

Baseline Survey and Capacity Building Report

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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 “ Understanding Planet Earth for Women and Children” through community radio stations across the country.

Project Brief

The United Nations General Assembly has declared 2008 as the International Year of Planet Earth to increase awareness of the importance of the environment. The activities planned will span from 2007 to 2009.

The project through RVPSP is an attempt to engage students and 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 Vasundhara Vahini- VIIT, Baramati from Friday, 22nd May 2009 to Sunday 24th May 2009.

Vasundara Vahini which is part of VIIT, Baramati caters exclusively to the farming community within a radius of 30 kms of the Baramati tahsil.

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 Ms. Rukmini Vemraju, Programme Officer, CEMCA, Mr. Vipin Sharma, Consultant CEMCA, Ms. Pinky Chandran, Radio Active.

Ms. Rukmini Vemraju briefed the participants on time management and also explained the scope of the project. She stressed the need for community participation in program production.

Mr. Vipin Sharma explained the difference between various radio stations operating in India.

The participants were then quizzed on environment and two activities were conducted to test the participants' creativity

Activity 1:

Participants were asked to articulate an immediate response to when we someone says the word: Earth

Activity 2:

Participants were asked to pen down any word that comes to mind.

As the majority of participants penned water, they were then asked to make sentences using the word water. They were asked not repeat sentences and were then asked to list program ideas for Water.

Participants were then divided into teams and were asked to write down ten different ideas on water.

Following which, various productions of Vasundhara Vahini were played so that the participants could understand the basic nuances of community radio programming.

Afternoon Session

The afternoon session saw teams brainstorming ideas and writing scripts.

DAY TWO REPORT

Mr. Vipin Sharma explained the communication process and spoke about verbal and non verbal communication in day to day life.

He then drew parallels between daily life communication and communicating using radio.

Formats: Drama

Mr. Sharma then questioned the participants on the purpose of a drama and the difference between a story and a drama

He went on to explain that life is a series of incidents. When working on a radio drama, we need to inject life into the incident and ensure that there is a punch line to the incident. Tie in all the incidents to develop a plot for the drama.

He stressed on the need to create situations first and then fit in the characters and their relationships or relations and question the mood before working on the dialogues.

The plot must be fast moving but the dialogues must not be complicated as the listener only listens to the same, once. There are no fast forwards in radio and hence importance of keeping it simple.

Advertisement:

The ads must be catchy and must not be repetitive. The duration must be between 30 and 60 seconds only.

Music:

Music infuses life into the drama. Use it generously, but don't overdo it.

Reviewing the program

Mr. Sharma stressed the importance of reviewing the program without any attachment. Using the analogy of monitoring children he said that one would tend to be stricter with a neighbour's child than your own and similarly he told the participants to maintain objectivity when it came to reviewing their own programs.

He emphasized the importance of the visualization process and the power of the spoken word which would influence the listeners and make an impact on them.

He also specified that change is a gradual process and we cannot expect people to change immediately. Believe in something before you propose the idea.

Key points

- Do not stereotype or caricature anybody's characters
- Do not copy
- Use emotions
- Silence is equally important
- Scripts should not be read
- Imagine your listener while developing the plot

Mr. Sharma concluded the session by requesting all participants to leave all personal problems outside the studio and stressed the need to smile and talk to your listeners, as your voice is the reflection of your emotions.

Afternoon Session

In the afternoon session the participants were briefed on mike and recorder handling.

Mr. Sharma explained the difference between unidirectional and multi directional microphones.

He specified the minimum distance one would need to maintain between the mike and the mouth. He also explained the difference in sound quality of male and female voices where the male voice is deeper and the female voice more high pitched.

The distance to be maintained for Males: 12 to 18 inch distance from the microphone

Female: 6 to 12 inch distance from the microphone.

Evening session

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

Day Three

Morning session

The participants spent the morning session finalizing scripts and recording programs.

Four programs were recorded in the studio and one was recorded outside.

Afternoon Session

The participants were then introduced to the essential features of editing. One team member from each group practiced basics of editing.

Evening Session

The evening session was allotted to program review and participant feedback.

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.

Conclusion

The participants were asked to share their experiences on program production activities. The participants were enthused about program production and were happy that technology was demystified.

Observations & Recommendations

- Workshop and activities conducted by Vasundhara Vahini need to adhere to strict time schedules and guidelines.
- Volunteers and participants of Planet Earth project need thorough training and orientation for radio program production especially with regard to Planet Earth project
- Live broadcast format was not exploited or used despite the fact that live broadcast expert Mr. Vipin Sharma was sent by CEMCA for the purpose

List of Participants for Capacity Building Workshop

Subject: Water

| SR.NO | GROUP NAME | PARTICIPANT NAME | QUALIFICATION |
|----------|--|--------------------------|-------------------------------|
| A | SAMARTHA- Water and Sanitation (Water and Disease) | | |
| 1 | | Tushar Anil Kharat | BBA 1 st Year |
| 2 | | Ashwini Dilip Phalphale | BBA 1 st Year |
| 3 | | Savita Ramchandra Chavan | 10 th Class |
| 4 | | Aruna Anil Bansode | 10 th Class |
| 5 | | Manisha Ramchandra Bhise | B.A |
| B | SANGHMITRA - Song, Poem, Advertise | | |
| 6 | | Pranita Jadhav | B.A 1 st Year |
| 7 | | Rajashree Dhende | 10 th Class |
| 8 | | Surekhka Patekar | M.A B.Ed (Geo) |
| C | ENTERTAINMENT- Do not Waste Water | | |
| 9 | | Ashalata Bharte | D.Ed |
| 10 | | Kalpana Khajindar | 10 th Class |
| 11 | | Snehal Gosavi | BBA 1 st Year |
| 12 | | Daji Bhimrao Bansode | BBA 1 st Year |
| D | PANCHGANGA- Pani ek Sangharsh | | |
| 13 | | Mayursingh Ghogare | BBA 1 st Year |
| 14 | | Yogesh Takle | BBA 1 st Year |
| 15 | | Alka Mastud | 10 th Agri Diploma |
| 16 | | Neha Bhosale | B.A 1 st Year |
| 17 | | Latika Borkar | 12 th Class |
| 18 | | Rupali Borkar | 12 th Class |
| E | RAJGAR- Water And Jaundice | | |
| 19 | | Sujata Somnath Shinde | BBA 1 st Year |
| 20 | | Janabai Dilip Nanaware | M.A |
| 21 | | Rupali Nivruti Nanaware | 10 th Class |

| | | | |
|----|--|-----------------------|--------------------------|
| 22 | | Pratibha Dilip Kharat | BBA 1 st Year |
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Program Review

Group A: SAMARTHA-

Focus: **Water and Sanitation (Water and Disease)**

Format: Interview

Commendable points:

- A good attempt at outdoor recording

Scope for improvement:

- Program introduction needs to be reworked
- Voice modulation

Technical quality:

- Field editing quality good.

Group B: SANGHMITRA

Focus: Water is elixir of life

Format: Song/Ad/Poem

Commendable points:

- Various formats used
- Poem content is very good.

Scope for improvement:

- Ad duration must not exceed 60 seconds and content must be realistic
- Include punch-line. Ad must be redone

- Correct grammatical errors in the song.
- Practice and rehearsal before final recording.

Technical quality:

- Care must be taken to retain natural pauses.
- Editing to be redone.

Group C: PANCHGANGA

Focus: Water is a struggle **Pani ek Sangharsh**

Format: Drama

Commendable points:

- Use of spoken word

Scope for improvement:

- Voice modulation needs to be improved
- Scenes do not connect with each other- Include another scene in the fight sequence
- Script must be reworked as there is no strong message to the audience and no reinforcement.

Technical quality:

- Opening music must build up the scene.
- No natural sounds in the background to reflect scene changes.
- Editing to be redone.

Group D: ENTERTAINMENT

Focus: The importance of conserving water

Format: Drama

Commendable points:

- Good attempt at drama

Scope for improvement:

- Voice modulation needs to be improved
- Scenes do not connect with each other and lacks continuity. Attempt must be made to link the characters together. Listener must be able to draw inferences at each scene.
- Script must be reworked as one character is doing all the speaking. Additional questions must be included. Entry of each character must be appropriate and justified

Technical quality:

- Opening music must build up the scene.
- No natural sounds in the background to reflect mood or scene changes.
- Editing to be redone.

Group E: RAJGAR

Focus: Water pollution and diseases.

Format: Drama

Commendable points:

- Good attempt at drama

Scope for improvement:

- Voice modulation needs to be improved
- The water word is over used
- Grammatical mistakes need to be corrected
- Language used - incites and instigates the listeners. This is to be removed and changed appropriately.
- Characters need practice and rehearsal

Technical quality:

- Opening music must build up the scene.
- No natural sounds or music in the background to reflect scene change.

- Editing to be redone.