

Evaluating Women Empowerment through Community Radio in Rajasthan: The Case of Radio 7 and Radio Kamalvaani

Amit Verma

Research Scholar, Department of Journalism and Mass Communication
Manipal University, Jaipur

Dr. Rayaz Hassan

Associate Professor & Head
Department of Journalism & Mass Communication
Manipal University, Jaipur

ABSTRACT:

Nothing is complete without a woman in this world. When it comes to radio, which could be easily affordable when compared to another medium, it can be reached more quickly, and it addresses the most basic development needs of the community. We have many media tools for the people, but community radio is a powerful medium that strengthens and enables the voice of women's including local people, through its programs. CR is providing equal opportunity for the people, including women representation from different social, cultural, and spiritual backgrounds. It can emerge as a future tool for rural women's development. This study attempts to find out the significance of Rajasthan based CR for the overall development of women through self-employment. In this study researcher taken two CR stations, one NGO owned station, namely Radio Kamalvaani, and one educational based station, namely Radio 7. This paper helps to analyze the programming of both radio stations for the upliftment of women through the Quantitative survey method, and an in-depth interview was employed to collect data. Also, the researcher will find out which community media is more useful for women in comparison to NGO based or campus-based CR.

Keywords – Community, Radio, Women, Empowerment, Media, Social development.

I. INTRODUCTION

In today's current context, women are working at the lowest position, with minimum levels to the highest level, but other women work more on low wages in many areas. But even today in rural areas, we can see that many women workers still continue to be focused on low wages, unstable and insecure jobs in the unorganized sector, and lower level of occupation in the organized sector.

Nearly a decade back, the International Labour Organization (ILO) 1998 World Employment Report characterized the informal sector in the following words: "Informal units comprise small enterprises with hired workers, household enterprises using mostly family labor, and the self-employed. Production processes involve relatively high levels of working capital as against fixed capital, which in turn reflects the relatively low level of technology and skills involved". In other words, we can say that "unorganized or informal sector is that sector in which laborers engaged in temporary forms of employment and who are unable to organize themselves due to illiteracy, ignorance, poverty, etc. (Sansiya, 2013)

Apart from this, CR plays the most important role in the development of women through self-employment (Caroline, 2000). Over CR, the messages will be encoded into developmental programming after that delivered to the target audience, and also due to its affordability, it can be easily reachable in remote areas. This study based on CR will be more beneficial in the women development

The objective of the study

- To find out which radio station is broadcasting more effective programming for self-employment.
- To evaluate program content focusing on women's development.
- To understand how community media could further help the women in developing themselves through self-employment.
- To compare the usefulness of developmental Programming with regard to NGOs and Educational Institutions.

CR's in Women Empowerment

The researcher has created more awareness among women by analyzing radio programs and bringing about various changes and also improving the quality of life of women. Finally, the analysis can see that there may be three ways of empowering and incorporating women with Community radio; the first is to operate radio stations by women, the second is to prepare shows based on women, and the third is to involve women as listeners. Some of the objectives of these stations and their programs were to train aspiring community members, especially illiterate and semi-literate women, to use technology to provide female listeners with their daily issues, their struggles, their achievements and how to connect female listeners with fellow village women. CRS helps women use radio as a means of entertainment as well as a way to learn and educate themselves.

Accordingly, in short, it is understandable that CR is a source of empowerment for women. It has changed the lives of women who could never give any voice; they have the courage to fight for their rights today. It has created awareness about various issues such as rights, health, maternity, violence, and education. It also made them adept at their political rights, voting rights, and reservations in Panchayati Raj institutions. CRs have provided them with a platform to talk their hearts on important issues for them, giving them the confidence to live their lives on their own terms. Thus, Community radio acts as a miracle in the development of women. (Sengupta, 2019)

As a women's medium of radio, this describes its relationship in two ways, the first as a listener and the second chief role in program content as a creator. Radio is a medium that is women-friendly, relevant and accessible in terms of learning production skills and techniques, as well as working together to shape program agenda and tell their stories to help them regarding the needs of information, education, and pleasure through the wide range of programming forms (Rikzana & Neelamalar, 2015).

Empowerment is essentially spread like a transition from a state of powerlessness applied to one of the power. It promotes the inherent powers and positive self-image of women in our society. It is acquiring the power of supposed means to achieve the ability and opportunity to participate and contribute creatively and meaningfully in the social development process. It is seen that the process of empowerment enables them to develop self-dignity. At the same time, the injustice done to them enables them to raise and fight against exploitation, abuse, and violence (Nirmala, 2015).

Apart from these, there are a lot of other CRS which are not run exclusively by women, but they are placed on a small scale for anchoring, and there is a lot of mention about the development of women and women in programming. Namma Dhanwani Community Radio increased women's participation in program making and created awareness among listeners of the voice of women's rights such as health and hygiene, education, food habits, and family system, etc. All this led to a significant change in community radio and women's lives.

The mandeshi proved to be very useful to listeners (mostly women) in their lives, thereby enhancing their knowledge and enabling them to showcase their talents as well as on various issues like education, health. Anna University played an important role in the social, economic, and political empowerment of women. When it comes to social empowerment, it happened in terms of knowledge and skill development in terms of political empowerment i.e., knowing the Panchayat representative, voting in the assembly and general elections, etc. Holy Cross Community Radio proved important in building women's confidence and created awareness about pollution, health, and hygiene and helped their personality development. Puduwai Vani enhanced four aspects of women (through their participation and listening to listeners and reporters). These include psychological, economic, cultural, political, and social. Women, both reporters, and listeners have begun to reflect on their abilities and aspirations and other women's lives; Their abilities to produce sociable acts in the future, through the media, and on a reciprocal level, begin to strengthen; They have gained confidence in speaking publicly and challenging discriminatory traditions; Their ability to make informed choices is enhanced to have better access to a vast table of information, including women's rights; In addition, he has also acquired or improved writing skills talent. Everybody is well acquainted with information technology and media; their views have improved within the family and the community also. (Nirmala, 2015).

Across India, many CR stations are harnessing their potential for women's programming and also incorporating them into decision-making roles. Many NGOs like DD, Andhra Pradesh; K MVs, Gujarat; Self-employment Women's Union Service, Gujarat; And Mann Native Foundation, Maharashtra has set up CR stations that are run exclusively by women. These stations have helped to increase the voice of marginalized rural women in the society, including within feudal social structures, though gradually many women who have been caught to find their voices. (Malik & Bandelli, 2012).

2. METHODOLOGY

While keeping in mind the objectives of the study, researcher has chosen a quantitative approach. This study adopted a descriptive survey analysis and an in-depth interview method with simple random sampling.

Survey: The questionnaire was distributed to the target audience of the community radio. This is mainly to find out which media is giving more importance to women in the development of women through self-employment.

In-depth Interview: The interview with the officials of community radio was conducted. This was done to find out how community media could further help in the development of women.

Survey method-

The researcher went to the coverage range of both CRs to approach 112 women through a simple random sampling method, out of which a total of 96 women's responded. Then, the researcher collected their respondent's opinions for the analysis.

Profile of Selected CRs of Rajasthan:-

Radio 7, Jaipur

Radio 7 90.4 MHz "Sada Aapke Sath" was operated on 07 March 2005 at The Indian International Institute of Management (IIIM) campus in the Mansarovar area of Jaipur city. It is the second radio station in Rajasthan after Banasthali Vidhyapeeth under the academic institution's category. FM Radio-7 broadcast programs for half-past eleven, from morning 6:30 to till evening 6:00. Radio 7 is sustained by The IIS University with its funds. A number of Government agencies as well as non-government agencies like UNICEF and a lot of engrossed ever so often for content collaboration. Besides, it helps societies through programming in various sectors like educational, health, culture, language, environmental, and local issues.

This station enriches folk songs, regional music, and other activities combining information and entertainment among the listeners of radio. Many girls' students are contributing to programming enthusiastically, and it also generates awareness regarding local governance and policies and many more.

Radio Kamalvani, Kolsiya, Jhunjhunu

Another CRS *Kamalvani 90.4 FM* licensed and aired from 22 November 2012 operated under Kamalnishtha Sansthan NGO. This radio station is functioning in the Jhunjhunu district, precisely in Kolsiya village of Nawalgarh Tehsil. Incredible state Jhunjhunu district located in Shekhawati belt of Rajasthan state filled with a variety of colors of traditions and culture. The major part of the surrounding community people consists of villagers with a part of college students located nearby. Radio Station located in such a rural area where illiteracy has eliminated to a satisfactory extent, but a large sect of the population is unable to carry on education due to some social issues belonging to poverty, child marriage, and agriculture. In the station area, the students from the lower classes usually drop their education after achieving literacy because they need to support their families in earning a livelihood. Generally seen in the villages that girls get married soon at teenage, which makes their education incomplete, and their dreams remain incomplete if their unfulfilled dream through community radio what can be accomplished without any money can accomplish. The young agriculturist, who have been literate recently, often like to come for further education because they have realized the importance of education and the insufficiency of their reading and writing skills.

3. ANALYSIS AND INTERPRETATION

Survey Analysis-

In the research survey, the focus is on the target group people of the campus community radios. The study will be a focus on the two CRS first is Radio 7 is broadcasting from Jaipur, and Radio Kamalvaani is airing from Kolsiya, Jhunjhunu. This methodology is done primarily to find out which community media is more worthwhile for women in case of self-employment.

QUANTITATIVE ANALYSIS-

Table 3.1 Age group analysis

Sr. No	Age of respondent	Radio 7	Kamalvaani	Percentage
1.	Below 18	6	8	15
2.	18-30	13	15	29
3.	30-40	19	17	37
4.	Above 40	10	8	19
	Total	48	48	100

Above table no 3.1 shows that below 18 respondents are very few in the area itself total percentage is 15 %. 18-30 and 30-40 age groups are in a large number of about 29% and 37 %. The above 40 age group is in not so good and not bad condition, and they are sustaining at 19 percentages.

Table 3.2 Education level of the women

Sr. No	Educational status	Radio 7	Kamalvaani	Percentage
1.	Below 12	22	27	51
2.	Graduation	24	15	41
3.	Others (specify)	2	6	8
	Total	48	48	100

Table no. 3.2 shows about 51% population of target group women's education level is below senior secondary. After that, about 41% of women are in the graduation level. The remaining is at a minimum level of 8%.

Table 3.3 Occupation of the respondents

Sr.No	Occupation	Radio 7	Kamalvaani	Percentage
1.	Working	30	28	60
2.	Not working	18	20	40
	Total	48	48	100

In the research sample, the women of about 60% population are only working in offices and as well as agriculture also and the remaining 40% of women are not working. They are playing a role as a housewife.

Table 3.4 Media they used to watch more

Sr. No	Media	Radio 7	Kamalvaani	Percentage
1.	Television	14	18	33
2.	Radio	16	20	38
3.	Newspaper	8	5	13
4.	Others (specify)	10	5	16
	Total	48	48	100

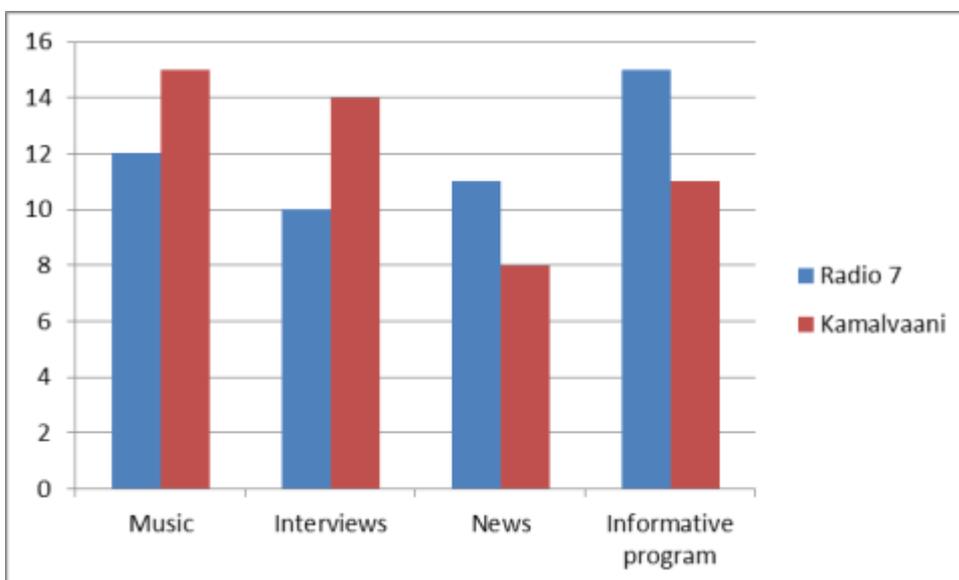
In the collection of responses, it was found that the majority of the women used to watch television as well as radio. They both categories have 33 and 38 percentage. And the remaining 13% used to read newspapers, and 16 percent of the population is using the Internet.

Table 3.5 Time spent in listening to the radio

Sr. No	Duration	Radio 7	Kamalvaani	Percentage
1	Below 2 hours	10	7	17
2	2-6 hours	18	19	39
3	Above 6 hours	20	22	44
	Total	48	48	100

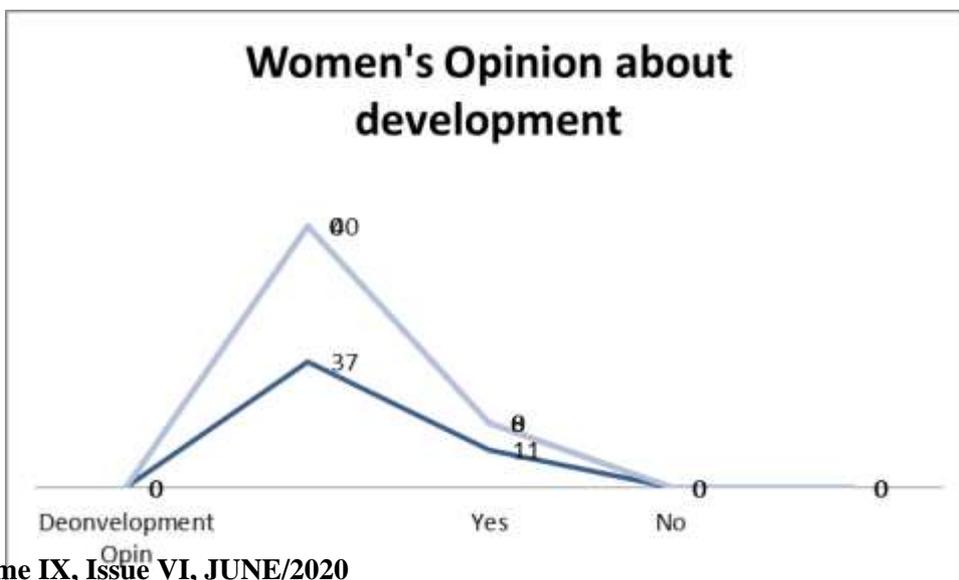
Above table no. 1.5 shows that below 2 hours, there are around 17% women listeners, category no two 2-6 hours listener is from 39%, and the rest majority of listeners belong to above 6 hours 44 %.

Chart 3.1 Categories of Programme



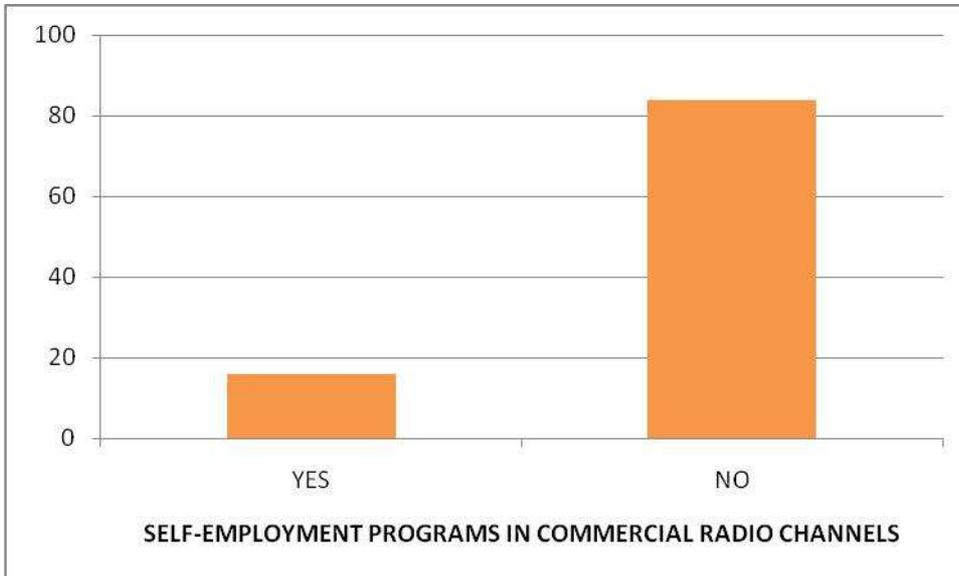
In the radio majority of the women used to listen to music, which is 58%. 44% of the women population used to listen to Informative programs. 36% of women are used to listen to interviews. And 22% of target group women will be listening to the News.

Chart 3.2 Is the CRS beneficial in the development.



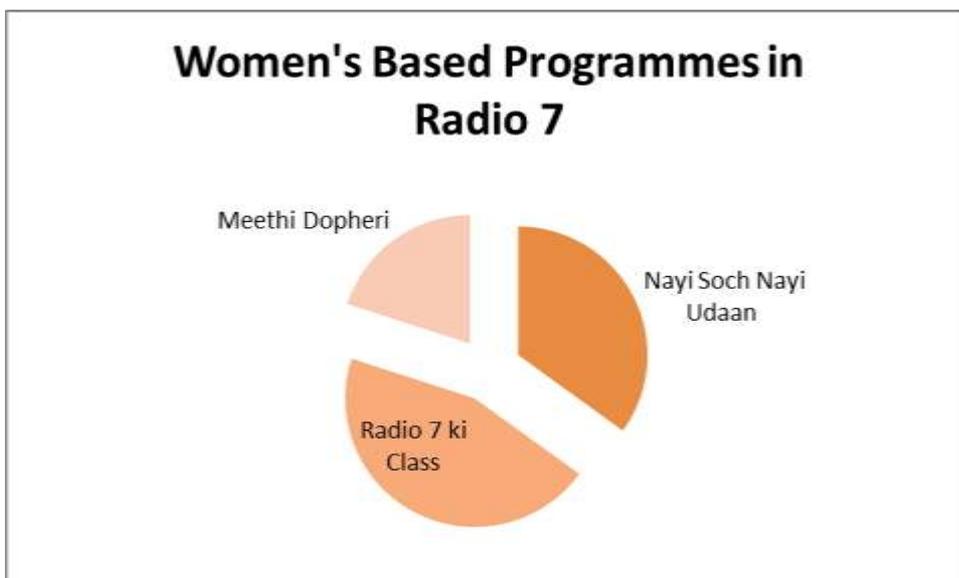
In the survey research target group, people were asked whether the commercial FM channels are useful for them in their development. 26% of target group women agreed that those channels are helpful to them, and the remaining 74% explained that there is no way helpful to them.

Chart 3.3 Self-employment programs in CR channels



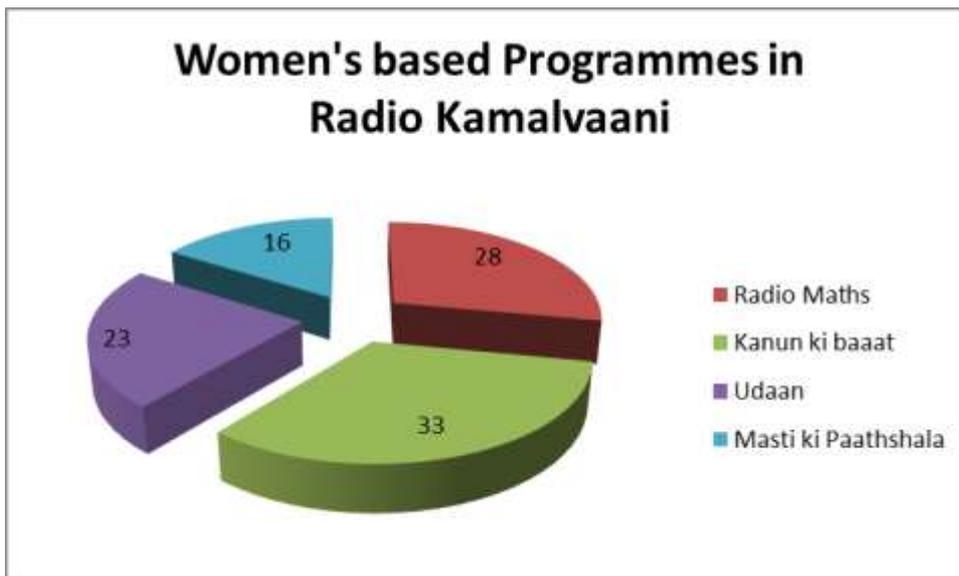
In the survey methodology, the audience was asked about the self-employment programs in commercial channels; the majority of 88% haven't heard of any self-employment programs in particular. Only 12% of people heard of some tips about self-employment programs.

Chart 3.4 Women's based programming in Radio 7.



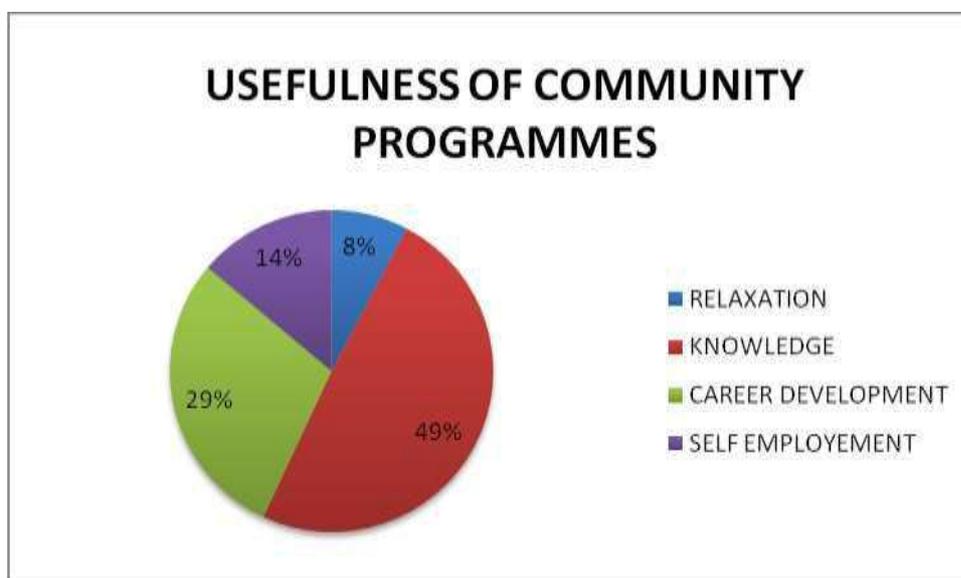
In Radio 7, three types of programs are very popular among community members and especially women. In the Meethi Dopheri program, many domestic and working women are taking new ideas, which can be used to become self-employed. It is appreciated and heard by 20% of women. Nayi Soch Nayi Udaan inspired by the many successful person biographies and liked by around 35 % of women. The most popular program tag goes to Radio 7 ki class by 45 % popularity in society.

Chart 3.5 Women’s based Programming in Radio Kamalvaani.



Around 16% of people heard Masti ki Paathshala program, in which they learn many things during playtimes. 23% liked Udaan, and it is fully connected with the youth, which has enabled them to take up towards self-employment. The power to make their dreams come true. Next, generally, math makes everyone bored, in Radio Maths, teaching mathematics in an interesting way. It is very important to have knowledge of the law and constitution; without it, we stop somewhere, so most of the 33% of people listen to the law and remain aware of our rights.

Chart 3.6 Usefulness of the programs in CR



In the case of community radio programs, the target audience was asked about the important factor in which way it was useful for them to develop. 49% of women were told that they gain knowledge with the help of these programs. 29% of women have told that it was useful for them in their career development. 14% have told that they are given opportunities to know about self-employment with the help of a self-help group. And only 8% of women considered those programs are for relaxation.

3.1.2 Qualitative analysis of the responses on the usefulness of CR-

- **Reasons for the usefulness of the CR:**

The CR provides programs that will be more useful for the community people. Only through this CR, community people are getting opportunities to participate in the programs and interact with the officials. CR produces programs only for the welfare of the community people, so through this, they are gaining knowledge.

- The suggestion was given by the community development of women through self-employment

As there were no programs in community radio about self-employment, the target audience has suggested increasing more programs on the self-employment

Only through interactivity, the programs can more easily reach the target audience, so the interactivity needs to be increased. The community radio should produce programs about starting a business, and also should give useful tips about self-employment. There are many NGO's who are helping the people, so the community radio should involve such NGO's and make them interact with the community.

3.2 Interview Analysis-

This interview was done with expertise in the field of CR. After the healthy discussion for the development of women's, there are many suggestions framed in Keywords.

- (1) Should encourage women about self-employment.
- (2) Some training programs and capacity building programs need to be conducted to improve their skills to start a business, and management skills need to be given.
- (3) Should take steps to collaborate women self-help group with the NGO's to help women in self-employment.
- (4) Should improve their communication skills and one of the major sustainability called financial problem must be supported and confidence should be built.

3.2 Findings of the study-

After the analysis researcher has found and observed many things during the first visit; as per findings, there are many key points to discuss regarding overall and especially women's development. In selected CRs, there are many things dedicated to women's, but there are only a few women programs. Especially there is no self-employment program broadcasting by both CRs. When compared to Radio kamalvaani, Radio 7 is not popular among women; the community participation is very low in it. But there are so many girls students are participating because this station is running by Women University. In Kamalvaani, community participation is more, and it gives an opportunity for the community to produce programs, but still, they haven't allocated any particular program for self-employment. Community members' including women's feels that the CR is more useful as compared to other commercial radio stations.

4. CONCLUSION

CR is an effective medium through which we can empower the community. But some steps need to be taken to make the programs more useful for the community. As regards women, most of them are housewives and spending their time on gossips, etc. they all need to be encouraged and should be create confidence own self. At present, the communities are not aware of the effectiveness of the CR. Also, the target audience feels that more self-employment programs for women need to be produced.

References:-

- Chatterjee Mithulina. Support to Rural Development Using Community Radio. 2004. UNDP-APDIP
- Gupta. Sunita, Gupta Mukta. Role of women in the twenty-first century. 1993. Anmol publication Pvt.Ltd. New Delhi.
- Gurumurthy A, A review of ICT Initiatives that focus on Disadvantaged Women in South Asia.
- Hawkins, Nicole. Richards. P. Granley H. Stein, David. Eating Disorders, Volume 12, Number 1, Spring 2004, pp.35-50(16), Routledge, part of the Taylor and Francis Group, USA.
- Hochheimer, J.L. (1999). "Planning Community Radio as Participatory Development," in White, S.A. (ed), The Art of Facilitating Participation, New Delhi: Sage Publications.
- Madamombe Itai. Africa Renewal, Vol.19 #2 (April 2005), page 4. New York, NY 10017, USA.
- Mott Jacqui. Community Radio- A Stepping Stone. Highlands Fm. 2002.
- Nirmala, Y. (2015). The role of community radio in empowering women in India. Media Asia, 42, 41–46. [Taylor & Francis Online], [Google Scholar]
- Sengupta, Mihika (2019). "Giving Women A Voice They Never Had: Community Radio", https://www.academia.edu/38994066/Giving_Women_A_Voice_They_Never_Had_Community_Radio
- Preeti Sansiya, "Women in Informal Sector (a Sociological Inquiry), Vol. 2, (IV), The International Journal of Research in Social Sciences and Humanities, October 2013, p. 2.
- Pastapur(Medak). Community radio to soon become a reality. Friday, 12 October 2007.
- Pavarala, Vinod (2003). "Building Solidarities: A Case of Community Radio in Jharkhand," Economic and Political Weekly, 31 May.
- Pavarala, Vinod, and Kanchan Kumar (2002). "Civil Society Responses to Media Globalization: A Study of Community
- Radio Initiatives in India," Social Action, Vol .52, no.1, January-March 2002, 74-88.
- Pitt Lisa. Professional Women in IT and New Media 2005.
- Ramanamma M.V. Media and Women development. 2005. Anmol publications PVT.LTD. New Delhi.