempted young music lovers. The presentation style of the compares of the FM channels has been transformed to suit the changing needs of listeners. These are some causes due to which FM channels are becoming popular and their FM programs are listened with pleasure. The old glory of radio has been restored by these FM channels.