

Science for Women

Baseline Study Report

For

JGI FM RADIO SERVICE
Jain Group of Institutions, Bangalore

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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 (RVPS)**, Department of Science and Technology, Government of India, New Delhi, has embarked on a pan-Indian project to evaluate and encourage understanding and application of science in everyday life for women. Entitled ‘Science for Women’ (SFW) 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 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 can be encouraged to the benefits of science in daily life. The project duration is at present two financial years and 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 living in communities covered within the primary and secondary catchment areas of these low power FM radio stations.

A pilot study for the project was conducted at Anna FM, Anna University, Chennai during the year 2004-2005. Eighteen educational institutions which had been granted the license to run community participatory radio stations were invited to a workshop held on March 8 and 9, 2007, under the aegis of RVPSP and at the end of the workshop each of the participating educational institutions were asked to submit proposals suited to develop the Science for Women Programme through the community radio stations run by the institutes.

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 conduct a baseline study to profile the communities within the catchment areas of the community radio station
- b) Act as facilitator for capacity building within the students and the women from the communities so that the programmes developed can be truly community participatory,

- c) Ensure that the programmes are of interesting enough to motivate the women 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 a CEMCA appointed expert and using girl students from the educational institution as well as women from communities. Through this study a profile of the community will be mapped, the current practices and knowledge base vis-à-vis a range of issues/subjects in the community documented and assessment made of the needs and shortcomings among the women in the communities. 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 FM channel run by the educational institution.
- 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 Science for Women. Community participatory programmes will be broadcast from the channel daily following the workshop.

Fourteen Educational Institutions granted by I&B Ministry license to set up Community Radio stations have been selected by CEMCA and RVPSP for awarding the SFW Project. The following report is the finding from the baseline study for JGI FM radio licensed to Jain Group of Colleges, Bangalore. As this FM service had recently started and the transmitter was in a sophisticated urban metro area, CEMCA decided to work in

collaboration with a local communication expert group, VOICES, with extensive understanding of community radio. A MOU was executed between the college and VOICES and the baseline study was conducted with VOICES providing the training and community linkages.

2. Profile of JGC FM Radio Service at Bangalore

The **JGC FM**, the community radio is run by students of **Jain Group of Colleges, Bangalore**. The broadcast started from 25th June, 2007 on **107.8 MHz** over a radius of 5Kms, covering thickly populated residential areas surrounding the college campus. Most of these areas are slums where basic urban facilities are available.

Mr. R. Chenraj Jain, Chairman of JGI, informs that JGI's FM frequency 107.8 MHz will initially broadcast programme for four hours but the service will be extended as the radio station gains popularity.

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 SFW programmes

3.2 Study Methodology

3.2a Sample

The base line study was initiated between October 5th – 8th, 2007. It involved sensitizing community link workers from the Yashwantpur, Mathikere and Vasanthnagar slums along with students of Mahaveer Jain College. Around 25 students from the college were involved in the survey work which took four days to complete. Mr. Karthik, a faculty member from the college coordinated the study which was conducted under the supervision of Ashish Sen, Director, VOICES. On behalf of CEMCA, Ms. Rukmini Vemraju attended the programme. The slum areas selected were:

a) **B.K. Nagar slum**

b) **A.K. Garden slum**

c) **MRJ slum**

d) **Thannerhalliu slum**

All the slums are located within a radius of 3km from the campus of the college and the signal of JGC Radio was clearly audible in the areas selected. These slums come under the Mathikere Health Centre of the Corporation of Bangalore City and Dr. Parimala, Health Officer of the Medical Centre extended all possible help to conduct the baseline study. The survey covered 2467 households reaching out to a population of 9868. The slums have demarcated roads, supply of electricity and water. All the houses were pucca constructions with proper roof. A few were double- storied as

well. There is proper drainage system in the area and Anganwadis and schools are situated within walking distance. Shops and other retail outlets are also available and easy access to the health centre is available to most of the population.

3.2b Instrument

CEMCA designed a detailed questionnaire comprising of more than 50 questions for the baseline study. The questionnaire was sent to VOICES for translation into Kannada 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 FM channel through which the SFW programmes will be broadcast in the future months. The session started off with Ms. Rukmini Vemraju (CEMCA) 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 the survey expert, Mrs. Chandramouli workers.

The questionnaire consisted of five distinct sections:

- a) Information on socio-economic and demographic profile of the listeners of the FM station.
- b) Media habits of the listeners- ownership, frequency of listening, interest, utility.
- c) Current information sources and nature of solution for problems on issues like health hazards, family planning, social hygiene, childcare
- d) Issues of local importance.

- e) Issues that community women would like to hear as well as participate on radio.

3.3 Data Collection

A one day workshop was held prior to the data collection process to explain the entire project, methodology of data-collection, precautions to be observed during 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. The students were encouraged to carry their cameras and photographs the interviewees. A field team was created for data collection. It comprised of:

- i) 25 Student volunteers who had some exposure to programme production at the Community Radio Station of the college.
- ii) 10 link workers from the health centre and 4 Anganwadi teachers who helped to establish rapport with the slum dwellers.
- iii) Staff coordinators from Mahaveer Jain College

The process was interactive and elicited active participation for both communities. The participants were divided into 5 groups each comprising of about 7 people and having one community member to assist them in their interaction with the community people. Language posed an initial problem for some of the students who were not conversant with Kannada, but this was surmounted by active engagement with the link slum workers.

In addition a team was selected under the guidance of Mr. Chandramouli to process the data immediately after collect so that at the end of the five day data-collection schedule, a detailed report can be prepared about the demographic nature of the target audience/participants. The complete data, duly tabulated was sent to Delhi for comprehensive report and analysis by

the CEMCA expert in accordance with the pre-designed framework developed by CEMCA.

4. Data Analysis – Community Profile

4.1 The overall picture

Over 81% of the women interviewed were mostly married and nearly 70% were in the age range of 20-40 year with only 1.5% of all the respondents above 60 years of age. Majority of the women interviewed were in the age range of 21-40 years. The community is mixture Hindu (76%) and Muslim (15%) families. Despite being an urban population, literacy percentage was found to be poor with only 40% claiming literate status and just about 10% showing school education upto primary level. Most of the women were housewives (52%) and the head of the house was found to be male and in resident in more than 88% house.

Ref: Charts No. 65, 66, 67, 68, 69, 75

4.2 Socio-economic profile of community

The community is entirely urban, with over 25% of the women were daily wage workers. More than 74% of the respondents belonged to households with the monthly income group of Rs. 1500-5000. 16% of all the households selected were in the lowest economic strata, i.e., income less than Rs. 1500 per month. More than 80% of the houses were pucca constructions with over 90% having electricity connection. Kerosene (39%) and LPG cooking gas (56%) was common in the houses. 59% of the houses had private toilet facilities and 39% had common toilet arrangements. But water connection for drinking water was mostly common with only 27% houses having their own taps. However common drinking water tap was accessed by 69% households. The community (average 70%) did not think there was lack of employment opportunity either for men or women.

Ref: Charts 69, 77, 78, 79, 80, 84, 76, 25

4.3 Lifestyle Indicators

The life style indicator showed most of the houses had most of the urban luxuries like TV (78%) with 68% having cable connection. But less than 40% homes had a radio and about 38% had FM facility in the radio they possessed. 30% houses had a tape recorder and over 70% a mixer-grinder and 24% a two-wheeler. Most of the houses (over 90%) did not have a phone or a mobile connection.

Ref: Charts 4, 6, 7, 8,9,62, 63, 85

4.4 Condition of Women – literacy, education, status within family

As already indicated, literacy standards in the communities were poor but the younger girls were going to school and a small percentage (12%) has studied upto HSC level. The community in general (64%) is aware of the literacy programmes conducted by the state. Most of the women did not feel that women suffered from lower status in the household. Around 50% showed interest in joining the local SHG activities and 40% wanted to get vocational training for employment opportunities or training to start business at home.

Ref: Charts 39, 40, 47,50,68,86

4.5 Primary issues of concern in community

Women claimed that they kept their environment clean but complained of health hazards due to mosquito (82%) and flies (40%) but did not feel pollution is a problem. There is no major concern regarding health either due

to an active health care centre in the area. The community showed the usual superstition about pregnancy, infectious diseases like chicken pox, measles etc. The most important concern is education and means need to be devised to encourage women to join non-formal as well as formal education/ literacy programmes.

Ref: Charts 18, 19, 38, 57, 58, 59, 60, 61, 44, 83

4.6 Primary issues of concern in household

Awareness regarding nutrition, child health and personal hygiene is essentially taken from elders in the family or community (average 40%). However nearly 40% said they went to the local health centre for child health issues, which is a positive sign. The community (7%) showed awareness of medical care for the pregnant women. But for adolescent girl's health and elders such awareness was limited to 35%. The women also need to understand the need for basic literacy and education.

Ref: Charts 30, 31, 32, 33, 34, 35, 36, 37

4.7 Media Profile –ownership, consumption, needs

The respondents enjoyed watching local Kannada television programmes. 32% said they listened to radio daily and the most popular channel was Rainbow FM. The preferred time slot is 6am-8am and usually they listened to radio at home. Most households (over 83%) neither get newspaper nor magazines. They watch TV programmes for entertainment and only 19% reported receiving useful information through media. There was a very little awareness about JGC FM service. Just under 40% of the women interviewed expressed eagerness to participate in radio programmes and felt radio can be useful in finding solution to the community needs. 45% showed interest in organized group listing

Ref: Charts 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 49, 51, 52

4.8 Community participation in CR programmes

The present status of community participation in JGC FM programmes is negligible but nearly 50% of the women interviewed showed readiness to participate in community radio programmes. While more than 25% of the elderly women, both literate and illiterate, opted to be community representative in the radio participatory programmes, the trend among the younger women was towards radio jockey roles.

The overall impression the sample is that the women in these slums were aware of radio programmes, were enthusiastic about radio/TV programmes and could afford the basic necessities of everyday living. They seemed responsive to new ideas and information. There was an overall progressive attitude among the women which the surveyors felt will be useful for the science for women project. .

Ref: Charts 54, 55, 56,

5. Implications for JGC FM

In the door-to-door survey, the students and staff got an opportunity to meet over 1000 women face-to-face to build an audience for the CR station in general and also explain SFW and its objectives. Thus a valuable asset was created for the CR station that can be tapped both for SFW 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 women 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, proclaiming the name of the programme SFW in Kannada that will serve as a constant reminder to the community to tune in to JGC FM. However the production team of JGC FM needs to keep in focus the following:

- Television at present scores over radio in the community. The programmes can be made attractive to the women only by participatory production techniques. If women from the community are involved in the programmes, listenership will immediately increase.
- The CR station needs to motivate the community to acquire radios and 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 and Self Help Groups harnessed for improving FM-community interaction.
- Over 39% of the respondents are illiterate. This is the target audience who should be encouraged in participatory programmes. Such efforts generate breaking the literacy barrier and non-formal mode of information dissemination at the grass-root levels.
- Most of the women are home makers. They will take interest in the JGC FM programmes if recording is arranged in the slum areas or at times suited to their daily household schedule.
- The survey showed most women prefer to listen to radio in the early hours i.e. in the 6-8am. JGC FM needs to keep this in perspective and build programmes to extend interest in radio for longer duration.

6. Findings & Gap Areas

For CEMCA and RVPSP, this survey threw up interesting contrasts in information.

- a. This community is wholly urbanized and is capable of absorbing information from media. This needs to be harnessed for the SFW project.
- b. The community is predominantly daily wage earners and information on health issues and nutrition will be useful for them.
- c. Information on personal hygiene is very necessary. The community also will benefit if information on child health, pregnancy and vaccination is regularly given through interactive programmes on the JGC FM
- d. The community is not overtly superstitious and it is not necessary to focus on such issues.
- e. Non-formal education using distance learning methods are likely to interest the listeners
- f. The women will benefit if they can be given simple household tips on electricity consumption, judicious management of limited water availability, tackling mosquito menace.

7. Recommendations of CEMCA

- A. A major gap area in information as can be deduced from this survey is lack of education, understanding of adolescent girl's health issues, handling of community hygiene and cleanliness. These should be kept

in focus while planning the programmes for the CEMCA-RSVSP Project.

- B.** Flies and mosquito seemed to be two hazards that are causing concern among the women. Correct and sustained information on these two environmental issues is required.
- C.** Simple information on wholesome nutrition will interest the community. But once again the thrust should be on participatory learning.

This report has summarized only the broad findings .Detailed tables in the appendix may be looked at for cross tabulations of habits and preferences with independent variables.