

PART I

Planet Earth for Women and Children

BASELINE STUDY REPORT

for

PSG COMMUNITY RADIO

1st May 2009 – 6th May 2009

PSG College of Technology

Coimbatore

1. Project context

1.1 Background

The Commonwealth Educational Media Centre for Asia (CEMCA) catalysed and supported by Rashtriya Vigyan Evam Prodyogiki Sanchar Parishad (RVSP), 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 the protection of our environment with the central theme being “Planet Earth for Women and Children”. This project aims to reach out to the women and children in the urban and rural sectors across the country

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 RVSP for implementing and monitoring the project.

CEMCA has designed the implementation of the programme in two phases:

Phase I :

The first phase consists of a baseline study conducted under the supervision of a CEMCA appointed expert using the students from the educational institution as well as women, girls and boys from the community with a minimum of high school qualification.

This study aims to gain an insight into the socio-economic and demographic profile of the community, media practices with special references to the radio and environmental concerns/ issues. This baseline study is also designed to motivate the students to understand and interact with the community and develop an awareness within the community about the PSG community radio broadcasts.

Phase II :

In the second phase, a capacity building workshop will be conducted for the student and community volunteers. This exercise will focus on all aspects of broadcasting such as scripting, radio formats, nuances of recording, editing methodology etc. All focusing on the central theme “Planet Earth for Women and Children”.

2. Profile of PSG CRS at Coimbatore

The PSG Community Radio Project has been designed with the basic aim of helping the society in creating intellectual awareness through the art of entertainment. The PSG group with an 85 year legacy in education and industry has ample facilities to take its mission of providing quality infotainment to the diverse target group.

The formal functions of the PSG community radio started on **13th December 2007** at a frequency of 107.8 Mega Hertz. Initially the station was broadcasting for **4 hours** – 6 to 8 a.m. and 6 – 8 p.m. From 25th January 2009 the PSG community radio is on air for **8 hours a day (6-10 a.m. and 6-10 p.m)** without a repeat broadcast. A variety of live and recorded programmes are aired. On field recordings, Voxpops and direct reporting of events occurring in and around the college are popular both amongst the students and the community members. Some of the popular programmes are *Nammai chutri*, Hello Hello *sugama*, Hello students and *Urravupallam*.

The station comprising of **1500 sq. ft** has a discussion cum music recording studio, and editing suite, a transmission booth and a broadcast studio. State of the art recording and broadcast equipments are also available. A **Comcon phone-in facility** (landline and mobile) is available for effective community feedback and live phone ins – phone outs.

The station is headed by Shri B.Chandrasekaran, formerly Assistant Station Manager, Gyan Vani, Coimbatore. He is ably assisted by 4 staff who take care of recording, editing and transmission. Dr. Subha Rani, Assistant Professor (ECE) is a staff coordinator for the radio station.

3. Baseline study

3.1 Objectives

The objectives of the baseline study are

- To document the socio-economic and demographic profile of the target listeners.
- To gain an understanding of the media habits of the community particularly with reference to the radio.

- To identify the issues of environmental concern in the community.
- To assess the willingness of the community (women and children) to participate in the community radio.
- To create an awareness about the community radio.

3.2 Methodology

3.2 a) Sample

A thorough study of the catchment pattern of the radio signals of PSG CRS was made and thereafter the areas as shown in the map (*Fig.3.2.1*) were selected for the baseline survey. The areas selected in and around *Peelameedu* were

- *Puliakulam*
- *Udayam palayam*
- *Sowri palayam*
- *Masakali palayam*

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
- Males between 15-18 years of age (not more than 30% of the total respondents)
- One respondent per household

3.2 b) Instrument

CEMCA designed a **detailed questionnaire** comprising of **45 questions** for the baseline study. 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.

The questionnaire was not translated into the local language as the survey team was adept at administering the English questionnaire while translating the questions in Tamil on the spot.

The survey team comprised students from PSG College of Technology and young enthusiastic volunteers from the community. This team was chosen based on their exposure and innate interest in the community radio. The Project Coordinator, Dr.Usha Ravi on and her expert team from M.O.P Vaishnav College for Women (Autonomous) Chennai trained the survey group on the following aspects

- effective administration of the questionnaire
- methodology of data collection
- skill of establishing a rapport with the community
- precautions to be observed during household visits
- art of skillfully eliciting responses
- mock interviews
- specific observations to be made

The survey team was asked to carry radio sets with them to ensure that the radio signal of 107.8 M Hz was available at the site of survey.

A **pretest** was conducted with **100** questionnaires and suitable changes were made based on the requirements of the community.

3.3 Data Collection

A **field team** was created for data collection. It comprised –

- 20 volunteers (10 students volunteers and 10 community volunteers)
- Two staff coordinators from PSG college of Technology
- One coordinator from PSG CRS

- Dr. Usha Ravi, Project Coordinator
- Ms. Lakshmi Menon , Expert team member

A **data entry team** was selected comprising 4 computer personnel 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.

3.4 Results of the study

3.4.1. Socioeconomic and demographic profile of the community

A study of the catchment pattern of the radio signals of PSG CRS was made and thereafter the broad areas selected for the baseline survey in and around *Peelameedu* were

- *Puliakulam*
- *Udayam palayam*
- *Sowri palayam*
- *Masakali palayam*

The analysis of the survey results revealed that the age category of the respondents ranged from 15 – 80 years of age with a majority in the age range of 40-50 years. 59.6% of the respondents were females (fig 3.4.1). 66.6% of the respondents were married while the remaining fell into the category of unmarried (30.7%), divorced (11%) and widowed (16%) as shown in Fig. 3.4.2.

Fig 3.4.1. Sex Category

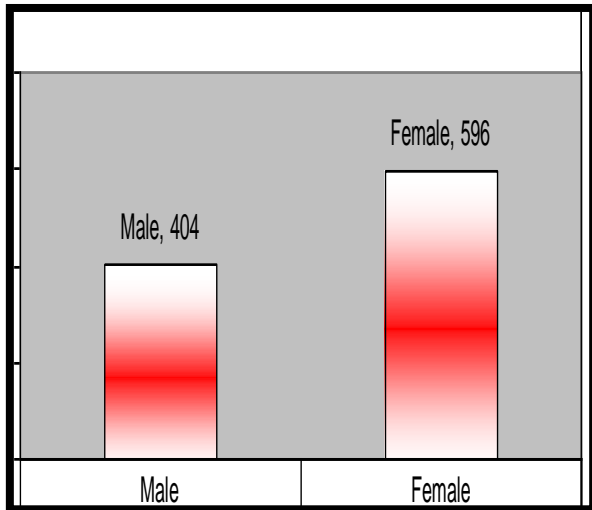
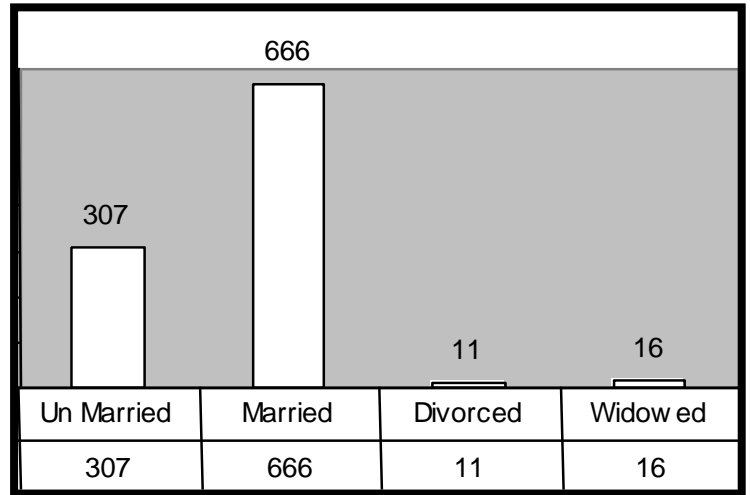


Fig. 3.4.2. Respondent Martial Status



From Fig. 3.4. 3 it is evident that nearly 92.2 % said that the females headed the household. The study revealed that 98% of the respondents did not have any physical disability. Analyses of data also revealed that 94.6% were not members of any Self Help Group and Social group associations.

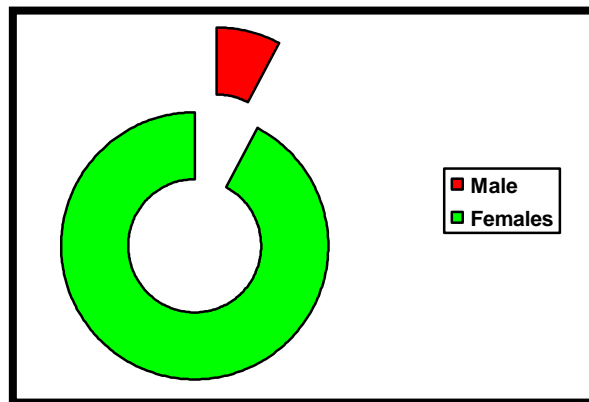


Fig 3.4.3 Head of the household

95.4 % of the respondents were literate of which 41.6 % had passed their school level (SSC/HSC). Collegiate education was seen amongst nearly 25 % of the respondents (Fig. 3.4.4).

Fig. 3.4.4 Education of the Respondent:

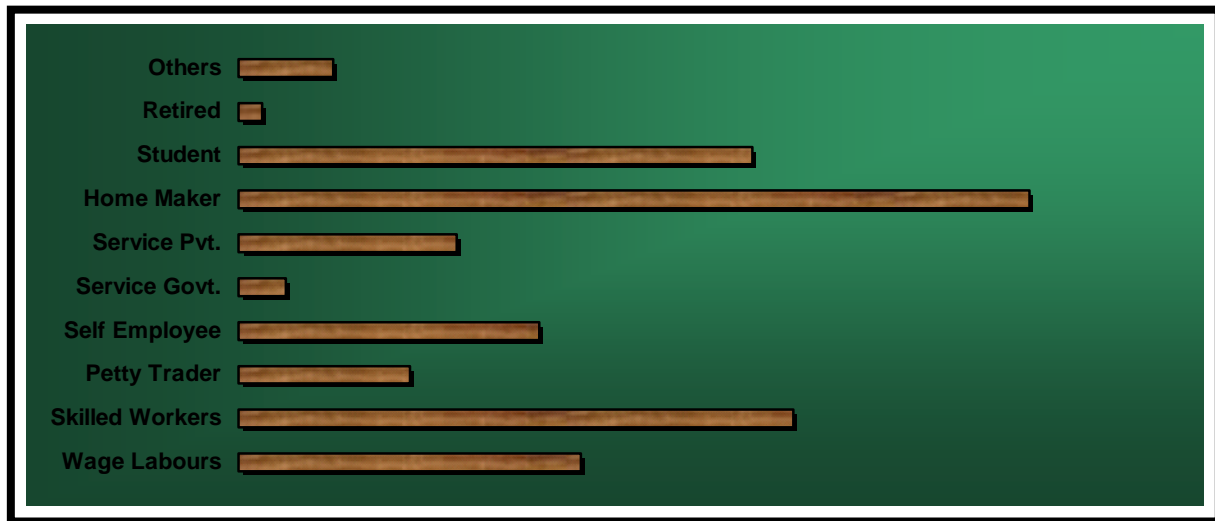
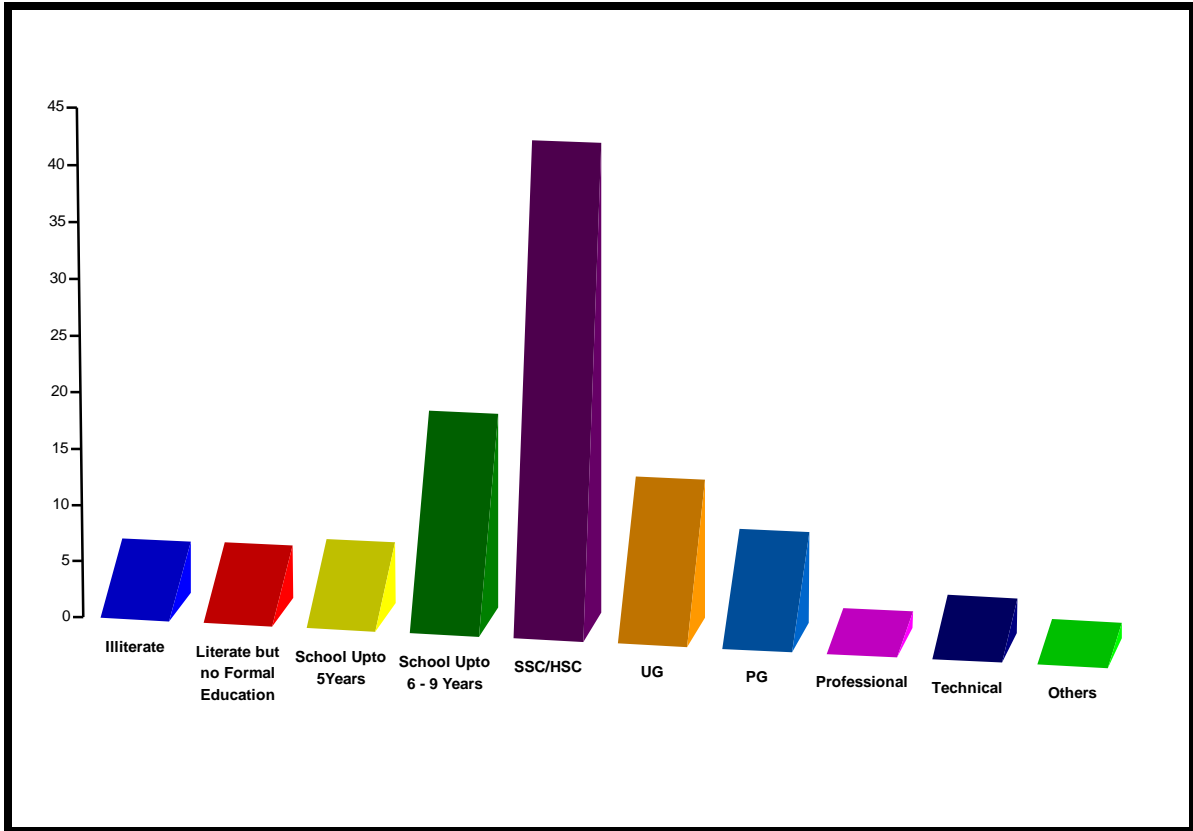
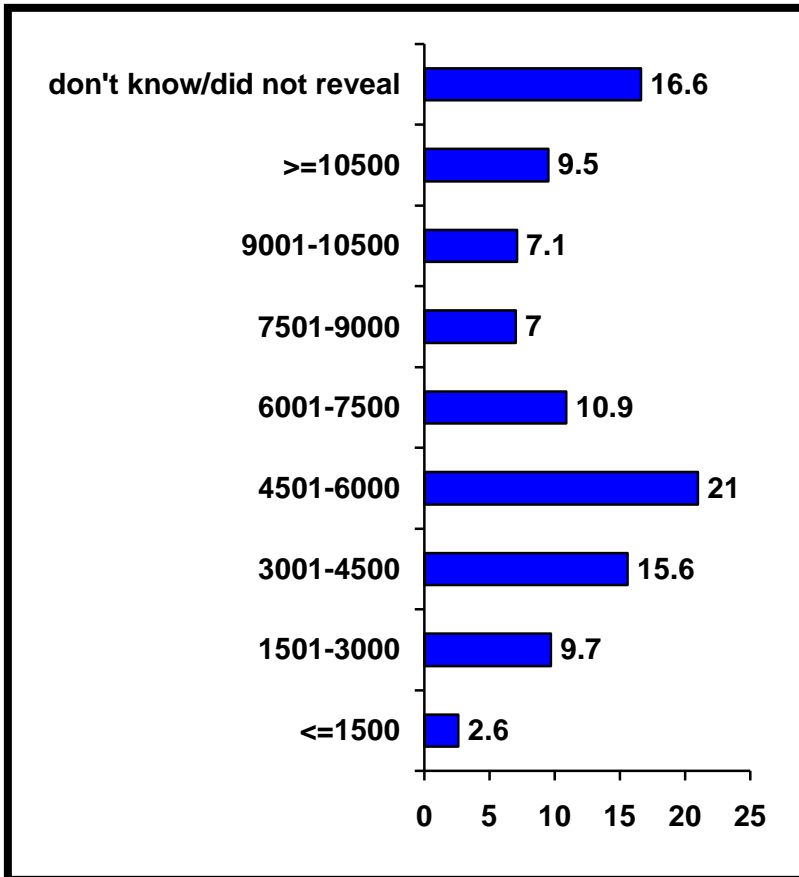


Fig. 3.4.5. Occupation of the respondents

13.4 % of the respondents were homemakers while 9.4% were skilled workers, 8.7% were students (Fig. 3.4.5.)

Fig 3.4.6 Monthly income



16.6% of the respondents did not know or want to reveal their monthly household income. Around 13% of the respondents had income below Rs. 3000 while around 70% had monthly incomes ranging from Rs.3000-Rs 10,500 and above. Of the respondents a majority (21%) of the households had income ranging from Rs. 4501 – Rs. 6000 (fig 3.4.6).

Nearly all households had a tape recorder, CD player, two wheeler, electric mixer and food processor, while about 2% of the respondents had a washing machine and a computer and less than 1% had a car/jeep and air conditioner.

The survey revealed 16% of the of survey respondents were land phone users while nearly half the survey population were mobile phone users as shown in Fig. 3.4.7, 3.4.8 while 35 % of the respondent’s family members owned mobile phones

Fig 3.4.7 Landline users

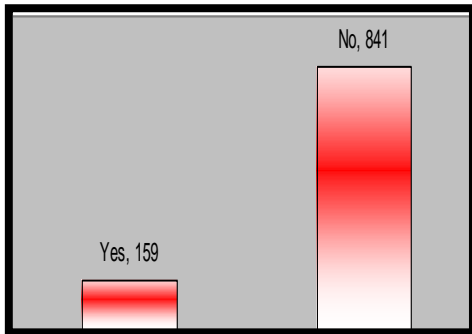


Fig. 3.4.8. Mobile Users

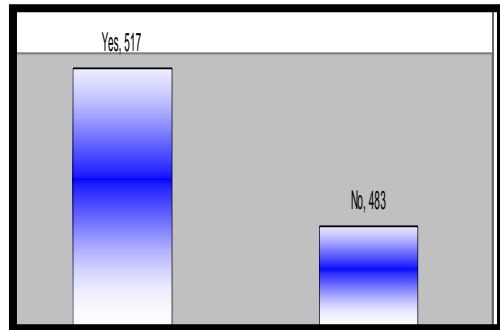
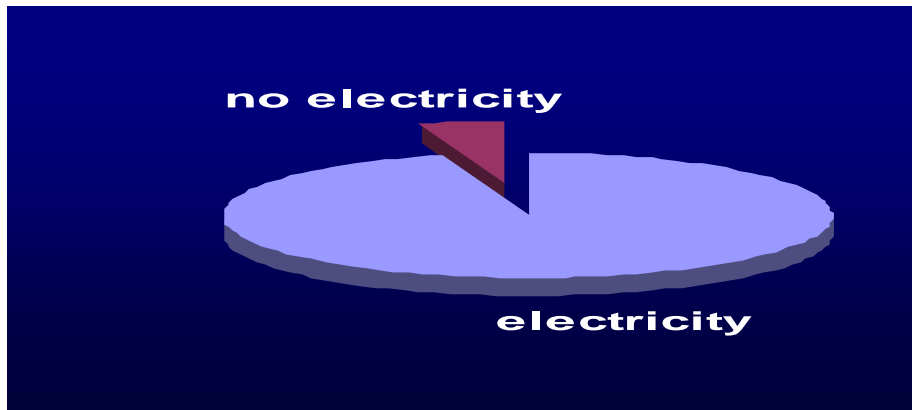


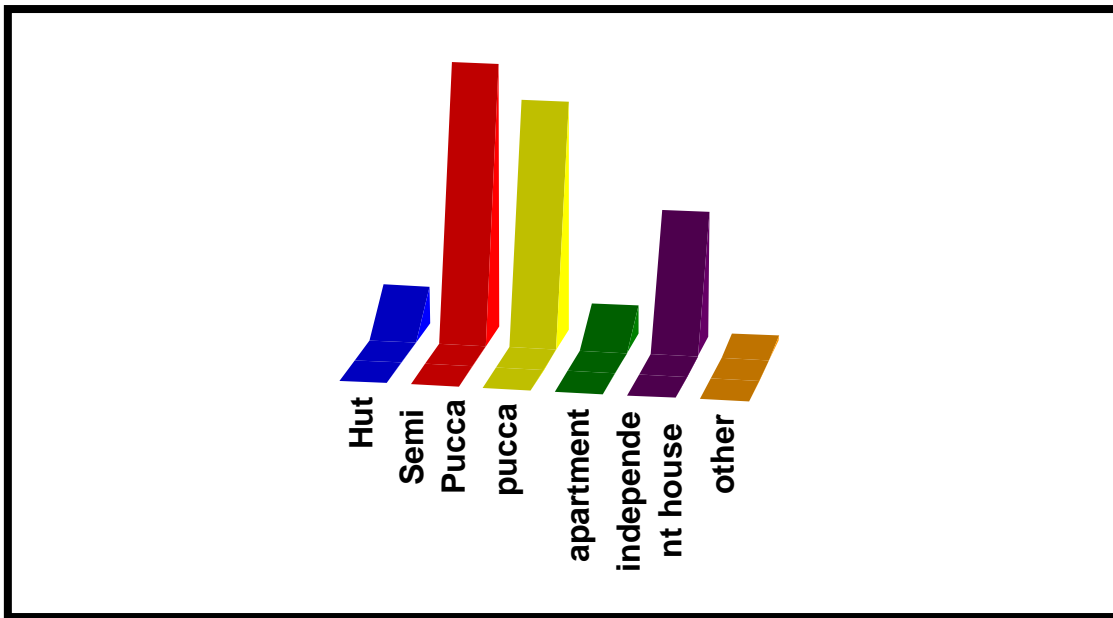
Fig. 3.4.9 Electricity at respondent homes



The fig 3.4.9 depicts that a majority of the respondent households had electricity.

Analysis of data pertaining to the type of housing revealed that nearly 71.4% of the respondents lived in pucca and semi pucca houses while a very small percentage lived in huts (5.4%), apartments (4.1%), independent houses (18.2%) and other types of non permanent houses (0.7%) as shown in Fig.3.4.10

Fig. 3.4.10 Type of housing



A majority of the respondent's homes got drinking water through a tap in the house while 27.7% got water through a common tap (fig. 3.4.11)

Fig 3.4. 11 Source of drinking water

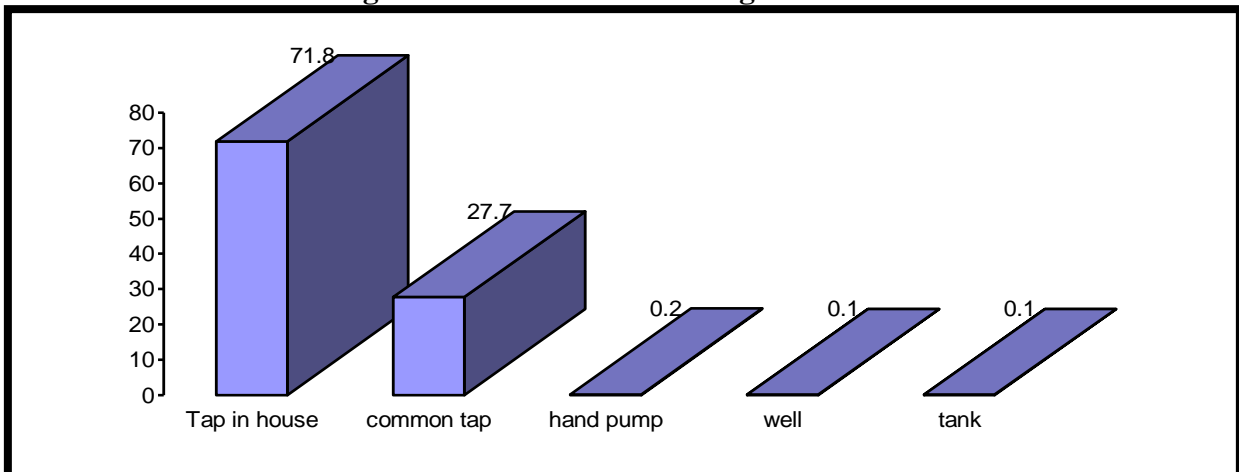
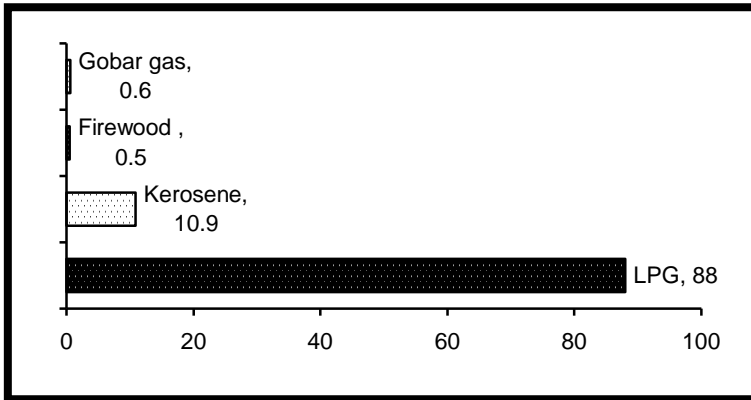


Fig. 3.4.12 Source of cooking fuel



The respondents revealed that 88.8% had an LPG gas connection while the remaining 22% used different forms of fuel such as kerosene, firewood and *gobar* gas (as shown in fig 3.4. 12)

Fig. 3.4.13 Toilet facilities

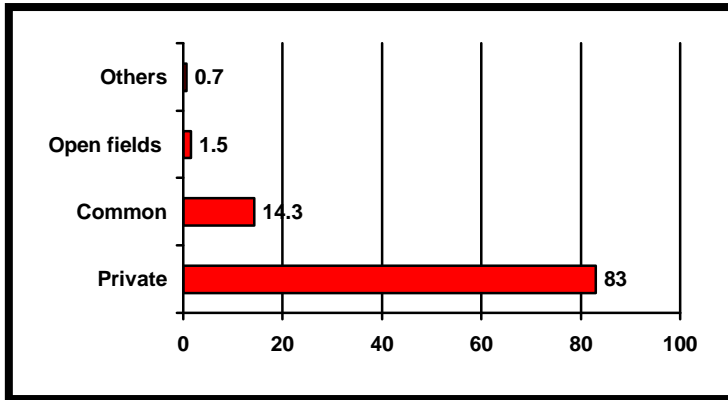
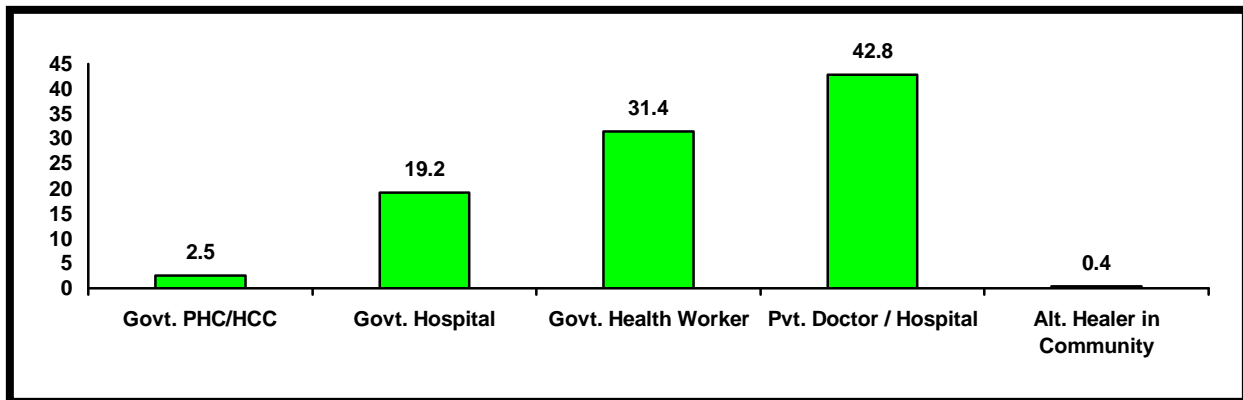


Fig 3.4.13 depicts that 83% of the households had independent toilet facilities while only a very small percentage of 0.07 lacked proper facilities.

medical care from Private Doctors was sought by 42.8% of the respondents while only 0.04% of the respondents sought help from local faith healers (fig 3.4.14)

Fig 3.4.14 Health care



3.4.2. Primary issues of environmental concern in the community

Amongst 43% of the population reported problems concerning drinking water. Though many have not cited any reasons for the same, a small group felt that water was scarce and unclear.

36.4 % of the respondents reported problems related to water used for the household purposes. This group also reported that water was scarce and not clean.

57.4 % of the respondents felt that a proper drainage system was not in place with clogging and lack of frequent cleaning.

The locality was not disaster prone as reported by a majority of the population.

Respondents stated problems of mosquitoes (malaria) and other communicable diseases which could be due to the open drainage system.

More than half the population complained about improper garbage removal, which resulted in a lot of environmental hazards (fig. 3.4. 15).

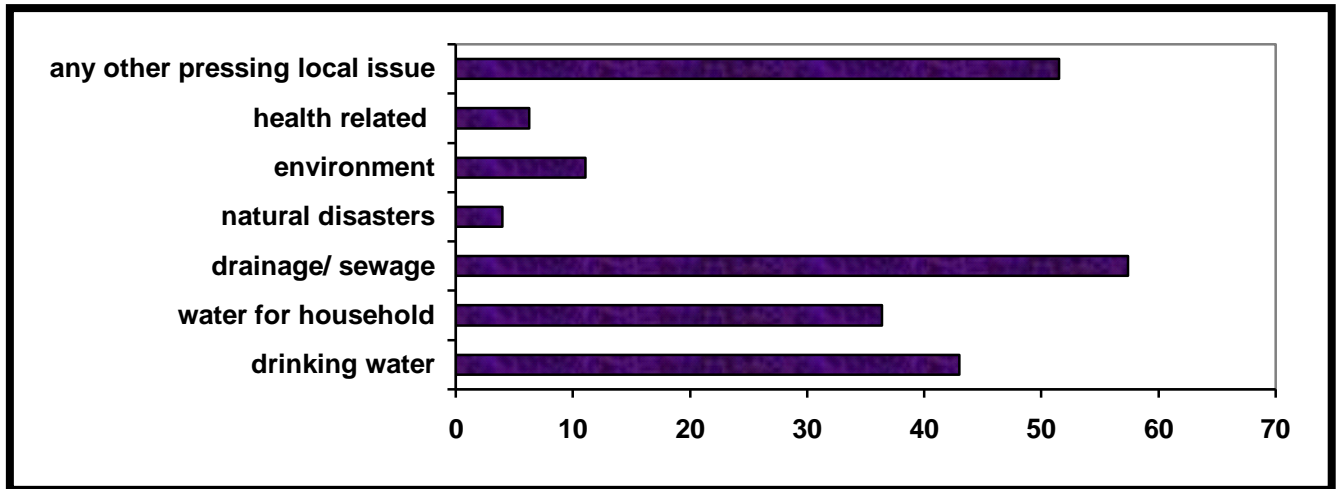
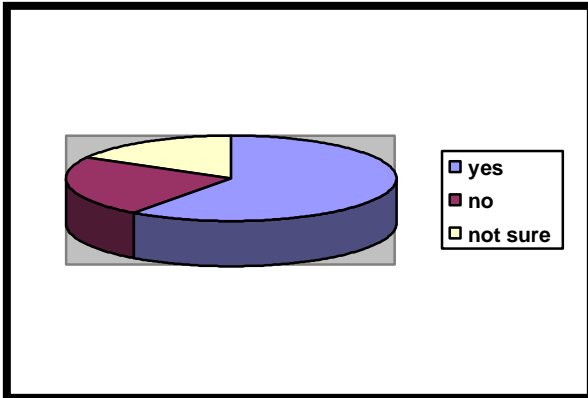


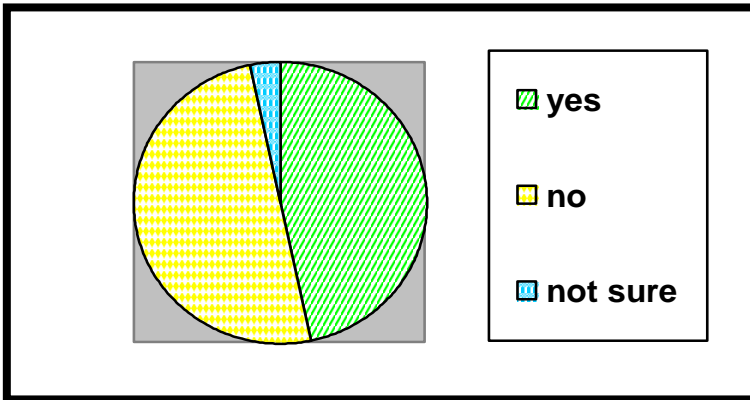
Fig. 3.4.15 Problems related to the environment persistent in the community

Fig. 3.4.16 CRS support in Finding Solutions to Community Problems



Nearly 60.1 % were of the opinion that the CRS would help to find solutions to problems concerning their environment (fig. 3.4.16).

46.8 % were willing to participate in the CRS programmes while 30 % felt that they could become a RJ/ announcer with basic training (fig. 3.4.17 & 3.4.18).



**Fig 3.4. 17 Like to Participate in Radio
Fig. 3. 4. 18 Basic Training
Provided
Programmes**

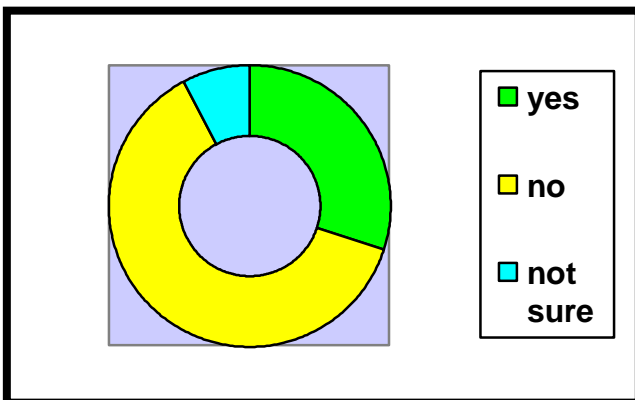
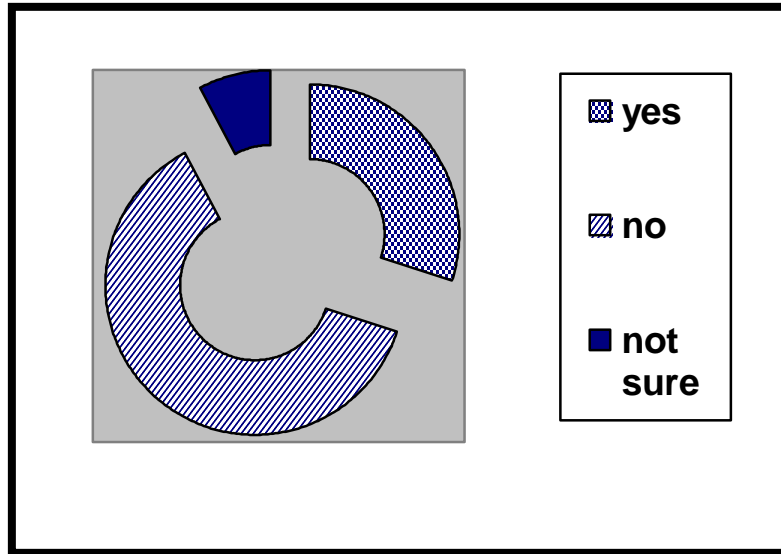


Fig. 3.4.18 Basic training for RJs

Majority (62.2%) of the respondents did not want to indulge in group listening of the radio. The reason for this may be due to varied occupations, job timings, and programme preferences. (Fig. 3.4. 19)

Fig. 3.4. 19 Preference for group listening



3.4.3. Media profile of the community

The survey results revealed that nearly 50 % of the respondents buy newspapers. Papers such as *Dinathanthi*, *Dinakaran* etc.were more popular amongst the respondents. 17% of the respondents purchased magazines in the local language. (Fig 3.4.20 & Fig. 3.4. 21)

Fig. 3.4.20 Newspaper

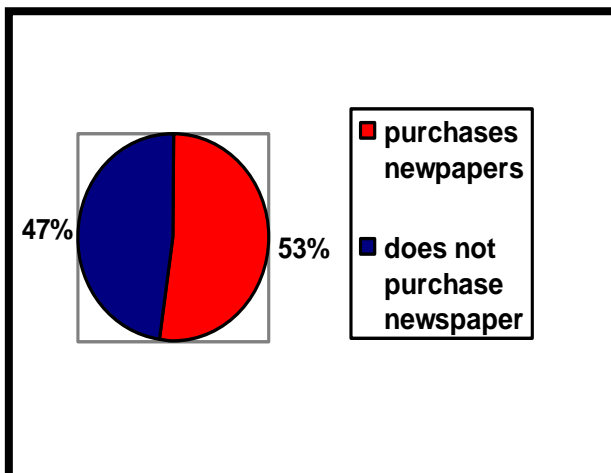
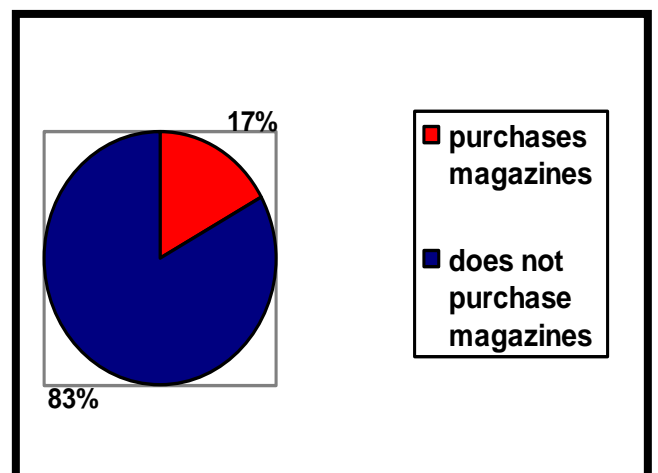


Fig. 3.4.21 Magazines



A majority (92%) of the respondent population owned television sets with a DTH or cable connections. Nearly 3/4th (75%) of the respondents owned a radio sets of which around 75 % had FM bands. Nearly 84 % of the population listened to the radio daily, while a very meager population (1.3%) did not listen to the radio at all (as shown in fig 3.4. 22 and 3.4.23).

Fig. 3.4.22 Ownership of TV, Cable/DTH/ Radio, radio with FM band

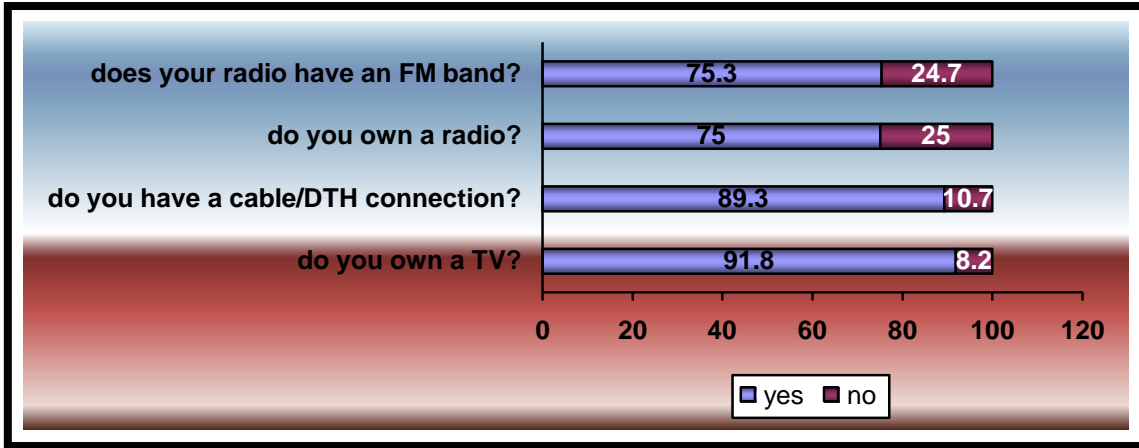
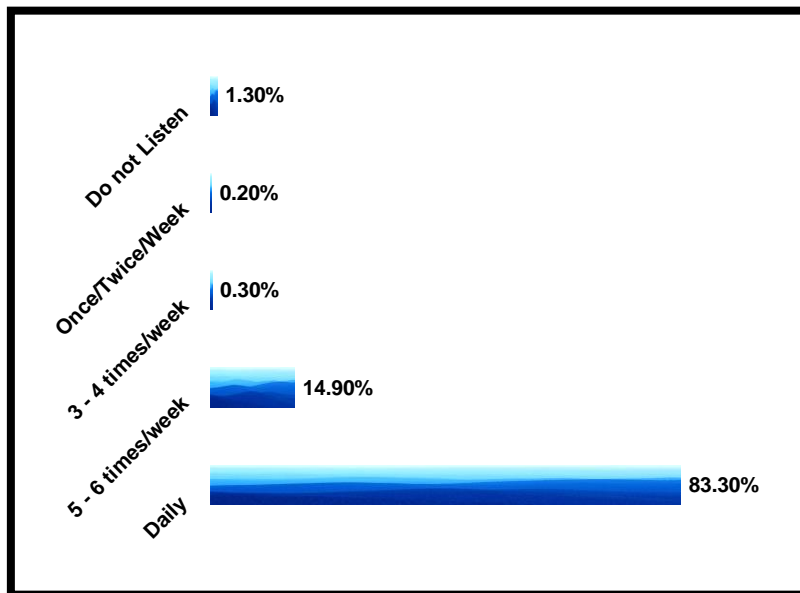
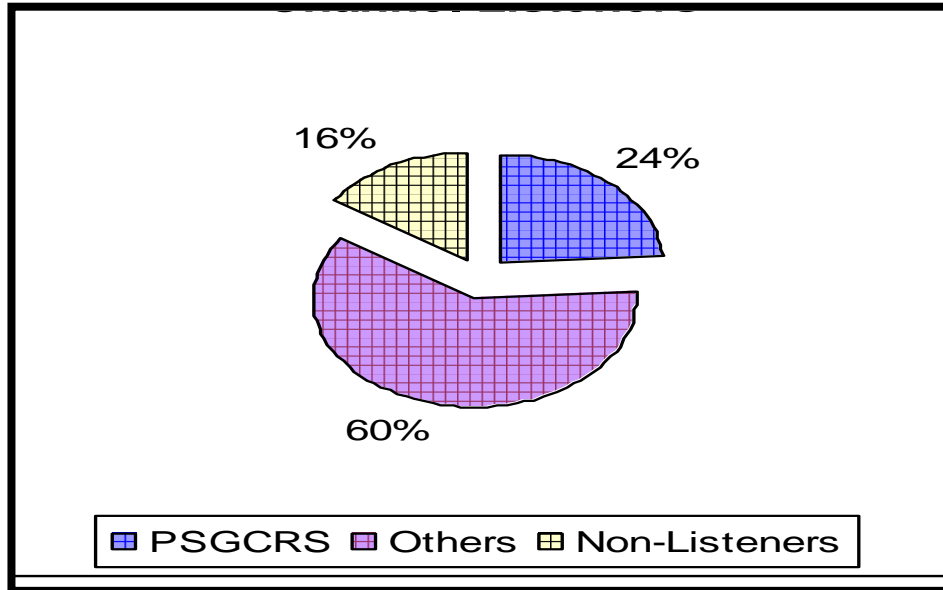


Fig. 3.4.23 Frequency of radio listening by respondents



PSGCRS was popular amongst 24 % of the total respondents while 60.5% listen to commercial FMs (Fig 3.4. 24)

Fig. 3.4. 24 PSGCRS listenership



Popularity of PSGCRS amongst the community was due to the health, education and music related programmes.

4. Implications for PSG community radio

Listenership programmes related to the environment with special focus on water sanitation and hygiene on field activities (taught – garbage 3 Rs, vermi-composting), clean safe water, grievance redressal phone in (official)

Training workshops for participation in the community radio

Skill training in manufacture of eco friendly products (paper bags)

Radio programmes production

Continuous support

PSGCRS is a popular community radio station with a listnership of 24%, taking into consideration the short span of time during which it was initiated. The reach of the radio is fairly large, extending even slightly beyond 15 km radius. The well equipped radio station is manned by a dedicated team comprising the station manager and other technical

and faculty representatives. Keeping in view the good signal reach, infrastructure and the team, the potential of PSGCRS as a community radio is high.

Suggestions for PSGCRS are as follows:

- Programmes using the community representatives
- Programmes pertaining to water, hygiene and sanitation.
- Programmes related to communicable diseases.
- Training workshops which will help the community participate in PSG radio programmes
- Special training workshop for RJs.
- Thrust on field activities such as
 - Vermicomposting
 - Water recycling
 - Rain water harvesting
 - Garbage management (reuse, reduce and recycle)
 - Experts forum on health and hygiene
 - Face to face interactions with ward officials for grievance redressal.
- Skill training for preparation of eco friendly products.

Recommendations of the Project Coordinator and Expert team

PSGCRS has a well equipped radio station with an efficient team. This community radio station would be able to carry off “Project – Planet Earth for Women and Children” very effectively.

**Dr. Usha Ravi, Project Coordinator addresses the team on nuances of
conduct of the baseline survey**



**Mr. Chandrasekhar, Station Master introduces “PSGCRS” and Project
– Planet Earth for Women and Children” to the delegates**





Survey team administering questionnaire to respondents



Radio sets carried by team to ensure availability of radio signal at site of survey



PSGCRS stickers were distributed to the respondent households on completion of the survey

