

SCIENCE FOR WOMEN'S HEALTH & NUTRITION

BASELINE STUDY

&

CAPACITY BUILDING WORKSHOP

REPORT

FOR

18th October to 23rd October 2010

Radio FTII

FTII, Pune

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Science for Women's Health & Nutrition Baseline Study Report

1. Project Context

1.1 The Background

The **Commonwealth Educational Media Centre for Asia** (CEMCA) catalyzed and supported by **Rashtriya Vigyan Evam Prodyogiki Sanchar Parishad** (RVPSP), Department of Science and Technology, Government of India, New Delhi, has embarked on a pan-Indian project using community radio as a tool for communication to evaluate and encourage understanding the application of science in everyday life for women with the central theme being “Science for Women's Health & Nutrition”. This project aims to reach out to the women in the poorly literate as well as literary challenged sections of society both in the urban and rural sections across the country.

Through participatory programmes specially designed with specific issues in focus and using the community participatory form of radio-programming this project will study how best women and children can be encouraged to take ownership of the environment.

The project duration of the Phase 1 of the project was two years. In the first phase, it was planned to operate through a selected number of Community Radio Stations (CRs) licensed to educational institutions and reach out to women and children living in communities covered within the primary and secondary catchments area of these low power CR radio stations.

CEMCA with its expertise in research, community participation and capacity building, was selected as the nodal organization and was asked to submit a comprehensive proposal to RVPSP for implementing and monitoring the project.

CEMCA's role in the project is extensive - CEMCA is the focal organization for selection of educational institutions. It has been entrusted with the following responsibility:

- a) Help in identifying the communities and conducting a baseline study to profile the communities within the catchments area of the community radio station.
- b) Act as facilitator for capacity building within the students and the women and children from the communities so that the programmes developed can be truly community participatory.
- c) Ensure that the programmes are interesting enough to motivate the women and children participating/listening to understand the importance of science in everyday life.
- d) Ensure proper utilization of the funds generated by RVPSP.

CEMCA has designed the implementation programme in two phases:

- The first phase consists of a baseline study conducted under the supervision of CEMCA appointed experts and using girl students from the university as well as women from the communities. This study aims to gain an insight into the socio-economic and demographic profile of the community, media habits, and current practices and knowledge base on a range of issues and subjects related to health and nutrition. The baseline study is also designed to motivate the students to understand and interact with the community and develop awareness within the community about the CR channel run by FTII.
- In the second phase, workshops will be conducted at FTII for a capacity building exercise for the production teams which will be designing and producing the community participatory radio programmes with central theme of Science for Women's Health & Nutrition. The participants will be briefed on all aspects of broadcasting

such as scripting, radio formats, nuances of recording, editing methodology etc. Community participatory programmes will be broadcast from the channel daily following the workshop.

The following report is the finding from the baseline study for Vasundhara Vahini radio licensed to VIIT, Baramati.

2. Profile of FTII

RadioFTII -90.4 MHz was officially inaugurated on 29th January 2007 though it started broadcasting from June 2006.

The area covered by the RadioFTII is around 12 to 15 Km. The radio station has its own broadcast and two recording studios, transmission tower and equipments for outdoor recordings. The Transmission Power is 50 Watts. The Broadcasting time is from 10:00 am to 6:00 pm.

The main programs are Har baar naee baat, Health quiz, Health Programs, Film Education, Graamgeeta, Aple Ghar Apli Manse, He Vishwachi Maze Ghar etc.

RadioFTII is also a learning tool for the FTII students & for the students in the surrounding community.

3. Baseline Study Objectives & Design

3.1 Objectives

The baseline study aims to achieve:

- A documentation of the socio-economic and demographic profile of the target listeners.

- An in-depth understanding of the media habits of the women, particularly with reference to Radio
- Identify the issues of concern for the community
- Assess the willingness/interest among women for participation in the community radio initiative
- Build awareness for the Community Radio and SWHN programmes

3.2 Study Methodology

3.2a Sample

The base line study was initiated from 18th October 2010 to 20th October 2010 . It involved sensitizing community women from the nearby Bastis (slums) . The Basti is a long stretch of the urban poors which is scattered below the Parvati & Pachgaon-Parvati Hill. The slums identified were **Swami Vivekanand Nagar, Anna Bhau Sathe Nagar, Samarth Nagar-Mahadev Nagar**. The Adjacent or the Nearby Communities of the above Bastis are – Ganesh Mala, Tukai Nagar, Rajiv Gandhi Nagar, Ganesh colony, Ganesh Mala, Savitribai Phule Nagar, Sai Nagar, Rajiv Gandhi Jakat Naka (old).

The Total Population of this long stretch is more than 3 lakhs but the population of the selected bastis is approx. 5000.

KELEWADI Basti of Urban Poors is approx. 2 Kms from FTII (RadioFTII) & behind the compound wall of FTII. By a short-cut road (on foot) it is nearest of all –approx. 1 Km away. The Population is approx. 4000.

JANWADI-GOKHALENAGAR is a mixed settlement of the lower middle class & the urban poors & approx. 2.5 Kms away from FTII. The population is approx. 2500.

Around ten students from a local college were involved in the survey work which took four days to complete. Mr. Sanjay Chandekar, a staff member from the radio station coordinated the study. On behalf of CEMCA, Ms. Pinky Chandran from Radio Active, Ms. Rupica Saxena and Ms. Charu Sharma from CEMCA attended the programme.

Radio FTII was clearly audible in the villages selected.

Random sampling technique was used to identify **1000 households** in the above mentioned areas and one member from each household was interviewed for the survey.

Selection criteria for the respondents were as follows:

- Females above 15 years of age
- Male interviews to be limited to 30% of the total sample.
- One respondent per household

3.2b Instrument

CEMCA designed a detailed questionnaire comprising of about 45 questions for the baseline study. The questionnaire was sent to Radio FTII for translation into Marathi and modified to suit the local profile. The translated questionnaire was rechecked and finalized in consultation with CEMCA before the baseline study workshop commenced. 1200 copies of the questionnaire was prepared by the institution along with an equal number of sticker advertising the CR channel through which the SWHN programmes will be broadcast in the future months. The session started off with Ms. Pinky Chandran explaining the rationale of the Base Line Study, as well as the objective and the aim of the project. A question-by-question discussion of the survey followed so that all difficulties were cleared. The process was also facilitated by Ms. Charu Sharma and Mr. Sanjay Chandekar

The questionnaire was divided into **3 parts**:

Part A – elicited responses pertaining to the media profile of the community

Part B – was concerned with the identification of issues related to the immediate environment of the community

Part C – had questions pertaining to the respondents socio-economic and demographic profile.

3.3 Data Collection

A full day workshop was held prior to the data collection process to explain the entire project, methodology of data-collection, precautions to be observed when visiting the village households, and the procedure for tabulation. Training during the workshop included mock-interviews and tips on how to ask questions so that the exact information can be obtained. A field team was created for data collection. It comprised of:

- i) Ten Student volunteers from the local institution
- ii) Seventeen women from the chosen Slums who helped to establish rapport with the villagers.
- iii) Staff coordinators from FTII

The process was interactive and elicited active participation for both communities. The participants were divided into 5 groups each comprising of about 4 people and having two community members to assist them in their interaction with the community people.

A **data entry team** was selected comprising of staff members of FTII to tabulate the entries. The data was analyzed and tabulated using statistical software. Necessary graphical representations were also generated.

The tabulated data along with the graphical representations was handed over to the Project coordinator for generation of the final report.

4. Data Analysis – Community Profile

4.1 The overall picture

Over 98 % of the women were interviewed, (Ref: Fig 4.1.1) and about 85% of the total respondents were married, with 8% unmarried and about 7% widowed. The age ranges of the respondents were from 15 to 80 years of age.

Literacy percentage was up to 78% and about 22% being illiterate. (Ref: Fig 4.1.2)

About 52% of the women respondents were housewives and over 83% mentioned the head of the house was male (Ref: Fig 4.1.3) with over 85% of them residing in the same city

Ref: Tables 23, 28, 29, 30, 32, 33

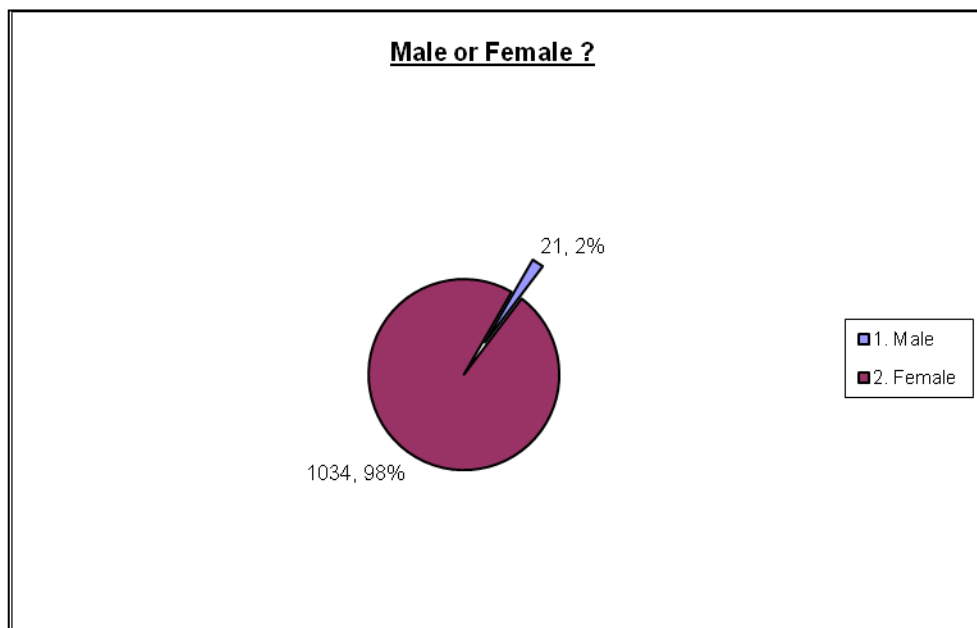


Fig 4.1.1: Sex of the Respondents

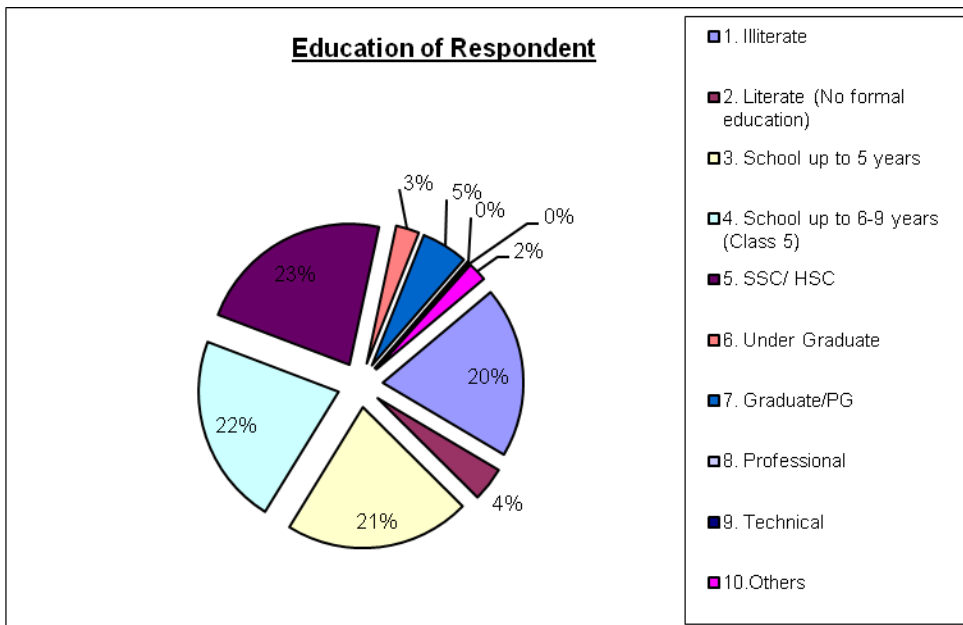


Fig 4.1.2: Education levels

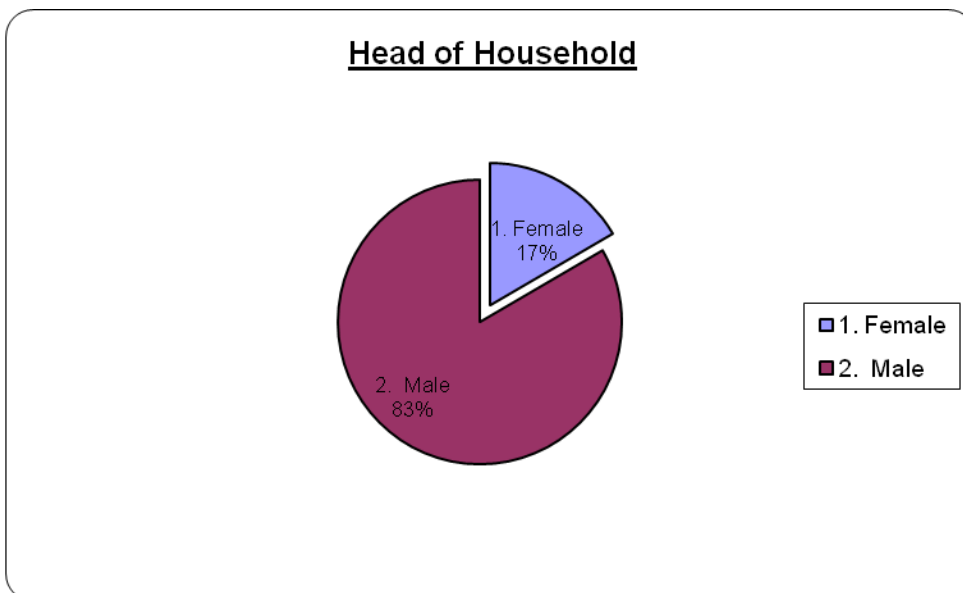


Fig 4.1.3: Head of the household

4.2 Socio-economic profile of community

About 10% of the respondents surveyed were daily wage labourers (Ref: Fig 4.2.1) and about 12% of the respondents belonged to households with monthly income group of Rs. 1500 – 3000/- and about 18% of the respondents were with monthly household income of 4501- 6000/-. Only 4% of all the households selected were in the lowest economic strata, i.e., income less than Rs. 1500/- per month. (Ref: Fig 4.2.1)

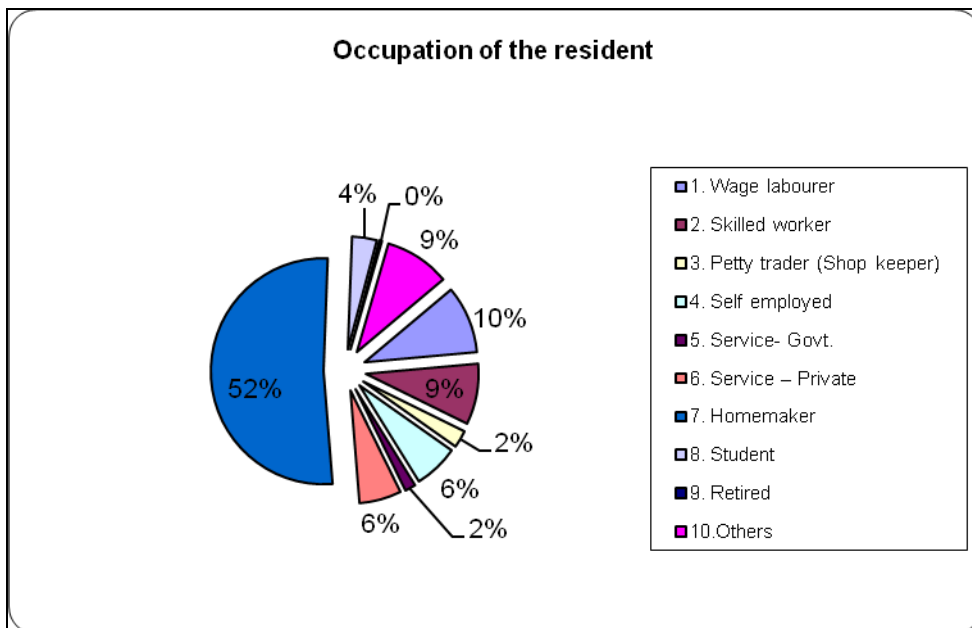


Fig 4.2.1: Occupation

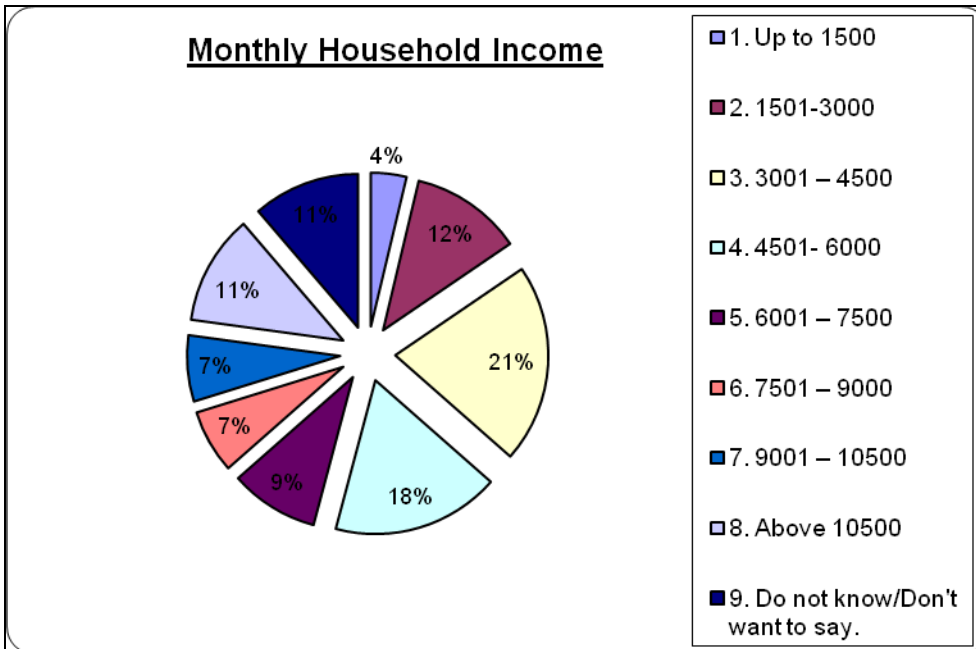


Fig 4.2.2: Income

More than 41% of the houses had pucca constructions with over 97% having electricity connection. (Ref: Fig 4.2.3).

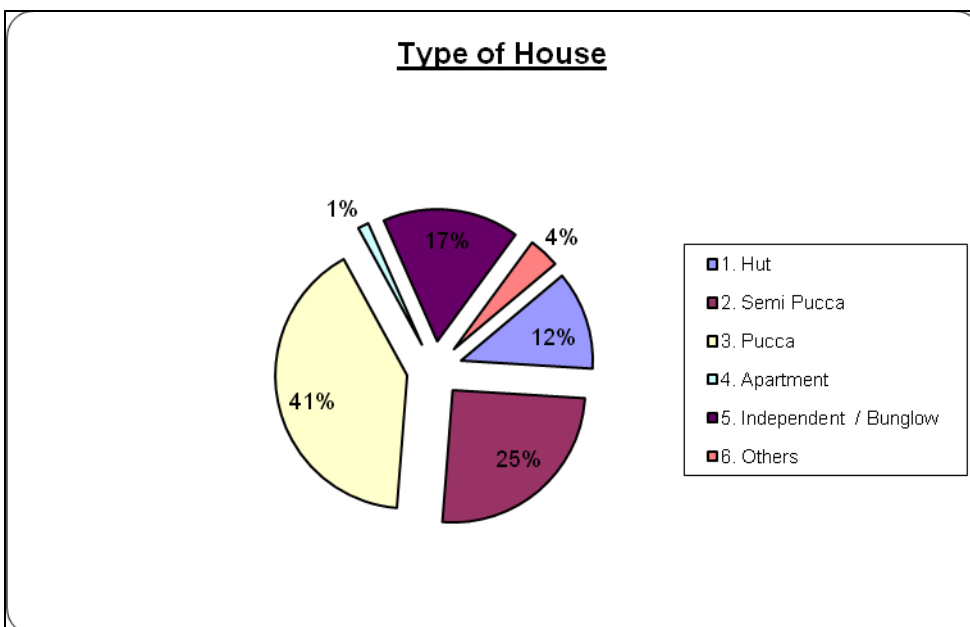


Fig 4.2.3: House Type

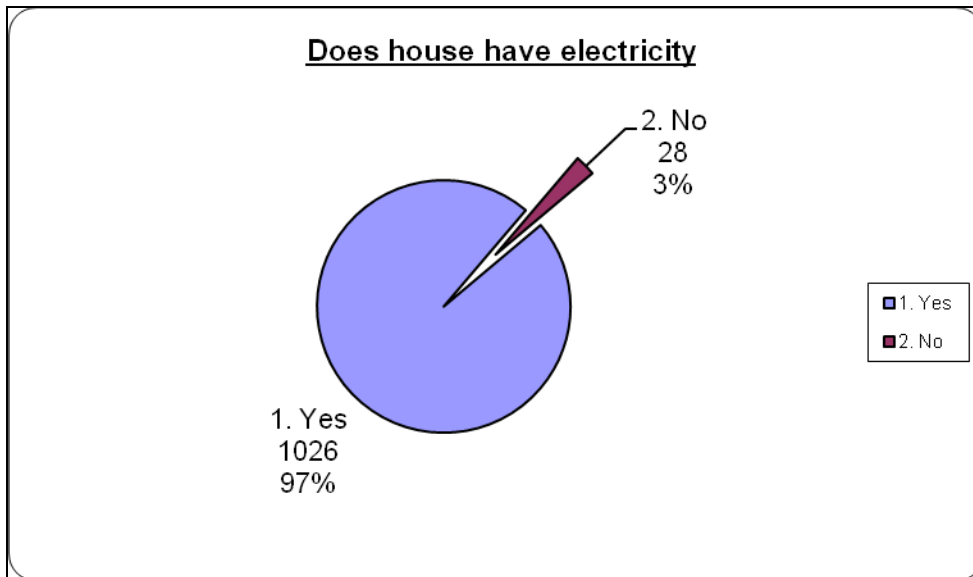


Fig 4.2.4: Electricity Connection

Kerosene (12%) Firewood (1%) and LPG cooking gas (79%) was common in the houses. (Ref: 4.2.5) 40% of the houses had private toilet facilities and 56% had common toilet arrangements, while about only 2% used open fields. (Ref: 4.2.6)

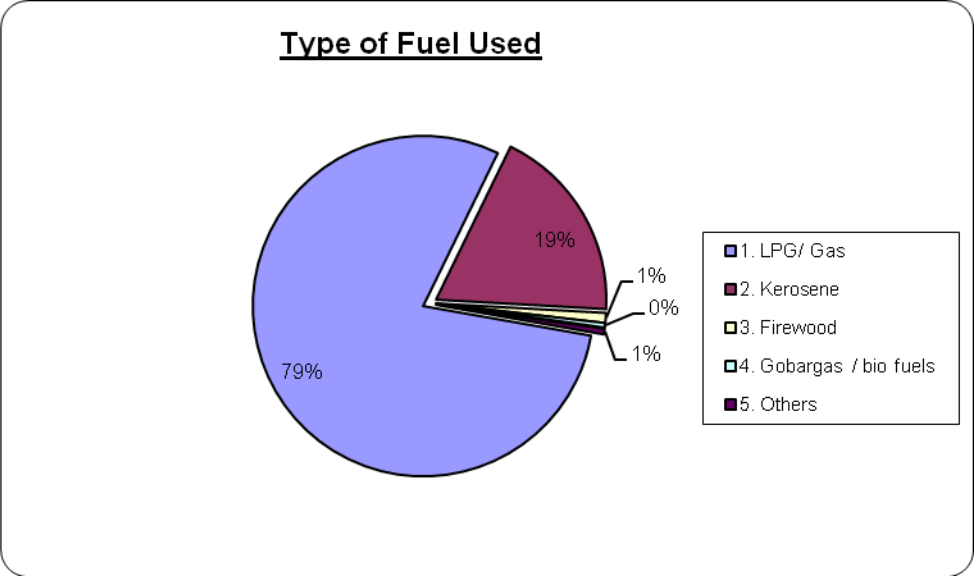


Fig 4.2.5: Cooking fuel

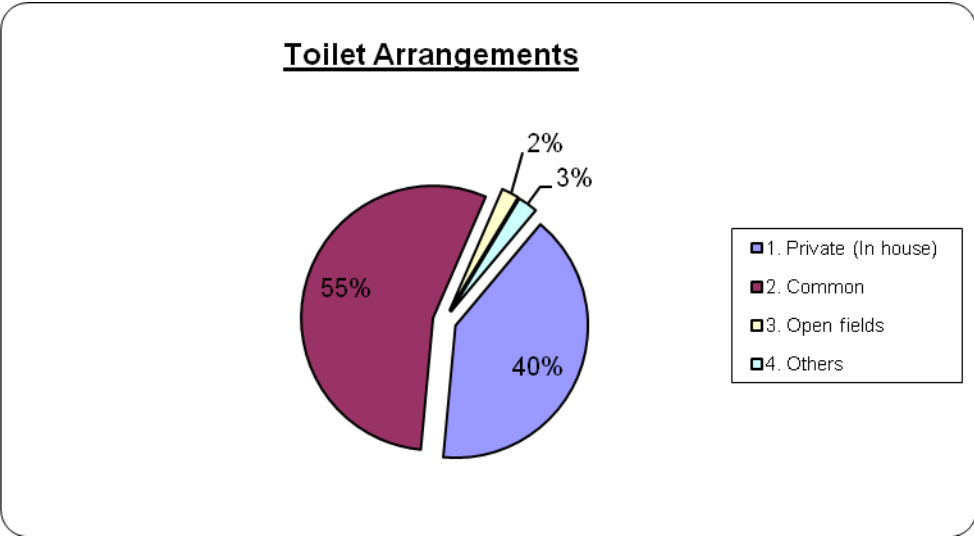


Fig 4.2.6: Toilet facilities

About 76% had water connection for drinking water and about 24% had to make do with common tap. (Ref: 4.2.7)

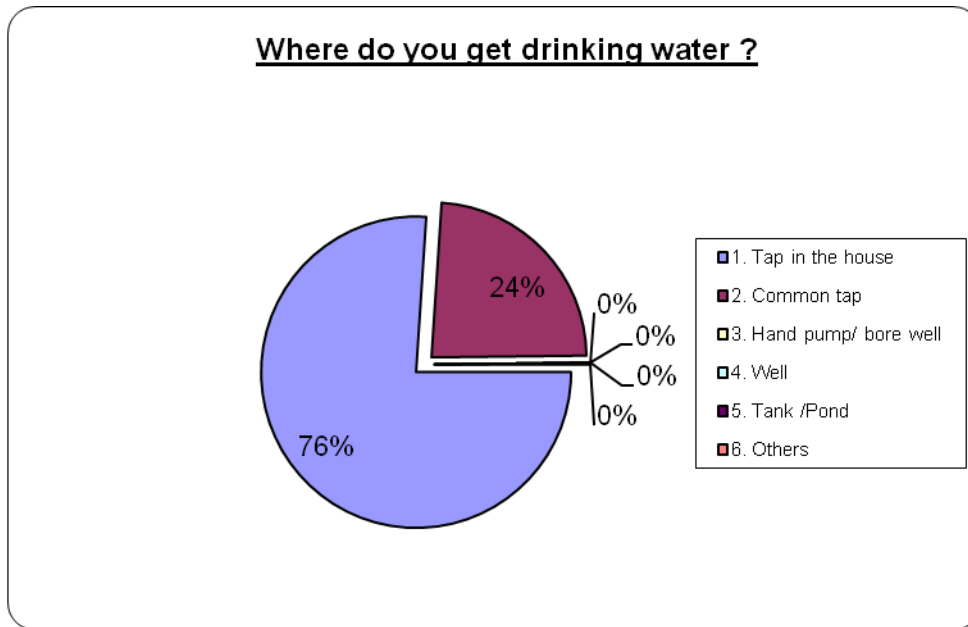


Fig 4.2.7: Drinking Water Source

Ref: Tables & Charts: 30, 44, 35, 34, 37, 38, 36

4.3 Lifestyle Indicators

The life style indicator showed most of the houses had most of the luxuries like TV (88%) with 82% having cable or DTH connection. (Ref: Fig 4.3.1). Only 31% of the households possessed radio sets. (Ref: Fig 4.3.3)

8% houses had a tape recorder & CD player and about 29% a mixer-grinder and 18% a two-wheeler. (Ref: Fig 4.3.3) 60% of the households possessed a mobile connection. (Ref: Fig 4.3.4)

Ref: Tables & Charts: 3, 4, 5, 45, 26

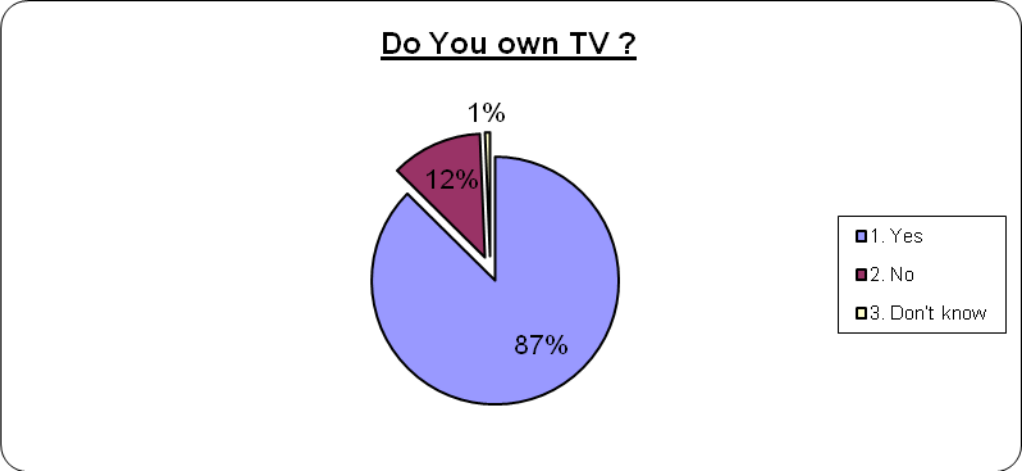


Fig 4.3.1: TV Ownership

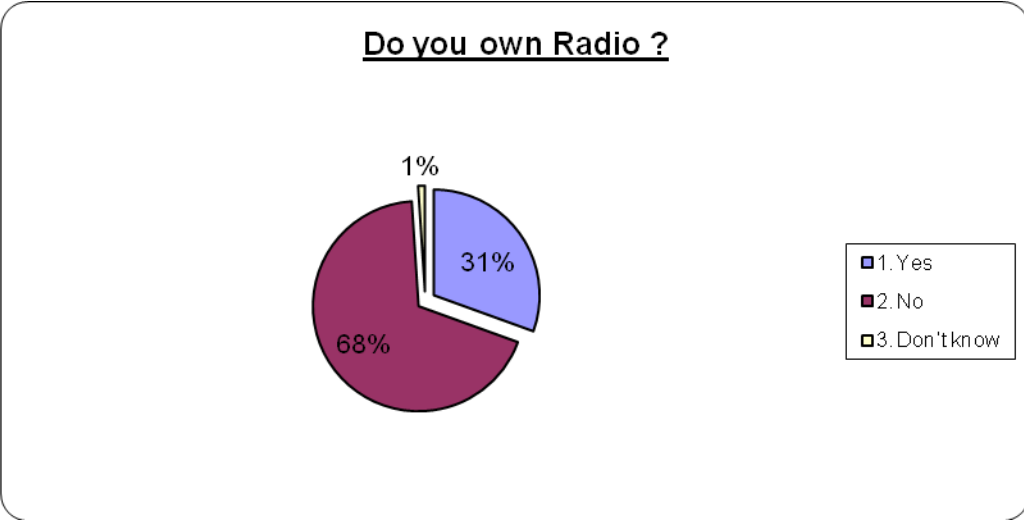


Fig 4.3.2: Radio Ownership

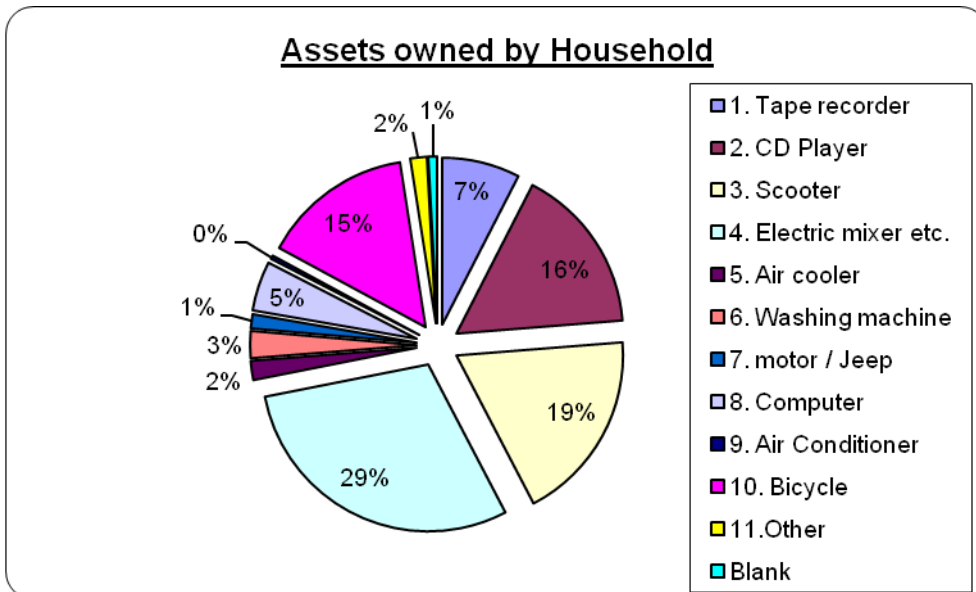
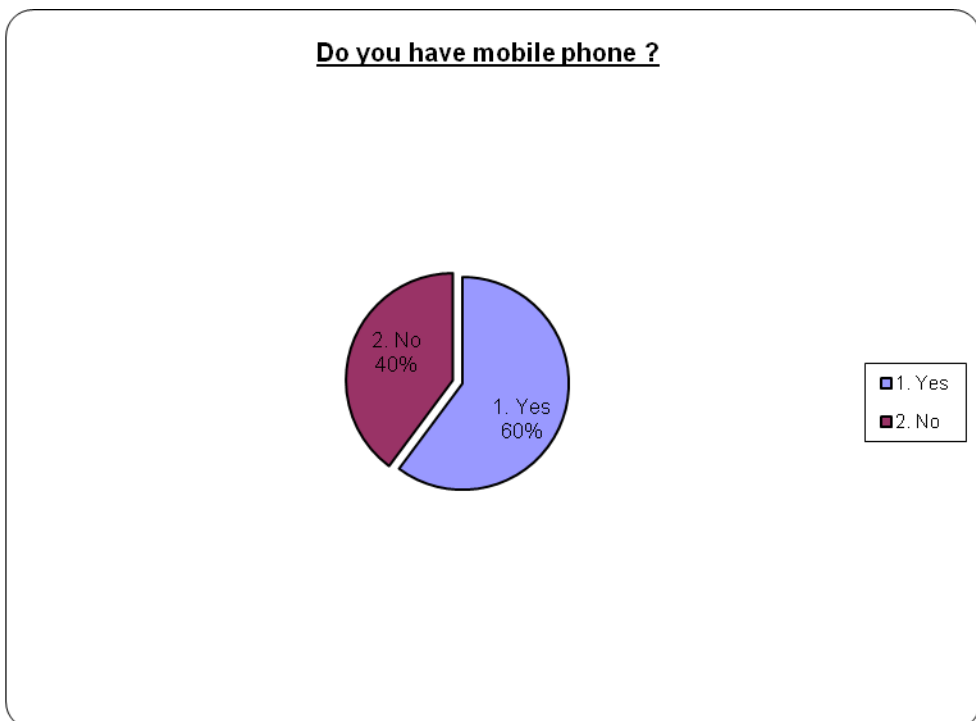


Fig 4.3.3 Household possession



Ref: Fig 4.3.4 Mobile Ownership

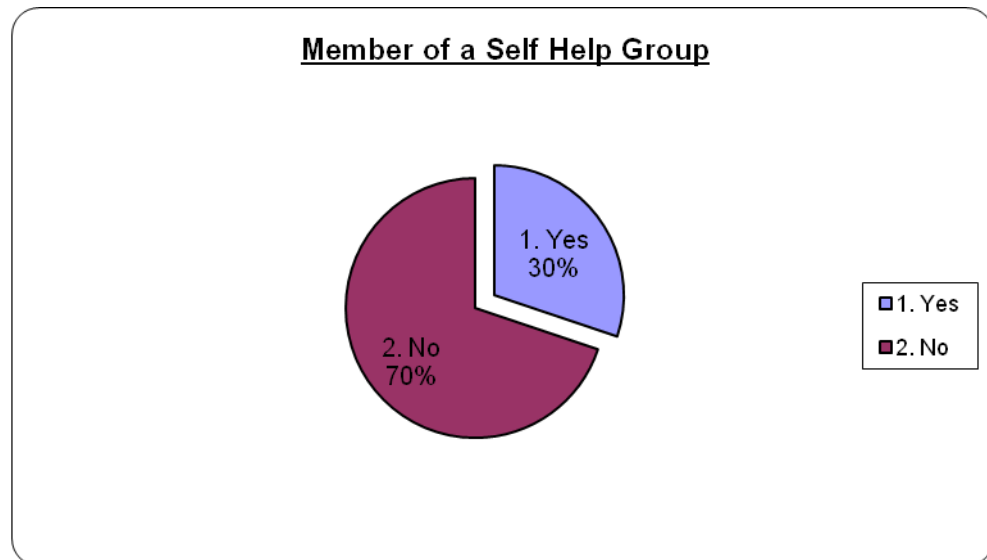
4.4 Literacy, education, role of women within family

As already indicated, literacy standards in the communities were high (78%) and about 22% of them had studied upto SSLC/HSC level and about 22% had studied between till Class 5 (School up to 6-9 years). (Ref: Fig 4.1.2)

52% of the women were content playing home maker. (Ref: *Fig 4.2.1*)

Only 30% of the respondents were members of the local SHG.(Ref: Fig 4.4.1)

Ref: Tables & Charts: 29, 30, 42

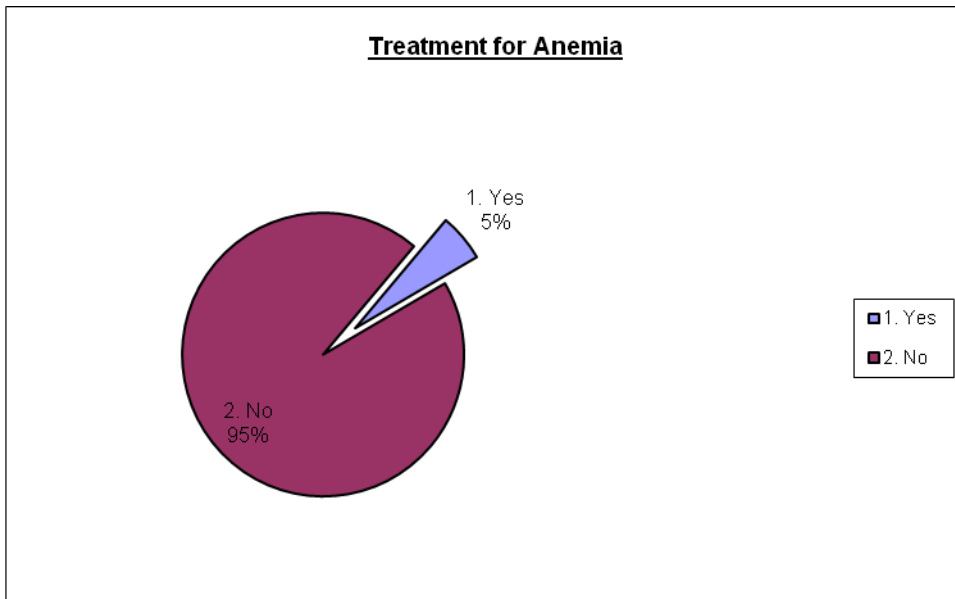


Ref: Fig 4.4.1 Member of SHG

4.5 Primary issues of environmental concern in community and role of CR in helping find solutions

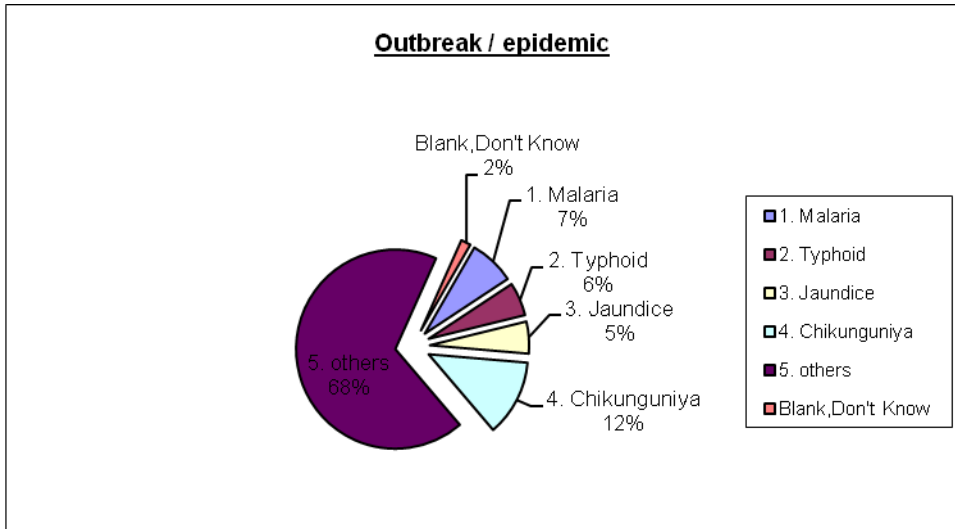
4.5.1 Community Problems

Only about 5% of total surveyed reported that someone in their family has taken treatment for Anemia, the remaining 95% had no problems on Anemia . (Ref: *Fig 4.5.1*)



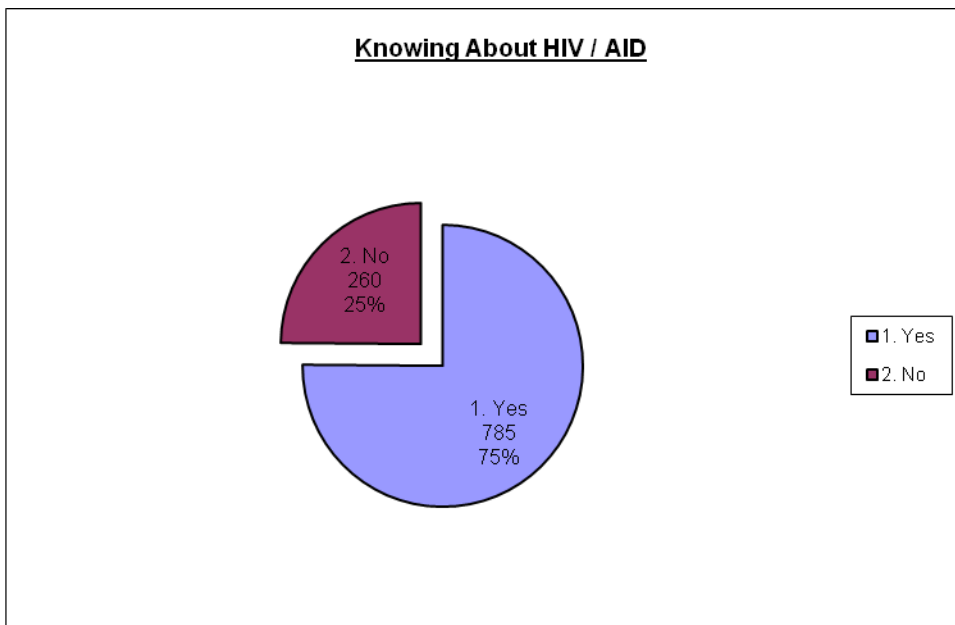
Ref: Fig 4.5.1 Treatment for Anemia

7% of the respondents said that Malaria was a problem, 5% said Typhoid, 5 % said jaundice, 12% Chikunguniya and 69% said they had no problem of any diseases or outbreak/epidemic (Ref: Fig 4.5.2)

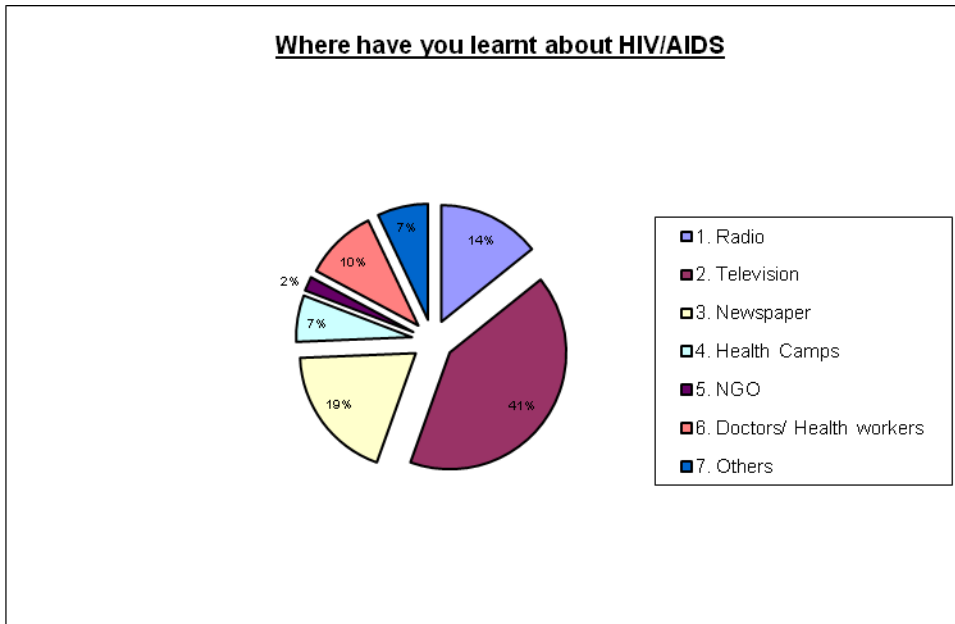


Ref: Fig 4.5.2

75% of the respondents were aware of HIV/AIDS. 14% reported of having heard about this on radio, 42% from TV, 19% from newspaper, 6% from Health camps, 2% from NGOs and 10% from Doctors and health workers. (Ref: Fig 4.5.3; 4.5.4)



Ref: Fig 4.5.3



Ref: Tables & Chart: 18 a, 18b, 18c, 18d

4.5. 2 Role of CR in helping find solutions

Nearly 83% were of the opinion that the CRS would help to find solutions to problems concerning their environment. (Ref: *Fig: 4.5.2.1*)

Ref: 19

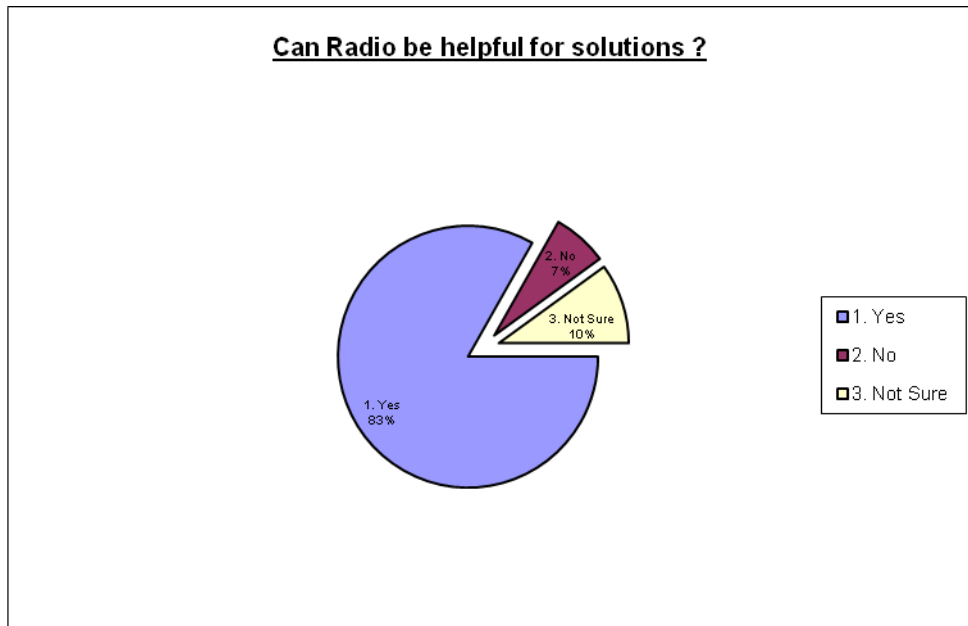


Fig 4.5.2.1 CR finding possible solutions to problems

4.6 Media Profile –ownership, consumption, needs

The survey results revealed that nearly 50 % of the respondents buy newspapers. Papers such as *Sakal* ,*Pudhar* ,*Lokmat* , etc. were popular amongst the respondents. (Ref: Fig: 4.6.1)

Only 4% of the respondents purchased magazines in the local language. (Ref: Fig: 4.6.2)

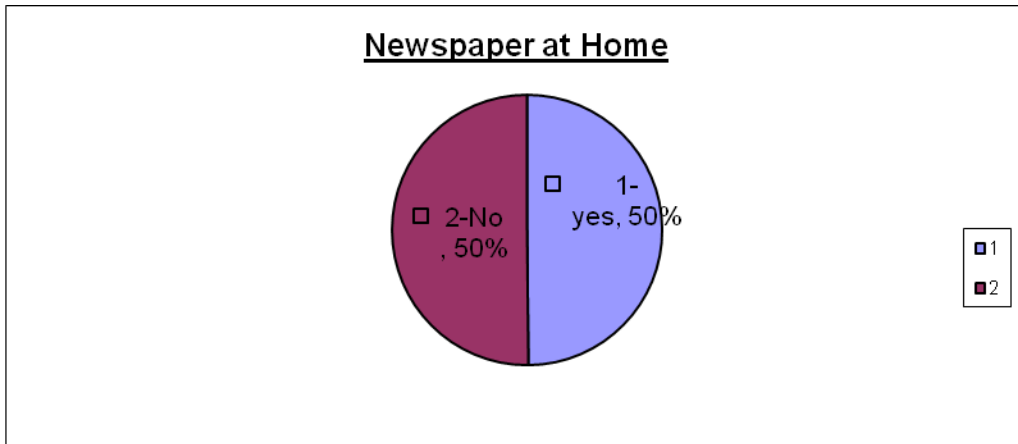


Fig 4.6.1 Newspaper Ownership

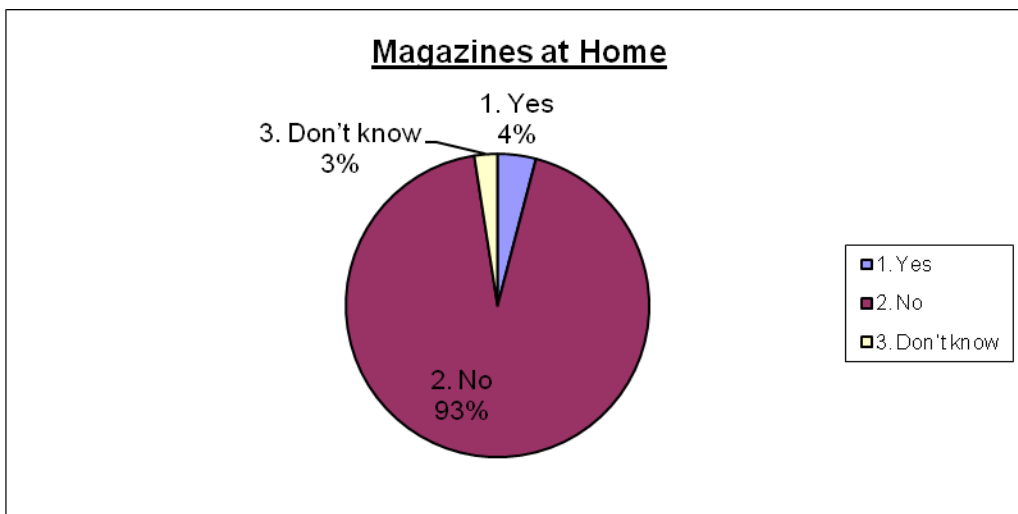


Fig 4.6.2. Magazine Ownership

As mentioned earlier 88% of the respondent population owned television sets with about 82% DTH or cable connections. Only about 29% of the respondents owned a radio sets which had FM bands. (Ref: Fig 4.3.1, 4.3.2)

While 45% of the households surveyed did not listen to radio, of the regular listeners about 26% listened to radio at homes, (Ref: Fig 4.6.3) and about 21%

listened to radio frequently 6-7 times a week. (Ref: Fig 4.6.4) 20% of the respondents preferred to listen between 8am to 10am (Ref: Fig 4.6.5)

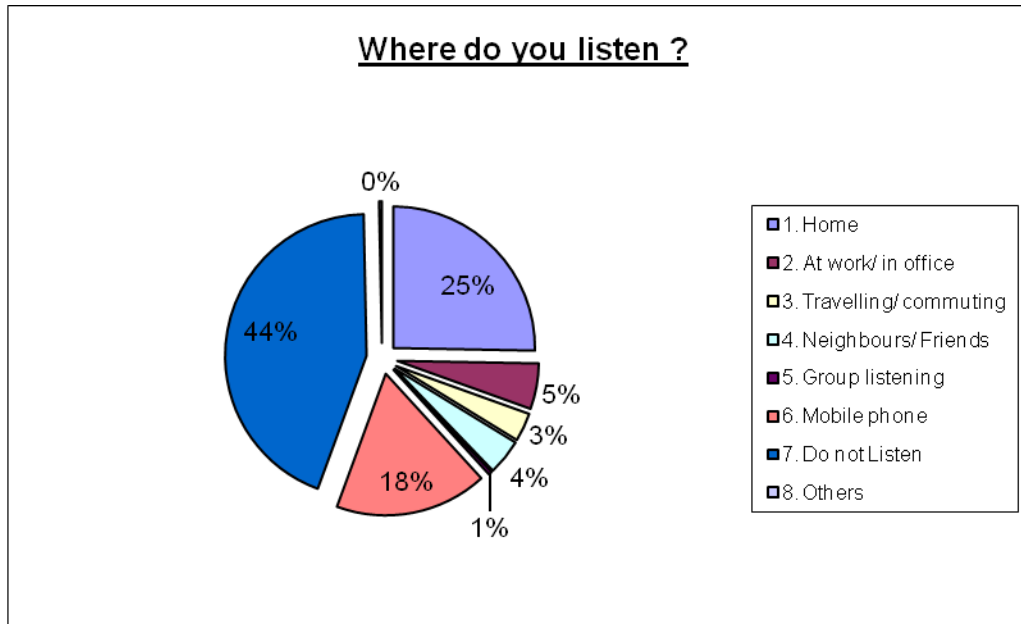


Fig 4.6.3 Where do you listen to Radio?

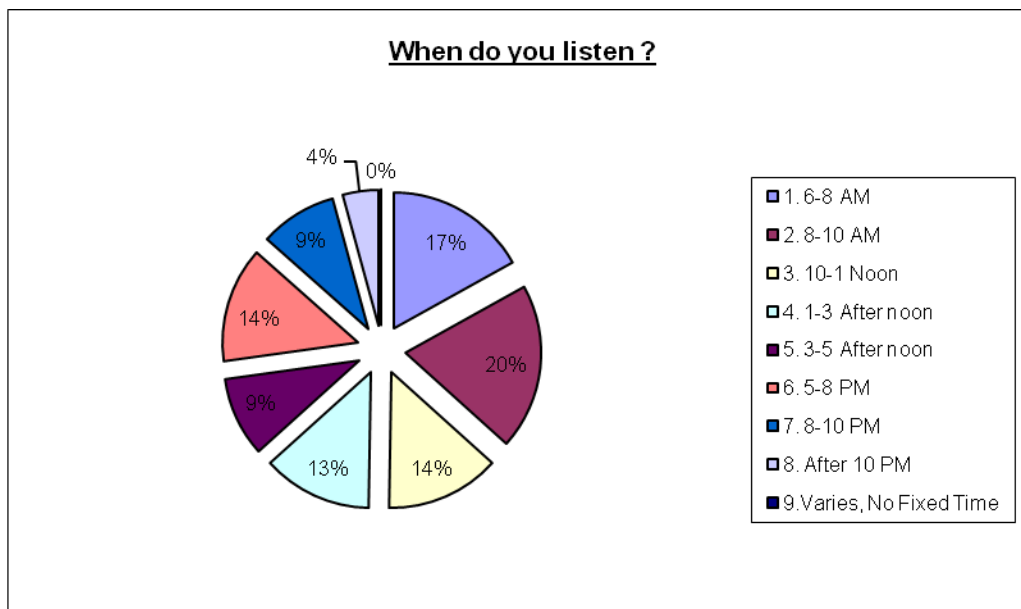


Fig 4.6.4 When do you listen to Radio?

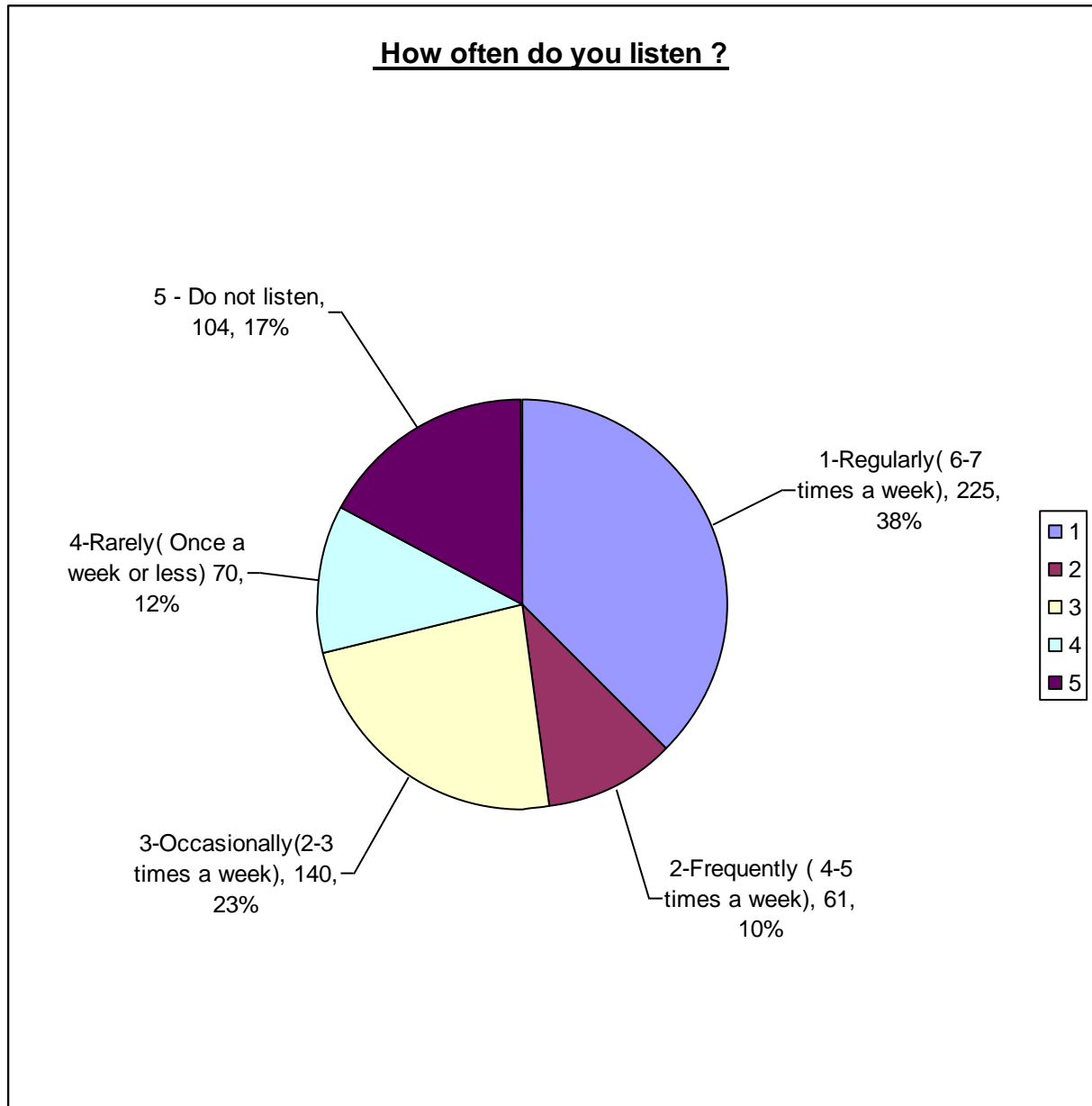


Fig 4.6.5 Radio Listening Frequency

Radio Mirchi was the most popular amongst 38% of the total respondents followed by Vivid Bharati 26% and AIR Pune 20% (Ref: Fig 4.6.6)

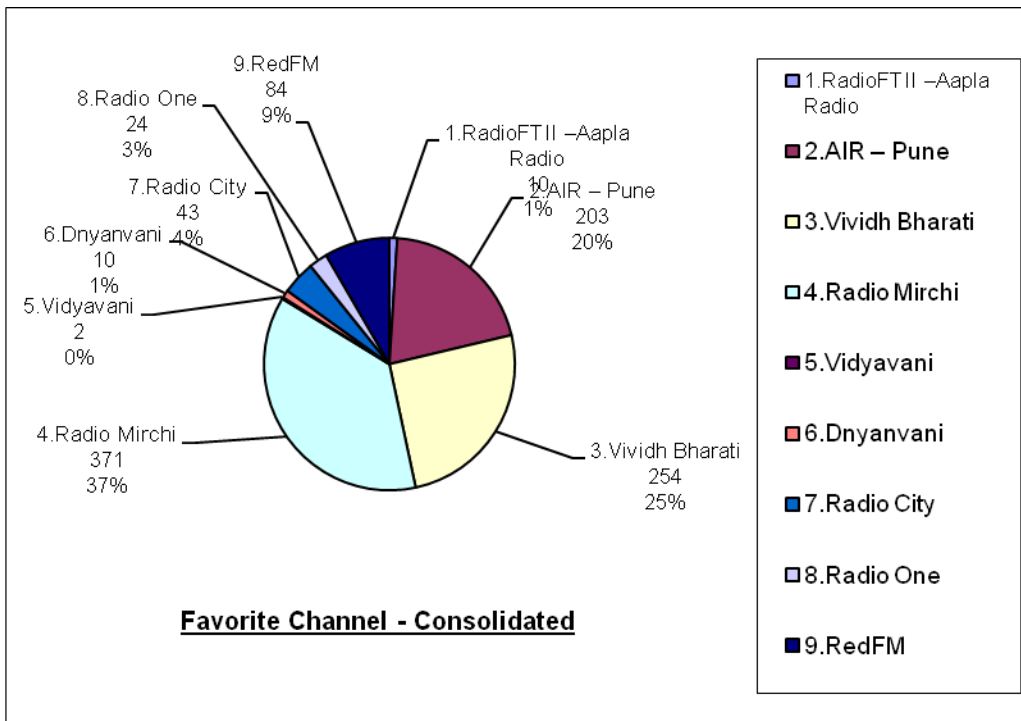


Fig 4.6.6. Favourite Channels

Ref: Tables & Chart: 1, 2, 3, 4,5,6,7,8,9,10

4.7 Community participation in CR programmes

The present status of community participation in Radio FTII programmes is very poor , due to lack of awareness 5 %((Ref: Fig: 4.7.1) but nearly 65% of the respondents interviewed showed readiness to participate in community radio programmes and 60% felt that they could become a RJ/ announcer with basic training. (Ref: Fig: 4.7.2 & Fig: 4.7.3)

Q11 & 12 : Heard CRS before / Any program on CRS

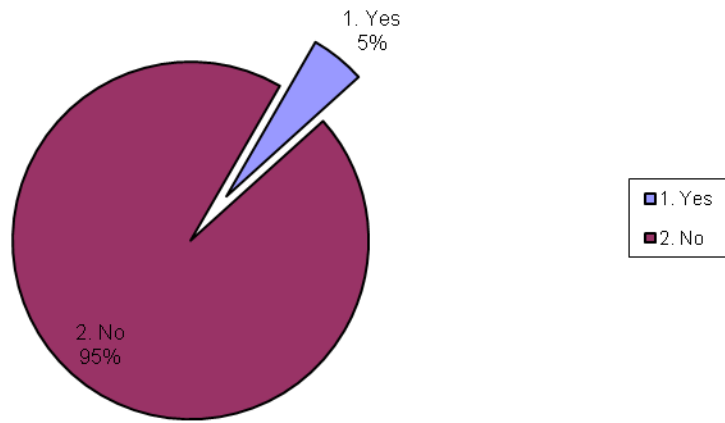


Fig 4.7. 1. Heard of FTII

Would you like to Participate in Radio Program

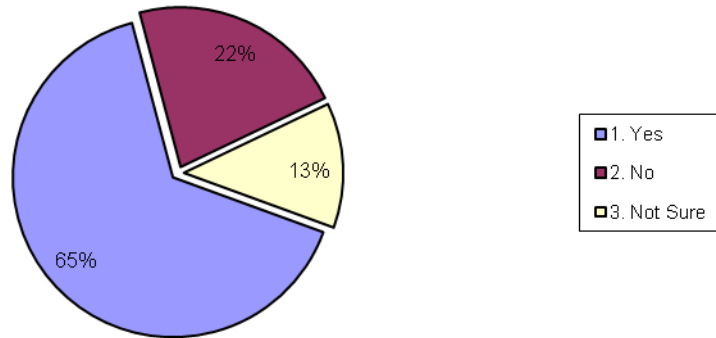


Fig 4.7. 2. Willingness to participate in CR

Would you like to beome Radio Jockey ?

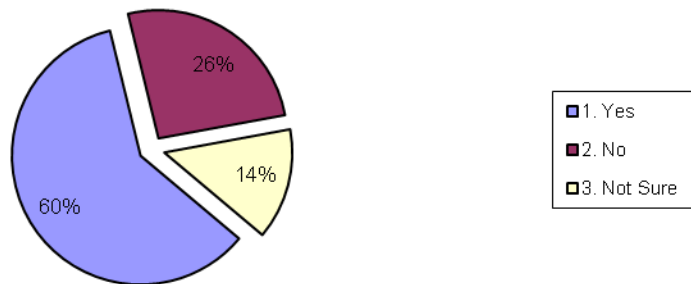


Fig 4.7. 3 Willingness to be RJ

Majority 70% of the respondents expressed interest in group listening. (Ref: *Fig: 4.7.4*)

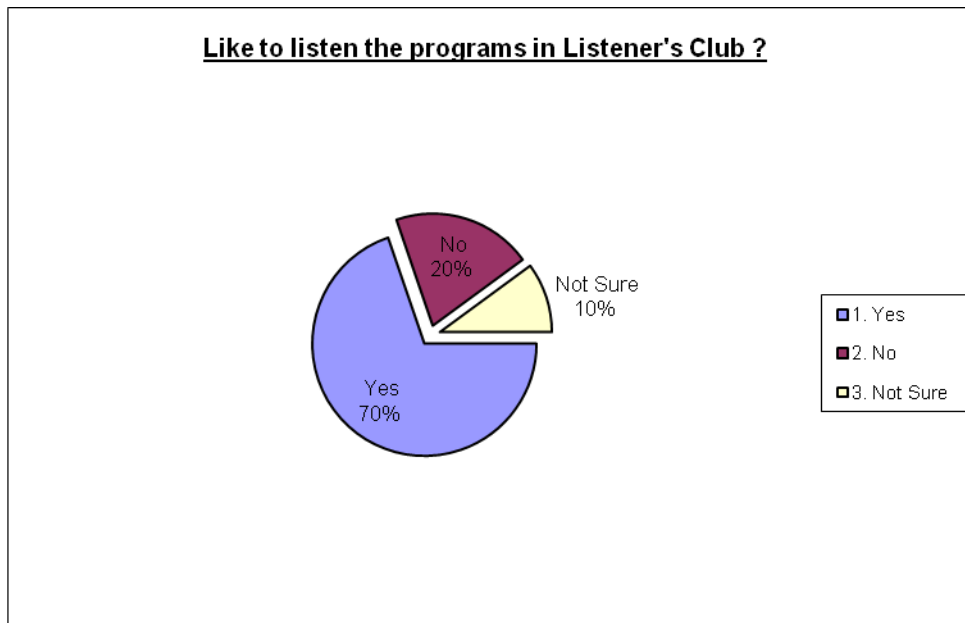


Fig 4.7.4 Interest in Group Listening

The overall impression is that respondents were enthusiastic and open about participation in radio programs. .

Ref: Charts: 12, 19, 20, 21, 22

5. Implications for FTII

In the door-to-door survey, the students and staff got an opportunity to meet over 1055 households face-to-face to build the listenership base for the CR station in general and also explain SWHN and its objectives. Thus a valuable asset was created for the CR station that can be tapped both for SWHN and beyond as the database contains unique identification for the respondents, identifying those who are willing and ready to participate. During the course of the year, on different issues, where direct community participation is possible, these respondents can be invited to participate. Their presence in the programme will

make the radio more relevant to its listeners. Further, each of the surveyed household carries a sticker of the radio station in Marathi that will serve as a constant reminder to the community to tune in to Radio FTII. However the production team of Radio FTII needs to keep in focus the following:

- Television at present scores over radio in the community, however as the community is open to participation in radio programmes, the programmes can be made attractive to the women only by participatory production techniques and outreach activities. If women and children from the community are involved in the programmes, listenership will instantly increase.
- The fact that about 70 % have expressed interest to be part of the listeners clubs, this is an ideal opportunity for the CR station to create listener clubs to motivate the community to listen .As an incentive, radio sets can be given as gifts for participation in radio programmes. Efforts will have to be made to continuously involve the community members in the radio programmes to expand the listenership.
- Some devices will have to be put in place so that there is more number of radios available for listening; more community listening habits need to be developed.
- Most of the women are home makers. They will take interest in the CR programmes if recording are arranged in the slum areas or at times suited to their daily household schedule.

6. Recommendations

Radio FTII has good signal reach, excellent infrastructure, a competent team and excellent rapport with NGOs, to handle the SWHN project.

The recommendations from the Expert Team are:

- Build awareness on Radio FTII
- Involve community members in program production
- Capacity Building workshops in radio production for the community at frequent intervals
- Serious community outreach activities must be planned to ensure community participation in programmes
- Listener clubs must be created

Note: This report is a summary of the broad findings. Please refer the tables in the appendix for cross tabulation.

CAPACITY BUILDING WORKSHOP

**An Exercise in Radio Production for RVPSP Project
Science for Women Health & Nutrition**

21st October to 23rd October 2010

**Radio FTII
FTII, Pune**

BACKGROUND

The Rashtriya Vigyan Evam Prodyogiki Sanchar Parishad (RVPSP), Department of Science and Technology, Government of India has engaged Commonwealth Educational Media Centre for Asia (CEMCA) to act as the nodal agency for coordinating a project titled “Science for Women’s Health & Nutrition” through community radio stations across the country.

Project Brief

The project through RVPSP is an attempt to engage women in the community through optimum use of radio as a means of information, entertainment and sensitization.

Capacity Building Workshop

As part of the project, a capacity building exercise in radio production was organized at Radio FTII - FTII, Pune, from Thursday 21st October 2010 to 23rd October 2010.

The workshop was designed to provide participants training on Essentials of programme production, understanding radio formats, art of spoken word, Mike handling, editing the recorded materials etc.

Amongst other things, the workshop was intended to identify from amongst the participants – students and community potential radio anchors, producers, scriptwriters and reporters.

DAY ONE REPORT

The Capacity Building workshop was initiated by Mr. Jayant Erande, Media Expert, CEMCA, Ms. Pinky Chandran, Radio Active and Mr. Sanjay Chandekar , Radio FTII.

Mr. Sanjay Chandekar welcomed the gathering and introduced all the participants.

Mr. Jayant Erande, gave a brief about community radio, and emphasized that community radio is people's radio. FTII is only the custodian of the station. He stressed on the importance of community participation in program production.

He went on to explain the purpose of the baseline survey and participants were asked to share their experiences.

The participants were then asked to write down the topics, based on problems faced by the community and were asked to brainstorm on possible ideas to address these issues through the radio

The topics were:

- HIV/AIDS
- The long term impact on the use cosmetics, perfumes, room fresheners etc.- and its effect on women's health
- Anemia
- Solar Eclipse & Woman
- Healthy food for women
- Health diet for the whole family
- Adolescent Health- On Menstruation
- Kitchen Science

Afternoon Session

The afternoon session saw teams brainstorming ideas and writing scripts from the topics above.

Day Two

The second day saw representatives from three other community radio stations make presentation.

Mr. Deshmukh from Pune University explained the concept of community radio and gave a brief history of the journey of CR in India.

Ms. Pinky Chandran, presented on Radio Active, an urban community radio station.

The team from Vasundhara Vahini – Bahusaheb, Deepak & Amita made a presentation on Vasundhara Vahini- a rural community radio station.

Following the presentations, Mr. Erande, explained that there could be different models of CR station, but in the end what matters was community participation and ownership.

Post tea, Mr Erande briefed on the different formats which can be used to develop a story/ message/ program.

The formats included conversation, discussion, symposium, story-telling, drama. Documentary/feature, songs, poems, live, short talks, quiz, news, Q & As, live, phone in, Radio Magazine etc.

He mentioned that when developing a story it is important to follow the six rules:

- To inform
- To educate
- To amuse
- To anger
- To provoke

- To sustain interest

He added that the story should not be boring in style/content; neither should it be ambiguous, obtuse and illogical

He then went to explain the Steps for writing a program

- Selection of Audience & Subject
- Story Idea- reason for selection
- Research: Search for sources
- Decide Focus
- Write, if you are in doubt, cut it out
- Rewrite for sequence & duration
- Remove unwanted information
- Rehearse performance

He then briefed the participants on writing a script-

- The story must have a strong opening
- Always write a brief outline
- The script must be conversational and have a personal Style
- Writing for Ear, Blind medium; Short Sentences, Simple Words
- Use Active words; Avoid Passive Verbs
- Use Anecdotes, Examples; Analogy, Quotations, Personal Experiences
- Write as you talk
- Clarity, Remember all the W's & H's (who, where, why, what, when & how)
- Be colloquial
- Avoid dated times
- Have pauses along the way, make it conversational
- Repeat if required
- Avoid jargons; keep it simple

- Do not assume- Listener has a degree of advanced knowledge, he keeps lots of question in mind
- Write with double spaced, on one side of the page, with generous margins & numbering of pages

He also explained the different styles that can be used while interviewing- information, personal, news based, to motivate, for awareness, eye witness account, opinions, instructions, autobiographical.

Afternoon session

Participants were asked to finalize the scripts and formats for recording.

Evening session

Participants were asked to rehearse and after necessary suggestions, they were asked to record the programs.

Day Three

Morning session

Participants were asked to share their experiences.

Following this, each program was played, for review and suggestions.

The programmes were reviewed and appreciated on the basis of the following points:

- Purpose of the programme
- Content of the programme
- Formats used
- Quality of the script, clarity of ideas
- Relevance to the community
- Technical quality of the program

- Reinforcement of message.

The groups were asked to review their own program and then other groups were asked to make suggestions. This was followed by suggestions from the experts.

Afternoon Session

A phone in program was organized for the participants, so as to get a feel for live broadcasting.

The workshop was then formally concluded.

Observations & Recommendations

- Workshop and activities conducted by Radio FTII need to adhere to strict time schedules and guidelines.
- Volunteers and participants of Science for Women's Health project need thorough training and orientation for radio program production
- Another workshop on program production and post production is a must
- Good rapport with NGO CFAR, which will help the Radio station make inroads into the community.

Program Review

[Group A: Title: Arogyachi Dharu Kas, Mahilancha hoeel vikas](#)

Names of the Participants : Surekha Padwal, Neeta Tupare, Madhura Chandekar, Pooja Bhandare, Savita Waje , Sujata Pawaskar, Sneha Kamble

Format: Drama + Folk music

Commendable points:

- A good attempt at experimenting with a different format

Scope for improvement:

- Avoid overlapping
- Voice modulation

Technical quality:

- To add music

Group B: Sarvansathi Aahar (Diet for Everybody)

Names of the Participants : Amruta Shedge , Neha Deshpande, Chitra Upadhyay, Madhavi Kulkarni, Sweedha Krishnamurti, Amina Nadaf

Commendable points:

- Program interesting and sustainable
- RJ is excellent

Scope for improvement:

- Duration lengthy
- Appropriate breaks must be taken
- Divide the Q & A based on the themes

Technical quality:

- Recording quality very good.
- Mike handling by the participants was excellent

Group C: Title : Bol bai bol (Mulgi Vayat Yete – About Menstruation)

Names of the Participants : Yogita Bhatunge, Manda Dalimbe , Pradnya Bhosale , Prajakta Pandhare, Meenal Patil , Usha Sapkal , Shreedatta Gaikwad

Focus : About Menstruation

Format : Discussion

Commendable points:

- Voice modulation was commendable
- Excellent treatment of the topic – as it is a taboo topic

Scope for improvement:

- Provide more information on the subject
- Important to get an expert speak on these topics.

Technical quality:

- Good

Group D: Title : Swayapakgharatil Vidnyan (Science in Kitchen)

Names of the Participants : Shraddha Kolekar , Manisha Hunal , Sheela Nigudkar, Sonali Shende , Deepali Bhosale, Hrushikesh Ghodke

Title: Home Science(Kitchen Science)

Focus: Understanding the Scientific principles in day to day kitchen life.

Commendable points:

- Information is good

Scope for improvement:

- Voice modulation needs to be improved
- Ensure lesser number of participants
- Always identify participants with their names while addressing them
- Suggest food as per the availability in local markets and which are affordable
- Use spoken language

Technical quality:

- Good

Group E: Title : Fashion & Beauty

Names of the Participants : Sampada Sovani, Vinita Waghmare, Sangeeta Bandagale Sukeshini Panchal ,Shilpa Pophale , Shipra Upadhyay, Archana Gangawane

Focus: Fashion - Social Effects & Effects on Health

Note: As the group did not record till the 3rd evening, we did not review the program