

Science for Women Baseline Study Report

for

BANASTHALI RAO

Banasthali Vidypeeth, Niwai (Tonk), Rajasthan

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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, embarked upon a pan-Indian project to evaluate and encourage understanding and application of science in everyday life for women. Entitled 'Science for Women' (SFW) with special emphasis on "Nutrition & Health", this project aims to reach out to the women in the

poorly literate sections of society in urban and rural sectors through community participatory programmes. 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 of 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 at that time were invited to a workshop held on March 8 and 9, 2007, under the aegis of RYSSP 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 RYSSP 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 RYPSP.*

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 RYPSP for awarding the SFW Project. The following report is the findings from the baseline study for BANASTHALI RADIO licensed to Banasthali Vidyapeeth, Niwai (Tonk), Rajasthan. This is the first privately owned Radio station in the Community Radio Category set up in the state.

Profile of BANASTHALI RADIO

BANASTHALI RADIO is the first community radio station licensed in the state of Rajasthan and it reaches out to areas within a radius of 10-15km. covering north-eastern parts of the Tonk District. The frequency allotted for this community radio station is 90.4. *BANASTHALI RADIO* started functioning from January 2005 as a campus radio station for the students. As the signals were received in almost 50 villages surrounding the campus, students started outdoor recordings as part of the extension activities of the Vidyapeeth. Gradually over the first twelve months community members were initiated, trained and inducted into the programme production, presentation as well as supervision of transmission. Banasthali Radio is an example of community participatory radio where university students, staff from campus and community members from the catchment area of the transmitter work together. The community radio now is an integral part of the village lives. At present *BANASTHALI RADIO* broadcasts for twelve hours daily - 4 hours of original programme every day which is repeated in two separate slots ensuring wide listenership. The radio station regularly conducts audience surveys to understand the needs of the community and the data is used to make changes in programme planning and presentation. In 2007 Unicef in collaboration with Radio Banasthali started a Community Radio Project as a part of Unicef's integrated village development programme.

3. Baseline Study Objectives & Design

3.1 Objectives

The baseline study aims to achieve:

- *A documentation of the socio-economic and demographic profiles of the target listeners*
- *An in-depth understanding of the media habits of the women, particularly with reference to radio,*
- *Identify issues of concern for the community*

- *Assess the willingness/interest among women for participation in the community radio initiative*
- *Build awareness of SFW programmes through Banasthali Radio*

3.2 Study Methodology

3.2a Sample

The base line study was initiated from January 23rd - 29th, 2008. The survey was conducted primarily by village volunteers and students of Banasthali Vidyapeeth. The survey covered 1000 homes from 22 villages around the campus. These villages are located upto 10km from the Campus. These are all agricultural areas. Many of the villages have no schools, medical facility is poor and availability of food is very limited due to arid condition of the soil and constraints of water.

(List of villages provided in Appendix B)

3.2b Instrument

CEMCA designed a detailed questionnaire comprising of more than 45 questions for the baseline study. The questionnaire was sent to Banasthali Vidyapeeth for translation into the local Rajasthani Dialect was adjusted 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 printed and an equal number of stickers were designed to advertise BANASTHALI RADIO-90.4 through which the SFW programmes will be broadcast in the future months. On behalf of Banasthali Radio, Smt. Ina Shashtri coordinated the project with assistance from Lokesh Sharma, and on behalf of CEMCA the chief facilitators were Ms. Bandana Mukhopadhyay, Consultant and Project Assistant Swati Goel.

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 two-day workshop was held from 23th - 24nd January, 2008, 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. 25 Student Volunteers and 35 Community members participated in the workshop.

(Appendix A –List of Participants: Students and Community Members)

At the commencement of the Baseline Study Workshop, all the participants were explained the rationale of the Base Line Study, the objectives and the expectations from the project. Smt. Ina Shashtri, addressed the participants and spoke to them of the purpose of the Science for Women Project and how the project will benefit both the community women as well as the students. She spoke of the social responsibility and idealism of the institute and how these two central concerns of the Vidyapeeth have been integrated in the community radio programmes. She also told the community members to be active participants in the project so that they can extract the maximum benefit from the project which she hoped will provide non-formal information and will lead to empowerment of the women. Ms. Bandana Mukhopadhyay explained the objectives of the project and the procedural

details for the baseline study data collection. Each question in the questionnaire booklet was taken up for detailed explanation and each participant was given 10 questionnaire booklets for survey after the workshop. Later in the evening the students along with CLMCA and DSI representatives went to villages for survey. Project Assistant Swati went around with the groups to make sure that a wide section of the residents are covered by the survey.

On the second day of the workshop the data collected was checked and the difficulties faced by the students and community volunteers sorted out. The students covered villages adjoining the campus of the Vidyapeeth while community volunteers collected data from their own villages. A total of 22 villages were covered in the baseline study.

(Appendix B – List of Villages covered by Baseline study)

Every morning from 24th -30th Project Assistants Swati Goel and Neeru Bhat checked each of the questionnaire booklets and wherever doubts arose, the respondent's house was revisited and corrections incorporated. The entire process of data collection was completed in 7 days.

The complete data, duly tabulated was handed over by Lokesh Sharma, Project Coordinator for Banasthali Radio for comprehensive analysis by the CLMCA expert in accordance with the pre-designed framework developed by CLMCA

4. Data Analysis – Community Profile

4.1 The overall picture

The areas covered by the survey are predominantly Hindu (89%) and belong to the lower income groups (55% reported monthly income upto ₹ 3000). The community is very superstitious and every question on superstition beliefs solicited positive response from majority of the respondents (Eclipse and pregnant women -66% said yes, Women should not eat papayas during pregnancy -51% answered yes, not taking medication for diseases like chicken-pox, measles, typhoid etc. -over 62% replies were yes). The society is male dominated as 81% replied that the head of the household is the eldest male member of the family. Majority of the families were associated with agricultural activities though shopkeeping, wage labour, and petty-trade were the other popular occupations in the community. Overall literacy level is low. 50% of the women were found to be illiterate but 35% admitted that there was opportunity for education.

Ref: Charts No. 62, 63, 64, 65, 66, 67, 68, 69, 75, 84, 85, 100, 102

4. 2 Socio-economic profile of community

The community is entirely rural, with nearly 27% of the women daily wage workers. More than 55% of the respondents belonged to households with monthly income upto ₹ 3000. Only 44% houses visited were pucca constructions but nearly 73% respondents had electricity connection in the house, though the house may have been semi-pucca (32%). Firewood is the most popular fuel for cooking (72%) followed by LPG (28%). Water is scarce in the villages. 43% depend upon handpump for drinking water and only 23% house had tap-water. Out of these only a little above 19% had toilet facilities in the house and 66% used open fields. 60% women complained of employment opportunities both for men and women. The women also admitted that there was gender bias prohibiting them from availing education and employment opportunities.

Ref: Charts 100, 85, 92, 93, 94, 95, 96, 27, 28, 29, 30

4.3 Lifestyle Indicators

The life style indicator showed many of the houses had a radio with FM band (63%) and an equal number also possessed Television but most of them did not have cable/DTH connection. Doordarshan was naturally very popular (60% viewership). A small percentage of houses had telephone connection (27%) and about 30% also had a mobile connection. 37% had tape-recorders and two-wheeler transport and a little over 15% had refrigerator as well as air-cooler in the house. Though it is largely an agricultural community tractor was not found in any of the houses surveyed and only 3% possessed a car or a jeep.

Ref: Charts 4, 5, 6, 7, 8, 9, 78, 79, 101

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

Majority of the women respondents belonged to the age group 21-30 years (nearly 40%) Literacy standard in the communities was generally poor but the younger girls were going to school and a small percentage (5%) has studied upto HIG level. The community in general (77%) is aware of the literacy programmes in the area but gender bias prevents them from taking advantage of the literacy programmes. 60% women did not know about educational opportunity in the area. The women appeared deeply entrenched in superstition (78% admitted to all the questions affirming superstitious beliefs). 40% of the women felt they suffered from lower status in the household.

Ref: Charts 81, 84, 42, 69, 70, 71, 72, 73, 74, 75, 76, 77, 29, 30

4.5 Primary issues of concern in community

The most important health concern in the area is the excessive fluoride content in the water which is creating health hazards like different kinds of arthritis and deformities following menopause among women. Water scarcity is an important concern as women often have to ferry water during

summer months. Another important concern was drought. The usual hazards of mosquito (80% complained) flies, insects and snakes were reported by 49% of the women. Poor drainage system leading health problems was reported by 62% and 46% complained of non-availability of doctors. But drinking among men was not a social issue.

Ref: Charts 21, 20, 19, 18, 22, 23, 24, 25,26

4.6 Primary issues of concern in household

40% women interviewed were aware of family welfare schemes and 34% were conscious of balanced nutrition for family. 64% said they managed the home efficiently and over 80% said they were aware of health care for seniors, personal hygiene, and were in the habit of consulting health workers, especially during pregnancy and for adolescence related problems. Overall the community is comfortable with their life-style.

Ref: Charts 31, 34, 47, 48, 38, 39

4.7 Media Profile –ownership, consumption, needs

The women enjoyed listening to radio and watching television. As literacy is poor, less than 75% houses get newspaper or magazines in the house but 62% own Television set and an equal percentage also has radio with FM band but cable connection is limited to 14% of the households. Doordarshan is the most popular visual channel (59% regularly watch) and 43% said they listened to radio daily. Radio Banasthali is the most popular channel (over 47% listenership) and most listen to radio in the early morning 6-8am period and at home (54%). They enjoy the lively presentation and ability to participate in the programmes. Radio also appeared to be a useful source of information for the community. 40% women said they learnt about child health issues through radio, and around 33% said they heard radio for information on health issues for family. They wanted more regular programmes on vocational training, traditional health tips, information on

starting a business at home, tips related to agriculture, animal husbandry and water harvesting.

Ref: Charts 1, 2, 3, 4, 5, 6, 10, 11, 12, 13, 14, 33, 34, 35, 36, 50, 51, 52, 53, 54

4.8 Community participation in CR programmes

Over 76% of the women interviewed said radio can help in finding solution to many of the daily problems. Most were eager to participate in the programmes (over 60%) and they liked listening to radio in group (74%) though family constraints did not encourage group listening. Radio Jockey was the first choice for 50% of the women but they were interested in any opportunity to participate in Radio Banasthali programmes. At present the phone-in programmes, especially with doctors receive around 10-15 calls from community and following the Unicef project Radio Banasthali has trained community volunteers from 17 villages who regularly contribute to the programmes. Community participation was also noticed in programme production and in running the transmission.

Ref: Charts 57, 58, 59, 60, 61

5. Implications for BANASTHALI RADIO

- 1. Awareness about Banasthali Radio is quite widespread in the villages covered during the survey. The signal is clear and strong in most areas but in pockets the signals are very weak or disturbed. The survey helped to reinforce information about the radio station and possibility of greater participation by the community in the programmes. The Science for Women Project need to significantly different and participatory so that the people take extra interest in the programmes.*

2. *The survey has also built up expectations and excitement among the community and many queries had started coming on how the community can participate in these programmes. Radio Banasthali will have to devise plans and programmes in a way that encourages and offers opportunity for more community involvement.*
3. *Over 50% of the respondents are illiterate. This is the target audience who should be focused from the Science for Women Programmes. Audio programmes are known to have been effective tools for breaking the literacy barrier and non-formal mode of information dissemination at the grass-root levels.*
4. *Superstition is a major source of disinformation and is known to have caused health hazards. This is a vital area that need to be addressed in the programmes*
5. *The survey showed highest listenership the early hours i.e. in the 6-8am time-slot during which both men and women tune in to the programmes. Radio Bansthali needs to plan special time slots most convenient to women to address problems specially related to women.*
6. *Radio Banasthali also needs to motivate the community to acquire radios. As an incentive, radio sets can be given as gifts for participation in radio programmes.*

6. Findings & Gap Areas

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

- a. *This community is wholly rural but they have acquired the skills to absorb information from media.*
- b. *The women are predominantly daily wage earners or home-makers but they aspire to participate in radio programmes. Many among them regularly participate as callers in phone-in programmes. This enthusiasm needs to be properly channelised.*
- c. *The community is very superstitious and it is necessary to focus on all issues associated with superstition without violating the sentiments of the community.*

7. Recommendations of CEMCA

- A. *Radio Banasthali has the potential of becoming a model community participatory radio station and CEMCAs well as DST should encourage and experiment with innovative participatory techniques for the DFWP project. The CR station had benefited from the Unicef project for developing village volunteers. These girls should be recruited as village reporters for regular inputs on health issues concerning the villagers.*
- B. *Radio Banasthali has the expertise to transform the community from mere participation to partners in production which will make the programmes more effective. In the workshop, script and radio drama was assigned to community members who wrote and participated. Many of the participants had never entered a radio station but showed the required skills. Radio Banasthali has been advised to develop the radio serial style with central issue of health.*
- C. *Phone-in programmes have been effective mode of information for the community but this form of participatory learning is now losing its innovative charm in Banasthali. Phone-in should be an add-on to more direct participation by the community women.*

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 Banasthali Vidyapeeth began with the Capacity Building Workshop organized for community women and students. As Banasthali Vidyapeeth does not have any media or communication department, students were from different streams of academics, with experience of participation in the Banasthali Radio programmes. Community women/girls were selected on the basis of interest shown during the baseline study. The workshop was held from 24th Dec - 29th January 2008. The purpose of the workshop was to:

- To identify among community women potential broadcasters for the planning & production team of the SFW²Project
- 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 members for the project on radio production and village reporting
- To produce model programme with joint participation by students and community members

The Organisers

The workshop was organized by Community Radio Team of Radio Banasthali. Management team from Radio Banasthali included

Dr. Ina Shastri

Sh. Lckesh Sharma

On behalf of CLMCA the following were present for the workshop:

Ms. Bandana Mukhopadhyay

Ms. Swati Goel

On behalf of DSI, Ms. Neeru Bhat, Project Assistant was present at the workshop.

10 community members and 12 students were selected for the workshop

Background of Community Participants

Community Women who were selected came from all walks of life - students, home-makers, wage-earners, community volunteers. Many of them had never entered a radio station or seen a studio. Radio Banasthali gave a free hand to the CLMCA team to select community members while interacting in the baseline study survey in the villages. The women/girls

were selected on the basis of the interest showed and understanding of the community needs for the SFW project.

The Programme

The workshop was divided into two phases, the first three days concentrating on familiarization with technical equipments, content identification and development ideas on health and nutrition issues. In the second phase, once again held for three days, programmes were planned and produced. On all the days the workshop started at 12.00noon and continued till 6.00pm as per the convenience of the community women.

Schedule of the Workshop

| DATE | ACTIVITY | STUDIO WORK |
|--|---|-------------|
| <p>Day1 24.01.08 12.00- 1.30pm</p> | <p>Introduction: Dr. Ina Shashtri, Chief of the CR station at Bansthali welcomed the participants, spoke of the mission of village development integrated into the idealism of the Vidyapeeth and requested all the community women to take full advantage of the project.</p> <p>Ms. Bandana Mukhopadhyay, Consultant CLMCA spoke about the community radio movement, its role in empowerment of communities and how the SFW Project can improve the quality of life in the</p> | |

villages and at the same time help the students to understand the needs of the society.

The purpose of the workshop and the SIW^o Project was explained to the participants by Lokesh Sharma, Project Coordinator in Banasthali CR. He spoke in the local dialect, explained what is expected from the students and the community participants and the importance Banasthali places on the project for overall improvement of health related issues in the villages.

Familiarisation Programme: *All the participants were asked to introduce themselves - name, nature of daily activities and interest in radio. After introductions were over, the community women were invited to speak about their expectations regarding a regular health and nutrition programme on radio and in what ways they would like to contribute to the programmes. The students recorded each speaker. This was all part of the familiarization process and breaking down the barriers between students and community members.*

List of Participants: Appendix C

LUNCH BREAK

Recording was done with cordless microphone in different parts of the hall to show how the place of recording can impact upon the quality.

1.30- 2.30pm

2.30- 4.00pm

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| <p>4.15 -4.30pm</p> <p>4.30- 6.00pm</p> | <p>Visit to Studio: <i>Ms. Bandana Mukhopadhyay</i> and some of the students who regularly present programmes on <i>Banasthali</i> took the community women to the studio in batches and showed how programmes are broadcast as well as recorded.</p> <p>TEA BREAK</p> <p>Group Formation and Discussion: <i>In the post Tea session, community women and students discussed their views on the most important issues concerning health and nutrition in the villages. The three main issues that emerged from the first day's interaction are as below:</i></p> <p>a) <i>High Fluoride content in the water is causing pain in the joints and weakness, especially for women. They wanted regular programmes on ways of combating this health hazard</i></p> <p>b) <i>There are many superstition beliefs and practices associated with pregnancy and childbirth. Women wanted proper information so that child mortality rate can be improved</i></p> <p>c) <i>Women wanted information on seasonal vegetables, their nutrient value and clear superstitions about</i></p> | <p><i>Community women were also explained the best possible ways of speaking to a microphone.</i></p> |
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| | <p style="text-align: center;"><i>diet</i></p> <p><i>Following the discussion four groups were formed and each group given a flash recorder for recording in the villages. Each group decided upon a specific subject and areas so that interviews do not overlap or become repetitive. The four issues taken up were as follows</i></p> <p>Group A: <i>Issues concerning food habits</i> <i>This group would concentrate in villages behind the campus</i></p> <p>Group B: <i>Vaccination for children</i> <i>This group would record interviews in villages in front of the campus gate</i></p> <p>Group C: <i>Health issues associated with winter</i> <i>This group would function within the campus</i></p> <p>Group D: <i>Focus area: Cleanliness of the environment and its impact on health</i> <i>This group would record interviews in villages 3-5km from the campus, near the agricultural lands of Banasthali.</i></p> | |
| <p>Day 2 25.01.08 12.00- 2.30</p> | <p>Art of Interviewing for Community Radio: <i>On the second day students and community members of each group was given a flash recorder and Banasthali CR Unit provided a Jeep to travel into the interiors of villages and record interviews</i></p> | <p><i>Field recording in villages by community women.</i></p> |

2.30-3.00

with women. *ELM* team accompanied the groups to get a first hand understanding of the condition of women in the surrounding villages. Community women were also guided on the use of flash recorders.

3.00- 6pm

LUNCH BREAK

Programme Production

With this session actual work for the pilot programmes started taking shape. The interviews recorded were heard and selected for production of two programmes, each of 20mts duration. One programme focussed on balanced diet while the other dealt with awareness on vaccination.

Familiarisation of editing and recording equipments

5.00- 6pm

Format for the two programmes was discussed and finalized and from each group 2 anchors, one student and one community woman were selected to research and write the narration for the programme.

Discussion held for selecting the subjects and experts for two phone-in programmes which would be live on air on 27th and 28th morning transmissions. The subjects selected were:

- 1) Menopause and related problems
- 2) Importance of Nutrition and Balanced

| | <i>Diet</i> | |
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| Day 3 | Programme Production | |
| 26.01.08 12.00- 2pm | <i>Group A students and community members Richa, Asmita (students) Sunita, and Kusumlata (Community girls) were guided by the Banasthali CR team to record and produce the magazine style programme based on field recordings and studio narratives on Healthy eating habits.</i> | <i>Studio Production of programme based on field recordings</i> |
| 2.00- 3.00pm | <i>Other participants were asked to watch and understand the intricacies of production.</i> | |
| 3.00- 4.00pm | LUNCH BREAK | |
| 4.00- 5.00pm | Understanding Script Requirements for CR Programmes <i>The participants were invited to ask questions on different aspects of radio production and also offer their own suggestions on how the community can become more active participant for the SFW Programmes.</i> | |
| 5.00 -5.30pm | <i>Community member Shankarsal Sharma was selected by the participants to compose and record a song on keeping the neighbourhood clean for healthy</i> | <i>Recording in studio while transmission is in progress as a part of technical capacity building</i> |

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| <p>5.30- 6.30pm</p> | <p><i>living.</i></p> <p>TEA BREAK</p> <p><i>Planning for Live Phone-in Programme with Gynaecologist with the studio anchors</i></p> <p><i>Participants: Priyanka Gandhi, Pratibha Parikh</i></p> | |
| <p>Day 4 27.01.08 8.00-9.30am</p> <p>9.30- 10.30am</p> <p>10.30- 12.30</p> <p>12.30- 2.30pm</p> | <p>Live Phone-in Programme I</p> <p><i>Programme on Menopause and related Health Problems</i></p> <p><i>Expert: Dr. Nira Singh, Gynaecologist from Banasthali Hospital</i></p> <p><i>Studio Anchor: Priyanka Gandhi, Pratibha Sharma</i></p> <p><i>Duration of Programme: 1hr.</i></p> <p><i>(This programme received 15calls during broadcast and many more calls were received after the broadcast as well.)</i></p> <p>BREAK</p> <p>Editing in CR Programmes</p> <p><i>The Second Pilot Programme based on field recording focusing on vaccination was produced by Group B students and community women. The song recorded by Shankarsal was incorporated in the programme to show how excerpts of music can be added to programmes to make the content interesting.</i></p> | <p><i>All Participants were asked to attend the live programme from the recording console</i></p> <p><i>Editing session for programme production</i></p> |

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| | <p>TEA BREAK</p> <p><i>Discussion on live Phone-in Programme on nutrition and diet</i></p> <p><i>Anchors selected: Snigdha and Bhoomika</i></p> | |
| <p>3.30-4.00pm</p> <p>4.00-6.00pm</p> | | |
| <p>Day 5</p> <p>28.01.08</p> <p>8.00-9.30am</p> | <p>Live Phone-in Programme II</p> <p><i>Programme on Nutrition & Balanced Diet</i></p> <p><i>Expert: Dr. Sheel Sharma, Professor of Food and Nutrition</i></p> <p><i>Studio Anchor: Snigdha, Bhoomika</i></p> <p><i>Duration of Programme: 1hr.</i></p> <p><i>(This programme received 7calls during the broadcast)</i></p> | |
| <p>9.30-12.30am</p> | <p>BREAK</p> | |
| <p>12.30-3.30pm</p> | <p>Discussion on serial drama SFW Project</p> <p><i>Students and community members were encouraged to write and produce serial radio drama based on field experience and weaving into the theme issues concerning health and nutrition for the pregnant woman. Community participant Pratibha who is a regular broadcaster from Banasthali Radio offered to write the first script.</i></p> | |
| <p>3.30-4.00</p> | <p>TEA BREAK</p> <p><i>The students then went off to the editing</i></p> | |

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| <p>4.00- 6pm</p> | <p><i>studio for making the programme. Mr. Suresh K. Verma discussed with the students how the earlier three pilots can be improved.</i></p> <p>Assessment of First Pilot on Field recording</p> <p><i>All the students and community women who had been associated with SFW^o Project were invited to listen to the programme offer comments and suggestions for improvement. The programme was modified by incorporating some of the suggestions.</i></p> | <p><i>Listening session for first pilot programme based on field interviews recorded with community women</i></p> |
| <p>Day 6 29.01.08 12.00- 2.00pm</p> | <p>Community discussion on effective participation</p> <p><i>The session began with a discussion on wider community participation and how they can help. Most of the women were eager to participate but were hesitant to face the mike. They however agreed that direct participation in programmes and broadcasts in their own dialect can help to spread the message better.</i></p> <p><i>This session threw up the following suggestions:</i></p> <ul style="list-style-type: none"> <i>i) Community volunteers should mobilize more participation by women</i> <i>ii) A proper list of issues concerning nutrition and health needs to be made</i> <i>iii) Superstitions need to be explained</i> | |

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|--------------------|---|--|
| <p>2.00-3.00pm</p> | <p><i>and alternatives suggested in a way that will not offend the community or interfere with the social rituals</i></p> | |
| <p>3.00-9.00pm</p> | <p>LUNCH BREAK</p> <p>Script session for Radio Serial Drama</p> <p><i>The script written by Pratibha was discussed with participants and Project Coordinator Lokesh Sharma. The community members decided the title of the serial "Apno Gaon Ma Kahani" They identified suitable participants from the community and students. The basic recording was done and effects planned. The script writers for the next five episodes were identified and the rules of a serial drama explained. It was decided that the scripts will be written in Hindi but the recordings done in Rajasthani. As the entire exercise continued till late no formal closing of the workshop could be held.</i></p> | <p><i>Technical training for recording of drama by community members and students in studio using multi-directional mike</i></p> |

ANNEXURE C

STUDENT VOLUNTEERS FOR CAPACITY BUILDING WORKSHOP

Rushi Jamuar

Bhoomika

Rakhi Aggarwal

Asmita

Priyanka
Manakshi Udavat
Manika Bindal
Ankita
Sayantani
Aditi Shashtri

ANNEXURE C
COMMUNITY WOMEN FOR CAPACITY BUILDING WORKSHOP

Shimla Bhawaria
Kusumata Gurjar
Ramkanya Gurjar
Saira Devi
Santosh Devi
Archana Jain
Mamta Sharma
Seema Choudhry
Sunita
Partibha