

Science for Women Baseline Study Report

for

KRISHI FM90.4

University of Agricultural Sciences, Krishinagar, Dharwad

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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' (SFW) 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 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 FM radio licensed to University of Agricultural Science, Krishinagar, Dharwad. The baseline survey for project was conducted by a team of scientists drawn from various depts.) along with students and

women from communities living in the villages Mangalgatti, Kelgeri and Chikkamalligawada. UEMCA appointed Mr. Chandramouli of DDK Bangalore as the expert for supervising the baseline study. The survey was conducted from 22nd -24th October, 2007.

2. Profile of Krishi FM 90.4 Radio Station at Dharwad

The Krishi FM 90.4, a recent addition to the activities of University of Agricultural Sciences, Dharwad is part of the university's mission to extend non-formal education to the farming community residing around the campus. It was set up with an estimated cost of Rs. 30 lakhs and has state of art equipments for field recording and transmission. The FM Radio station is based in the Krishi Vigyan Kendra on Janaswada Road in Bidar taluk. It has a range of 15 to 25 kilometres and can be heard in most of the villages around the campus. This baseline study however brought out some shadow areas in the transmission. The FM radio was inaugurated in August 2007.

The station primarily broadcasts programmes on agriculture, environment, health, education, community development, rural development though a small segment is reserved for entertainment other kinds of programmes as well. At present Krish FM 90.4 broadcasts for two hours every day. Senior Scientist from Krishi Vigyan Kendra, Ravi Deshmukh explains: "The Farmers' Information Centre of the university runs the Dharwad station. The centre works under the Directorate of Extension and contains a soil scientist, a pest and insect expert, crop scientists and weather forecasters. It broadcasts a two-hour programme every day. At present there are no advertisements or entertainment programmes. The programmes are in the localized Kannada dialect but sometimes the speakers use simple English

and Hindi. The content is mostly sourced from the university". Shankar Rao Kulkarni, agriculture scientist at the Agriculture Research Station in Bidar, who is a regular broadcaster adds, "In this community radio programme, we give time-bound and location-specific advice to farmers".

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 SIW programmes

3.2 Study Methodology

3.2a Sample

A thorough study of the catchment pattern of the radio signals of the community radio run the educational institution was made. Initial survey showed a shadow area in the villages Hubballi and Mugad, which though demographically interesting had to be abandoned as Krishi FM 90.4 was not audible there. The three villages selected were:

a) Mangalgatti

b) Kelgeri

c) Chikkamalligawada

The above villages are basically involved in agriculture and related occupations. 1000 households were identified from the villages and from each household one woman was selected for baseline sample study. Care was taken to ensure that women (above 16 years) from all age groups and different marital status were included in the survey; households were selected to cover all socio-religious sections and economic strata in the community; effort were made to ensure that the sample is representative of the spread of literacy/education among women.

3.2b Instrument

GLMCA designed a detailed questionnaire comprising of more than 50 questions for the baseline study. The questionnaire was sent to the Krishi Vighyan Kendra, Dharwad, where the questionnaire was translated in the local dialect and modified to suit the local profile.

The translated questionnaire was rechecked and finalized in consultation with GLMCA before the baseline study workshop commenced. 1100 copies of the questionnaire was prepared by the institution along with an equal number of sticker advertising the FM channel through which the SFW^o programmes will be broadcast in the future months. The Krishi Vighyan Kendra sent out student volunteers of II year course for conducting the baseline study. The entire programme was guided and supervised by Mr. Chandramauli, an expert in audience research, at present associated with DDK Bangalore and officers of GLMCA Ms Rukmini Venraju and Dr. R. Sreedher were present to oversee the entire exercise. 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 field team was created for data collection. It comprised of:

- i) *27 Student volunteers who had some exposure to programme production at the Community Radio Station of the institute*
- ii) *Community representatives who were trained by CEMCA expert at the preliminary workshop on how to conduct a survey. They community volunteers also helped the students identify the households where women could be asked questions for the survey*
- iii) *Staff coordinators from the educational institution associated with the Krishi FM 90.0*

In addition a team was selected 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. 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. The pictures offer a visual

presentation of the community, its economic status, the warmth and cooperation that the student volunteers received from the community and the reaction of men in the houses during the question-answer sessions.

To ensure that the student volunteers are able to collect a truly representative data of the women in the two selected communities, supervisors occasionally accompanied them. They also interacted with the community independently to understand the community from the perspective of the SFW project.

The complete data, duly tabulated was sent to Delhi for comprehensive report and analysis by the GEMCA expert in accordance with the pre-designed framework developed by GEMCA.

4. Data Analysis – Community Profile

4.1 The overall picture

The women interviewed were mostly married (over 72%). Rest of them were unmarried (10.6%) or widowed (11.1%). In terms of age the sample was very evenly distributed - 30% in the age range of 21-30, 27% in the age range of 31-40 and 27% in the elderly age group 41-60 and 16% in the young group ranging from 16-21. The community is essentially Hindu (nearly 79%) with a small percentage (just over 6%) of Muslim families and some tribal families following tribal religious practices. More than 50% of the women admitted to illiteracy or lack of any formal education. Over 94% of the houses showed presence of male members as the head of the household. The average household income was found to be in around Rs.1500.

Ref: Charts No. 65, 66, 67, 68, 76, 84

4.2 Socio-economic profile of community

The women interviewed were either wage labourers (37%) or housewives (45%) with only a marginal number working as skilled workers, petty traders or some kind of self-employment (around 2%). Only 3% were going for school education. The monthly income of more than 40% of the households was less than ₹ 15,000 and the overall picture showed the community to be just above the stipulated poverty line index. Over 50% of the houses visited were thatched huts, but 83% were pucca constructions. Only 4.5% had independent house complete with toilet facilities. Most of the women reported using the fields (56%) for toilet, and about 9% informed that they have shared toilet facilities. Similarly 50% of the houses had a tap in the house and 6% also used hand-pump or borewell available in the village. 36% of the women used common tap for drinking water. Electricity was common in the household with nearly 80% claiming direct electrical connection. 85% of the women used firewood for cooking purposes but LPG was not uncommon, 17% had their own LPG connection. Most of the women (over 75%) lamented the lack of employment opportunities for them in the village set up. But almost an equal number also admitted low employment opportunities for menfolk.

Ref: Charts 69, 77, 78, 79, 80, 84, 76, 25, 26

4.3 Lifestyle Indicators

The life style indicator for the economic strata below ₹15,000 per month was, as expected, bereft of most commonly known utility items or luxury goods. With rampant illiteracy, neither newspaper nor magazine was a feature in any of the house (over 94%). Only 40% of the houses owned a TV set but most of them also had cable/DTH connection. Strangely enough 45% of the TV sets were Black & White, though B&W TV sets were rare in the market. 74% of the houses did not possess a radio. Over 82% home also did not have a phone or mobile facility.

The sample shows nearly 38% of the houses had bicycle and 13% also two wheeler. But other luxury items refrigerator, washing machine, car/jeep, etc was rare in the villages. 12% women had electric mixer-grinder in the house, and an average of 6% houses also had a refrigerator. About 5% houses reported owning a washing machine houses had tractor.

Ref: Charts 2, 3, 4, 5, 6, 7, 62, 63, 85

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

Basic literacy was found only among 15% women, and no woman was found with any kind of professional or technical education. Poverty is a very basic issue in the area and nearly 78% of the women wanted to take vocational training so that they could earn while 73% wanted to start business at home. 75% women wanted to join Self Help Group activities but most of them declined to become community representatives. 25% claimed that they were head of the household.

Ref: Charts 47, 50, 86

4.5 Primary issues of concern in community

The area is infested with snakes and 88% of the women interviewed reported that snakes are a major hazard for them and 97% felt the other health hazard is the presence of mosquitoes and flies. Adequate drainage is one problem and pollution due to use of firewood was identified as an important hazard in the community. Water scarcity is a problem but not serious enough for them to complain. More than 65% said lack of doctors in the village was a very acute problem and depended upon elders for health tips. Drunkenness among men was also identified as a community problem. It was also found that the

women were not properly educated about the importance of vaccination as a preventive measure for diseases like chicken-pox, measles. In some of the economic strata the ignorance level reached over 60%. The community is superstitious in certain fields like eclipse and pregnant women but superstition does not prevent them from accepting modern health and medical facilities..

Ref: Charts 18, 19, 21, 23, 38, 57, 58, 59, 60, 61, 44, 83

4.6 Primary issues of concern in household

Awareness regarding nutrition and child healthcare seemed very poor among the women interviewed. More than 50% did not possess much knowledge on either nutrition or proper healthcare. Personal health care among women was particularly appalling. Nearly 32% of all information was hearsay or elders advice and only 7% picked up health related advise from radio/TV. Care during pregnancy also suffered from inadequate information. Adolescence care and hygiene during menstruation and pregnancy are two important areas where information flow needs to be stepped up.

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

4.7 Media Profile –ownership, consumption, needs

The women reported that most households (over 95%) did not get any newspaper or magazines and their source of information was limited to word of mouth or information through television programmes or advertisements. Most houses had a television set (over 40%) but only 13% of homes owned a radio set and out of them only around 7% owned radio sets with FMbands. Most of the women were familiar with the concept of DTH/cable connection as cable connection was available with nearly 70% of the households owning TV sets. On TV sets women preferred to watch popular entertainment programmes.

There awareness about Krishi FM 90.4 was poor, (only 1.4%) as overall the practice or habit of listening to radio was not found among the women. This will be a real challenge for the Krishi FM team.

More than 50% of the women interviewed were eager to participate in organized group listening and felt that radio programmes can be useful in finding solution to the community needs. They wanted information on farming techniques/agriculture and health related problems which they felt were central to their daily life. So far information from radio on issues like child health, epidemics, and pre and post-natal care has not been adequate and less than 10% women reported to have been benefited with information via radio. Their information outflow has been more through traditional systems like elders guiding with experience (about 40%) and doctors and local health workers (around 50%).

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 Krishi FM programmes is negligible but nearly 50% of the women interviewed showed readiness to participate in community radio programmes.

The overall impression the sample is that the women in these three selected villages 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. The science for woman project is needed for the women in the area but sensitization towards radio listening will only come through participation..

Ref: Charts 54, 55, 56,

5. Implications for Krishi FM 0-.4

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. 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 Krishi FM. Test transmission was carried out during the survey period of one week which gave the listeners a first hand experience. During the course of the year, the Krishi FM team will have to work towards the following:

- *Create incentives for households to buy radios*
- *Develop radio listening habit among women by making them participants rather than listeners to radio programmes*
- *Build systematically a body of regular listeners in the villages through introduction of radio clubs for women.*
- *If programmes are made in the local dialect listenership will immediately increase. But 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 90% 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 can be encouraged to participate in interactive programme if recording is arranged in villages 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. Nila FM needs to keep this in perspective and build programmes to extend interest in radio for longer duration.*
- *Correct, factual and useful information, especially in the present context of science for women presented with participatory learning plans through radio can work for the community.*

6. Findings & Gap Areas

For GMA and RYPS, this survey threw up interesting contrasts in information.

- a. *This community is not dependant on media for increasing the information base as newspaper and magazine availability is very limited (Ref Charts 2 & 3). Therefore use of the local FM channel needs to be participatory and over emphasis of local scientists in programmes will not help.*
- b. *Information on personal hygiene and nutrition is very necessary*
- c. *They community also needs information on child health, pregnancy and vaccination*
- d. *Non-formal education and vocational training using distance learning methods are likely to interest the listeners*
- e. *Across the economic strata and education levels the women showed low level of awareness on health issue -importance of vaccination, child-nutrition, care for elders, in every sphere there appeared*

dependence on hearsay or local experience. This is both a cause for concern as well as an area where attention is urgently required.

7. Recommendations of CEMCA

- A. The Krishi FM needs to be participatory so that the community, especially the women find interest in its programmes..*
- B. Information has to be given in the local dialect and using the simplest of language because we are catering to a largely illiterate society, too poor even to afford education*
- C. The importance of nutrition and health care is known to the women but they need to know how they can achieve the same within their very limited resources.*

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.