

Report on the Community Learning Program (CLP)

Conducted for Mann Deshi Tarang Vahini (MDTV) at
Gondavale, Taluka – Mann

Maharashtra



1.

Workshop conducted at Gondavale (District – Satara), Maharashtra , 24-27 August 2011

Organized & Supported by CEMCA, New Delhi,

Through

Mann Deshi Tarang Vahini CRS

Commonwealth Media Centre for Asia, New Delhi (CEMCA) conducted a Community Learning Program (CLP) on Health, for some of the community members under the coverage area of the Mann Deshi Rarang Vahini (MDTV) CRS. More than 35 participants participated in this CLP.

Ms. Rukmini Vemraju, Program Officer of CEMCA conducted the CLP on Health & Mr. Sanjay Chandekar, In-Charge of RadioFTII assisted her in conducting the CLP.

The workshop was arranged for four days, from 24th August to 27th August 2011. Along with some of the staff members of Mann Deshi tarang Vahini, two Health Workers from the PHC of Mhaswad also participated.

The venue was about 60 Kms from Satara, the District Place. The place selected was at Gondawale, some 20 Kms before Mhaswad which is a local pilgrimage centre & known for the saint Late Gondawalekar Maharaj.



2. MDTV – CRS

Session Time Table

2

COMMONWEALTH EDUCATIONAL MEDIA CENTRE FOR ASIA COMMUNITY LEARNING PROGRAMME ON HEALTH

Through

Mann Deshi Tarang Vahini CRS

August 24-27, 2011

Wednesday August 24, 2011		
11.00-11.30	Inaugural session Welcome address About CLP Introduction of participants	MDTV RV/CEMCA
11.30-11.45	TEA BREAK	
11.45-12.45	Anatomy of a radio programme	RV
12.45- 13.15	Planning a radio programme on Health (listening to sample programmes)	SC/Radio FTII, Pune
13.15-14.15	LUNCH BREAK	
14.15-15.30	Interactive/participatory session on developing content	RV
15.30-15.45	TEA BREAK	
15.45-16.45	Group Work and selection of Topics	RV/SC
16.45-17.00	Recap and round-up	
Thursday August 25, 2011		
11.00-12.00	Feeling the pulse of the audience- about behavior change communication	RV
12.00-13.00	Setting up a learning programme and selecting a topic	RV/SC
13.00-14.00	LUNCH BREAK	
14.00-17.00	Visit to MDTV	MDTV
Friday, August 26, 2011		
Full Day	Practical work- CLP programme design scripting, production	SC
Saturday, August 27, 2011		
11.00-13.00	Practical work continues...	SC
13.00-14.00	LUNCH BREAK	
14.00-16.00	Practical work at MDTV Studio	SC
16.00-17.00	Review and feedback from participants	SC/MDTV
17.00	Close	

Abbreviations : RV – Ms. Rukmini Vemraju (CEMCA)

SC – Mr. Sanjay Chandekar (RadioFTII)

MDTV -- Mr. Shivaji Yadav (Mann Deshi Tarang)

List of participants

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Sr.No.	Name of the Participants	Place / Village
1	Mrs. Anita Suryakant Gurav	Mhaswad
2	Mrs. Sheetal Vasant Masal	Mhaswad
3	Mrs. Suvarna Rajendra Bhagwat	Mhaswad
4.	Mrs. Padma Kuber	Dahivadi
5	Mrs. Vidya Shinde	Pulkoti
6.	Mrs. Varsha Arun Mane	Devapur
7.	Mrs. Sheetal Babar	Devapur
8.	Mrs. Nirmala Gonjari	Mhaswad
9.	Mrs. Anjali Suryakant Phutane	Mhaswad
10.	Miss. Sujata Gambhare	Mhaswad
11.	Mrs. Vaishali Malhari Khatavkar	Mhaswad
12.	Miss. Ashvini Suresh Hol	Mhaswad
13.	Miss. Swapnali Kailas Khatavkar	Mhaswad
14.	Miss. Kirti Dilip Kirtane	Mhaswad
15.	Mrs. Shilpa Kokare	Mhaswad
16.	Mrs. Sarojini Langade	Mhaswad
17.	Mr. Ananda Thengil	Malwadi
18.	Mr. Balasaheb Thengil	Malwadi
19.	Mr. Balasaheb Gaikwad	Karkhel
20.	Mr. Shashikn Waghmare	Shrtav
21.	Mr. Sunil Londhe	Mhaswad
22.	Mrs.Vanita Pise	Mhaswad
23.	Mrs.Sangita Phalke	Palasgaon
24.	Ms.Laxmibai Shelar	Rautwadi
25.	Mrs.Punam Sonawane	Udyamnagar,Mhaswad
26.	Miss. Vidya Swami Shinde	Udyamnagar,Mhaswad
27.	Mrs.Nalini Ganesh Kapre	Mhaswad
28.	Mrs.Maya Khade	KatarKhatav
29.	Mr. Shivaji Yadav	Mhaswad (MDTV)
30	Ms. Sushama Shendage	Mhaswad
31	Ms. Reshma Koli	Mhaswad

32	Ms. Rukmini Kaka Sonawane	Mhaswad
33	Ms. Reshma Rajendra Sonawane	Mhaswad
34	Ms. Mahesh Gaikwad	Mhaswad
35	Mr. Shivaji Lade	Mhaswad
36	Ms. Sheetal Babar	Dewapur
37	Ms. Varsha Mane	Dewapur
38	Mane	Gondavle

List of Facilitators :

1. Ms. Rukmini Vemraju – CEMCA , New Delhi.
2. Mr. Sanjay Chandekar – RadioFTII , Pune
3. Mr. Shivaji Yadav -- MDTV , Mhaswad.

Many of the participants were from the farming community. Few were housewives & others were engaged with their small/petty business. Some girls were also students of a junior college. Four participants were the staff of MDTV & two were from the Primary Health Centre. However the average presence was about 31 as the few members either joined late or could not continue the workshop for some or the other reason.



3.



4.

The Sessions were conducted according to the planned program with a little change to suit the local needs & convenience.

Day 1 : Wednesday August 24, 2011

1. Inaugural session : After the welcome address by Mann Deshi Tarang Vahini's Shri. Shivaji Yadav & Mrs. Rekha Kulkarni-CEO, Mann Deshi Foundation, the workshop was inaugurated by Ms. Rukmini Vemraju of CEMCA , Ms. Chetana Sinha (founder – Mann Deshi Foundation), Sanjay Chandekar (RadioFTII,Pune) & Jogindar Katyale , Tahsildar of Mhaswad. A short film about the Mann Deshi Foundation was also shown.

Ms. Chetana Sinha introduced about the various activities of the Mann Foundation as well as MDTV.

Ms. Rukmini Vemraju introduced about the Commonwealth of Learning (COL) as well CEMCA & explained about the Community Learning Program (CLP) in depth. The role of the Community Radio was also explained by her.

Mr.Sanjay Chandekar informed about RadioFTII – a Community Radio Station in Pune & about it's parent organization – Film & TV Institute of India. He also pointed out to some of the local cultural traditions & references quoting some of the famous 'Mann Deshi' People in the field of Radio, Literature etc.

More than 30 participants including some from the Mann Deshi Foundation were present.



5. Inaugurating the Workshop

Session II : Anatomy of a radio programme

Rukmini Vemraju explained about the Structure of a Typical Radio Program. She also discussed about the effectiveness of radio Programs & interacted with the participants by involving them in the discussion.

Various 'Formats' of the Radio were discussed . The purpose & role of each format was also explained. The 'Formats' like Interview, Dialogue, Drama, Music, Folk forms, Poetry, Discussion, talk-shows, Magazine & Vox-Populi were discussed.

The participants were introduced to - 'What are the different ingredients of a Radio Program?

Session III : Planning a radio programme on Health (listening to sample programmes)

Mr.Sanjay Chandekar of RadioFTII made the Participants listen the health program made at his CRS & also explained it's structure as well as the interesting elements in that.

Session IV : Interactive/participatory session on developing content.

The Participants were divided in two groups. The discussion was initiated with some social matters & the traditions . One such subject was found out – The Early Marriage or he Child Marriage. The Participants were asked to speak for & against it.

While enjoying such a lively discussion the participants came out with important observations & findings & also tried to know as well as respect each other's point pf view.



Session V : Group Work and Selection of Topics

The participants were asked to list the various topics about their daily concern related to health & some of those were discussed & two topics were identified which were concerned about their daily life – Mann Desh Region was rather draught prone area, the immediate subject of concern was Water. The other one was the Daily Food Habits.

Mr. Yuvaraj Jadhav & Deepak Rajmane from Baramati's Vasundhara Krishi Vahini shared their experience & also played a skit. Mr. Shreedatta Gaikawad from Vidyavani CRS, Pune also shared his experiences about his CRS.

Day 2 : Thursday, August 25, 2011

Session VI : Feeling the pulse of the audience - about behavior change communication

The 'Behaviour Change Communication' was explained with the help of a Power point presentation & with numerous interesting examples in our daily life.

The idea of '7 Cs of Communication' was explained which include –

Command Attention, Clarify Message, Cater to the Head & Heart, Create Trust, Communicate a Benefit, Call to an Action, Consistency counts

Session VII : Setting up a learning program and selecting a topic

Various steps in CLP Development process were explained with the help of PPT & many examples. Various elements of participation were discussed which include –

Local resource (experts, people, creativity) , Participation, involvement of learners ,

Story based & field based content , Community centered, need based, Inclusive, Skill based (trains community to do new/different things), gender and culture sensitive , Interactive, entertaining. Informative, involvement of Experts , Monitoring and Evaluation.

The idea of the Active Learners was also conveyed. The Occupational Health & the Health implications regarding women were also discussed with the participants.

The Concept of a 'Message Matrix' & a 'Program Clock' were discussed in detail.

The discussion concluded with finalizing the topic & working further on it.

1. The importance of water – Issues related to the Drinking water, purity of it, scarcity of the same , water for the other uses were discussed.

2. The Daily Food – The available staple food, Changing habits of the young generation about the food, disadvantages of fast food etc. were discussed.

Two groups of the participants were formed. The above subjects were allocated to them for the further brain-storming . They were asked to come out with a ‘presentable form’ as if they are producing a Radio Program.

The initial efforts were noteworthy – because various idea & points came out within & without having any form of externally available readymade matter or the printed matter.



7.



8. Explaining ‘Program Clock’



9.

Session VIII : Visit to MDTV

A Visit to Mann Deshi Tarang Vahini (MDTV) was arranged. The place was about 20 Kms away from gondawale. The Training facilitators as well as some staff members of MDTV & Mann Deshi Foundationthe studio facilities & watched the Community Members performing or participating in the programs. The trainers/facilitators also participated & enjoyed the informal music session spontaneously arranged by themselves !

Day 3 : Friday , August 26, 2011

Practical work- CLP programme design scripting, production

The day started with a brief recapitulation of the first two days. With a request from the few participants the concepts of a 'Message Matrix' & a 'Program Clock' were explained in detail in Marathi.

Few participants again asked about the exact concept of Community Radio as well as the Behaviour Change Communication . This was again explained in Marathi.

The Participants were asked to present the working scripts. The discrepancies or shortcomings were discussed. The presentation was not confined to the idea of a Magazine Program & there was c confusion about the Vox-Pop still, so the concept of Magazine Program & Vox-Populi was retold to them with a listening example of some part of an half-an-hour program on Tuberculosis made at RadioFTII which contained a vox-Pop of 20 people.



Day 4 : Saturday, August 27,2011
Practical Work Continues

The Practical continued further with emphasis on the idea of a Magazine Program . The first half was conducted & practiced at Gondavale & the second half was at the Studio of MDTV, Mhaswad. The results of both the group were encouraging.

The concluding session & feedback session was conducted in the first half session as the studio space was limited & not convenient for a large group. Dr. Vishal Bhandari from PHC was also invited for the concluding session. Mr. Sunil Londhe, Mrs.Anjali Phutane & Mrs. Nirmla Gonjari came out with a feed-back speech. All participants were requested to give their feedback in writing after the recordings were over.

The group working on the ‘Daily Food’ was recorded first while the second group which was working on he subject of ‘Water’ was asked some more time for practice at the upper hall of the Mann Deshi Foundation.

The Actual Recording of the first group was rather discouraging. Even though they came out quite well at the time of rehearsal in the first half, many of them were under a tension. After the repeated mistakes they were stopped & allowed to rehearse again. Only one lady Mrs. Sangita Phalke was able to do her part confidently. She was the one who did not even understand Hindi. Even though she is not a literate lady, she composes the poetry & also renders it in her own tunes nicely.

The Second Group which was working on the subject of Water came out well with the recording. However after each element the participants were clapping. They were later on explained that the Radio Program is not to be presented like a Stage Program in the manner it was presented. The contents were with the narration, interview, poem /song on the subject, dialogues or a snippet of drama & a vox-pop. How ever the vox-pop – rather than related with the subject, it was on ‘ how or whether people liked the program !

The discrepancies were informed to them.



11. Rehearsal before recording



12. The Studio

Following Observations were made during the four-day workshop.

1. The Parent Organisation - Mann Deshi Foundation is having an excellent Social Capital & has made wide in-roads in the villages & communities of the Mann Tehsil.
2. The Mann Deshi Tarang Vahini (MDTV) can be benefited by this.
3. The Community radio will be able to play a vital role in the lives of the local people of Mann Desh.
4. MDTV is already mapping their listeners who are also from the remote place.
5. There were a few participants who were from the out-of-range area of the CR but they were very active & one of them was an activist lady (Mrs. Maya Khade)
6. The In-charge of MDTV CR Mr. Shivaji Yadav also comes from about 50 Kms & even though retired, is also very active in contacting the community around.
7. Irrespective of a shortage of a space for Radio, the enthusiasm of local people is noteworthy.
8. This CRS will be helpful in preserving & promoting the local talent & some good oratory tradition.
9. However, more training is needed on the Technical Side of the Radio Operation as well

The MDTV CRS is having a potential to be a catalyst of a change for the development in the local area. The proper implementation & execution of such kind of a CLP can help a lot .

Feedback : The participants were happy with the contents of the workshop & the way it was conducted. Few were facing the difficulties initially because of the English but as the content was deciphered in Marathi & Hindi, they were comfortable in understanding the content. Only 2-3 women face the difficulties in understanding Hindi. Many told that first time somebody is listening to them & taking their 'voice' in to consideration.



Brief Profile of Mann Deshi Tarang Vahini (MDTV) CRS

Name of the Station : Mann Deshi Tarang Vahini (MDTV) 90.4 MHz

- Location : Village : Mhaswad, Taluka : Mann , District : Satara , Maharashtra.
- Distance from Satara : About 85 Kms.
- Distance from Pune : About 200 Kms.
- Transmission Launch Date : 17-11-1008
- Duration of Broadcast : 4 Hours a day.
- Address : Mann Deshi Tarang Vahini, Mhaswad, Taluka :Mann, Dist: Satara 415 509
 - Telephone : 02373 - 270400
- Population of Mhaswad Town : Approx. 42,000.
- Potential Population of the Coverage Area : 120,000



14.



15.



16. Coverage Area of MDTV –CRS



17. Poster of of programs



18. Chetana Sinha & a 'Mann Deshi' Lady



19. Shivaji Yadav, J. Katyale, Chetana Sinha, Rukmini vemraju & Sanjay Chandekar

Report prepared by Sanjay Chandekar (Pune) for CEMCA , New Delhi .
Photos by : Sanjay Chandekar (Except No. 12 & 19)

