

**UNDERSTANDING PLANET EARTH FOR
WOMEN AND CHILDREN**

BASELINE STUDY

&

CAPACITY BUILDING WORKSHOP

REPORT

FOR

VASUNDHARA VAHINI

19TH MAY 2009 – 24TH MAY 2009

VIIT

BARAMATI

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Understanding Planet Earth for Women & Children 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** (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 “Understanding 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.

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 is at present for one year and will be launched on August 15, 2009. In the first phase, it is 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 RVSP 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 environment
- 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 students from the educational institution 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 practices with special references to the radio and environmental concerns/ issues. 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 VIIT
- In the second phase, workshops will be conducted in the educational institutions for a capacity building exercise for the production teams which will be designing and producing the community participatory radio programmes with central theme of Understanding Planet Earth for Women and Children. 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.

Several Community Radio stations have been selected by CEMCA and RVPSP for awarding the UPEWC Project. The following report is the finding from the baseline study for Vasundhara Vahini radio licensed to VIIT, Baramati.

2. Profile of Vasundhara Vahini, Baramati

Vasundhara Vahini -90.4 MHz, run by Vidhya Pratishtan's Institute of Information and Technology, Baramati was launched in April 2004.

The area covered by the Vasundhara Vahini CR radio station is around 35-40kms surrounding the college campus. The radio station has its own broadcast and recording studio, transmission tower and equipments for outdoor recordings. The Broadcasting time is in the morning 6.00 am to 10.00 am and 4.00 pm to 8.00 pm.

The main objective of the Vasundhara Vahini community radio is to provide the information to the farmers, weaker sections of the society and other communities in rural areas.

The main programs include Krishi Sandesh, Sheti Pathashala, Pashudhan, Bhumputra, Shashandarbar, Hello Sheti Prashna Manjusha, Amrutvani

The station had undertaken an earlier project with the RVPSP on Science for Women's Health titled Atmaja which was very well received.

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 UPEWC programmes

3.2 Study Methodology

3.2a Sample

The base line study was initiated from 19th May to 21 May 2009. It involved sensitizing community women from the Pandhare, Dorlewadi, Katewadi, Malegoan and Patas villages along with students of VIIT. Around ten students from the college were involved in the survey work which took four days to complete. Mr. Bhausheb, a staff member from the radio station coordinated the study. On behalf of CEMCA, Ms. Pinky Chandran & Mr. Marwan Abubaker attended the programme. The village areas selected were:

- Pandhare
- Dorlewadi



- Katewadi
- Patas
- Malegoan

Vasundahara Vahini 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 Vasundara Vahini 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 UPEWC 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 Marwan Abubaker.



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 half 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 institution
- ii) Ten women from the chosen villages who helped to establish rapport with the villagers.
- iii) Staff coordinators from Vasundhara Vahini

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 18 students 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 80 % of the women were interviewed, (Ref: Fig 4.1.1) and about 84% of the total respondents were married, with 13% unmarried and about 3% widowed. The age ranges of the respondents were from 15 to 80 years of age.

Literacy percentage was high with 84% claiming literate status and only 15% being illiterate.

About 52% of the women respondents were housewives and over 91% mentioned the head of the house was male (Ref: Fig 4.1.2) with over 86% of them residing in the village.

Ref: Charts No: 28, 29, 30, 34, 35

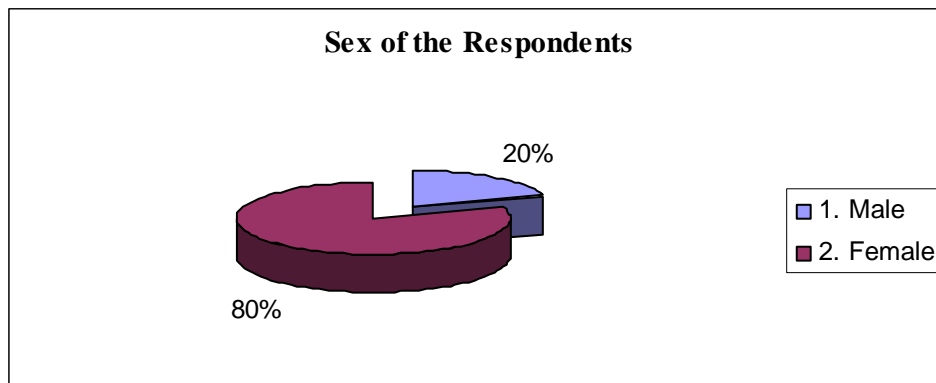


Fig 4.1.1: Sex of the Respondents

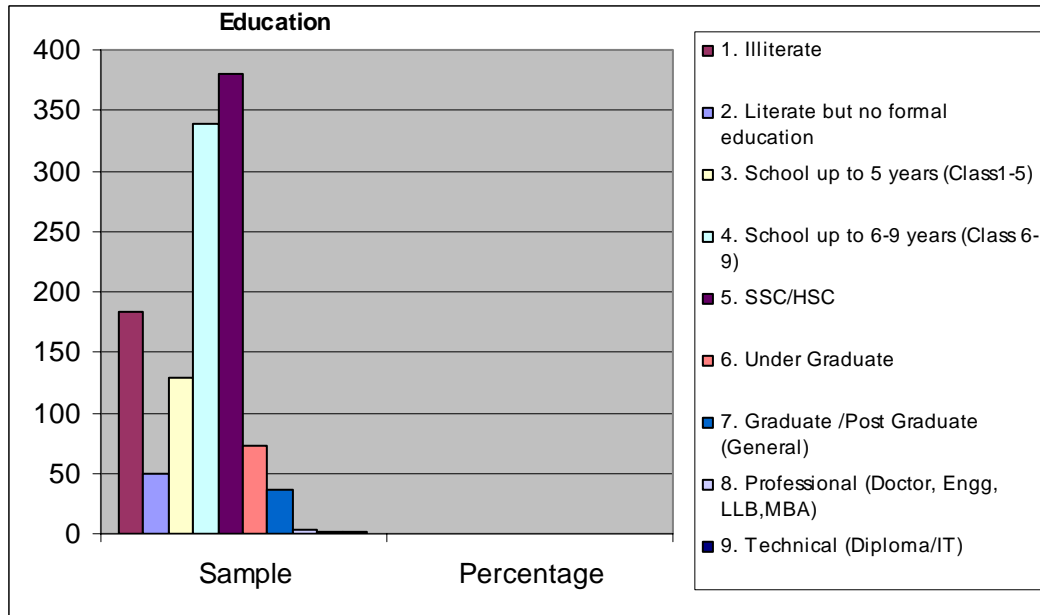


Fig 4.1.2: Education levels

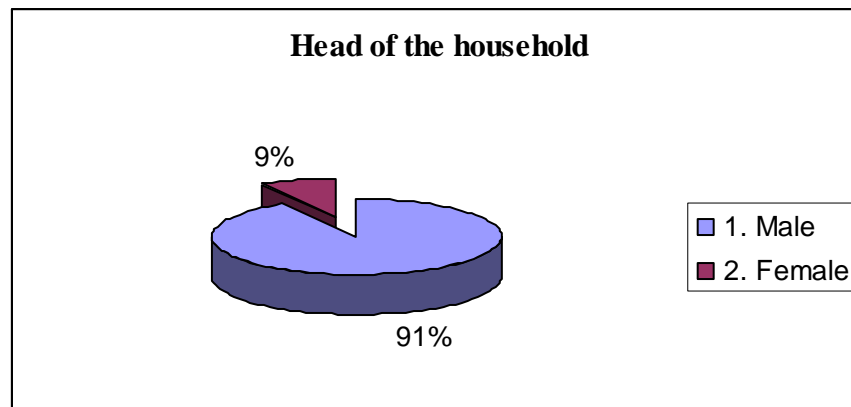


Fig 4.1.3: Head of the household

4.2 Socio-economic profile of community

About 17% of the respondents surveyed were daily wage labourers (Ref: Fig 4.2.1) and about 27% of the respondents belonged to households with monthly income group of Rs. 1500 – 3000/- and about 16% of the respondents were with monthly household income of 4501- 6000/-. 12% 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)

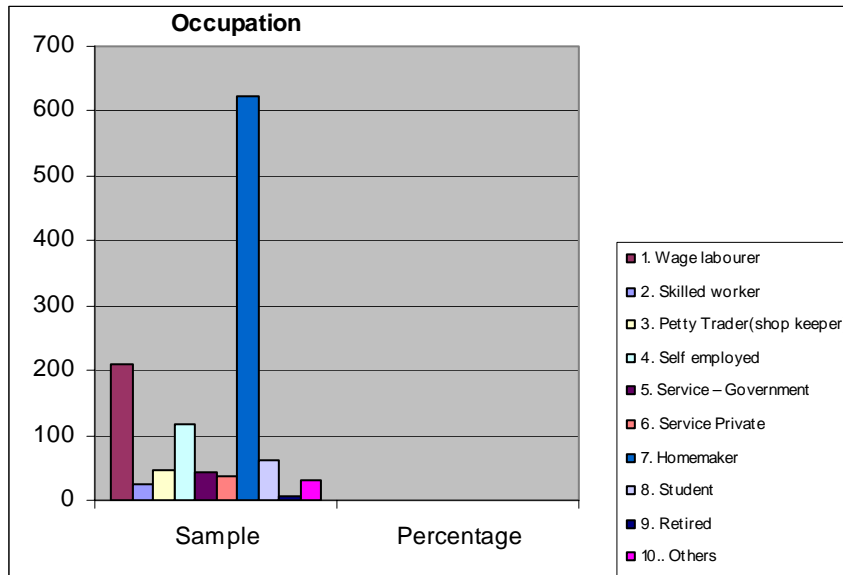


Fig 4.2.1: Occupation

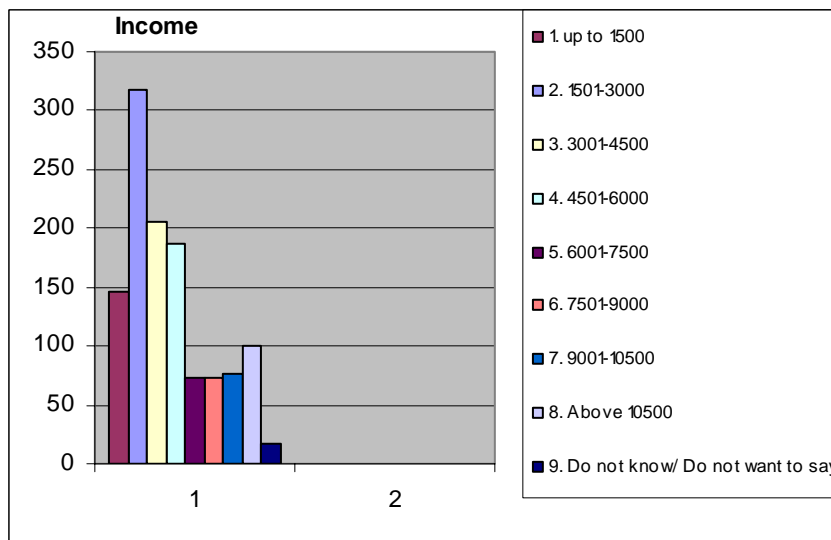


Fig 4.2.2: Income

More than 82% of the houses had pucca constructions with over 94% having electricity connection. (Ref: Fig 4.2.3).

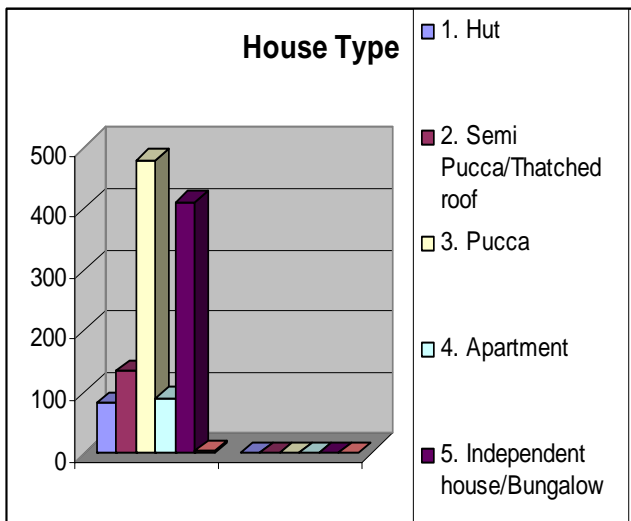


Fig 4.2.3: Income

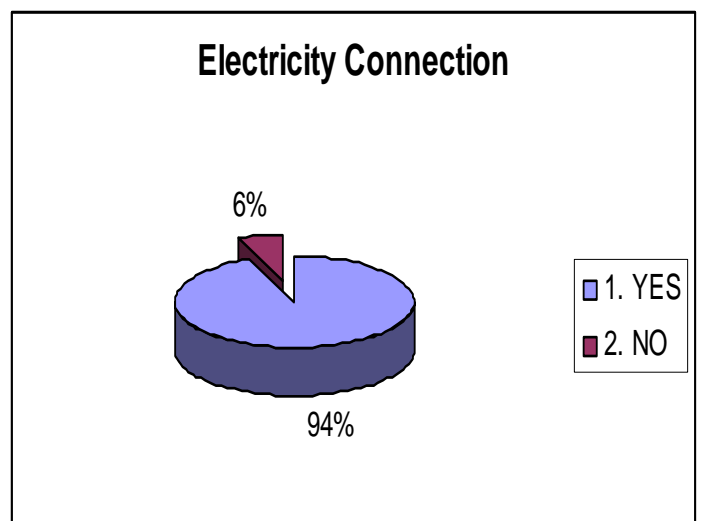


Fig 4.2.4: Electricity Connection

Kerosene (20%) Firewood (16%) and LPG cooking gas (64%) was common in the houses. (Ref: 4.2.5) 65% of the houses had private toilet facilities and 16% had common toilet arrangements, while about 18% used open fields. (Ref: 4.2.6)

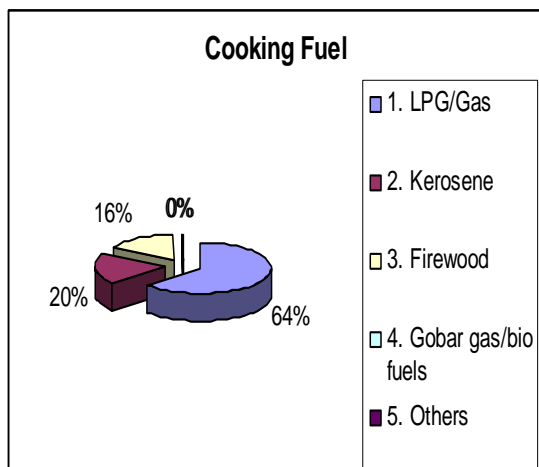


Fig 4.2.5: Cooking fuel

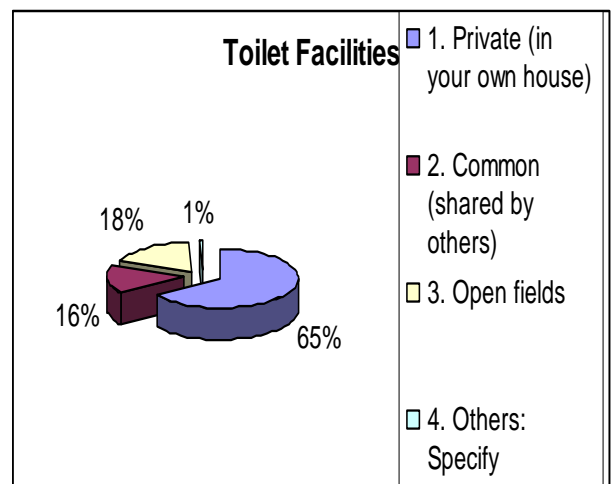


Fig 4.2.6: Toilet facilities

About 48% had water connection for drinking water and about 30% had to make do with common tap, while about 18% had access to well. (Ref: 4.2.7)

Ref: Charts 30, 35,36,37,38

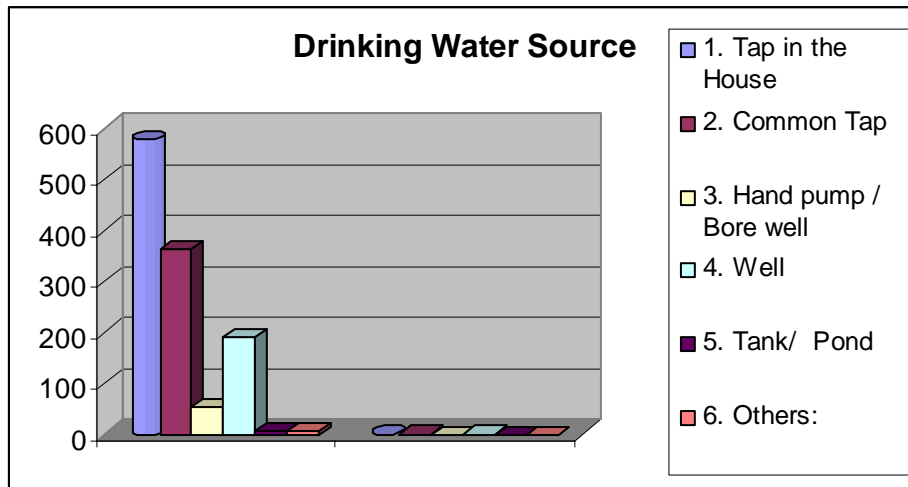


Fig 4.2.7: Drinking Water Source

4.3 Lifestyle Indicators

The life style indicator showed most of the houses had most of the luxuries like TV (74%) with 72% having cable or DTH connection. (Ref: Fig 4.3.1 & 4.3.2 respectively). Only 45% of the households possessed radio sets. (Ref: Fig 4.3.3)

34% houses had a tape recorder and about 11% a mixer-grinder and 18% a two-wheeler. (Ref: Fig 4.3.4) 55% of the households possessed a mobile connection. (Ref: Fig 4.3.5)

Ref: Charts 3, 4, 6, 25, 26, 27, 45

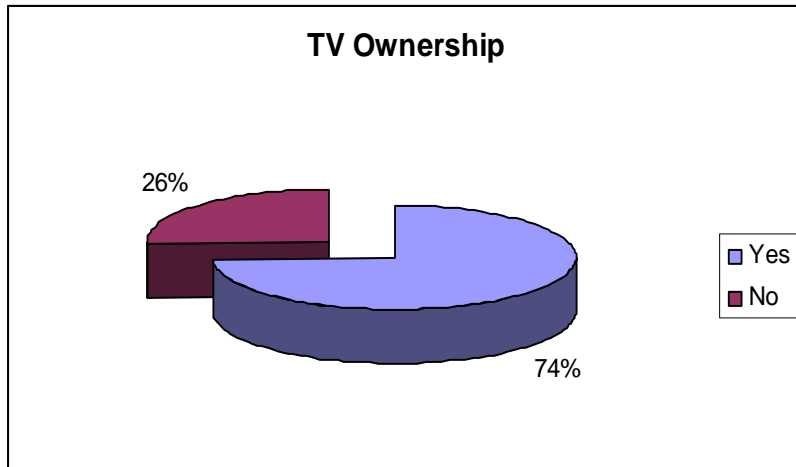


Fig 4.3.1: TV Ownership

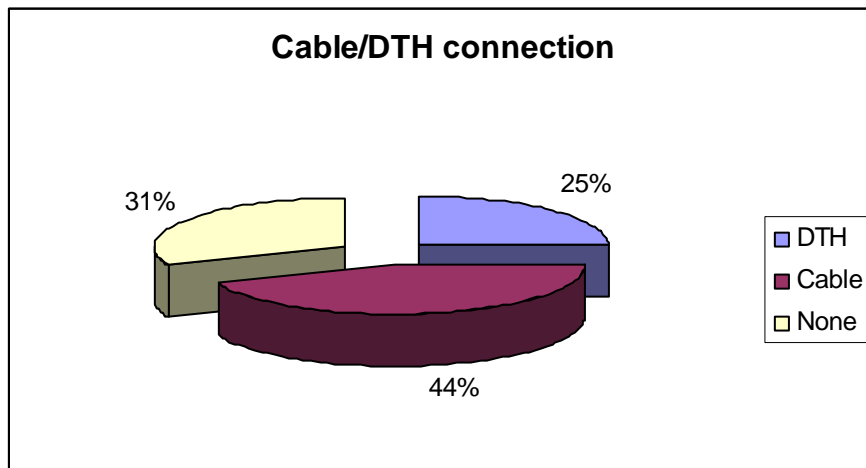


Fig 4.3.2: Cable/DTH

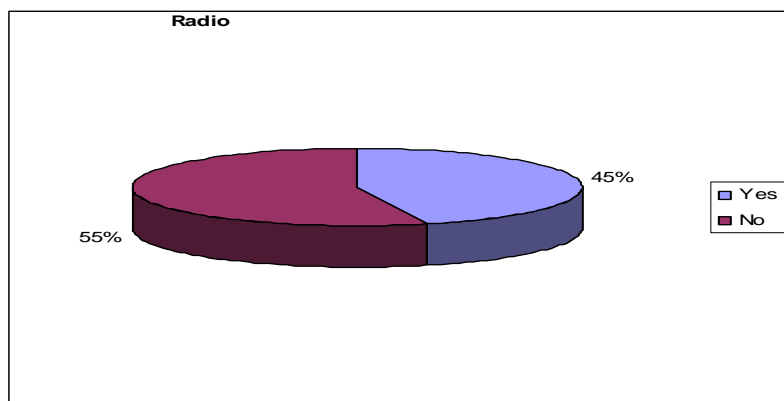


Fig 4.3.3: Radio Ownership

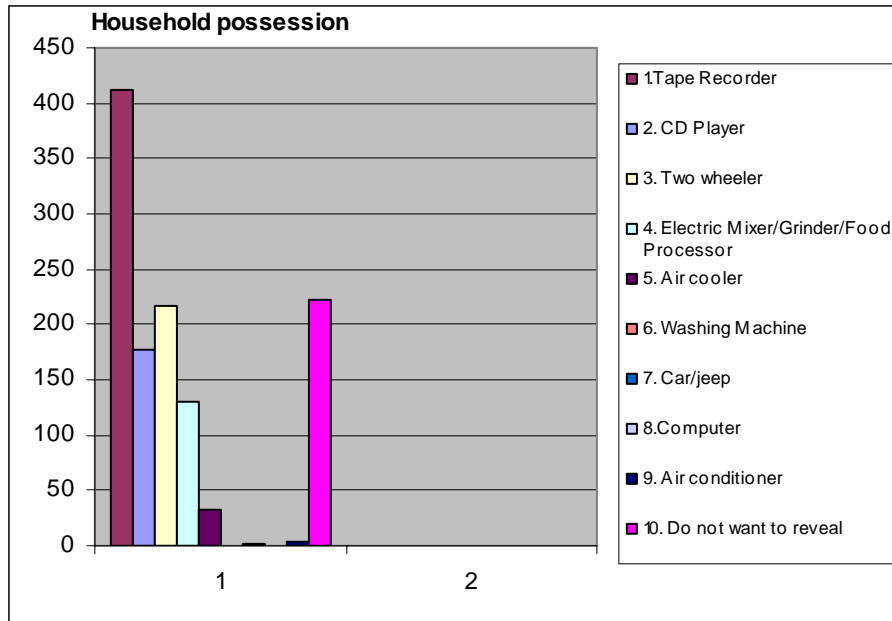
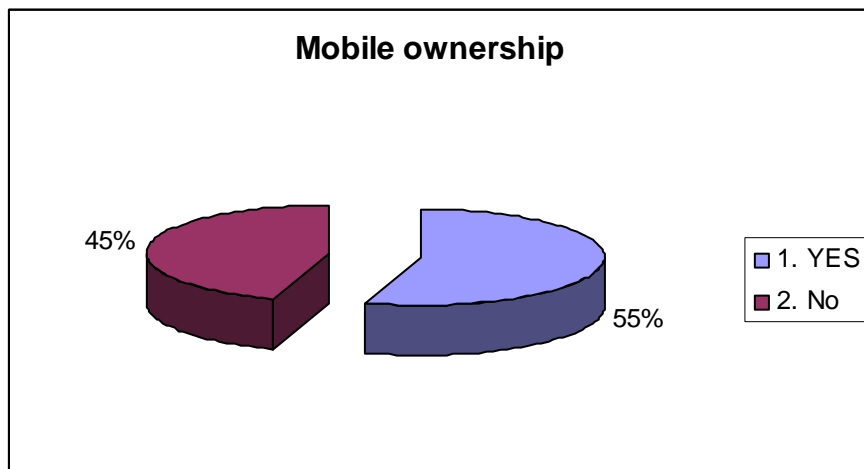


Fig 4.3.4 Household possession



Ref: Fig 4.3.5 Mobile Ownership

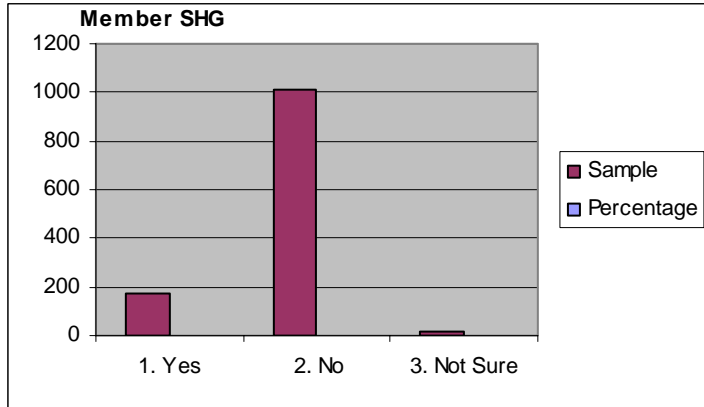
4.4 Literacy, education, role of women within family

As already indicated, literacy standards in the communities were high (84%) and about 32% of them had studied upto SSLC/HSC level and about 28% had studied between Classes 6-9. (Ref: Fig 4.1.2)

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

Only 15% of the respondents were members of the local SHG.

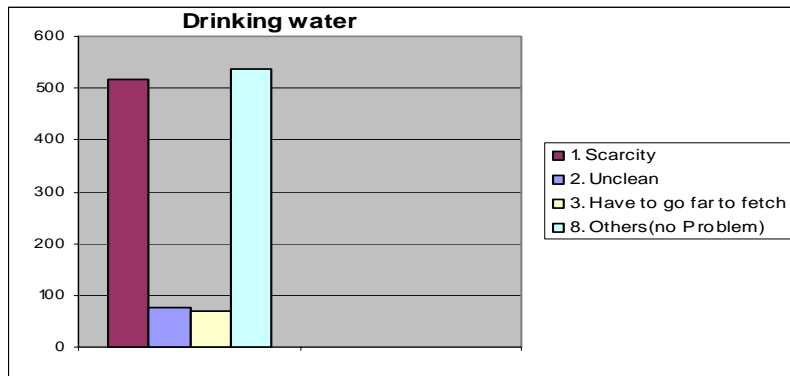
Ref: Charts 29, 30, 42,43.



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

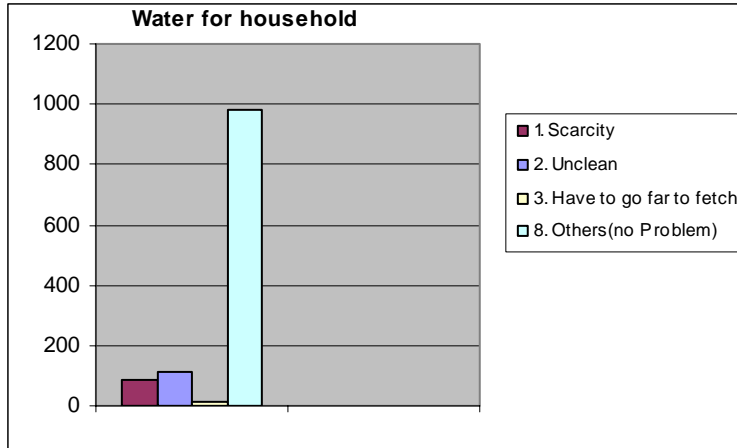
4.5.1 Community Problems



While 55% of the population reported problems concerning drinking water 43% felt that water was scarce and about 6% unclean, almost 82% of the

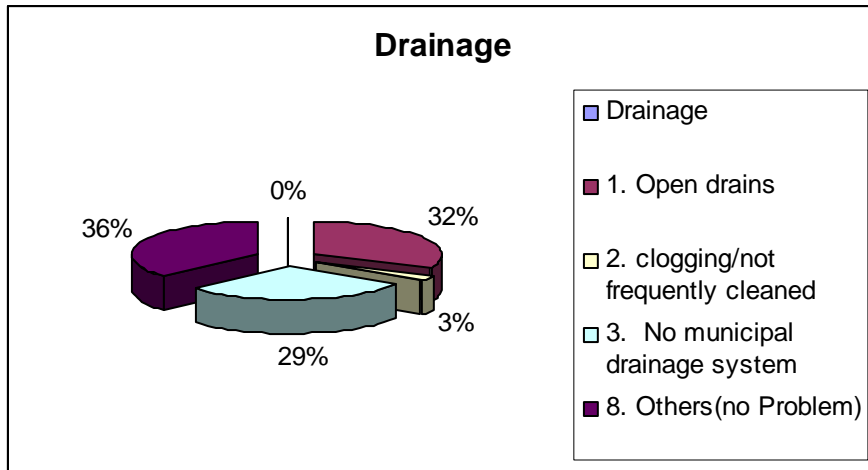
respondents had no water problem for the household (Ref: Fig: 4.5.1.1 & 4.5.2)

Ref: Fig 4.5.1.1 Drinking water



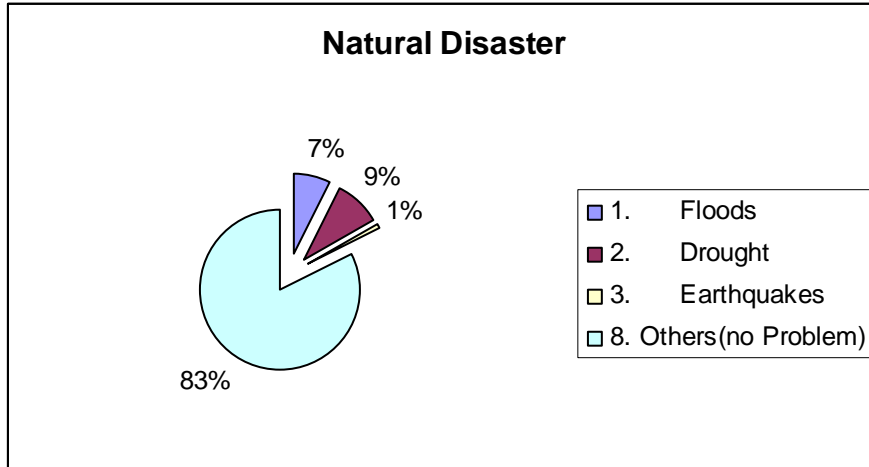
Ref: Fig 4.5.1.2 Water for household

64% of the respondents felt that a proper drainage system was not in place
 And about 32% mentioned that they had open drains and about 29% commented that they did not have a municipal drainage system in place. (Ref: Fig: 4.5.1.3)



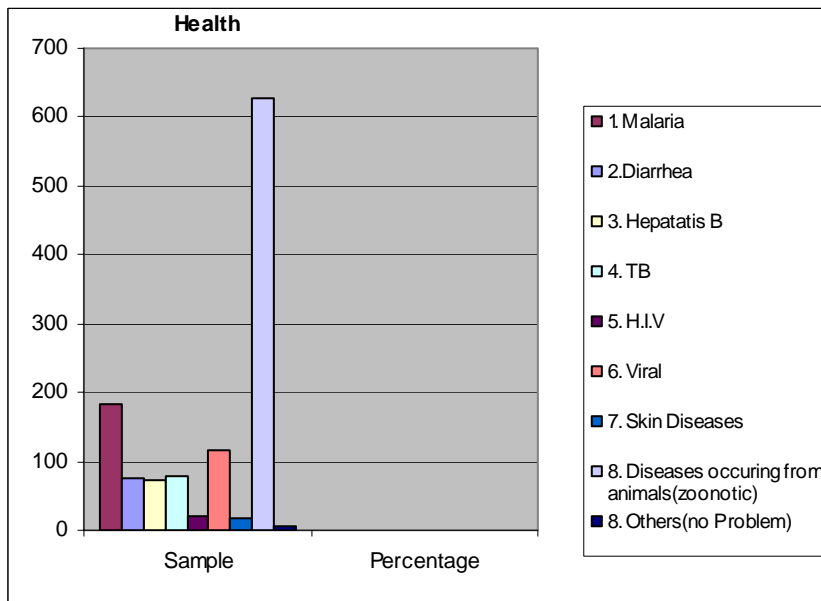
Ref: Fig 4.5.1.3 Drainage problems

The locality was not disaster prone as reported by 82% of the population.
 (Ref: Fig: 4.5.1.4)



Ref: Fig 4.5.1.4 Natural Disasters

15% of the respondents stated problems of malaria and about 52% of the respondents mentioned about zoonotic diseases (diseases from animals). (Ref: Fig: 4.5.1.5)

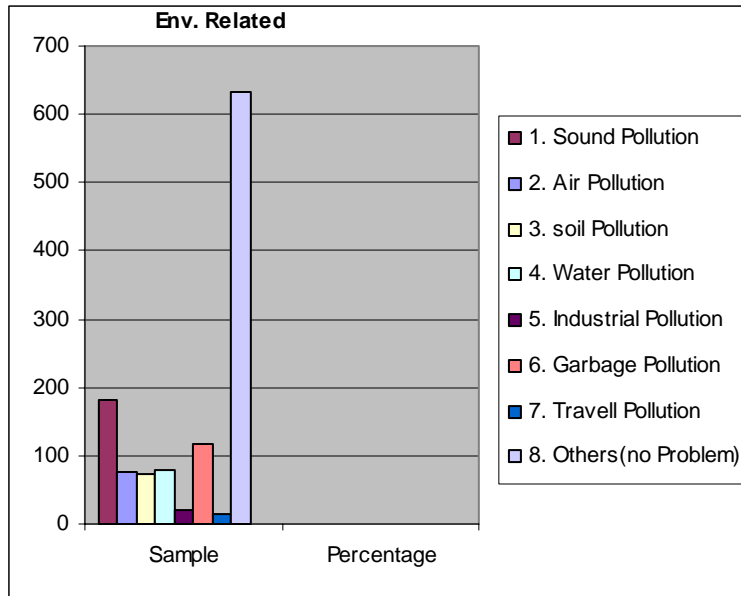


Ref: Fig 4.5.1.5 Local Health problems

While about 52% mentioned that they had no environmental problems, others mentioned that they faced Sound pollution (15%), Garbage problems (10%) and

other problems included Air pollution 6%, Soil Pollution 6 % , Water pollution (7 %). (Ref: Fig: 4.5.1.6)

Ref: Chart 18 a, b, c, d, e f



Ref: Fig 4.5.1.6 Environment problems

4.5. 2 Role of CR in helping find solutions

Nearly 71% were of the opinion that the CRS would help to find solutions to problems concerning their environment. (Ref: Fig: 4.5.2.1)

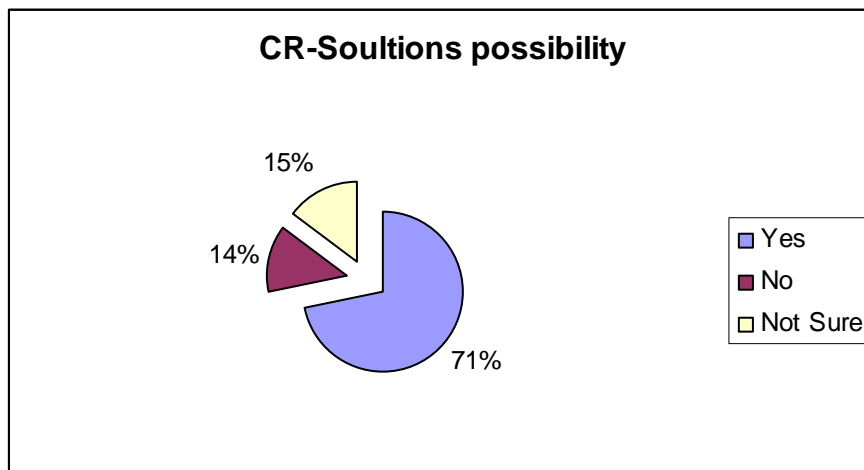


Fig 4.5.2.1 CR finding possible solutions to problems

4.6 Media Profile –ownership, consumption, needs

The survey results revealed that nearly 50 % of the respondents buy newspapers. Papers such as *Sakal* (47%), *Pudhari* (36%), and *Lokmat* (16%) etc. were popular amongst the respondents. (Ref: Fig: 4.6.1)

Only 7% of the respondents purchased magazines in the local language. (Ref: Fig: 4.6.2)

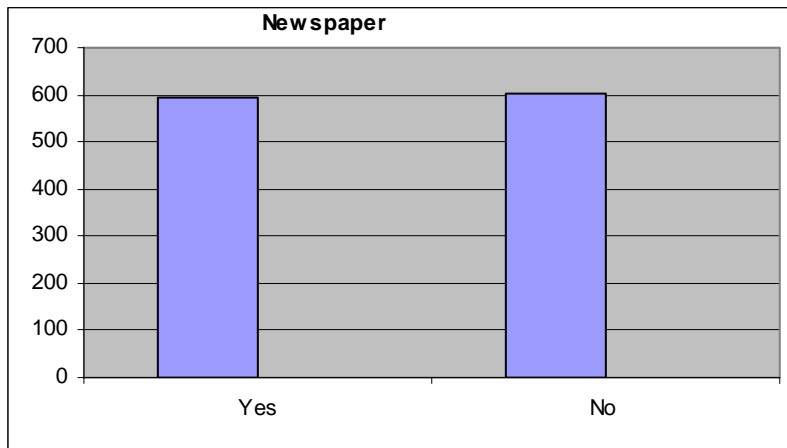


Fig 4.6.1 Newspaper Ownership

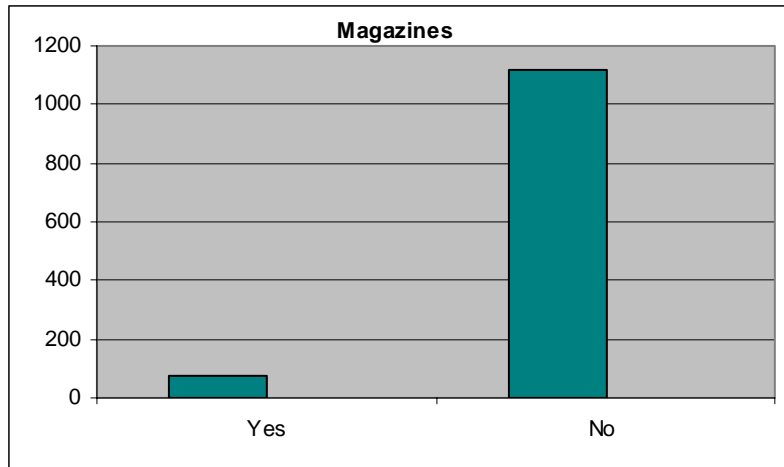


Fig 4.6.2. Magazine Ownership

As mentioned earlier 74% of the respondent population owned television sets with about 72% DTH or cable connections. Only about 45% of the respondents owned a radio sets which had FM bands. (*Ref: Fig 4.3.1, 4.3.2, 4.3.3*)

While 53% of the households surveyed did not listen to radio, of the regular listeners about 34% listened to radio at homes, (*Ref: Fig 4.6.3*) and about 29% listened to radio frequently 6-7 times a week. (*Ref: Fig 4.6.4*) 36% of the respondents preferred to listen between 6-8am. (*Ref: Fig 4.6.5*)

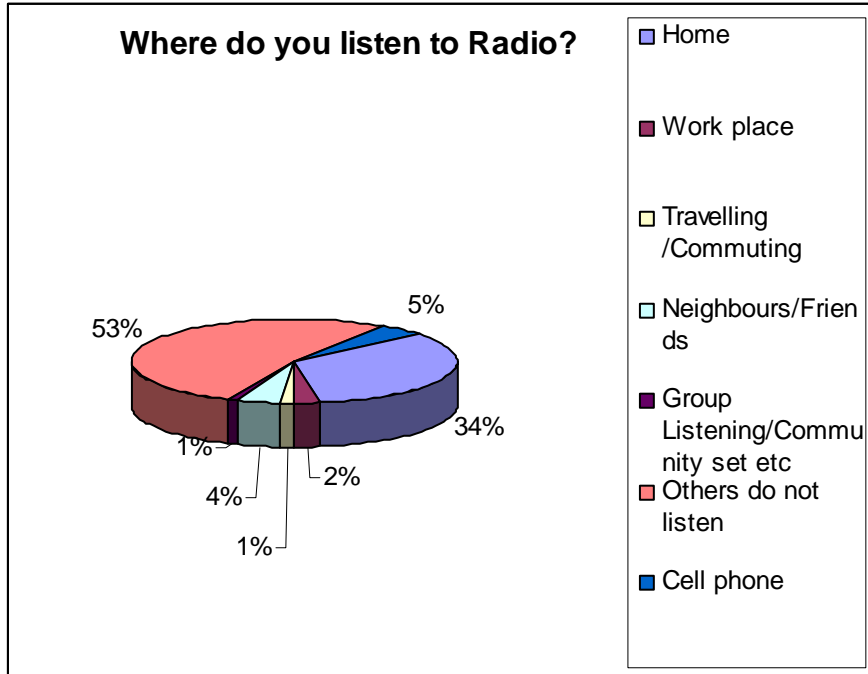


Fig 4.6.3 *Where do you listen to Radio?*

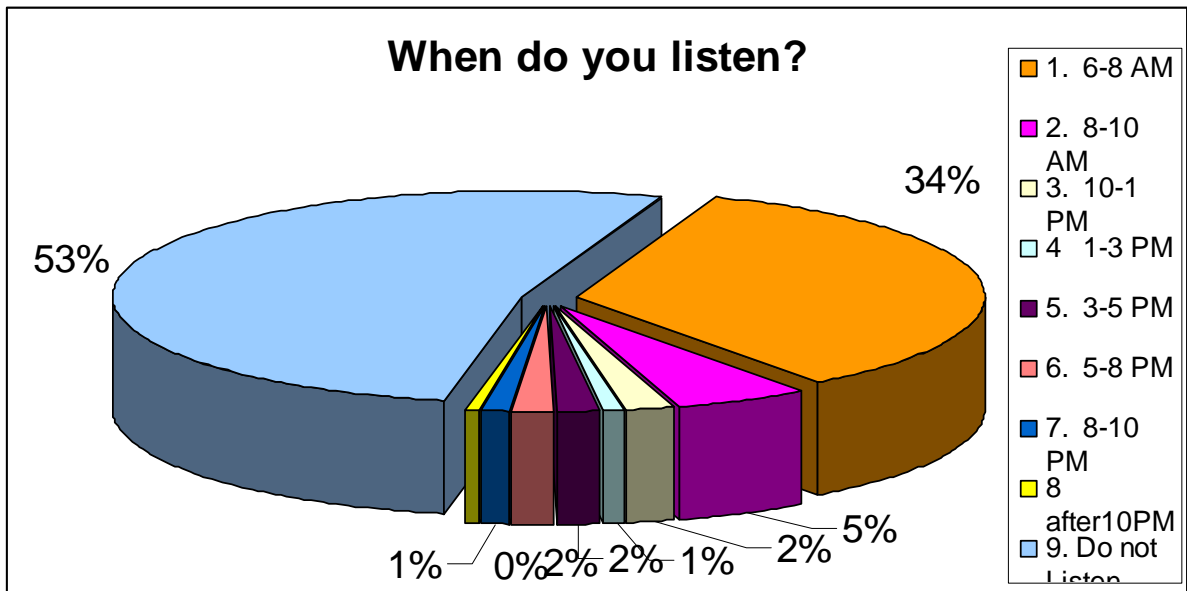


Fig 4.6.4 *When do you listen to Radio?*

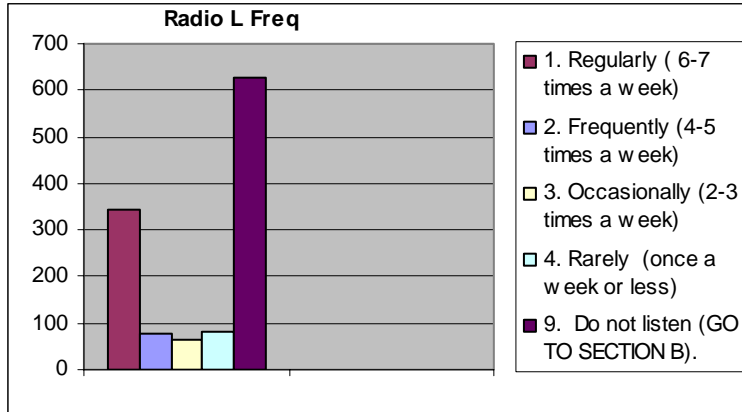


Fig 4.6.5 Radio Listening Frequency

Vasundhara Vahini was popular amongst 31% of the total respondents while 49% listen to commercial FMs like SFM. (Ref: Fig 4.6.6)

The popularity of Vasundhara Vahini was due to the Phone in programs 27% and music programs 13%

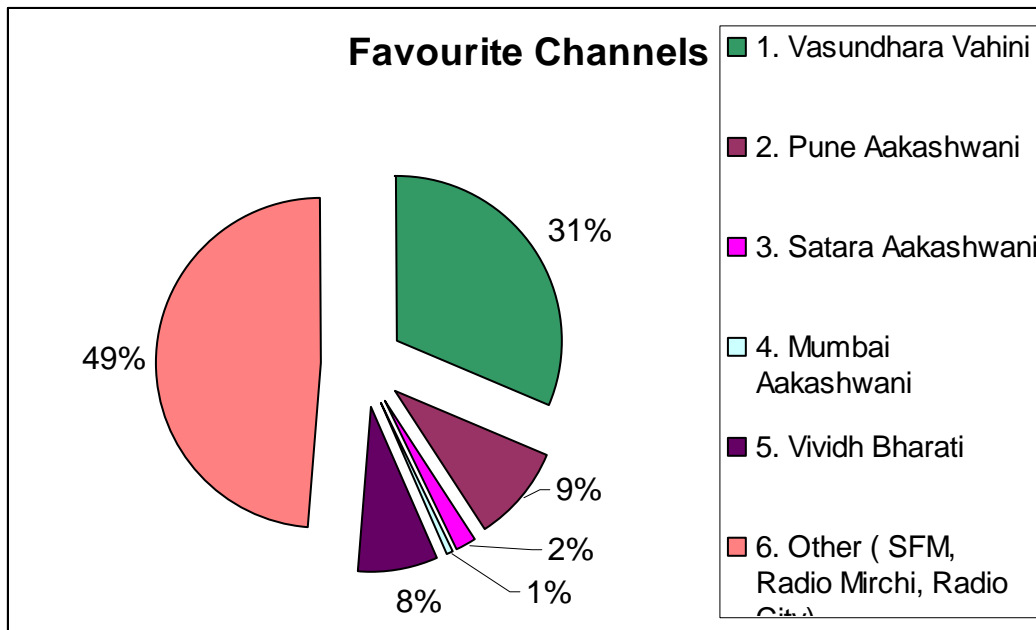


Fig 4.6.6. Favourite Channels

4.7 Community participation in CR programmes

The present status of community participation in Vasundhara Vahini's programmes is very poor only 6% ((Ref: *Fig: 4.7.1*) but nearly 53% of the respondents interviewed showed readiness to participate in community radio programmes and felt that they could become a RJ/ announcer with basic training. (Ref: *Fig: 4.7.2 & Fig: 4.7.3*)

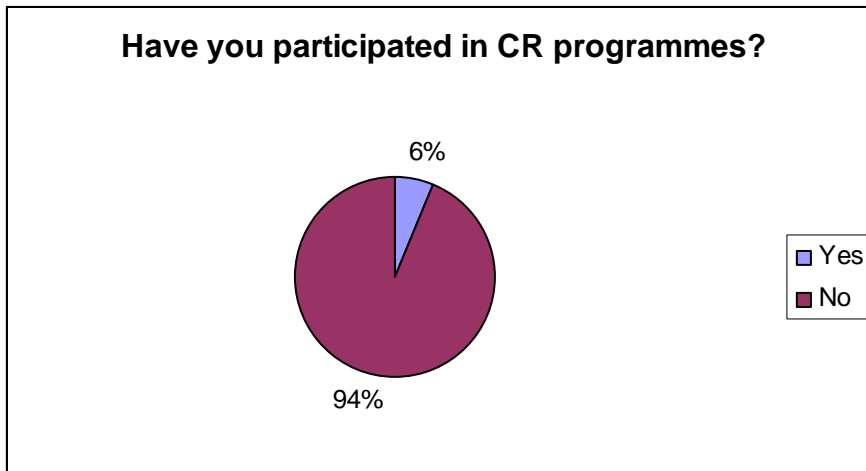


Fig 4.7.1. Have you participated in CR

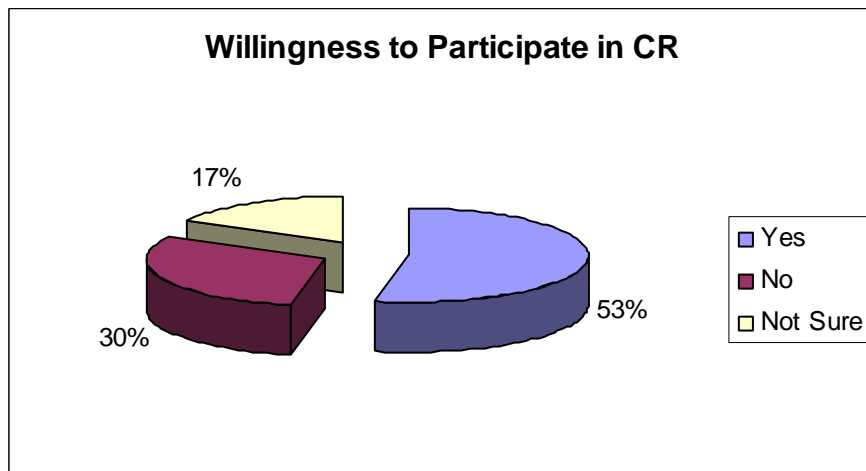


Fig 4.7. 2. Willingness to participate in CR

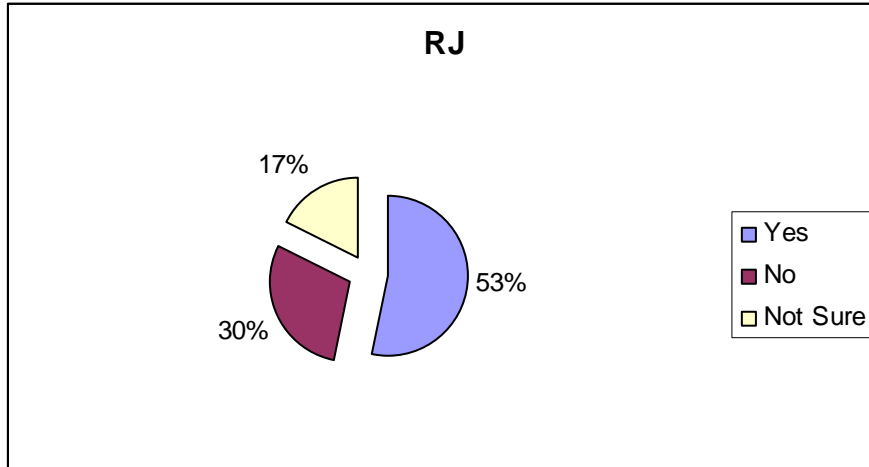


Fig 4.7. 3 Willingness to be RJ

Majority 84% of the respondents expressed interest in group listening. (Ref: Fig: 4.7.4)

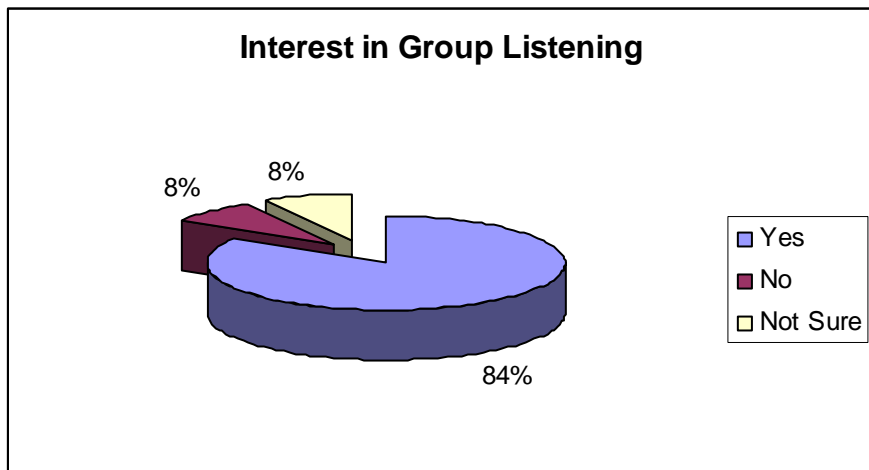


Fig 4.7.4 Interest in Group Listening

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

Ref: Charts: 19,20,21, 22

5. Implications for Vasundhara Vahini

In the door-to-door survey, the students and staff got an opportunity to meet over 1200 households face-to-face to build the listenership base for the CR station in general and also explain UPE and its objectives. Thus a valuable asset was created for the CR station that can be tapped both for UPE 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 Vasundhara Vahini. However the production team of Vasundhara Vahini 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 84 % 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.

- Phone In programs seemed to very popular with about 27% of the respondents mentioning. This presents an opportunity to include questions after few important programs, thereby eliciting enthusiastic participation by listeners.
- 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

Vasundhara Vahini has good signal reach, excellent infrastructure and a competent team, to handle the Understanding Planet Earth project.

The recommendations from the Expert Team are:

- 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.

