

Science for Women

Baseline Study Report

for

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Jagannath Institute of Management Sciences, Rohini, NCR

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1. Project Context

1.1 The Background

The Commonwealth Educational Media Centre for Asia (CEMCA) catalysed 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' (SF^W) this project aims to reach out to the women in the poorly literate as well as literacy 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 RVPSF 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 RVPSF 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 using students from the educational institution and women from communities. Through this study a profile of the community is 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. The baseline study is also designed to motivate the students to understand and interact with the community women and develop awareness within the community about the FM channel run by the educational institution.*
- *In the second phase, workshops are conducted in the educational institutions for a capacity building exercise for the production teams which will design and produce community participatory radio programmes with the central theme of Nutrition & Health. These community participatory programmes will be broadcast from the channel daily following the workshop.*

Fourteen Educational Institutions granted license to set up Community Radio Stations by I&B Ministry have been selected by CEMCA and RVPSP for awarding the SFW Project. The following report is the finding from the baseline study for JMSFM Radio licensed to Jagganath Institute of Management Sciences (JIMS) in Rehini, Delhi. This is the first privately owned Radio station in the Community Radio Category set up in the National Capital Region.

2. Profile of JIMS FM Radio Service in Rohini, NCR

JIMS FM, the community radio is run by students of Jagannath Institute of Management Sciences in Rohini is the first Community Radio set up in the National Capital Region. The station has been allotted the frequency 96.9FM. The primary coverage areas within a radius of 5km around the Institute are all rehabilitation allotments of migratory labourers from adjoining states. This FM can reach out to the thickly populated residential colonies - Rithala, Mangolpuri, Budhvihar and Shabad Dairy. Most of these areas are slums where basic the urban facilities are available.

The original FM frequency allotted to the institute was 90.4 FM, the frequency earmarked for community radio. But Delhi already has a number of high power FM transmitters owned by private commercial FM broadcasters therefore the allotted frequency was changed to 96.9 FM so that the JIMS FM signals can be heard by the community without interference. During the baseline study, spot-checking of the signals showed the radio programmes are still not comfortably heard in some of the areas covered within the 5km radius.

Nirmala Bhatnagar, Director of the Media Studies Centre informs that the programmes focus on issues relating to education, health, environment, youth, career, etc., along with community development. The objective of all programmes is to provide development information to the community in addition to entertainment. At present the radio broadcasts daily for four hours with original programme of two hours in the morning which is repeated in the afternoon. The students are encouraged to Conceive, Design & Broadcast their own programmes in a real life environment. All students of 4th, 5th and 6th semester are made to write two scripts each as part of their course content for Radio. The radio station is used by the college as laboratory for training students specialising in radio broadcast.

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 from October 28th – November 5th, 2007. The project was made into a regular academic assignment for the second year students of Media Studies. Both boys and girls were involved in the field survey work. The survey covered 1027 homes covering the following two colonies:

a) **Mangolpuri JJ Colony area – 2-3km**

b) **Rithala Sector 24 – 2km**

These are essentially slums located within a radius of 3km from the campus of the college and the signal of JMS Radio was clearly audible in the selected localities.. Though slum area, these colonies have demarcated roads, supply of electricity and water. All the houses were pucca constructions with proper roof. There is proper drainage system in the area and medical facilities and schools are situated within the colonies Shops and other retail outlets are also available

and easy access to the hospitals and health centres is available to most of the population.

The survey however was not very meticulously conducted. From the tabulation it appears reliable data is available only from 700 odd respondents.

3. 2b Instrument

CEMCA designed a detailed questionnaire comprising of more than 45 questions for the baseline study. The questionnaire was sent to JFM Media Studies Center for translation into Hindi and modified to suit the local linguistic profile. The translated questionnaire was rechecked and finalized in consultation with CEMCA before the baseline study workshop commenced. JFM printed 1200 copies of the questionnaire and an equal number of stickers advertising the JFM channel through which the DFW programmes will be broadcast in the future months. The process was facilitated by Mrs Rukmini Vemraju Programme Officer, CEMCA and, Ms. Bandana Mukhopadhyay, Consultant CEMCA and Project Assistant Swati Geel. The students were explained the rationale of the Base Line Study, the objectives and the expectations from the project. A similar exercise was later conducted with representatives of the community women from areas selected for the baseline study.

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 three-day workshop was held on 27th - 29th October, 2007, to explain the entire project, methodology of data-collection, need for the baseline study, precautions to be observed while visiting the households, and the procedure for tabulation. The workshop was conducted by Bandana Mukhopadhyay, Consultant for Community Radio Projects, CEMCA and Rukmini Vemraju, Programme Officer, CEMCA along with Project Assistant Swati Goel. A question-by-question discussion of the survey followed with the students to clear all reservations and difficulties about the questionnaire. IJMS has appointed Ms Deepa Kapoor and Mr. Surrender Dhaka from the academic staff as the Project Coordinators for the Baseline Study Programme. Mrs. Nirmala Bhatnagar Director of the Media Studies Department was the overall supervisor of the project.

Students were then divided into several groups each comprising of about 5-7 members and one community member were linked to each group to assist them in their interaction with the community women. Project Assistant Swati went around with the groups to make sure that a wide section of the residents are covered by the survey. She also helped them fill up the questionnaire properly. As the area was a poor-literacy zone, the primary responsibility of filling the questionnaire was entrusted with the students.

The data was collected essentially by the students over a period of 7-days starting from 29th October -5th November. In each house, where students collected the data, one sticker was placed on the wall for the household to help develop awareness about IJMS.

4. Data Analysis – Community Profile

4.1 The overall picture

The Community Profile Analysis is based on the correct and complete forms filled up by the students. In this particular instance, many of the students could not fill up the forms properly. The community women were mostly illiterate and

were unable offer any support to the students. As a result, the correctly filled questionnaire numbers between 700-900 as contrasted with data from other educational institutes where similar baseline studies have been conducted. However the data shows a very homogeneous pattern and it can be safely stated that no major deviation of the inferences is expected with a larger sample. The students visited over 1000 homes and as a result of the survey activities, the entire neighbourhood has been sensitized about the GMSM radio broadcasts.

According to the data received majority of the women interviewed were married (68%) and the respondents were in the age range of 20-40 year with only 2.5% of all the respondents above 60 years of age. The community is largely Hindu (over 88%) but population includes a small percentage of Muslim families as well. Despite being a urban population, literacy percentage was found to be poor with 34% in the illiterate category and just about 20% showing school education upto primary level. But the women were engaged in different kind of economic activities and are not entirely confined to housekeeping. The area lacks systematic social welfare activities. The women were interested to form self-help groups and similar socio-economic schemes but suffered from lack of information. The head of the household is generally the eldest male member of the family.

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

4. 2 Socio-economic profile

The community is entirely urban. More than 50% of the respondents belonged to households with monthly income group of Rs. 1500- 5000. 14% of all the households selected were in the lowest economic strata, i.e. income less than Rs. 1500 per month. More than 60% houses were pucca constructions with over 90% having electricity connection. Kerosene (39%) and LPG cooking gas (85%) was common in the houses. Nearly 85% of the houses had private toilet facilities and direct tap-water connection for drinking water. But a majority of the respondents complained lack of facility for both women and men (Nearly

60%) and also said drunkenness and drug addiction among men was a major social problem they are facing. About 58% of the women were eager to start some business based on household expertise if given an opportunity.

Ref: Charts 69, 77, 78, 79, 80, 84, 76, 25, 48

4.3 Lifestyle Indicators

Some common luxury items like the tape recorder (35%) and refrigerator (61%) was found in many of the homes visited for the baseline study. Many of the homes also had their own two-wheelers (40%) and even air-coolers (50%). The life style indicator showed most of the houses also possessed the usual urban luxuries like TV (89%) with 50% of the households owning cable connection. Only 43% homes had a radio and about 37% had FM facility in the radio they possessed. 35% houses had a tape recorder and 26% owned washing machines as well. About 15% of the houses had a telephone connection and 40% houses had a mobile phone. A small percentage also possessed radio connection on mobile.

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

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

As already indicated, a very large percentage of the women were illiterate (34%) but many of the households show younger girls starting to go to schools and literacy rate is higher among the younger girls upto the age group of 21 years. But overall, awareness regarding educational programmes is good (54%) and many of them are aware that computer literacy can give them opportunity for employment. Most of the women were satisfied with their status in the family and felt that they managed the household efficiently.

Ref: Charts 47, 39, 40, 68, 50, 48,

4.5 Primary issues of concern in community

80% of the women complained of excessive mosquito and flies as environmental hazards but claimed that they kept their environment clean

(66%). They also felt that pollution control systems are effective and in general the health and hygiene issues are properly attended by the local authorities. The area had good medical facilities and only 34% complained of the lack of availability of doctors. The community is aware of medical facilities for chicken pox, measles etc and the majority are not concerned with superstitions so far as health and hygiene are concerned. Their most important concern is vocational training to improve employment opportunity non-formal education /literacy programmes.

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

4.6 Primary issues of concern in household

The women are most concerned with improving the overall living standard of the family and seemed less bothered with child health, care for the adolescent girl or the elders. Within the family feel the basic care is taken for the children and the elderly is properly. The family depends upon elders and neighbours as their support system.

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

4.7 Media Profile –ownership, consumption, needs

More than 70% of the respondents did not get any newspaper or magazine at home but nearly 90% possessed a television, most of these were also coloured TV sets. Nearly 50% of the TV owners had cable connection and watched popular cable channels as entertainment. In contrast only around 40% of the respondents had a radio set at home and very few of these had the FM band. Among those who had a radio set only 24% had a regular habit of listening to

radio and once again the thrust was on casual entertainment. The usual time to listen was the morning hours (6-10am) while getting ready for work.

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

4.8 Community participation in CR programmes

The present status of community participation in JMS FM programmes is negligible but the women (68%) felt radio had the potential to offer simple social solutions and over 50% showed enthusiasm at the idea of direct participation in radio programmes and group listening. The trend among the younger women was towards radio jockey roles. The main interest of the community in radio participation stemmed from the possibility of earning through radio.

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 woman project.

Ref: Charts 54, 55, 56,

5. Implications for JIMS FM

In the door-to-door survey, the students got an opportunity to meet over 1000 women face-to-face to build an audience for the CR station. 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 and all 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 bright coloured sticker, proclaiming the name of the channel JMSFM, the frequency written in Hindi that will serve as a constant reminder to the community to tune in to JMSFM. However the production team of JMSFM need to keep in focus the following:

- 1. Television at present scores over radio in the community. The programmes can be made attractive to the women only by participatory production techniques. Only if women from the community are involved in the programmes, listenership will increase.*
- 2. The CR station needs to motivate the community to acquire radios and develop a listening habit. 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 and make the programmes sensitive to their daily requirements.*
- 3. Group listening among women as a part of Self Help Group activities is one way of encouraging listenership. But the JMSCR station managers will have to begin with helping formation of Self Help Groups which can offer the women a source of earning. Group activities combined with group listening at stipulated time is a methodology for encouraging radio listening worth experimenting.*

4. *Over 30% 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.*
5. *Most of the women are home makers. They will take interest in the *IFMS FM* programmes if recording is arranged in the slum area or at times suited to their daily household schedule.*
6. *The *IFMS FM* radio team need to build linkages in the community so that the requirements of the community are regularly monitored*
7. *The survey showed listening to radio in the early hours i.e. in the 6-10am is the highest but the *IFMS CR* production team need to assess whether this time slot is suited for women to listen to informative programmes or a time when women are more relaxed and free from household chores should be selected for the special programmes of the Science for Women Project.*

6. Findings & Gap Areas

*For *IFMS* 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 *IFMS* project.*
- b. *The community is predominantly composed of migratory population who are daily wage earners and unskilled. Therefore the programmes designed should be very simple, straight-forward and of short duration so that absorption of the information is easy.*
- c. *Information on nutrition and low-cost wholesome diet are two areas in which the women showed interest in acquiring more information. The community also will benefit if information on child health, pregnancy*

and vaccination is regularly given through interactive programmes on the LMSM.

- 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, sources of earning and small business ventures and how to tackle the menace of drinking as well as drugs.*

7. Recommendations of CEMCA

- A. The women from the community will only get into the habit of radio listening if they are regular participants in the programmes. Participatory production techniques are essential for the Science for Women programmes in LMSM.*
- B. The community, due to extensive illiteracy among women is unable to take advantage of the facilities that the government offers. Information on different state sponsored schemes and non-formal education opportunities through radio will benefit the community.*
- C. Simple information on wholesome nutrition and diet planning interest the community. But once again the thrust should be on participatory learning.*

The GMS students so far had never interacted with the community and participatory community programmes is a new approach to GMS FM programmes planning. It is recommended that in the institute may be granted the project for 3 months with immediate effect so that the relation that has developed between the students and the community women can continue without break.

There is need for continuous assessment of the extent and nature of participation and the impact of these programmes on the community.

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

CAPACITY BUILDING WORKSHOP

The second phase of the 'Science for Women' Project at IIMSa Capacity Building Workshop was organized for community women and 13 students selected from IInd year Mass Communication Course. These students would be primarily responsible for community interaction and programme planning for the Science for Women Project. The workshop was held in two phases, from 22nd Dec - 24th Dec and 28th -30th December. The purpose of the workshop was to:

- *To identify among community women potential broadcasters who can be made part of the planning & production team for the SFW Project*
- *To encourage interaction among students and community women so that they are able to understand the needs of the community which in turn would get reflected in the programme scripts & production*
- *To train community reporters who would be responsible for identification of community participants on a regular basis*
- *To explain the techniques of community participatory programme to the students and produce model programmes*

The Organisers

The workshop was jointly organized by IIMSa and Department of Media Studies, IIMSa, which is responsible for running the IIMSa FM Community Radio. Ms. Nirmala Bhatnagar, Director, Department of Media Studies selected the students and community members for the workshop and Ms. Bandana Mukhopadhyay, Consultant IIMSa designed the session. The following officials of IIMSa participated in the workshop:

Dr. R. Sreedher, Director

Mr. D.K. Tetri, Head of Administration & Finance

Ms. Bandana Mukhopadhyay, Consultant, and

Ms. Swati Goel, Project Assistant

On behalf of JFMS, the following staff and faculty members were present for the workshop:

Ms. Inderjit, Director, Administration

Dr. Nirmala Bhatnagar, Director, Department of Media Studies

Ms. Dipa Kapoor, Programme coordinator, JFMSM

Mr. Surrinder Dhaka, Project Assistant, JFMSM

Mr. Vinod Verma, Technical Officer, Department of Media Studies

JFMS selected 13 students on the basis of their performance in radio production for the workshop and it was decided that these students sensitised for the SFW^o Project would in turn train other students for the project. The SFW^o Project has been made into a regular course project for 1st year Media Studies.

Background of Community Participants

Community women who came for the workshop were from the following areas of the baseline survey:

- *Mongespuri*
- *JG Colony*

Both these two areas are rehabilitation colonies for migratory workers, a majority coming from Western UP and Haryana. The community mostly consists of non-skilled labourers. Their source of earning is erratic. Poverty is the primary issue for these women. Within the community, they belong to the lowest economic strata of the baseline survey. Most of them are illiterate and a few educated only upto the primary level. The participants were deliberately selected from the lowest strata and near-illiteracy background because it was

felt that empowerment at this level is most essential and success of the project at this level will act as catalyst for the more educated/affluent groups.

The Programme

The workshop was divided into two sections, the first three days concentrating on familiarization, content identification and development and the basics of speaking for radio programmes. The second section, once again held for three days was devoted to de-mystifying the technical aspects of radio production and transmission for the community women, involve them in planning and production of pilot programmes for the workshop. On 7th January, after the workshop was completed and all the programmes ready for assessment, Ms. Ujjwala Tirkey, DDT and Ms. Rukmini Pemraju, GEMCA visited JMS and interacted with the students and community women explaining them the aims and objectives of the workshop. They listened to some of the recordings as well. JMS FM organized an interactive session for community women with a nutrition expert and this programme was recorded live in the presence of the officers from DDT and GEMCA. On all the days the workshop started at 12.00 and ended at 4.00pm as per the convenience of the community women.

Schedule of the Workshop

DATE	ACTIVITY	STUDIO WORK
Day1 22.12.07 12.00- 2pm	Introduction: <i>The workshop was flagged off by Ms. Inderjeet, Director Administration JMS, who introduced the idea of participatory radio programme to community women, and explained to the students the importance of such activities in making them</i>	

aware for the roles they will have to play as privileged section of the society. Dr. Nirmala Bhatnagar and Ms. Bandana Mukhopadhyay also addressed the group, comprising of students and community women, explaining the need for the workshop, the basics of community participatory radio programmes and the requirements of the SFW²⁰Project.

Familiarisation Programme: All the participants were asked to introduce themselves - name, work, hobby and interest in radio. After introductions were over, the group moved to the recording studio where community women were invited to sing. This was all part of the familiarization process and breaking down the barriers between students and community members.

Essence of Community Radio: Ms. Bandana Mukhopadhyay explained to the participants the different kinds of radio broadcasts -state-owned, commercial, private FM channels for entertainment and community-participatory radio and the diverse roles each form of radio plays in society. The objectives of selecting community radio for the SFW²⁰ project was further explained and so that both students and community women understand their specific responsibilities to take forward the project. The women from the community wanted to know how this project will impact

All the participants were taken to the recording studio of GMSM. The women were invited to sing traditional seasonal songs and folk song associated with wedding which was recorded by students with support from Technical Officer Mr. Vinod Verma, for radio and video programmes.

or improve their day-to-day living conditions. It was explained to them that these specially designed programmes will give them:

a) information on how they can improve their daily diet

b) Give opportunity to express their concerns

2.30-3.00

c) Offer occasions to meet experts and widen their knowledge-base

3.00-4pm

d) Participation will also ensure a token fee

LUNCH BREAK

Group Formation and Discussion: *In the post lunch session, the women were asked to talk on the kinds of radio programmes they want to participate and listen. They were invited to select their perception regarding the project's usefulness and also start the process of familiarization with the students and programme planners of *LMST* vis-à-vis pilots to be prepared at the workshop. All the community women agreed that the programmes should be:*

a) Useful, i.e., help in changing their quality of life

b) They were nervous about actual participation in a radio programme but were willing to give a try

c) They felt that the programme has to find solution to their economic needs to be truly relevant to their daily-life, and

	<p><i>d) The women showed interest in becoming literate through non-formal education if radio offers some such opportunity</i></p> <p><i>Ms. Bandana Mukhopadhyay explained to them the system of Self-Help-Group Formation which can give them opportunity to earn as a cooperative. When the women wanted to know more about such schemes she also told them all such information will henceforth come through radio programmes and they must start forming the habit of regular listening to JMSFM. Students told the community of the JMSFM programme times and the radio frequency.</i></p>	
<p>Day 2 23.12.07 12.00- 2pm</p> <p>2.30- 3.00</p>	<p>Art of Interviewing for Community Radio:</p> <p><i>The second day started with students taking the microphone to each of the community members asking them about their life, issues of concern regarding family, children and neighbourhood. Each interview was played back so that the women as well as the students understand how the questions and answers can be improved and editing made easy. Most women were so amused that the session became a very friendly, jovial one hour of interactive session with students and community members gradually striking a bond of friendship.</i></p> <p>LUNCH BREAK</p>	<p><i>Studio Recording of Community Women as per activity details</i></p>

3.00-4pm

Identification of Need Areas

With this session actual work for the pilot programmes started taking shape. Women identified the following areas within the scope of nutrition & health - the focal issues for the SFW Project:

- a) Balanced diet within their meager means*
- b) Causes and Relief from chronic ailments like cold and cough*
- c) Problem of drink and drugs and possible cures*
- d) Alternative to milk as milk is increasingly becoming too expensive*

Discussion of issues for SFW Programmes:

Once the need areas had been identified, a discussion was initiated on how the community women want these ideas translated into radio programmes. The students explained to them how they will plan the programmes and four production groups were made with 3 students in each group. Ranmeek the class rep. was selected as the leader for all the 4 groups. The groups were as below:

Group 1: Priyanka Gupta

Palash Dhutani

Rwitika Arora

Group 2: Shruti Khanna

Ashima Jain

	<p style="text-align: center;"><i>Manisha Sharma</i></p> <p><i>Group 3: Jannu Bhatt</i> <i>Shweta Sharma</i> <i>Geetanshu Kathuria</i></p> <p><i>Group 4: Devyani Gheek</i> <i>Shruti Rawal</i> <i>Rakesh Pandey</i></p> <p>Local Talent Hunt: <i>From the Community only three literate women were found who offered to become links for the community and help the students to identify participants. One young girl, Seema, at present studying in class X Sarvodaya School was interested to become a technical hand in the project. Ranmook and Ms. Vinod Verma offered to train her.</i></p>	
<p>Day 3 <i>24.12.07</i> <i>12.00- 2pm</i></p>	<p>Discussion based on recordings of day2:</p> <p><i>Based on the need identification by community women, Dr. Nirmala Bhatnagar organized to bring one pediatrician to speak with the community women for one pilot programme. Women asked the doctor their problems associated with child-health and their own health problems. It was a very fruitful session which was recorded by students of groups 2 & 4 as they planned and guided the women to ask questions on children separately and then ask about their personal problems. One student from each group was advised to take notes on the</i></p>	<p><i>Studio Recording of interactive session with doctor</i></p>

proceedings.

Script Requirements for CR Programmes

After the recording session, the students departed from the studio to plan a complete script based on the interview and expert's comments. Some basic guidelines on the content, like greater usage of the questions was suggested to maintain the community participatory character of the programme but basically the students were given freedom to use their creative ideas in planning the production.

2.30-3.00

3.00-4pm

LUNCH BREAK

Developing Programme with individual interviews:

With Groups 1 & 3 the exercise was to focused on developing programmes using one individual interview. For this the students were encouraged to act as interviewer, soliciting information. The community members were asked to speak to the microphone as per the guidance given to them on Day 2 morning session.

Microphone Usage

Different kinds of microphones used for radio programmes were displayed and their differences explained and usage demonstrated by Bandana Mukhopadhyay with help from

Studio Recording of individual interviews session with community members. And Group 1 & 3 students.

	<p><i>Vinod Verma. Students were given assignments for outdoor recording within the community which they had to complete before the second phase of the workshop started four days later.</i></p>	
<p>Day 4 28.12.07 12.00- 2pm</p>	<p><i>The second phase of the workshop was addressed by Dr. R. Sreedher, Director, TMA. He spoke about the objectives of TMA in associating itself with the SFW Project initiated by DSI. He also encouraged the students to use modern technology like the phone-in, direct relay of community events and use of mobile phones for field recordings.</i></p> <p>Outdoor Recording and importance of local ambience</p> <p><i>All the recordings made by students as per Day3 planning were heard one by one and discussed. The community women were most amused at their own response. Bandana Mukhopadhyay explained to them the importance of taking the microphone to the community. One recording on drinking menace was taken up for demonstration and edited to show how a reply can be made more coherent and interesting through imaginative editing.</i></p>	
<p>2.30- 3.00</p>		<p><i>Demonstration of editing techniques for programme production</i></p>
<p>3.00- 4pm</p>	<p>LUNCH BREAK</p> <p>Editing in CR Programmes</p>	<p><i>Listening session in editing room for understanding</i></p>

	<p><i>All the recordings were one by one taken up for listening and those directly linked to nutrition and health issues were taken out for preparing the pilots. Finally four interviews were selected, two each on health and nutrition for making the pilot programmes.</i></p> <p>Views of Community Women on the experience:</p> <p><i>Community women were asked to give their views on their own replies and how they felt responses can be improved. They are not as yet ready to handle the microphone but they were not as afraid of the instrument as on day 1. They came up with the following suggestions:</i></p> <ul style="list-style-type: none"> <i>a) More time needed to understand the question</i> <i>b) Nutrition and Health were not their primary concerns</i> <i>c) They wanted more programmes on improving their economic status</i> <i>d) They have understood what talking for radio means but the editing console is too complicated and they were not ready to handle machines so soon.</i> 	<p><i>technical quality of recordings and selection for pilot programme from the interviews recorded</i></p>
<p>Day 5 29.12.07 11.00- 2pm</p>	<p><i>On day 5 community women were asked to come one hour later while students came one hour earlier so that 2-hr production is available to them before the women are in the studio to listen to the programmes. No</i></p>	<p><i>Work on editing console to prepare pilot programmes</i></p>

community women were invited to handle the editing console as they were not able to understand the editing console on Day4 afternoon session.

Preparation of pilots for SFW Project

The four groups of students with help from Dr. Nirmala Bhatnagar and Mr. Vinod Verma prepared the scripts for the four pilot programmes. The formats were discussed with Bandana Mukhopadhyay but all were given creative independence to make the programmes to their liking.

Community discussion on effective participation

Community members came after 1.00pm. They came with their plans for wider community participation and how they can help. They also identified 1.30 -3.00pm as the most suitable time for listening to their programme and decided to form listening group to overcome shortage of radio sets within the community. However some of the women pointed out family restrictions on moving out of home and were not sure how many women will be able to participate in the group listening sessions.

2.30-3.00

*Dr. Nirmala Bhatnagar informed the group that 1.30-3.00pm is a suitable time for *IFMs* *IFMs* as they have regular transmission at that*

<p>3.00- 4pm</p>	<p>time.</p> <p>LUNCH BREAK</p> <p>Group Discussion as a model programme format:</p> <p><i>The post-lunch session was a discussion on how the programmes could involve many community women. All the women suggested students should go to the community areas and they can organize women to come and speak but coming to studio regularly would be difficult.</i></p> <p><i>It was pointed out that on an average 25 community women need to be involved in programmes each week for all the 1000 women involved in the survey to find a place in the programmes over the next twelve months.</i></p> <p><i>Some of the students requested for extra time to complete the programmes. Therefore the listening session was postponed to the last day of the workshop..</i></p>	<p><i>Some of the students did additional recordings with community women for their pilot programmes while the group discussion was taking place.</i></p>
<p>Day 6 30.12.07 12.00- 2pm</p>	<p>Development of Feedback Mechanism</p> <p><i>The last day of the workshop started with a discussion on developing a feedback mechanism to assess the listenership of the broadcasts. The students felt a regular survey of who is listening to what kind of programme will benefit them while the</i></p>	

community women bluntly stated that if the programmes are useful and interesting they will listen otherwise they prefer entertainment programmes.

Listening to pilots

All the participants were then played back the four pilot programmes made by the four groups. Two of the programmes were based on interviews while the other two were interactive programmes with experts. The duration of the programmes varied from 15mts -35mts. This was done deliberately to assess how the women listen to the programmes. The programmes contained songs rendered by community women as well as sound effects from the alleys of the community areas. Community members were quite amazed at the quality of the programmes based on their own interviews which they thought were unsuited for radio. They thanked the students and staff of *LFMS FM* and were very well motivated to participate and make the *DFW* project a success. But it was observed that they are unable to concentrate on listening despite the fact that the programmes were basically in their own dialect and by their own family and friends.

2.30-3.00

It was decided that for the regular broadcast, each programme will be 15mts duration as the women seemed to lose concentration after

3.00- 4pm

about 15- 20 mts of listening sericusly.

LUNCH BREAK

**Presentation of FM radio receivers to
community participants**

*Dr. Nirmala Bhatnagar presented each
community woman one portabse FM radio
and a token fee for attending the workshop.*

*GMFM Community Radio is psanning to start from mid-february, 2008. They
have started with the project with full concentration and hope to produce at least
15 programmes before the inaugural date. The community has been motivated
to participate in the programmes but the low level of literacy among women
makes it difficult for them to participate in production at this stage.*