



IMPACT OF COMMUNITY RADIO ON SOCIETY: A CASE STUDY OF 'RADIO SIDDHARTHA'

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Introduction

Radio station that is run for and by the people of one area or locality or a community is said to be 'Community radio'. Community refers to a geographical area comprising of local people, a village, a group of villages, a locality or a town. It may not be in the limited area but people of the same mindset with same interests such as women, fishermen, farmers, producers of milk and tribal's etc., can form their active groups and start a community radio. In brief, community radio caters to the aspirations of a small community of people.

A Brief History of Community Radio

Radio continues to be owned and managed by the government from its beginning. Pre-independent India saw Radio broadcast controlled by the British setting up radio stations and after the independence radio has a democratic presence owned by the government. Accordingly, All India Radio under the Department of Information and Broadcasting, Government of India can alone broadcast radio.

In a remarkable judgement in the case between Department of Information and Broadcasting and the Cricket Association of Bengal over telecasting the cricket match, the Supreme Court stated that air waves are no one's asset but belongs the general public and they should be used for the common good of people. It was clear that only the electromagnetic waves used to for radio and television broadcasting could be managed but could not be monopolized.

Later days have made it obvious for the government to throw open radio waves for the private players also for which there are efforts to pass new law and legislation. Community radios have started to function. Several people and organizations continued to campaign which resulted in AIR relaxing its monopolistic stance towards radio broadcasting and extending the privileges to the private players. Now, cities like Bangalore have started FM stations.

They are such radio stations which are private with a licence running to several crores of rupees with a commercial intention. Though a community radio can begin technically with a licence in public auction, in reality, it is not possible. Of late, government has come up with new regulation to issue radio licences to non commercial institutions.

Accordingly, the central government allowed a few established educational institutions to start their radio stations in 2002. Universities, private institutions can apply for 'Campus radio' licences. Following this, "Anna FM 90.4" a campus radio started to function from Anna University in Chennai on 1 February, 2004. In Karnataka, Dharwad University of Agricultural Sciences, Jain University, Bangalore, Neladwani Bangalore, and Sri Siddhartha Centre for Media Studies of SSIT Campuse, Tumkur started community radio stations.

Community Radio and its Beginning in India

It was during 7th five year plan (1982-1987) that the Varghese Committee mooted the idea of starting community radio centres in India to support educational and developmental activities in 1988. It selected Nagarcoil in Tamilnadu on an experimental basis. Community Radio started in Nagarcoil started its operation on 30 October 1984.

Community radio centres started their operations even in Bangalore and Hyderabad. It has been successful in designing the programmes for the local people according to their needs. The first in the nation Chitradurga Community radio station has successfully upheld the aspirations of the local community. Besides, these programmes were designed and broadcast by the local talents. Dharwad University of Agriculture, Boodikote in Kolar, Neladwani Bangalore, and Siddhartha centre for Media Studies (SSIT Campuse) centres of Community radio had their programmes designed by the students and broadcast catering to the needs of their student communities. Ravi Bharathi from Patna and Kolkata examples are the finest to demonstrate the role of private institutions in running such radio stations. Community can be effectively used for Adult Education purposes also.

Ownership

Development is communication now, so its need is much more important in the present context. Community radio is by and for the local community. This is not the same case with AIR. The size, scope and system are all unique and beautiful with community radio.



The programmes are broadcast in association with the community representatives. They plan the broadcasting policy, design the programmes and follow the programmes broadcast religiously. That is how community radios become the voices of their communities.

Though other media of mass communication such as the press, TV, AIR, books and cinema are criticised widely, community radio falls within close boundaries as far as criticism is concerned. Community radios are very effective in their limited boundaries. They are the empowerment of communities and means of communication.

Nature of Radio Broadcast

The most important technical aspect of radio broadcasting is voice broadcasting'. Voice is recorded and broadcast for the audience. This is literally not broadcasting. Radio broadcasting refers to such an activity where voice from a particular area is transmitted through radio frequency to a distant place where the listeners in the radio frequency zone can hear the same. This is only possible on radio.

Despite all these advantages, government's permission is required to run a community radio. There are three stages involving community radio broadcasting: production, broadcasting and listening. Voice recording can be done without affecting public interests. Recorded programmes can be aired for any one or a community. The government controls the broadcasting of air frequencies. There are many regulations for this and a licence is required to set up a radio station and start broadcasting.

Origin of Community Radio

Though community radios cannot operate with their own stations, some institutions prefer to use some time slots in the AIR broadcasting schedule and they have made a considerable progress.

The Voice Institute of Bangalore in association with Myrada started 'My voice' from Chitradurga radio station in 1997 which later became cable casting programme and continuing at Boodikote in Kolar. In 1999 programmes on 'Kutch Women's Welfare Organization' from Kutch in Gujarat and 'Kunjali Pamje Kutchji' from Bhuj radio station were broadcast. Aid Bihar an organization from Palmau in Jharkhand has been operating "Chala hon gaon mein", a community radio from Daltonganj radio station since 2001. A community radio set up at Pasthanpur, Medak district in Andrapradesh by the Deccan Development Society has been active operated by the local Dalit women.

Since there is no permission to broadcast, the programmes are aired with the select listeners' groups. Charak, an organization from Ranchi in Jharkhand has been hosting a community radio named 'Pichuvel Mann Kester' (voice of the backward) since 2004 from Ranchi radio station. These are the community radios operating for the welfare of communities with their participation. Since they cannot establish their own radio stations, they broadcast their programmes by paying some fees to the AIR. Now, they have achieved considerable history by this arrangement.

The organizations that have been striving long and hard for the interests of the community radios have had some success at last. The central government brought into effect a new community radio broadcasting policy on 16 November, 2006.

Nature of Operation and Broadcasting

1. According to the regulations of operations of broadcasting laid down by the central government, a community radio should consist of some characteristics.
2. Those institutions without any profit motive, community based organizations, non-government bodies, societies that are registered under the Agriculture Science Institutes' Society Regulation Act of ICARI, autonomous institutions; Public trusts can apply for radio licences.
3. The registered organization must have served the local community for at least 3 years.
4. Community radio must serve a definite local community.
5. The ownership and management should represent the local community.
6. The programmes broadcast should promote education, cultural values, social mobility and growth of the community.
7. Community radios should not broadcast news which is political in nature.
8. In one hour time, there is provision to include advertisements on local programmes, trade, information and services for five minutes.
9. There shall be 50% of representation from the local community participation including local language and the dialect.
10. According to the new operational policy, there shall be comprehensive guidelines regarding the establishment of a community radio.



This is Right Time

Since community radio is an effective tool as a means of radio mass communication in rural development, it is decided to use this tool more adequately. The central government has decided to allow opening of more community radio stations. There are some organizations that are getting the government aid. Besides, subject experts, technical experts are identified and radio stations are thus set up.

If any aid is sought under our radio, there is less financial burden; or community radio stations have to be started all on one's own expenses. For the licence, one has to apply in the Central Department of Information and Broadcasting after reading the guidelines thoroughly well.

According to the regulations of starting a community radio, any organization can apply for the licence of community radio. The village community has to be well informed about the new community radio, new byelaw and people have to encourage participating in the plan of action. A committee has to be set up to form a listeners' group, prepare a plan of action and programmes. An executive committee has to be formed to run and manage the radio.

The employees have to be appointed and trained to run the shows every day. The participants of the plan of action have to inform about their skills to be acquired. Arrangements to buy the studio equipments and transmitters have to be made. The organizations that wish to start a community radio have to be prepared over all the factors discussed earlier. Then, they could get guidelines from the state department of Information and Broadcasting.

Salient Features of Community Radio Broadcasting

1. It is for a particular community.
2. It has a mutual co-operation policy in all the matters.
3. Any member of the community is entitled to design, produce or participate and manage the programmes of the station.
4. It provides to design and broadcast such programmes that meet the aspirations of the target audience.
5. The local community is encouraged to participate in the programmes.
6. Others apart from the members should safeguard the interests of the community.
7. The schedules of time, policies and regulations of programmes are designed according to the convenience of the community.
8. To serve the community more as a means of communication than as a means of revenue (commercial).
9. It means to inform, guide, educate, and enlighten more than just to entertain.
10. All are given equal opportunities irrespective of gender differences.
11. Encouraging of participatory communication
12. Recognisable community and provide to serves ,
13. Opportunity to the community to initiate communication in programme production.
14. Uses of technology appropriate to the economic capability of the people.
15. Community Radio frequency of modulation is covered small area (very less area of radios) of broadcasting,
16. Mainly Community radio is non profit concerns, like public service serves, broad caster, both the information, educate and entertainment related issue are concentrated Programme production.
17. Community Radio station very near to available for giving programme.
18. In community station each individual can give the programme.
19. Very less man power for programme Production.

Review of Literature

1. Dr. Nagendra, History of Radio and Programme Production, Kanishka Publication, New Delhi.
2. Other Voices: The Struggle for Community Radio in India Vinod Povaraand Kanchan Malik, Sage publication, New Delhi.
3. Community Radio Handbook, UNESCO 2011.
4. Under Standing Community Media by Keninhowley, Sage Publications, 2010.

Statement of Problem in Research

Studies mainly focused how the functioning in Community Radio Station, working for contributing of social changes at Micro level, how it will contributing to educate the people and services rural areas are serving with result in the society, working as main stream media and with their profit motives, Communication, lack of participation of audience in programme production.



Objectives of Studies

1. Examine the role of participatory aspect of programme production in Community Radio station.
2. Study concocted as exposure of Community Radio among the target groups.
3. To be examine, content of Community radio programmes creating and impact and Bringing social changes in the widened group.
4. To Study listing of Community programme are perceived by local audience.
5. To study audience enthuses by community radio programme.
6. To examine, local people are utilise Community Radio.
7. To evaluating, community Radio programme in effectively received local people.

Research Methodology

This study conducted to examine the exposure, how impact and its utilisation of Radio Siddhartha Community radio Station. For in this study survey method has been adopted by the researcher as the methodology followed by questionnaire technique used to collected data.

Analysis and Findings

Radio Siddhartha, Community Radio station is located Tumkur city, its outcome efforts Sri Siddhartha Centre for Media Studies, SSIT- Campus, Tumkur rural and urban community participated the programme generated, In this Community radio station broadcast daily nine hour, morning 6 to 9AM, after noon 12 to 3 Noon and evening 6 to 9 PM on all week days and on Sundays, its regularly programme generating and broad casting on Community and entertainment programme.

Format of Radio Siddhartha

In this format shows that 32 % of the programme are broadcasted to interview, 28% to radio talk, 26% to discussion programme, 12% to phone in programme.

Types of Programme Broadcasting

In the overall format, programmes produced to five student and youth, four programme produced to cultural programme, three women based, agricultural, two health related programme.

Respondent Samples

Gender	Age	Income Level
Men: 32, Women:28	Youth :30 Middle : 28 Aged :2	Low: 8 Middle :45 Higher: 7
Total=60	Total= 60	Total= 60

Major Findings

The table below the in existence of disclosure of the Radio Siddhartha researcher 65% of respondent of the community, remaining 35% of respondent are not exposed of the community based programme to radio station.

Perception of Radio Programme

The table below festivities with the purpose of 60% of the audience agrees that the programmes are followed 24% feel they are better and 16% not responded.

Participation Aspect

Aspects of participation in programme 41% feel that they consider while creating programmes of 56% do not feel so and 3% don't know.

Impact and Educative Aspects

In the terms of impact and educative aspects of 62% feel the programmes are creating impact and change in their lives, 33% are neutral and 5% are not responded.

Utility of Radio Siddhartha

In the research 63% of audience are says in the programme are useful, 35% are neutral, and 3% don't agree and says that the Programme production contents have to improve.



Major Findings

1. A large majority of respondents feel that the programmes locally participated and local very much useful that language and it helps them differentiate the programmes in better enlighten for improve he himself.
2. In purpose of utility majority of people feels in giving necessary information of issuing ration cards, pensioner card and local happiness, has made from community radio station is very usefulness.
3. Majority of respondents says, contents are creating impact on with youth and cultural programs, health and agricultural programme changing opinion and adopting new invitation for programme production.
4. Majority of Peoples said about programmes are understood and they are understood because of programs are broad casting with local language and participation with production programme in local peoples.

Conclusion

In the 21st century community radio is most effective, instant and local medium and this medium is native with programme production, all kinds of programme like education, youth, health and agriculture can be produced by local people. Most of the radio programmes are participatory in nature, which are done by the involving rural fraternity. Development can be reached to micro-level with the help of Community radio and it certainly brings broad social change.

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