

## **Workshop**

**Community Learning Health Programme on Occupational Health**

21-24 Feb 2011

## **Venue**

Shree Mahila SEWA Trust, SEWA Academy, Manipur Village

Taluka : Sanand, Dist. : Ahmedabad

## **: Trainers :**

Ms. D. Rukmini Vemraju & Mr. Satish Nagaraji

## **Funded and Supported by**

**Commonwealth Educational Media Centre of Asia**

In association with

**Oneworld Foundation**

## **Organized by**

Indian Academy for Self Employed Women

1<sup>st</sup> day 21<sup>st</sup> Feb. :

11.00 SEWA Prayer

11.20 Introduction of participants

**1<sup>st</sup> Session :** Objective of the workshop

**Ms. D. Rukmini Vemraju**

Ms. Rukminiben has explained about the concept of 4 days workshop, and discussed in details how we can reach to community by to use of community radio.

**How to make community radio program :**

**Collaboration :** First of all its important to work together. Radio station should be run with the support of community, government, policy makers, local leaders etc.

**Participatory Approach :** Radio team should be keep in mind, that they are working for the community; so community involvement should be in program. Moreover program should be recorded from the field. Program should be focused on one subject with one line message. For the authenticity of the program experts interviews should be taken. At the same time research also should be done before the program production (pre-production), during the program and after the broadcasting program (post-production). Monitoring and evaluation is also a major part of the program to find out the effect of the production in the community.

**Target Listeners :** We have three type of listeners. First are main listeners, who will listens radio at any cost, they are our regular listeners. Second listeners are not listening regularly but indirectly they are also part of our program. Third listeners are family member, they don't listens but some where they are also connected with our radio program. As a community radio producer, we should have knowledge about our listeners. We should focus to our listeners, and we should try to develop maximum groups of listeners who will come in regular main listeners' team. Radio producer has to be tried to focus indirect listeners to merge them in regular listeners.

**Design process on AIR :** Following points always should be keep in mind to make program.

- subject,
- message,
- Duration
- Format
- Scheduled
  
- First of all the subject of the program should be decided in well advance,
- The message of the program should be clear and focused,
- Duration of the program should be also ideal,
- Which format is appropriate for particular program, this knowledge should have in radio producer,
- It should be also design scheduled, at which time is proper to broadcast the program

**Design process Off AIR :**

- Research,
- Scripting,
- Subject content,
- co-ordination with community,
- Co-ordination with subject expert as per subject

**Occupational Health :** Focused on the occupation and effect on workers of particular occupation.

Indicators are security at work place, related to work, which type of health related issues faced by workers. We can find out women workers are working in informal sector. Women workers are facing maximum health related problems. Radio programmer has to also keep in mind problems of men workers.

**Health Implications in women's work :**

- Worker injured during the work; even it's not noticed by management.
- It's also not be noted anywhere.
- No security at work place.
- Workers don't have any work related information.

**Health condition of workers :**

- Muscular pain in body
- Physical & Mental stress
- Effect on children health also
- Related to work have a different disease effect to worker

**Message Matrix :** Before making a program always have to follow message matrix.

Issue	Negative behavior	Consequences	Positive behavior	Benefits

**Program Clock :** first of all have to decided the format of the program and then must to follow program clock. e.g. program total duration : 15 minutes. Now these 15 minutes should be divided. For introduction 2 mints, subject related information 4 mints, bytes of the community 3 mints and effects to community 2 mints, solution of the problems 3 mints. At last one minute also can give small summary of the whole program.

**Use of format to make effective program :** When subject finalized, research has done, got information from the community related to program, then it's important to decide the format of the programs.

There are different types of formats to make radio program. e.g. Documentary, Docu-drama, feature, magazine, drama, interview based, talk based.

You can use local folk music & songs; also should be used famous songs music tune to make effective radio program.

**Difference between live phone in & live phone out program :**

**Live Phone In :** its studio based program. Related to subject expert sit in the studio & anchor take her/his interview and meanwhile listeners ask questions related to subject, and experts give answer to listeners at the same time.

**Live Phone Out :** in pone out program expert and anchor are at the studio. Other radio team members sit with community in area and from the studio anchor call to

radio team and with the help of the radio team members community people ask questions to expert and get answers.

**Questions for the monitoring of the program :** It's important to monitoring the program, its effectiveness of the program. Some questions should be prepared to know the program effect. Its' call feedback.

- You like program
- What u learn from the program
- This type of radio program should be broadcast or you have any suggestion
- Any other expatiations

### **Lunch break**

After lunch break team has divided in for groups.

<b>Mogaro</b>	<b>Gulab</b>	<b>Chameli</b>	<b>Juhi</b>
Baluben	Varshaben	Pinakiniben	Nishaben
Yasminben	Bharatiben	Roshanben	Manishaben
Hansaben	Kokilaben	Chandrikaben	Rajiben
Kesarben	Rutaviben	Veenaben	Anitaben

In four groups for subject selected to make radio program as per message matrix and program clock. Subjects were Stitching workers, Farm laborer, Vegetables vendors, and paper pickers.

According to group selected subject and they have work as per message matrix.

Each group has presented and after that Ms. Rukminiben has give some suggestions to each team to make more clear about the message matrix and program to make effective program.

## **Second Day : 22<sup>nd</sup> feb, 2011**

Workshop was started with prayer.

**Trainer** : Mr. Satish Nagraji

**Session** : Live phone in Program (presentation and technical knowledge)

**Research** : First of all radio team should be identify some focus groups in various field areas. Focused target listeners, which time is appropriate for live phone in, all things should be plan according to community listeners.

**Subject** : After research; team should be finalized subject and should be make clear point related to subject. Also should be find out the expert related to subject.

**Role of the Anchor** : Anchor should be have a knowledge related to subject. She/he should be discussed with expert before live phone in. He/she should live and energetic and also have a quality to give answer on the spot. He/she has a good memory. He/she should be able to divert to listener related to subject. She/he has to follow the time scheduled. Before going to on AIR anchor should be make question list and also other information related to phone in program e.g., technical fault, phone numbers, experts name, subject of the phone in program, and this information should be give frequently to listeners.

After discussion practically live phone program has made by team members. They have selected subject, one team member has be an anchor and other was expert, others team members have role play of listeners. It was so effective after getting knowledge about the live phone in by Mr. Satish Nagaraji.

### **Lunch Break**

**Session** : Practical work on message matrix

After lunch break again four groups have worked on message matrix.

### **Group 1 Mogaro – Stitching work**

<b>Issue</b>	<b>Negative behavior</b>	<b>Consequences</b>	<b>Positive behavior</b>	<b>Benefits</b>
Has to seat	Pain in legs,		Have a proper	Reduce mental

whole day in same situation	back pain, effects on eyes		ventilations at working place, have to do some exercise during the work, should be listen radio during the work	stress, feel fresh, can give proper time to family, increase work ability
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### Group 2 Gulab Constructions workers

Issue	Negative behavior	Consequences	Positive behavior	Benefits
Risk at work place, insecurity in work, accident can happen at any time, unequal division of work between men & women	Injured at any time.		Join with SEWA Union	Get proper employment, develop occupation related skills

### Group : 3 Chameli Subject : Paper Pickers

Issue	Negative behavior	Consequences	Positive behavior	Benefits
Have to go early in the morning	Back pain, some time people beat as they are thief, beat dogs, sometimes injured hands, also develop asthma problems	Effects on nail, health, back pain, pain in soliders	Wear slippers, use weapon developed by union, wear gloze in hands, use mask on face, take advise to doctor	Member of federation, know about the law, eat proper food,

**Group : 4 Juhi Subject : Farm labor**

<b>Issue</b>	<b>Negative behavior</b>	<b>Consequences</b>	<b>Positive behavior</b>	<b>Benefits</b>
Work with water in farm	Back pain, beat snack and other insects,	Effect in legs, back pain, body temperature increased	Keep body clean, take advise of doctor, take proper food, take primary medical help	Keep body fit, work start and complete at proper time, increased income

After work on message again group has practice on live phone in. Again group has divided as in role of an anchor, expert and listeners. This time team was more cleared and focused than earlier, and enjoy live phone in program.

**3<sup>rd</sup> day 23<sup>rd</sup> Feb**

**Session :** Preparation before Phone in/Phone out (Practical):

In first session Mr. Satishbhai has toughed to team and give practical knowledge about the phone in program. They give all information in the studio. Team has decided the subject and discussed with the expert related to subject. It was phone out program.

Subject was related to Gynecologist, it was 30 minutes phone out program. Anchor was Ms. Nisha & expert was Dr. Ridhhi Shukla. Two team members went to decided village and discussed with the community related to program. Village women and girls have taken part in the phone in program. They asked questions related to subject and expert gave answers to listeners related to their questions.

Advise to team after phone out program by Ms. Rukminiben and Mr. Satishbhai

- Should be use promo related to subject during the phone out
- Give frequently information to listeners about the subject, station frequency and phone number
- Also can broadcast related program of subject before the live phone in or phone out

- Anchor should be ask question in brief and give maximum time to expert
- Should done research before live phone in or phone out and also to know about the impact of the program should be done research after broadcasting too.

#### **4<sup>th</sup> day 24<sup>th</sup> feb**

Ms. Rukminiben has done revision of three days workshop in brief. Team has planed out the scheduled of the radio program. Radio team has to produce 20 program and it has to broadcast from the 1<sup>st</sup> week of May. Team has to done pre-production research with research team as per subject requirement.

#### **Group has selected subjects :**

4 programs on Agriculture, 1 program on Cooking work  
 3 programs on factory work, 1 program on construction work  
 1 program on stitching work, 1 program on paper pickers  
 1 program on kite makers, 1 program on vegetables vendors  
 1 program on block printing, 1 program on matikam, bricks makers etc  
 1 program on animal husbandry, 1 program on dental college

Research has to complete till end of the March, and program structure should be prepare and production should be start from the first week of April. Program should be on AIR from the 1<sup>st</sup> week of May. Before broadcasting of program promo should be make and broadcast as per subject, frequently to give knowledge to community listeners.

Program should be making with the help of community; maximum recording should be done from the community. Community involvement is must in the program. Also should be taking expert related to subject. Team can also broadcast live phone in or phone out program related to occupational health.

Before making program research has to be completed and during to produce program each team members has to follow message matrix and program clock to make effective program.

**Feed back of team :** In last session team members gave their feedback about the work shop

- Workshop was so effective
- We get knowledge about the message matrix; which make our work easy and effective
- Program clock will help us lot to make program
- Live phone out program give us knowledge about the important of presence of mind, quickly to reply to listeners, important of sharp memory, how to make our self technically sound, how to prepare points before program
- Get information about the important of the research
- Important of the evaluation, feedback

Thus the four days workshop was completed with the promissory note to the trainer to make more effective program and will use the message matrix before the making program.

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**Community Learning Programme on Occupational Health issues**  
**SEWA ACADEMY RURAL CENTRE-MANIPUR**  
**February 21-24, 2011**  
**List of Participants**

<b>Community Radio Team - Manipur</b>			
No.	Name	Age	Occupation
	Leena Patel	38	Consultant- Media- CRS
	Nisha mali	28	Producer/anchor - CRS
	Veena Srimali	36	Producer/anchor - CRS
	Manisha Rathod	33	Producer/anchor - CRS
	Rutvi Mehta	29	Producer/anchor - CRS
	Anita Patel	31	Producer/anchor- CRS
<b>RADIO TEAM- SEWA HEAD OFFICE</b>			
	Baluben Makwana	62	Radio Team
	Varsh Datniya	40	Radio Team
	Pinakini Parmar	28	Radio Team
<b>HEALTH WORKERS</b>			
	Yasmin Sheik	31	Health Worker
	RoshanPathan	40	Health Worker
	Bharti Rathod	44	Health Worker
<b>CONTENT RESEARCHERS (ENGAGED FOR THIS PROJECT)</b>			
	Bhavna Patel	44	Researcher (content)
	Ramesh Parmar (Male)	39	Researcher (content)
<b>COMMUNITY REPRESENTATIVES/CRS ANIMATORS</b>			
	Chandrika Vora	28	Home maker
	Hansa Sadhu	31	Garment Maker
	Samu Thakor	28	Agriculture Laborer
	Sushila Shrimali	48	Agriculture Laborer
	Keshar parmar	55	Home maker
	Fayali Thakor	48	Midwife

**Experts: Medical Doctors:**

**1.DR.RENUKA PATVA**

**2. DR. RIDDHI SHUKLA**

**Experts: Radio-CLP**

**1.RUKMINI VEMRAJU –CEMCA**

**2. SATISH NAGARAJI –ONEWORLD FOUNDATION**