

Baseline Report of Community Radio Stations: Disaster Preparedness through Community of Practice



Radio Namaskar | Radio Ala |
Kadal Osai CR | Nila CR
2020

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2020



CEMCA

Commonwealth Educational Media Centre for Asia (CEMCA)

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Report Written By:

Ms. Pinky Chandran, Director
Radioactive CR 90.4 MHz | Jain University
1/1-1, Atria Towers, Palace Road,
Bangalore- 560001.

Graphic Design By:

Mr.Sabyasachi Panja

Report Edited By:

Ms. Aditi Roy, Independent Researcher, MIG 289 Kautilya Apartments, Pocket B, Phase II, Sec 14, Dwarka, Delhi, 110078.

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For further information, contact:

Commonwealth Educational Media Centre for Asia
<http://cemca.org/>

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Mr. Dalip Kumar Tetri, Adviser (Administration and Finance)
CEMCA, 7/8 Sarv Priya Vihar
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PREFACE

Disaster preparedness is an important step in disaster management. Disaster preparedness substantially reduces the miseries and loss of human and animal life, property, and resources. It also reduces cost of disaster management and quickens the pace of restoration of life after the disaster. Disaster preparedness constitutes the measures taken on time well in advance in anticipated and predicted disaster intensity and magnitude. Disaster preparedness enables individuals, institutions, and governments to respond effectively. Preparedness gives time to plan disaster management.

Millions of people are affected every year by natural disasters like earthquakes, cyclones, storms, floods, etc. in the Asian Commonwealth, especially Bangladesh, India, Pakistan, and Sri Lanka. Bangladesh and India are the two countries that face cyclones and floods every few years. As recent as 2020, the Cyclone Amphan devastated Bangladesh and coastal regions of West Bengal and Odisha in India. The four Indian states, namely, Andhra Pradesh, Tamil Nadu, West Bengal, and Odisha, and one Union Territory (Puducherry) in the East Coast are most vulnerable to Cyclonic Disasters.

To tackle the cyclonic disasters, Governments prepare several guidelines on management of cyclones. These guidelines helped Indian states to successfully manage such natural disasters due to cyclones and floods keeping the loss of life and numbers of affected people under control demonstrating the positive impact of disaster preparedness in India.

As per the strategic plan (2015-2021) of COL-CEMCA, and its mandate of developing and disseminating learning resources based on a flexible and blended model, CEMCA proposes to develop the disaster preparedness skill of communities living in the east coast of India through Communities of Practice (COP) approach. Awareness will be created among the communities on disaster management and disaster preparedness, thereby raising the awareness and knowledge levels, disaster management and preparedness skills, and converting listeners to learners. Community Radios play an important role in disaster preparedness as it creates awareness and knowledge and helps develop relevant skills. For improving the impact of community radio, generation of appropriate content is necessary.

A Baseline study was essential before the content creation for the Community Learning Programme (CLP). This was necessary to assess and understand the status of knowledge of the community in disaster preparedness.

Ms. Pinky Chandran compiled the data from the Four Community Radio Stations; she also prepared the report. I sincerely thank her for her contribution. I also thank Ms. Aditi Roy for editing the contents and Mr. Sabyasachi Panja for designing this report.

CEMCA is proud of all the four Community Radio Stations (Radio Namaskar in Orissa, Radio Ala in Andhra Pradesh, Kadal Osai FM in Tamil Nadu, and Nila CR in Puducherry) and the staff who helped CEMCA in accomplishing the goal. I would like to thank all the community members who provided information on the disasters in their area, and thereby helped accomplishing the project goals.

Finally, I hope this Baseline Report will help the planners and implementers in improving disaster preparedness.

Prof. Madhu Parhar
Director,
Commonwealth Educational Media Centre for Asia (CEMCA)
New Delhi

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Photo 1: Listener with Radio Set, Odisha



Photo 2: Women watching the boats, Kakinada

CHAPTER 1

INTRODUCTION

During the first two decades of 21st century, India experienced massive natural disasters at short intervals. With a coastline of 7516.6 kms and particularly, the eastern coast, communities are bearing the brunt of cyclones. A major Tsunami happened in 2004 after the previous major one in 1883. The Hazard profile of India, discussed by World Bank¹ paper, points out the vulnerability of eastern coastal belt comprising states of Andhra Pradesh, Odisha, Tamil Nadu and West Bengal, to periodic cyclones. The paper specifically mentions the coastal flooding which follows a cyclone in this belt. The last two decades also experienced the increasing frequency and intensity of cyclones and we find, Odisha experiencing Fani, Phailin, Hudhud, Leher, Roanu while Tamil Nadu experiencing Gaja, Okckhi, Vardah, Jal, Nilam, Thane, Nisha, Nada and Andhra experiencing O3B, Yemyin, Khai-Muk, Laila, Neelam, Helen, Lehar, Kiant, Hudhud, Titli cyclones respectively.

While cities have a wide range of mass communication channels, we know that the coastal fishing villages and small towns have fewer such choices. With the occurrence of frequent storms and cyclones, coastal villages have been bearing the brunt without much information support generally and are naturally continuously vulnerable to natural vagaries.

As, community is at the heart of any emergency or crisis situations, the necessity and relevance of Community Radio (CR) as risk communication channel, has been proved and widely acknowledged by academia and governments while combating the HIV/AIDS epidemic period. Eventually, thoughts began to germinate around CR as an arm of disaster preparedness for small rural communities. Its role was well documented too. UNESCO² (2003) concluded through a comparative study of 13 countries on CR broadcasting regarding their respective legal legislation, that standards vary according to the history, culture and socio-economic situation of each country and region. It opined that progress achieved by CR, despite the challenges faced, serves as an example to CR movements in various parts of the world.

Given the acute disaster situations of tsunami, cyclones as mentioned at the beginning, CRs and emergency radios, ham radios were being rediscovered

1 The World Bank: GFDRR (2012) Disaster risk management in South Asia: A Regional Overview. Washington DC.
2 Azzi, S. et al. (2003) Legislation on community radio broadcasting: Comparative study of the legislation of 13 countries. UNESCO. P 107

by authorities as the front line soldiers regarding risk communication for coastal communities in India. When tsunami struck in 2004, Anna FM happened to be the only CR in the country which played a commendable role in assisting community with necessary information. Ham radios, too were set up in Andaman Islands at that time to support rescue and relief works. The efforts taken up, proved not only the effectiveness of CR but its dire need among disaster prone regions. The introduction of Community Radio Guidelines in 2006, expanded distinct advantage of focus on local development issues of health, nutrition, education etc. broadcast in local languages. However, it was the disastrous Uttarakhand floods in June 2013 which brought attention to the severe information vacuum that only CR can fill for disaster management and mitigation among vulnerable communities.

Meanwhile, on their part, scientists are constantly studying and preparing natural hazard maps to enable governments to target resources to the vulnerable areas to raise the preparedness of the communities. The cyclone and surge storm mapping show that over the last two decades, these and non-seasonal heavy showers have not only increased but, are often sudden and intense. The detailed damage potential of cyclones is given in 'Damage Potential of Cyclones' published by IMD³ (2002). The document pointed out, that ninety per cent of the natural disasters and ninety five percent of the total disaster related deaths worldwide occur in developing countries in which India has the second largest share. Indian Meteorological Department reported in 2019, that during the last five years, an alarming increase of cyclones by 32 % in the coastal areas of India has been recorded.

Moreover, the different linguistic groups of coastal population are not catered to by the mainstream broadcasting media. In a country having 22 major languages and 1652 mother tongues, CR steps in to fill up exactly this gap of communication very effectively, proving its vital role in the national disaster risk communication landscape. UNESCO Policy Brief⁴ (2015) while defining CR, acknowledged that it formed an important "third pillar" of media and, took into account the vernacular languages used to present content relevant to local community.

Unquestionably, whether it is the immediate impact or the initial emergency response, ultimately a disaster is a local phenomenon. And the usual approaches of disaster preparedness and mitigation procedures were proving to be inadequate to address the increasing frequency and sudden intense storms and cyclones particularly along the eastern coast. To meet the needs, previous approaches of disaster preparedness and mitigation begun to be step-wise revised and upgraded continuously. Towards this, CR was an important tool for risk communication, since a community is now recognized as being primary for disaster mitigation. The clear need to integrate CR into the disaster preparedness and mitigation process substantiated by actual experiences of CR during cyclones and tsunami, requires to be taken forward now.

Reality of community media being widely acknowledged as a vehicle to address disaster management, the strategic plan (2015-2021) of COL-CEMCA and its mandate spells out developing and disseminating learning resources respectively, based on flexible

³ IMD (2002) Damage potential of tropical cyclones. IMD, Pune, p1-29

⁴ UNESCO (2015) Policy Brief UNESCO Community media sustainability policy series https://unesco.org/sites/default/files/unesco_cmedia_sustainability_policy_1_defining.pdf

and blended model. CEMCA is developing the disaster preparedness skill of communities living in the east coast of India through Community Of Practice (COP). The project aims to create awareness on disaster preparedness through COP and thereby raising knowledge level, disaster management and disaster preparedness skills and converting listeners to learners.

For this, the baseline study was essential before the content creation of Community Learning Programme to give an insight into development of content as well as to understand status of disaster-preparedness knowledge of the community. Accordingly, the following four Community Radio Stations were engaged for conducting the study. They are presented below along with their respective year of launch and languages of broadcast:

- Radio Namaskar, Odisha (12 February, 2010) broadcasts in Odia, Telgu and Hindi.
- Radio Ala, Andhra Pradesh (26 January, 2013) broadcasts in Telugu primarily.
- Kadal Osai CR, Tamil Nadu (15 August, 2016) broadcasts in Tamil primarily.
- Nila CR, Puducherry (2005) broadcasts in Tamil primarily.

The profiles of the selected CRs show that Nila CR is the youngest station while the oldest is Kadal Osai. A detailed description is presented in the relevant section of second chapter.

1.0 BACKGROUND

"On 26 December 2004, a major earthquake and subsequent tsunami severely damaged coastal communities in countries along the Indian Ocean. Although tsunamis and cyclones are completely different natural disasters in their generation mechanisms, through inundation they both cause primary damage and mortality in coastal areas...; however, coastal vulnerability is site-and hazard-dependent. The duration of the cyclone storm surge lasts from several hours up to a day and is significantly longer than the tsunami wave period." Hermann M. Fritz and Chris Blount in a Paper sponsored by FAO⁵

The National Cyclone Risk Mitigation Project (NCRMP) website states, "India is highly vulnerable to natural hazards especially earthquakes, floods, drought, cyclones and landslides".⁶ Given India's location, the long coastline, is exposed to cyclones rather frequently in this century. The Government of India's NCRMP project identified 13 cyclones prone States and Union Territories (UTs), with varying levels of vulnerability. These hazards are having devastating consequences due to weak preparedness; planning and management mostly leading to huge loss of lives and property particularly along

⁵ Hermann M. Fritz and Chris Blount, Thematic paper: Role of forests and trees in protecting coastal areas against cyclones, Chapter 2 Protection from Cyclones, Technical Workshop on Coastal protection in the aftermath of the Indian Ocean tsunami: What role for forests and trees?, 28 to 31 August 2006 Food and Agriculture Organization of the United Nations <http://www.fao.org/3/AG127E07.htm>

⁶ National Cyclone Risk Mitigation Project (NCRMP) <https://ncrmp.gov.in/about-ncrmp/>

the eastern coast of India. Awareness and timely information being the key components in disaster preparedness, rescue and relief measures, is widely acknowledged now. In this situation, the role of community radios is a justified, essential tool for disaster risk reduction has been explained above.

Since local communities remain the first responders, it is essential to prepare and equip them, and CRs enhance the communities access to information.⁷ Commonwealth Educational Media Centre for Asia (CEMCA) endeavours to facilitate a community of practice in disaster preparedness, through community radios. In this background, this baseline study gives an insight into the understanding of status of knowledge of the community towards disaster preparedness.

1.1 OBJECTIVES OF THE PROJECT

The objectives of the project conducted through the baseline study, in the four selected community radio stations are basically focussed on understanding community knowledge on disasters and identifying the level of disaster preparedness at the community level in which the respective station operates in. They are:

- To create awareness on Disaster Management through the COP
- To raise the level of knowledge and skill on disaster management.
- To raise the level of disaster preparedness
- To convert listeners to learners

1.2 METHODOLOGY

To undertake the baseline survey, a mixed method was adopted through the following steps carried out by CEMCA.

Step 1:

CEMCA reached out to four CR stations along the East Coast to be a part of the project keeping in mind their respective significant vulnerability status:

- Radio Namaskar in Odisha; Radio Ala in Andhra Pradesh and Kadal Osai FM in Tamil Nadu. These states are also listed as High Vulnerability States as per the NCRMP.
- Nila CR in Puducherry (Listed as lower vulnerability state)
- CEMCA organised a 5 day training programme for Baseline Survey and Data Entry in the CR stations

⁷ ICT Post, Disaster Management through Community Radio: For the community, by the community and of the community <http://ictpost.com/disaster-management-through-community-radio-for-the-community-by-the-community-and-of-the-community-2/>

Step 2:

The baseline Study was conducted with 250 community members in each of these four CR stations. In addition the stations were responsible for the following:

- Translate the questionnaire for the baseline study.
- Validate the questionnaire with an expert approved by CEMCA.
- Print 300 copies of the validated questionnaire.
- Engage community members to collect and enter the data in the required format
- Assign a supervisor to oversee the baseline survey
- Provide facility (phone, laptop, internet etc.,) for online data entry on Google forms.

About the Baseline Survey for Disaster Preparedness

In accordance with the objectives, the Survey questionnaire (Annexure I) was developed by CEMCA, to comprehend community knowledge on disasters and identify the level of disaster preparedness at the community level, the station operates in. Through random sampling technique, a cross-section of respondents was obtained from their coverage area, across age groups and that included 50% women.

The interviewers followed the guidelines of asking all questions without skipping any question, or indulge in attempting to answer for the interviewee. Interviewers were advised not to hurry respondents through the questionnaire as well.

The Survey was divided into 5 parts and contained the following:

- Part 1: Personal Information (This section included socio-demographics of the respondent)
- Part 2: Household Characteristics
- Part 3: Media Habits
- Part 4: Personal Experience of Encountering a Disaster
- Part 5: Awareness, Knowledge/Perception of Disaster

Step 3:

Post the Baseline Survey, the CR stations were expected to create and broadcast 12 Community Learning Programs (CLPs) each being attributed to the pre, post and during disaster phases and broadcast the 10- 15-minute CLPs four times a day. The CR stations were also expected to organise outreach activities for proper dissemination of modules.

1.3. LIMITATIONS

Based on purposive random sampling, the sample size of the survey was limited to 250 respondents as this was intended to achieve a representative image.



Photo 3: A surveyor filling the form, Odisha

CHAPTER 2

FINDINGS OF THE SURVEY

2.0 FINDINGS OF THE SURVEY

In this chapter, we profile the four stations Radio Namaskar in Odisha; Radio Ala in Andhra Pradesh, Kadal Osai FM in Tamil Nadu and Nila CR in Puducherry (Listed as lower vulnerability state)



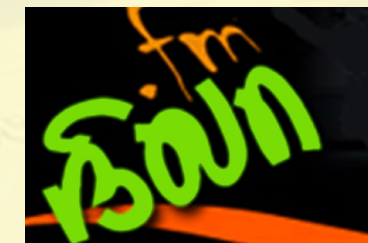
Radio Namaskar in Odisha



Radio Ala in Andhra Pradesh



Kadal Osai FM in Tamil Nadu



Nila CR in Puducherry

2.1 RADIO NAMASKAR

Launched on 12th February 2010, Radio Namaskar is Odisha's first community radio station. Located in Konark, it is licensed to Young India, a civil society organisation.



Radio Namaskar has a team of 12 full time and 17 part time community volunteers and the community radio management committee has around 21 core members. The station broadcasts for 12 hours from 7.00 am to 1.00pm and from 4.00pm to 10.00pm. The languages of broadcast include Odia, Telgu and Hindi. The station has formed over 72 listener groups in different villages.

Radio Namaskar received two first prizes in thematic category of National Awards for Community Radio-2018 for its programme 'Ama Khadya' and in community engagement category of National Awards for Community Radio-2019 for its programme 'Ama Priya Pakhala'. Radio Namaskar won third prize in creative category of National Awards for Community Radio-2018 for its programme 'Sishu Hasile Duniya Hasiba'.



Photo 4: Radio Namaskar Sign Board

2.1A STUDY AREA

The survey was conducted in 11 villages/ slums of Konark NAC and Gop Blocks. Nolia Sahi is a settlement of fishermen community situated on coastal line of Bay of Bengal near to Chandrabhaga and other villages/settlements are in the peripheral areas of Konark. The table below (2.1.1) details the name of the slums/villages taken for survey along with number of samples. A total of 255 respondents were interviewed.



Photo 5: Survey at Banakhandi, Odisha

Table 2.1.1: Name of Village/Slums and Number of Respondents

Serial Number	Area Name	Number of Respondents
1	Nolia Sahi, Konark NAC	20
2	Beruhan, Konark NAC	23
3	Kunanga, Banakhandi	25
4	Anasara, Simli	25
5	Nuagaon, Simli	25
6	Ranihat Sahi, Konark NAC	17
7	Gundi, Banakhandi	25
8	Siripur, Simli	25
9	Badatara, Badatara	25
10	Nalakana, Konark NAC	20
11	Mallick Sahi – Beruhan, Konark NAC	25

2.1B PROCESS

Radio Namaskar conducted a briefing session for the team of 11 volunteers who conducted the survey. The team were deputed to the 11 areas to complete around 16 to 25 forms per area. The volunteers were supervised by Rojalin Pradhan and Andaz Aaron, under the leadership of N.A. Shah Ansari. Post survey, data were entered into the Google forms.



Photo 6: Survey in progress, Odisha



Photo 7: Data Entry 1 at Radio Namaskar



Photo 8: Data Entry 2 at Radio Namaskar

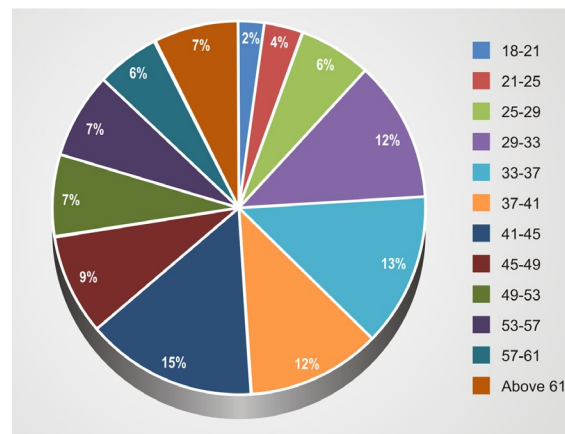
2.1C FINDINGS AND DISCUSSIONS

2.1. C – Part 1 Demographic Profile

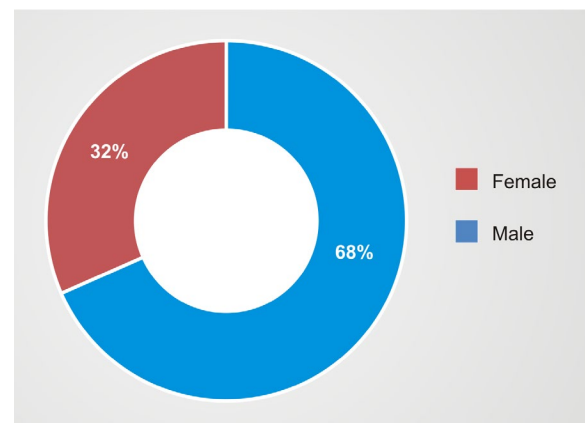
The survey covered a total sample size of 255 respondents, selected from 11 different areas in the coverage zone of the Radio Namaskar station.

Age and Gender

The sample consisted of respondents from various age groups, ranging from 18 to above 61 years with comparable proportional representation. Majority of the respondents were in the age group between 41 and 45 (14.9%) and 33- 37 years (13.3%), followed by 29- 33 years (12.2%) and 37-41 years (11.8%). Gender-wise distribution shows that 68 % of respondents were female against 32 % of male respondents.



2.1.1: Distribution of respondents by age group

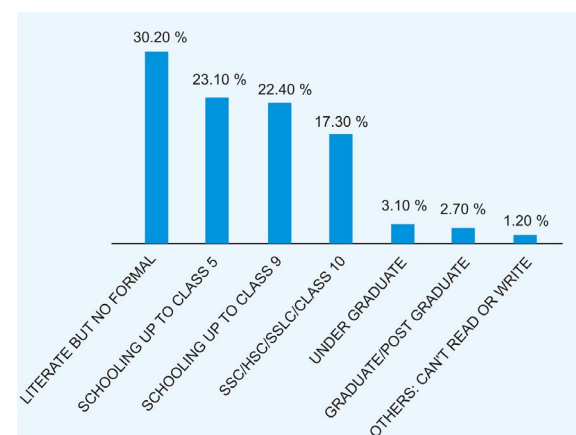


2.1.2: Distribution of respondents by gender

Education Status and Occupation

Distribution of Respondents: Educational Status:

The field data for educational status of respondents presented in the fig. 2.1.3 reveal that more than 30% had no formal schooling, and 62.4 % comprising 23% who had studied in school up to Class 5 and 22.4% studied up to Class 9 while only 17% completed Class 10.



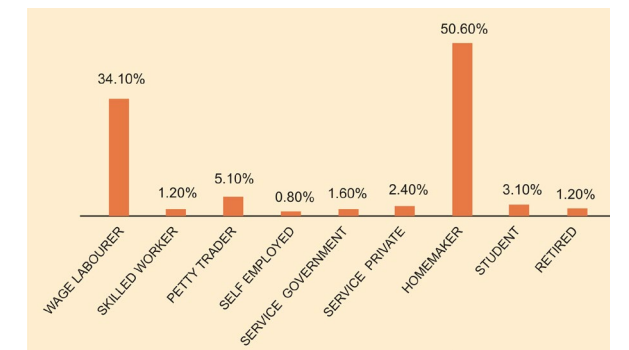
2.1.3: Distribution of respondents by educational qualifications

Distribution of Respondents by Occupation

Nearly half of the respondents i.e., about 51% of the respondents were homemakers and about 34% were wage labourers and petty traders comprised 5.10%.

Marital Status and Family Type

The survey found 89% of the respondents being married, 6% unmarried and 5% widowed. A surprising section of 62% of the respondents lived in a nuclear family and 36.9% in a joint family. About 40.8% of the respondents had above 5 family members with 31.4% with four members. Growing number of nuclear families reveals, changing family size pattern of eastern coastal areas of India.

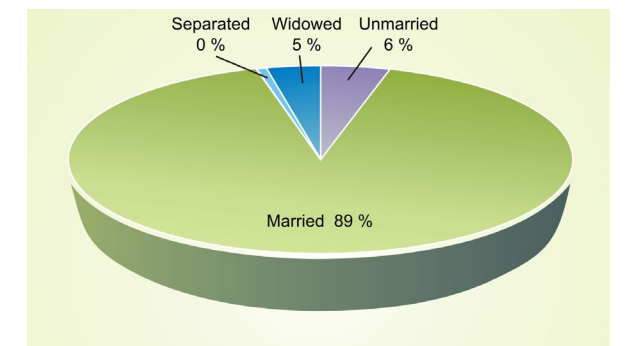


2.1.4: Distribution of respondents based on type of occupation

2.1. C – Part 2 Household Characteristics

Type of Housing and Location:

Overall scenario of housing shows that a sizable 45% of the respondents live in a semi pucca house, and about 34.5% live in tented houses with thatched roofs and mud walls. Only about 20% live in pucca houses. But, 92.2 were not aware of the type of colony they lived in. The status of housing clearly reveals the frequent ravages of storms and cyclones were the deciding factors of nature of house construction. Besides, non-concrete house construction cause minimum loss of lives in a cyclone due to house collapse.



2.1.5: Distribution of respondents based by marital status

Among the respondents, 49.4% were not aware about the location of their household. Around 40% mentioned that their houses were located near the beach area and about 9% of the respondents resided in a congested area. Only 1.6% mentioned that they resided in an open planned area.

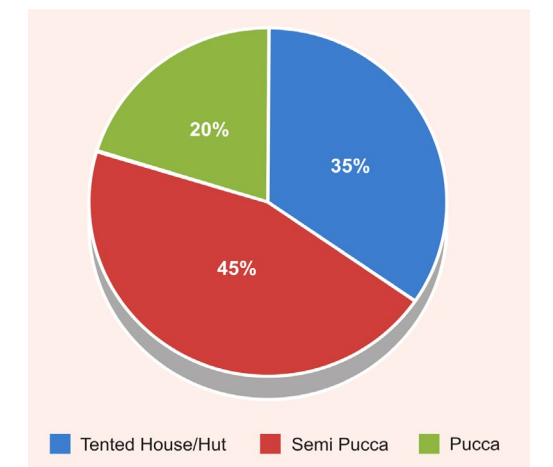
Electricity and Drinking Water Connection, Toilets and Type of Cooking Fuel Used

About 94.9% of the respondents had electricity connection.

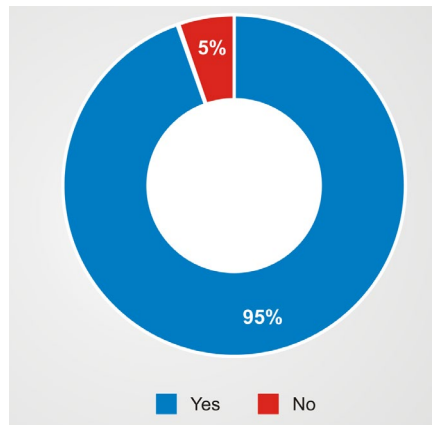
Regarding drinking water connection, the respondents reported multiple options. Approximately, 77.10% had access to hand pump/bore well, followed by 12.5% using common tap and only about 6.40% mentioned tap at home.

Majority of the respondents i.e. 54.90 % used open fields for toilets and about 40.40 % had toilets at home, with about 4.70% using common shared toilets.

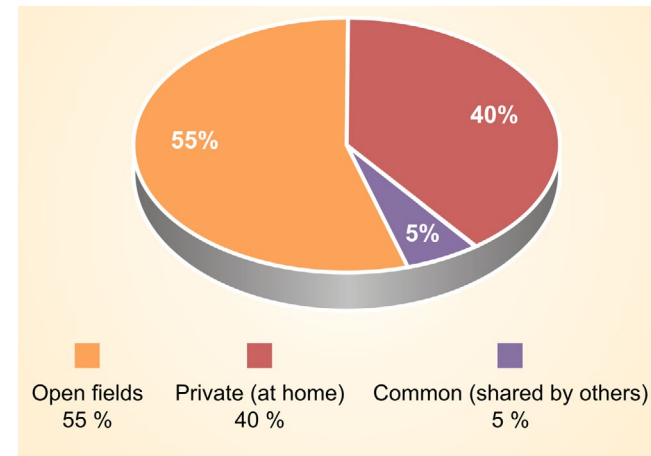
About 58.40 % of respondents were using firewood, followed by 28% using LPG and 12% using kerosene and surprisingly, around 2% reported using Gobar gas/Biofuel.



2.1.6: Distribution of respondents based on type of housing



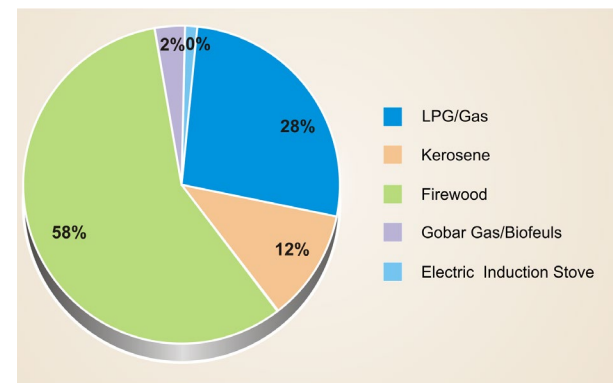
2.1.7: Distribution of respondents with electricity connection



2.1.8: Distribution of respondents based on cooking fuel used

Mobile Ownership

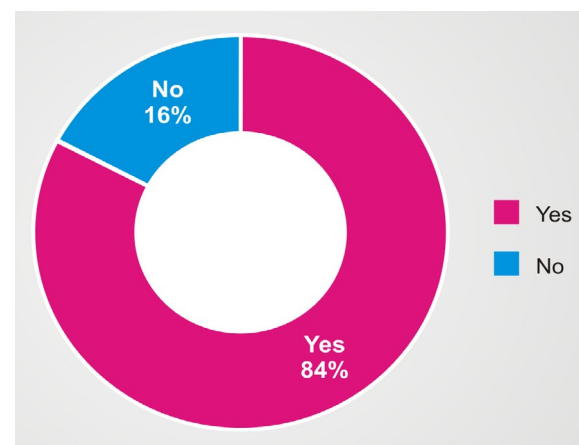
The survey found mobile phone reach to be 83.5% of the respondents owning a mobile phone and about 16.5% did not own a mobile phone (Fig. 2.1.10). About 84% of the respondents used a regular phone and only 16% of them had a smart phone. From those who used a smart phone, about 84% used phone internet. A fact to reveal the commendable digital capacity of the smart phone users.



2.1.9: Distribution of respondents based on toilet arrangements

2.1. C – Part 3 Media Habits

For media use and ownership, 78.4% of the respondents reported owning a TV, of which 96% had cable TV/DTH connection. 90.4% of the respondents do not subscribe to newspapers. Only 15.3% used social media and only 13% used whatsapp on their phone. A good proportion of 86.3% respondents listened to radio.



2.1.10: Distribution of respondents with a mobile phone

The respondents used different gadgets to listen to radio with 67.1% stating use of radio set, 31% used mobile phone respectively. Place of listening varied too as 64% listened at home, 19.70% reported group listening while 7.90% listened at work place. Time of listening were varied between 6am to 8am slot as the most popular one for

33% of respondents, followed by listeners in the slot of 8am to 10 am by 15.30%. This means about half the population were regular listeners of radio.

2.1 D – Part 4 Experience with Disaster

Being a vulnerable cyclone prone area, it is not strange that 99% of the respondents had experienced disaster. Though respondents experienced different kinds of disaster, but, prominent one was cyclone as categorically mentioned by 95.8%. The intensity of experiences varied, with 34.70% mentioning major damage to the structure of the house and the loss of personal belongings. However, 16.10% faced minor damage to the structure of the house, 15.20% lost all crops and livestock.

More importantly, 94% of them had received a disaster warning and paid attention to the warning. Multiple sources of information mentioned about the disaster warning were 38.40% reported radio, 29.40% of respondents reported TV and 19.40% of respondents mentioned being informed by friends, family and neighbours.

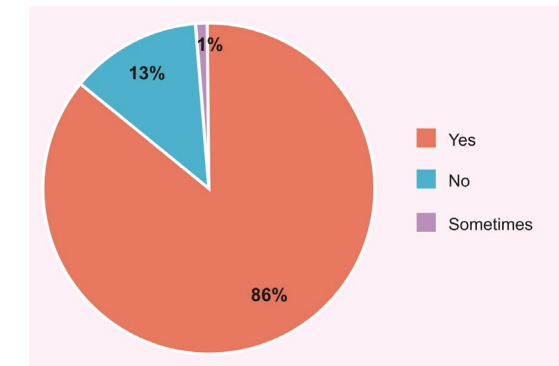
2.1. D – Part 5 Awareness, Knowledge, Perception of Disaster

In the survey, 93% of the respondents were aware that they resided in a disaster prone area.

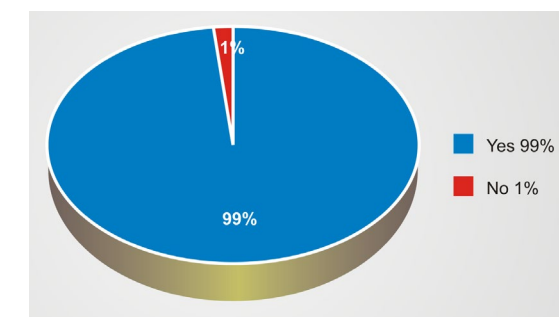
Weather updates and Awareness on communication and other plans and helplines

For weather updates 55.3% of the respondents follow occasionally, 28.2% follow regularly, 11.8% rarely follow and 4.7% never follow any updates.

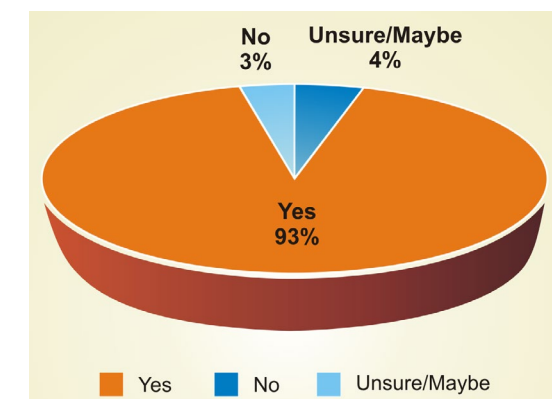
The collective concern about the community safety is clearly reflected in reporting of 60% of the respondents being aware of the village level disaster plan. But the fact about 39% of the



2.1.11: Distribution of respondents based on radio listening



2.1.12: Distribution of respondents and experience with disaster



2.1.13: Distribution of respondents based on awareness of living in disaster prone area

respondents not being aware of any plans indicate that risk communication and disaster mitigation procedure is still weak in the area. However, 51% of the respondents were aware of public information on disaster, whereas 48% of the respondents were not aware of any public information plans shows the disaster communication efforts were definitely inadequate.

This weakness is substantiated in the finding that 74% of the respondents were not aware of any Helplines for disaster, only 24.7% were aware of the helpline numbers.

Actions during Tsunami and Cyclone

The respondents listed multiple actions during tsunami and cyclone. It may be pointed out that the safe action of evacuating immediately taking essentials etc. by respondents for both tsunami and cyclone mirror the fair comprehension of disaster preparedness.

Table 2.1.2: Comparison of actions during Tsunami and Cyclone

Necessary Safety Actions	Tsunami	Cyclone
Take shelter in a high rose building/higher altitude	35%	15%
Take shelter under a desk or solid sWtructure	2%	5.10%
Stay indoors	2.10%	9.10%
Evacuate immediately taking essential items- family and pets	32.70%	42.10%
Evacuate immediately without any items	6.20%	4.40%

Approximately, 21.00% and 22.10% of the respondents mentioned that they will listen to radio/mobile phone for information during tsunami and cyclone respectively. Multiple mode of transport were the preferred options in times of evacuation by respondents i.e. Walk (56%), Cycle (32%) and Motorbike (10.60%)

Disaster preparedness, Insurance and back up of personal ID documents

Majority of respondents did not have insurance for the house, family, crops and livestock, as reflected in the table below.

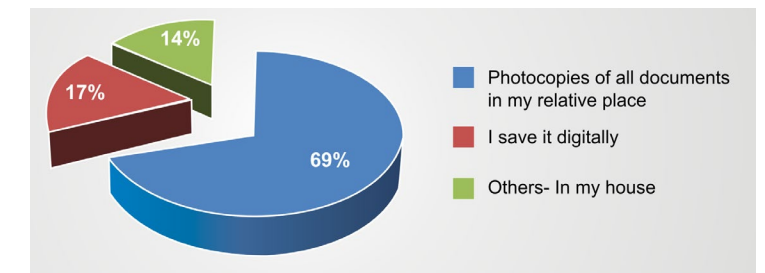
Table 2.1.3: Comparison on possession of insurance for house/family/crops and livestock

Response	House Insurance	Family Insurance	Insurance for crops and livestock
Yes	6.3%	11.4%	9%
No	91.4%	84.3%	86.7%
I am planning to apply	2.4%	4.3%	4.3%

Perception of document safety was also expressed by the respondents. 60% of the respondents mentioned that they had backup of important documents. Multiple options were mentioned about the form of back up 69% of them being photocopies stored at

friends/relatives place, 17% of the respondents save it digitally and 14% save photocopies at home.

From the data, it is observed, that respondents have listed multiple forms of safety steps about disaster preparedness as 84.40% reported having a bag containing all emergency items. About 9.30% stated of having at least 3 litres of drinking water stored per person and 4.6% of respondents reported having backup of all important documents.

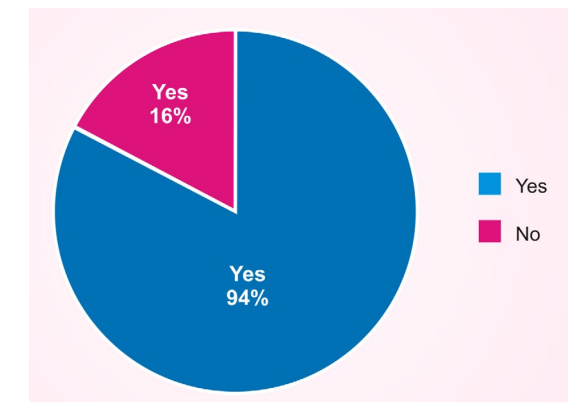


2.1.14: Distribution of respondents based on the form of backup for important documents

Awareness Regarding Relief Camp, Care

Study found 84.3% of the respondents being aware of the disaster relief camp in their area of which, 87% were aware of the best route to relief camp.

Awareness on caring for visually impaired (72.9%), senior citizens (82%), and pet animals (76.5%) was very high, in comparison to caring for cattle and poultry (57.3%).



2.1.15: Distribution of respondents based on awareness of disaster relief camps

Table 2.2.4 Awareness on Caring for People with Disabilities/Senior Citizens/Pet Animals/ Cattle & Poultry during Disaster

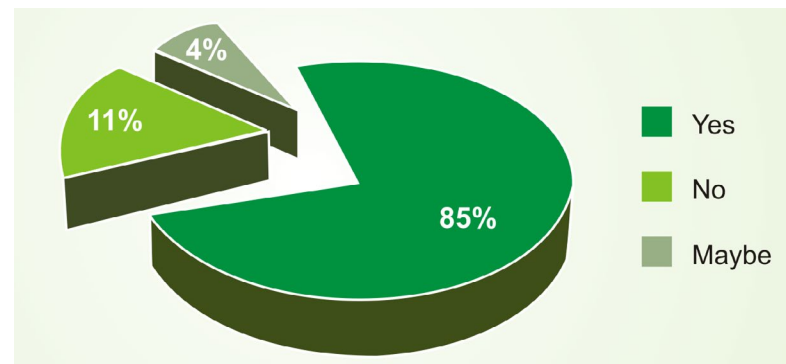
Response	Awareness on care for people with disabilities	Awareness on care for senior citizens	Awareness on care of pet animals	Awareness on care of cattle & poultry
Yes	72.9%	82%	76.5%	57.3%
No	27.1%	18%	23.5%	38.4%
Unsure	0	0	0	4.3%

Training Programs and awareness on civil defence programs, waste management

It was observed that 75% of the respondents had not attended any basic first aid training program and only 25% of the respondents attended training programs. Though 41% of the respondents were enrolled as civil defence volunteers, 40% of the respondents were not volunteers and 15% had never heard of it. Only 3.5% mentioned that they were planning to join. A significant 54% of respondents mentioned that they were aware of disaster related waste management plans.

Volunteering and Interest in Radio Program

Eagerness of 85% of the respondents was reflected in expression of their interest in listening to a program on disaster preparedness. Multiple time slots were preferred 28.60% (6am to 8am) 23% (6pm to 8pm) 14% (4pm to 6pm) and 13% (8am to 10am) probable in tune with their respective free time. Study noted the enthusiasm expressed by 67% of the respondents in their interest to volunteer for disaster related emergencies.



2.1.16: Distribution of respondents interested in listening to radio programs on disaster preparedness

2.1D IMPLICATIONS FOR RADIO NAMASKAR AND OTHER OBSERVATIONS

The idea behind collecting socio-demographic profile, household characteristics and media habits of the respondents provides the precious opportunity to use them as inputs to more effective, focussed and relevant programme planning.

- 67.8% were female respondents. About 30% were literate with no formal education. 50.6% of the respondents were homemakers. 62% of the respondents lived in a nuclear family showing a significant change of family nature in the eastern coastal area.
- 34.5% of the respondents lived in tented homes and 45% in semi pucca homesteads while rest live in thatched homes. This is significant information, not only for preparing programs on disaster preparedness but also for designing cyclone safe houses using locally available materials particularly to keep building costs low and ensure sustainability as these areas are flooded after cyclones pass by.

CR related Observations

- 86.3% listen to radio and among them, 38.80% who experienced disaster, mentioned one of the important source of information was radio. To the question about actions respondent would take during tsunami and cyclone, elicited the reply by 21% (for tsunami) and 20% (for cyclone) respectively about listening to radio for information.

In preparation of Cyclone Fani, Radio Namaskar ran 24x7 broadcasts 'Fani'ra Katha'.

- The overall awareness on being located in a disaster prone area was very high, majority of them were aware of village level disaster plan, public information on disaster as well as information on disaster relief camps, which is a very positive sign.
- Awareness about insurance schemes, appropriate care for livestock and poultry will have to form an important part of future programming. The station can plan running outreach activities with the local SDMA for mock drills, basic first aid and other volunteer trainings.



Photo 9: Poster on 24/7 broadcasts on Cyclone Fani



Photo 10: Newspaper clip on RJ Rojalin Pradhan's broadcast during Cyclone Fani



Photo 11: Checking of survey on the field



Photo 13: Survey at Anasara Village, Odisha



Photo 12: Group photo outside a village after the survey



Photo 14: Survey at Behuran Village, Odisha

2.2 RADIO ALA

Launched on 26th January 2013, Radio Ala is licensed to Malireddy Charitable Trust and is located in Kakinada, Andhra Pradesh.

Radio Ala has a core team of six full time community volunteers and the community radio management committee has around ten members. The station broadcasts for 18 hours from 5.00 am to 11.00pm. The languages of broadcast include Telugu primarily.

The prime audience of Radio Ala, is the fishing community, who are situated around the Coastal Belt of East Godavari. Their signature program is Hey Wake up and Take Up, aired early morning everyday.



Photo 15: Sathyavathi hosting a live show at Radio Ala

2.2A STUDY AREA

The survey was carried out in 14 different areas by a team of 11 surveyors with K. Sathyavathi as the supervisor. The table below (2.2.1) details the name of the areas taken for survey. A total of 258 respondents were interviewed.

Table 2.2.1 Name of Areas Surveyed

Serial Number	Area Name
1	Kothapatnam
2	Uppada
3	Kothapalli
4	Yetimoga
5	Kakinada
6	Suryaroapet
7	Kumbabishekam
8	Pallamraju nagar
9	U Kothapalli
10	Ameena Bad

11	Port Area
12	Sarpavaram Junction
13	Subbampeta
14	Indrapalem

2.2B PROCESS

Radio Ala hosted an inaugural session at local government school. At the inaugural the participants were briefed on the project and the importance of baseline survey. The idea, was also to seek the assistance of the school to participate in any future outreach activities, designed around disaster preparedness.



Photo 16: Banner prepared by Radio Ala, for the inauguration of the Baseline Survey



Photo 18: A volunteer interviewing an anganwadi teacher



Photo 17: Sathyavathi, Pinky Chandran and a volunteer at the inauguration



Photo 19: A volunteer interviewing fisherwomen

Radio Ala, also conducted a briefing session for the team of volunteers who conducted the survey. The team were deputed to different areas. The volunteers were supervised by K. Sathyavathi and T. Srinivas Rao. Post survey, data was entered into the Google forms.

2.2C FINDINGS AND DISCUSSIONS

2.2. C – Part 1 Demographic Profile

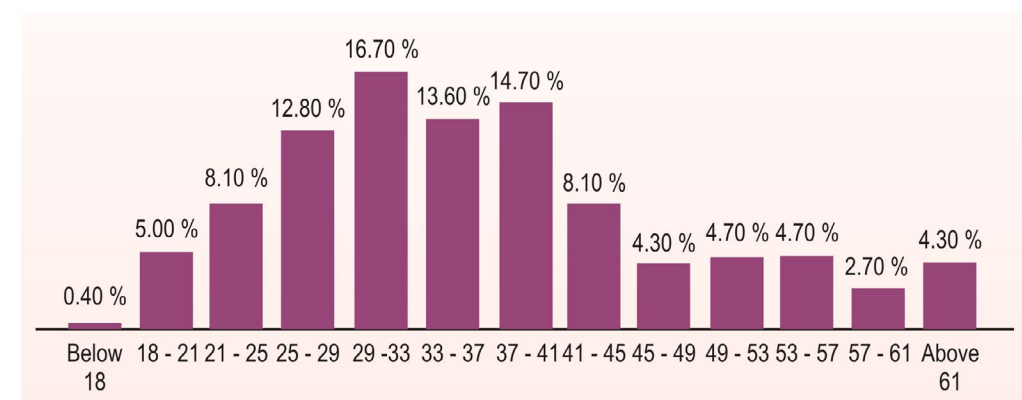
The survey covered a total sample size of 258 respondents, selected from 14 different areas in the coverage zone of the station.

Age and Gender

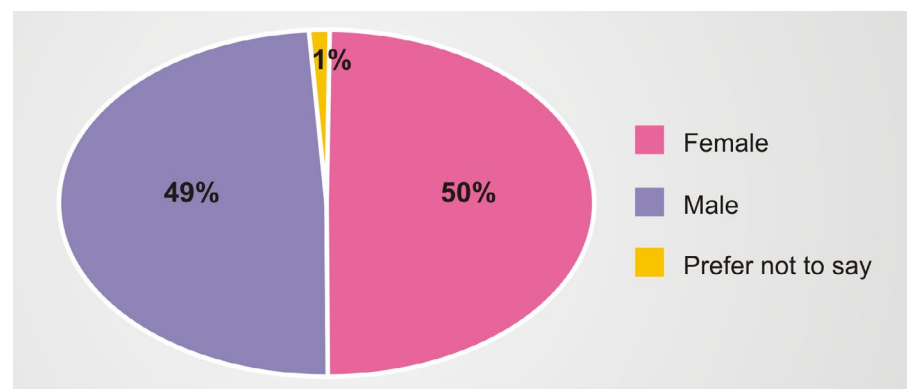
The sample consisted of respondents from various age groups, ranging from below 18 to above 61. Majority of the respondents were in the prime of youth age group between 29 to 33 (16.7%), then age groups of 37- 41 years (14.7%), followed by 33- 37 years (13.6 %) and 26-29 years (12.8%) respectively. The survey covered 50.4% female respondents and 49.2% male respondents.



Photo 20: Data entry at Radio Ala



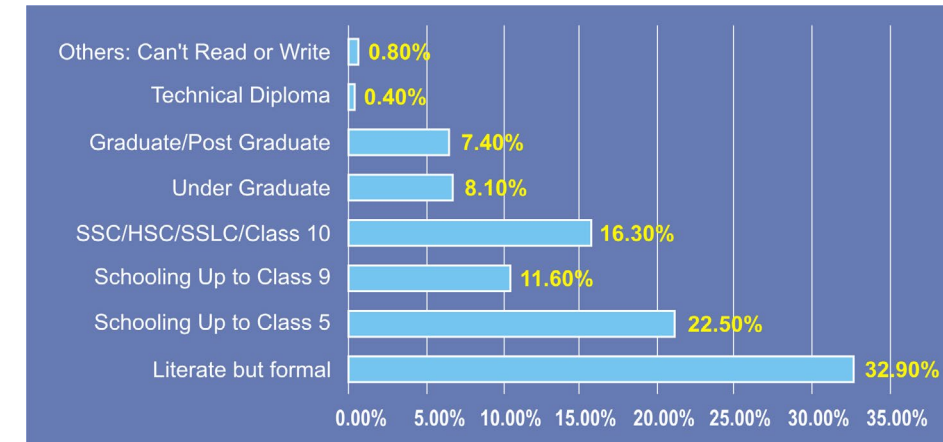
2.2.1: Distribution of respondents by age group



2.2.2: Distribution of respondents by gender

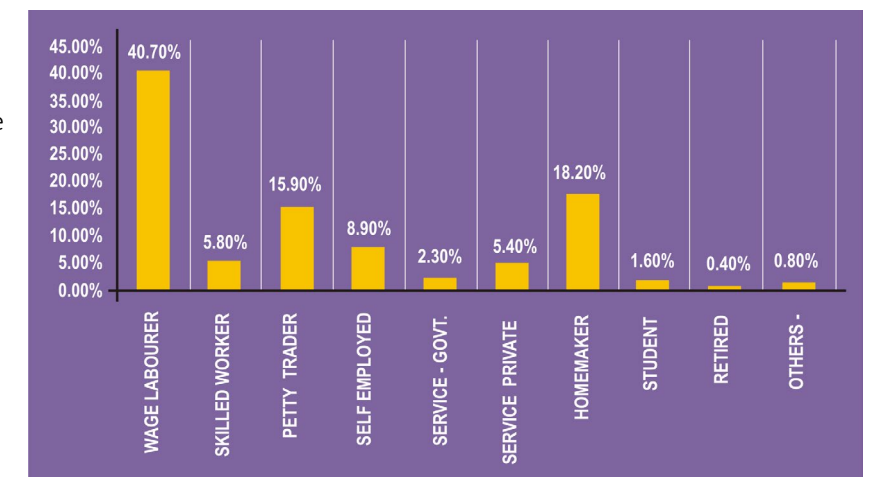
Education and Occupation

More than 32.9% of respondents had no formal schooling, and about 22.5% studied in school up to Class 5. Around 16.3% of respondents completed schooling up to Class 10.



2.2.3: Distribution of respondents by educational qualifications

About 40.7% of the respondents were wage labourers, about 18% were homemakers and 15.9% were petty traders.

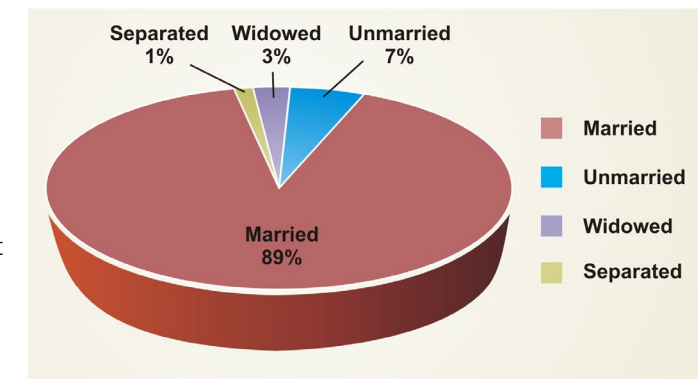


2.2.4: Distribution of respondents based on type of occupation

Marital Status and Family Type

In the survey, 89% of the respondents were married, 7% unmarried and 3% widowed.

Study found 82.9% of the respondents lived in a nuclear family and 15.1% in a joint family. About 51.6% of the respondents had 4 family members with 24.8% above five and 16.7% with three members. It is evident that the family composition point to the changing family sizes in this area too with larger proportion reporting nuclear families..



2.2.5: Distribution of respondents based by marital status

2.2. C – Part 2 Household Characteristics

Type of Housing and Location

Over 47% of the respondents live in a pucca house, 30% in independent houses. About 8.5% live in tented houses with thatched roofs and mud walls, 11.2 % live in semi pucca houses and about 3.1% lived in an apartment. 67.8 were not aware of the type of colony they lived in. 74.8 mentioned that their houses were located near the beach area and about 19% of the respondents resided in an open planned area. Only 5.4% mentioned that they resided in congested area.

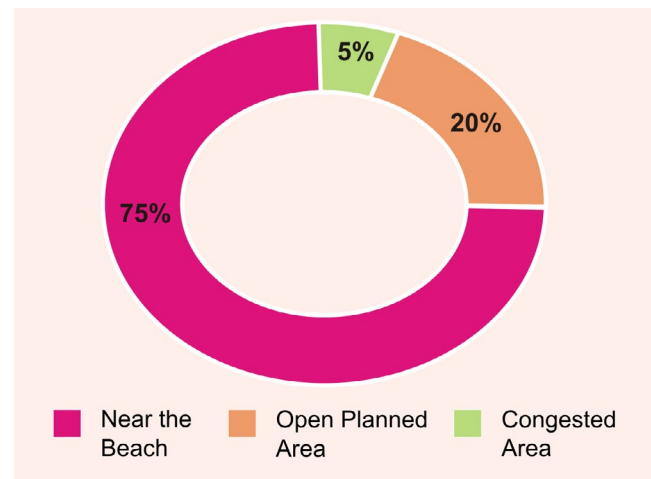


Photo 21: A thatched house, at Kakinada

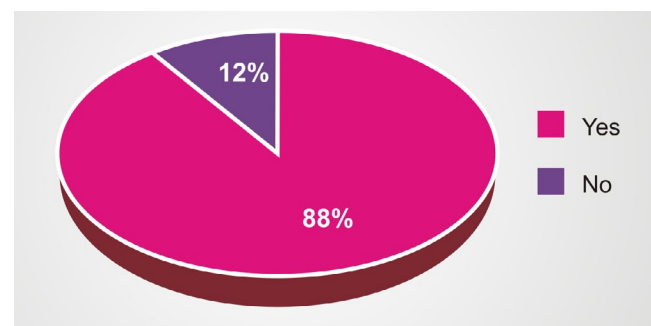
Electricity and Drinking Water Connection, Toilets and Type of Cooking Fuel Used

The survey found 88% of the respondents had electricity connection (Figure 2.2.7). For drinking water connection 42.6% of the respondents mentioned tap in the house, followed by 26.4% common tap and 22.1% depended on government water tankers. Regarding sanitation, 77.5 % of the respondents used toilets at home, about 11.6% using common shared toilets and 10.9% mentioning open fields.

For cooking fuel, 86.8% used LPG Gas, 8.5% kerosene stove and 4% used firewood.



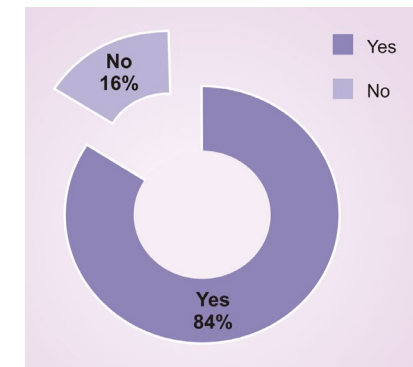
2.2.6: Distribution of respondents based on location of house



2.2.7: Distribution of respondents with electricity connection

Mobile Ownership

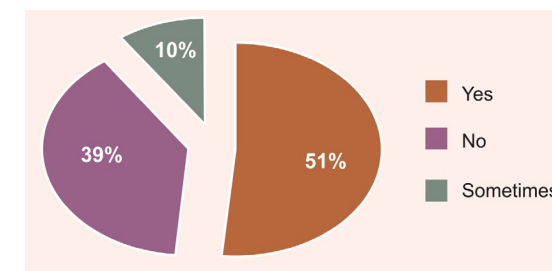
84% of the respondents used a mobile phone and about 16% did not own a mobile phone. About 78% of the respondents used a regular phone and only 22% of them had a smart phone. From those who used a smart phone, about 94% used phone internet. The digital competence among the smart phone users is quite strongly reflected here.



2.2.8: Distribution of respondents with a mobile phone

2.2. C – Part 3 Media Habits

A key purpose of the baseline study is to explore the community's reach of effective means to media information transmission. And media habits reveal that 86.4% of the respondents owned a TV, of which 99% had cable TV/DTH connection. 50.4% of the respondents do not subscribe to newspapers. 48.4% used social media and 22% used whatsapp on their phone. 51% of the respondents listened to radio.

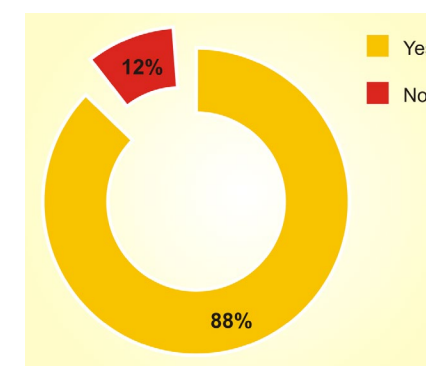


2.2.9: Distribution of respondents based on radio listening

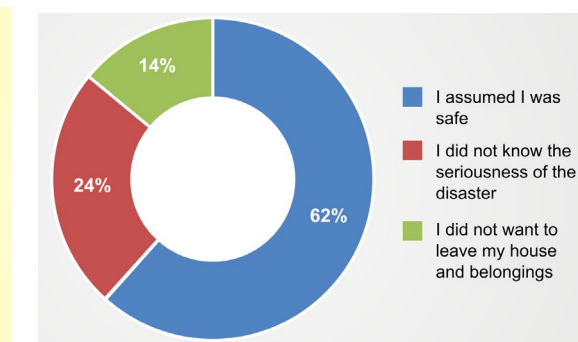
The respondents used different gadgets to listen to radio – 58.80% (mobile phone), 30.90% (radio set). Place of listening were varied too with, 58% listened at home, 26.30% group listening, 7.90% while travelling. Time of listening were varied too, with 6am to 8am slot being the most popular with 22%, followed by response of 19% reporting no fixed listening hours.

2.2 C – Part 4 Experience with Disaster

Survey observed that 88% of the respondents had experienced disaster. Among the different kinds of disaster experienced, most prominent one was cyclone for 80% and tsunami 12% respectively. The intensity of personal damage experiences varied



2.2.10: Distribution of respondents and experience with disaster

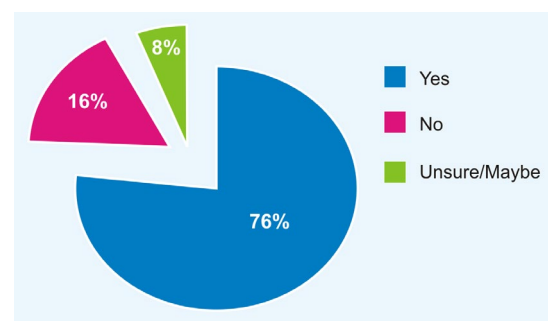


2.2.11: Distribution of respondents based on reasons for not paying attention to disaster warning

between 45.10% mentioning minor damage to the structure of the house, 17.60% faced major damage to the structure of the house and the loss of personal belongings, while 13.20% mentioned financial and economic impact. Though 94% of respondents received a disaster warning but only 88% paid attention to the warning. The most prominent reason for not paying attention was “I assumed I was safe” (62%). Multiple sources of information on the disaster warning were 51% (TV), 31.50% (friends, family, neighbours) 9.40% (radio) respectively.

2.2. C – Part 5 Awareness, Knowledge, Perception of Disaster

A fair share of 76% of the respondents were aware that they were in a disaster prone area, 16 % were unaware and 8% were unsure of the area.



2.2.12: Distribution of respondents based on awareness of living in disaster prone area

Weather updates and Awareness on Communication and other Plans and Helplines

The survey observed that 61.2% of the respondents followed weather updates occasionally, 16.7% rarely followed and 9.7% never followed any updates. Only 12.4% of the respondents regularly follow updates.

The weakness of local disaster planning and risk communication

revealed that 62% of the respondents are not aware of any village level disaster plan; about 19% said no and 19% responded as maybe/unsure. The weakness is substantiated with 74.8% of the respondents being unaware of any public information on disaster, whereas only 11.6% % of the respondents were aware. The rest, 13.6% were unsure of any public information plans. This response brings out the very weak communication of information regarding local disaster preparedness.

Survey found 75% of the respondents were not aware of any Helplines for disaster, only 15.5% were aware of the helpline numbers and 9.3% were unsure.

Actions during Tsunami and Cyclone

The respondents listed multiple actions during tsunami and cyclone among which taking shelter in high-rise buildings and /or staying indoors had the high responses. It can be inferred that the area had rather weak disaster preparation .

Table 2.2.2: Action during Tsunami and Cyclone

Necessary Safety Action	Tsunami	Cyclone
Take shelter in a high rise building/higher altitude	30.90%	34.30%
Take shelter under a desk or solid structure	0.40%	0.40%
Stay indoors	31.60%	28.40%

Evacuate immediately taking essential items- family and pets	8.80%	13.10%
Evacuate immediately without any items	9.60%	5.30%
I don't know what to do	12.90%	14.10%

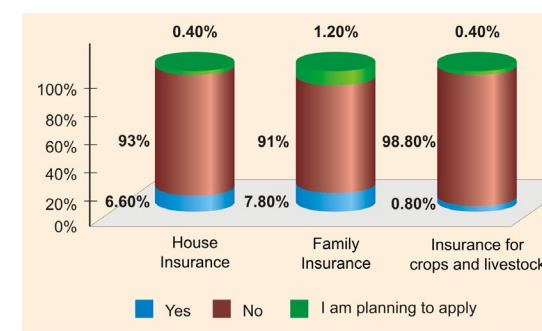
4% and 4.20% of the respondents mentioned that they will listen to radio/mobile phone for information during tsunami and cyclone respectively. Multiple mode of transport was the preferred options in times of evacuation- Bus (35.40%), Walk (27.60%), Cycle (12.60%) and Motorbike (10.20%); reflecting cautiousness of the householders.

Disaster Preparedness, Insurance and back up of Personal ID Documents

Majority of respondents did not have insurance for the house, family, crops and livestock, as reflected in the table below.

Table 2.2.3: Comparison on Possession of Insurance for House/Family/Crops and Livestock

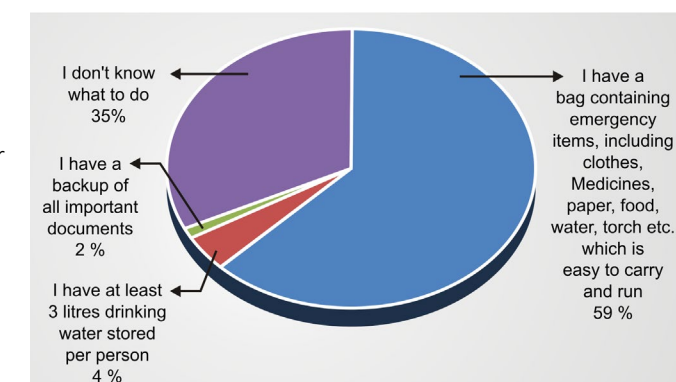
Response	House Insurance	Family Insurance	Insurance for Crops and Livestock
Yes	6.6%	7.8%	0.8%
No	93%	91%	98.8%
I am planning to apply	0.4%	1.2%	0.4%



2.2.13: Distribution of respondents based on various types of insurance

Regarding safety and security of important personal documents, 86.4% of the respondents mentioned that they had no backup of important documents. From the 11% who mentioned that they have backup, 38% mentioned in the form of photocopies of all documents in friends/relatives' places, 31% each mentioned digitally and in the bank.

From the data, it is observed, that 35% of the respondents are not aware of actions to take for disaster preparedness with respect to safety and security of personal documents.



2.2.14: Distribution of respondents based on level of disaster preparedness

Awareness – Relief Camp, Care

Survey observed that 61.6% of respondents were not aware of the disaster relief camp.

Awareness about caring for people with disabilities and senior citizens as well as pets or animals was very poor as shown in the table below.

Table 2.2.4: Awareness on Caring for People with Disabilities/Senior Citizens/Pet Animals/ Cattle & Poultry During Disaster

Response	Awareness on care for people with disabilities	Awareness on care for senior citizens	Awareness on care of pet animals	Awareness on care of cattle & poultry
Yes	43%	48%	40.7%	37.2%
No	57%	52%	59.3%	62.8%

Training Programs and Awareness about Civil Defence Programs, Waste Management

It was found that 82.9% of the respondents had not attended any basic first aid training program and only 17% of the respondents attended training programs. About 56.6 % mentioned they were not enrolled as a civil defence volunteer. 10.9% had never heard of the civil defence program. 19.8% mentioned that they were planning to join. 87% of the respondents mentioned that they were not aware of disaster related waste management plans. These responses bring out the gaps of disaster preparedness and communication for local disaster planning and implementation.

Volunteering and Interest in Radio Program

It was encouraging to find 26.4% of the respondents were interested in listening to a program on disaster preparedness, with 46.1% of the respondents being unsure. Multiple time slots were preferred 29.10% (6am to 8am) 23.80% (8am to 10am) 15.20% (2pm to 4pm) 31% of the respondents were interested in being a volunteer for disaster related emergencies.

2.2D IMPLICATIONS FOR RADIO ALA

- Radio Ala will need to engage intensely with the community at various levels – given that 40.7% of the respondents are wage labourers, followed by 18.2% homemakers and 15.9% petty traders. The programming format must be tailored to suit the different groups.
- The appreciable media exposure reflected in high TV viewer-ship (86.4%), along with a fair share of newspaper subscription (49.6%), with use of social media (48.4%), radio listening (51.5%) gives Radio Ala a good opportunity to explore more outreach based community engagement.

- While 76.4% of the respondents are located in a disaster-prone area, there is dire need in increasing awareness on disaster preparedness immediately. From making the community aware about village level disaster plan, public information plans, Helplines, action to take during disaster and action to take prior to disaster, the need for insurance, backup of documents, care for people and animals, proper waste management etc. should form a core of the programming.
- The station can also run outreach activities with the local SDMA for mock drills, basic first aid and other volunteer trainings. It was observed that since the station has excellent rapport with all the government schools, it can successfully plan a programme on School Disaster Management Series.



Photo 22: Survey outside a local Anganwadi, Kakinada



Photo 23: Survey near a market place, Kakinada



Photo 24: A volunteer interviewing a resident, Kakinada



Photo 25: A volunteer interviewing fishermen, Kakinada

2.3 KADAL OSAI

Launched on 15th August 2016, Radio Kadal Osai FM is licensed to Nesakkarangal Charitable Trust and is located in the town of Pamban, Rameswaram Island, Tamil Nadu. It bears the unique distinction of being the only community radio that is exclusively focussed on the fishing community. Some of thematic issues include disaster management, health, hygiene, livelihood and a host of social issues like child marriage education, untouchability etc. Their signature program is Kadal Osai Calling, which is live broadcast and includes weather forecasts among other topics. Another highly commendable important service of the station, is the round clock information service for the community members about sea conditions.



Radio Kadal Osai has a nine member core team from the fishing community. The station broadcasts for 16 hours from 6.00 am to 10.00pm. The languages of broadcast is Tamil primarily.



Photo 26: Survey photo 1, Kadal Osai

2.3A STUDY AREA

The survey was carried out in the following areas: Thangachimadam, Pamban, Rameswaram, Mandapam and Dhanushkodi

2.3B PROCESS

Radio Kadalosai conducted a briefing session for the team of 12 volunteers who conducted the survey. The team were deputed to the 5 different areas. The volunteers were supervised by Gayathri Usman. Post survey, data were entered into the Google Forms.



Photo 27: Survey photo 2, Kadal Osai

2.3C FINDINGS AND DISCUSSIONS

2.3. C – Part 1 Demographic Profile

The survey covered a total sample size of 256 respondents, selected from 5 different areas in the coverage zone of the station.

Age and Gender

The survey sample consisted of respondents from various age groups, ranging from 18 to above 61. Majority of the respondents were in the age group between 37 and 41 (16%) followed by 33 to 37 (12.1%), 41 and 45 years (10.2%), 29 to 33 years (9.4%). 50% were male respondents, 48.8% female respondents and 1.

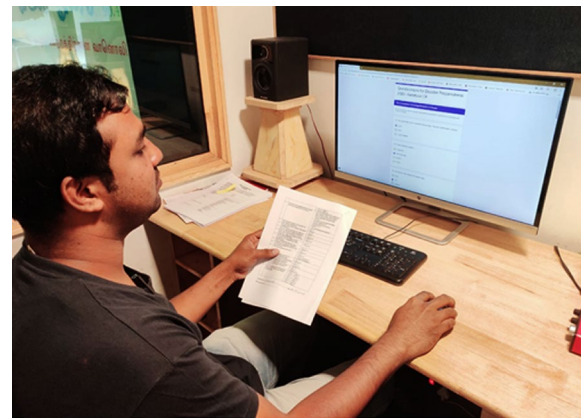
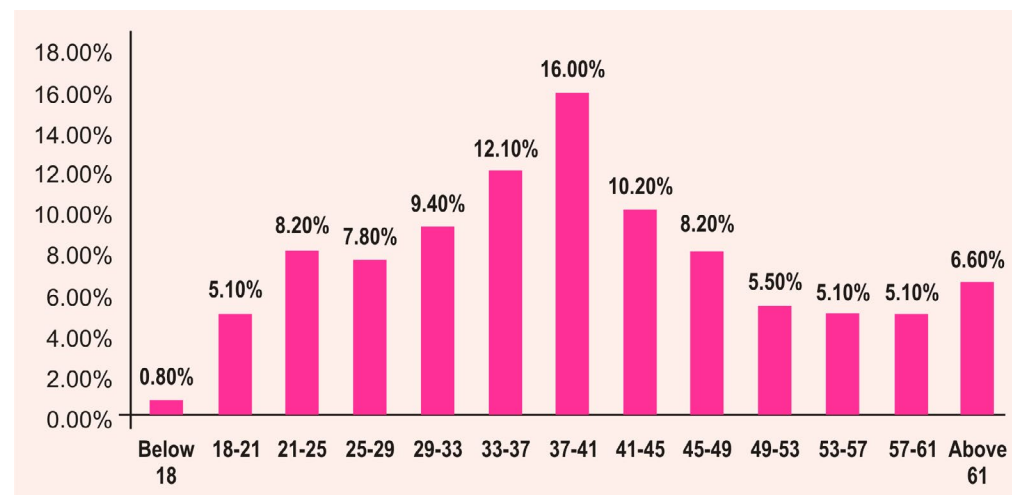


Photo 28: Data Entry, Kadal Osai



2.3.1: Distribution of respondents by age group

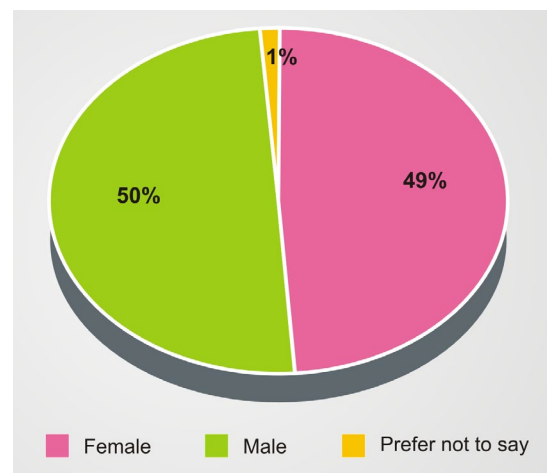
Education and Occupation

Among the respondents more than 23.4% had studied in school up to Class 9 and 22.7% up to Class 9, 20.3% up to Class 5 and about 18% were literate with no formal education

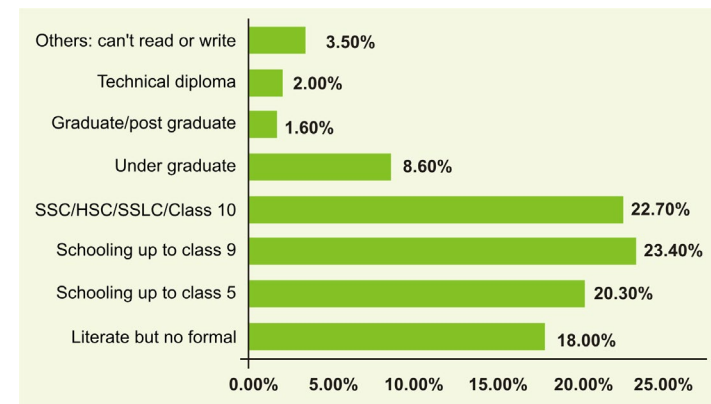
About 52.3% of the respondents were wage labourers and about 19.1% were self-employed.

Marital Status, and Family Type

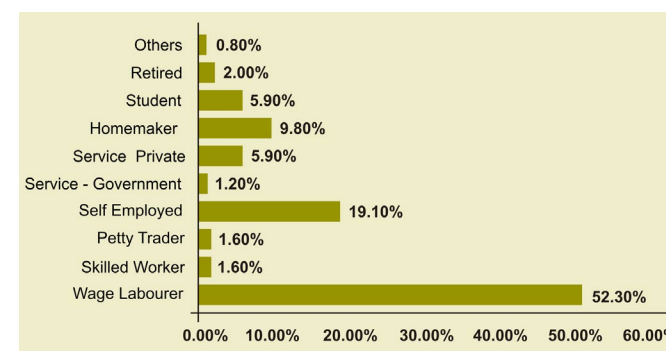
For the survey, 81% of the respondents were married, 14% unmarried. 73.8% of the respondents lived in a nuclear family and 24.6% in a joint family. About 47.7% of the respondents had above 5 family members with 35.2% with four members.



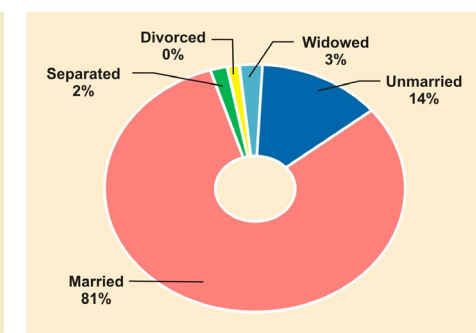
2.3.2: Distribution of respondents by gender



2.3.3: Distribution of respondents by educational qualifications



2.3.4: Distribution of respondents based on type of occupation



2.3.5: Distribution of respondents by marital status

2.3. C – Part 2 Household Characteristics

Type of Housing and Location:

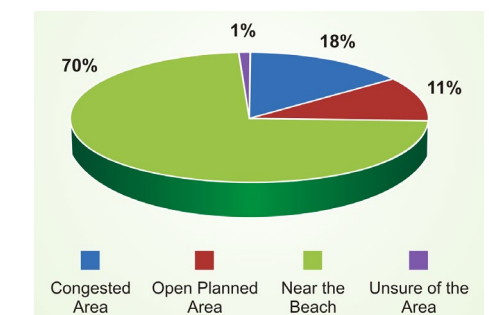
Over 46.9% of the respondents live in a pucca house, and about 28.1% live in tented houses with thatched roofs and mud walls, about 23.4% live in semi pucca houses. 71.1% of the residents mentioned that they lived in an authorised colony. Around 70% mentioned that their houses were located near the beach area and about 9% of the respondents resided in a congested area. Only 1.6% mentioned that they resided in an open planned area. The responses mirror a major element awareness of living conditions of the area.



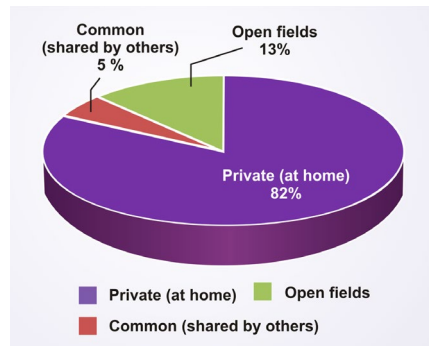
Photo 29: Survey photo #3, Kadal Osai

Electricity and Drinking Water Connection, Toilets and Type of Cooking Fuel Used

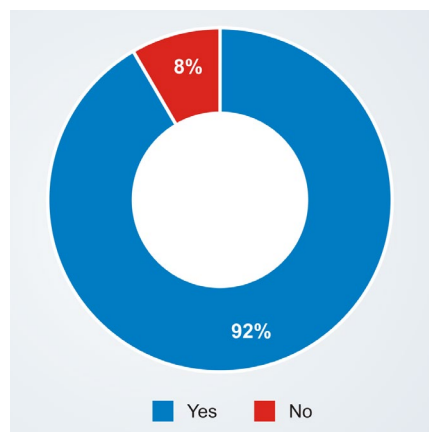
The survey recorded that 90% of the respondents had electricity connection. With respect to drinking water connection, the respondents had multiple options, 68.7% had access to common tap followed by 19.6% tap in house



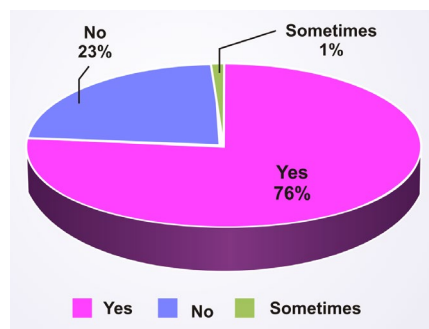
2.3.6: Distribution of respondents based on location of house



2.3.7: Distribution of respondents by toilet arrangements



2.3.8: Distribution of respondents with a mobile phone



2.3.9: Distribution of respondents based on radio listening

respondents had experienced different kinds of disaster. The prominent one being cyclone about 76.30% and tsunami 21.90%. The intensity of experiences varied as 61.2% mentioned financial and economic impact, followed by injuries to family and animals (16.5%) and minor damage to the structure of the house (6.3%). 85% of them

and 7.2% private water tankers. 12.9% of the respondents used open fields for toilets and about 82.4% had toilets at home, with about 4.70% using common shared toilets. Multiple cooking fuels used with around 10.07% still using firewood, 89.53% use LPG.

Mobile Ownership

Survey found the mobile phone emerging as a key platform of the area in the world of digital convergence. Indeed, an impressive 91.8% of the respondents owned a mobile phone and only about 8.2% did own a personal mobile phone. About 46% of the respondents used a regular phone and 51% of them had a smart phone. From those who used a smart phone, about 97% used phone internet.

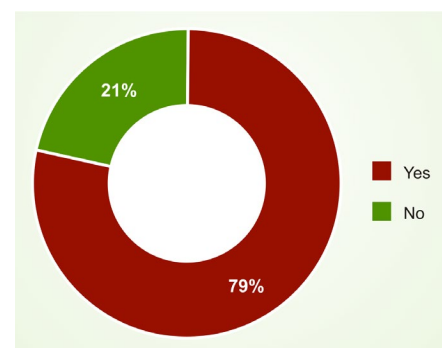
2.3. C – Part 3 Media Habits

A formidable 87.9% of the respondents owned a TV, of which 95% had cable TV/DTH connection. 88.5% of the respondents did not subscribe to newspapers. Only 28% used social media but an impressive 89% used whatsapp on their phone. A commendable 76.2% of the respondents listened to radio.

The media savvy respondents used different gadgets to listen to radio – 39% (radio set), 55.40% (mobile phone). Place of listening were varied too – 74.30% listening at home, 50% group listening, 14% at work place. Time of listening were varied too, with 6am to 8am and after 8pm slot being the most popular with 19.40% each, followed by no fixed time 18.30% and 6pm to 8pm with 13.20%

2.3 D – Part 4 Experience with Disaster

As expected, 78.9% of the respondents had experienced disaster. The

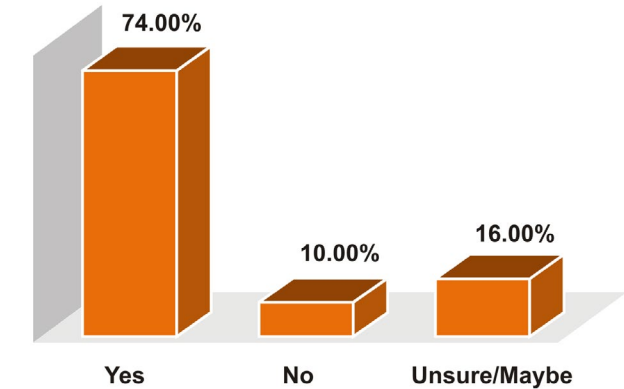


2.3.10: Distribution of respondents based on experience with disaster

had received a disaster warning of which 99% of the respondents paid attention to the warning. The multiple source of information on the disaster warning were 51.80% (TV), 21.80% (radio), 16.80% (friends, family, neighbours).

2.3. D – Part 5 Awareness, Knowledge, Perception of Disaster

The survey clearly brought out the perception of disaster of residents with 74% of the respondents reported being aware that they were in a disaster prone area and 16% being unaware.



2.3.11: Distribution of respondents by awareness of living in a disaster prone area

Weather updates and Awareness on Communication and other Plans and Helplines

Around 41.8% of the respondents follow weather updates regularly, 37.1% follow occasionally, 16.4% rarely follow and 4.7% never follow any updates.

70% of the respondents were not aware of the village level disaster plan, only 21% of the respondents were aware of any plans. 68.4% of the respondents were not aware of any public information on disaster, only 21% of the respondents were aware of any public information plans.

85% of the respondents were not aware of any helplines for disaster, only 9.4% were aware of the helpline numbers.

Actions during Tsunami and Cyclone

The respondents listed multiple actions during tsunami and cyclone.

Table 2.3.1: Action during Tsunami and Cyclone

Response	Tsunami	Cyclone
Take shelter in a high rise building/higher altitude	45%	39.20%
Take shelter under a desk or solid structure	2%	5%
Stay indoors	16%	18.50%
Evacuate immediately taking essential items- family and pets	27%	27%
I don't know what to do	6.6%	7%

Barely 2% and 3.50% of the respondents mentioned that they will listen to radio/mobile phone for information during tsunami and cyclone respectively. Multiple mode of transport were the preferred options in times of evacuation with responses of Walk (56.60%), Bus (20.70%), Motorbike (15.2%)

Disaster Preparedness, Insurance and back up of Personal ID Documents

Most respondents did not have insurance for the house, family, crops and livestock, as reflected in the table below.

Table 2.3.2: Action during Tsunami and Cyclone

Response	House Insurance	Family Insurance	Insurance for Crops and Livestock
Yes	3.5%	28.1%	6.6%
No	94.9%	69.1%	92.6%
I am planning to apply	1.6%	2.7%	0.8%

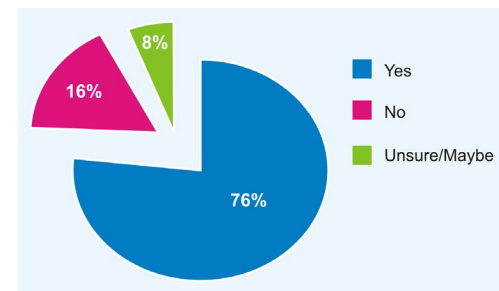
In the survey, 60% of the respondents mentioned that they had backup of important documents. 64% of them saved photocopies at home, 25% stored at friends/relatives place and 10% of the respondents save it digitally.

From the data, it is observed, that respondents have listed multiple forms of disaster preparedness. 74.40% (have a bag containing all emergency items), 11.60% (have backup of all important documents). 9.70% mentioned that they were not aware of what to do.

Awareness – Relief Camp, Care

About 64% of the respondents were aware of the disaster relief camp in their area and 62% were aware of the best route to relief camp. This reflects the gap of information in disaster preparedness communication of the area.

It was heartening to observe strong awareness about caring for visually impaired, (72.9%) senior citizens (82%), and pet animals (76.5%) was very high, in comparison to caring for cattle and poultry (57.3%)



2.2.12: Distribution of respondents based on awareness of living in disaster prone area

Table 2.3.3: Action during Tsunami and Cyclone

Response	Awareness on Care for People with Disabilities	Awareness on Care for Senior Citizens	Awareness on Care of Pet Animals	Awareness on Care of Cattle & Poultry
Yes	55.1%	61%	35.9%	25%
No	44.9%	39%	64%	75%

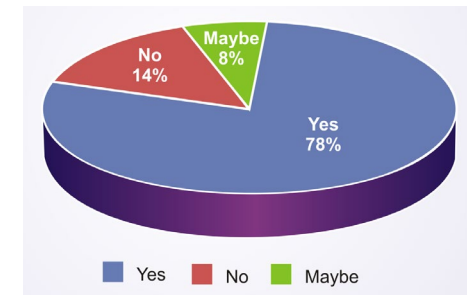
Training Programs and Awareness on Civil Defence Programs, Waste Management

Rather weak disaster preparedness local plans were brought to light with 77% of the respondents reporting not attending any basic first aid training program and only 23% of the respondents attended training programs. 22% of the respondents were enrolled as civil defence volunteers, 60.5% of the respondents were not volunteers and 7.8% had never heard of it. 9% mentioned that they were planning on joining. It was quite shocking

to find 77% of respondents mentioning that they were not aware of disaster related waste management plans.

Volunteering and Interest in Radio Program

The survey finding of 77.7% of the respondents being interested in listening to a program on disaster preparedness proved the extent of their desire to be informed. Multiple time slots were preferred; 40.40% (6pm to 8pm) 14.10% (6am to 8am) 11.90% (4pm to 6pm) and 11.60% (2pm to 4pm). 55% of the respondents were interested in being a volunteer for disaster related emergencies.



2.3.13: Distribution of respondents interested in listening to programs on disaster preparedness

2.1D IMPLICATIONS FOR RADIO KADAL OSAI AND OTHER OBSERVATIONS

Kadal Osai FM, in its 3 years of existence, has participated in a few disaster based programs. It has made a documentary on Dhanushkodi where it studied how the 1964 Rameswaram Cyclone affected the livelihoods of the people living there, the aftermath of the disaster and the current state of the town. Kadal Osai FM actively participated in disaster management programs during the Gaja cyclone in 2018. It regularly broadcasted updates received from officials to inform people not to go fishing. The same was done for cyclone Ockhi in 2017.

In this context, it will be effective for Kadal Osai to continue to plan regular series on disaster preparedness along with outreach activities. Given that 78% are interested in listening to radio programs and 55% are willing to volunteer.

- To the question, what actions will you take during tsunami and cyclone less than 2% and 3.50% respectively mentioned that they will listen to radio for information, it is important that the station undertakes a campaign on the importance of listening to radio during disaster
- Awareness on insurance schemes, care for livestock and poultry will have to form an important part of future programming.



Photo 30: Survey photo 4: A Volunteer interviewing a resident at the beach



Photo 31: Survey photo 5, Kadal Osai



Photo 32: Survey Photo 6, Kadal Osai

2.4 NILA CR

Launched in 2005, Nila CR, is Puducherry's first community radio station. Licensed to Sri Manakula Vinayagar Engineering College, the station is engaged with 40 different villages. Some of the thematic issues include career guidance, science for women's health, hygiene, organic farming, recycling of solid waste and composting. They also run regular medical camps. The language of broadcast is Tamil primarily.



2.4A STUDY AREA

The survey was carried out in Uruvaiyar, Villupuram, a locality of Villianur City, Puducherry. Some of the sub localities in Uruvaiyar, Villupuram, Puducherry are:

Bahour Main Road, Uruvaiyar, Yanam, Puducherry Bahour Road, Uruvaiyar, Villupuram, Puducherry Kottaimedu Road, Uruvaiyar, Villupuram, Puducherry Mangalam- Uruvaiyar Raod, Uruvaiyar, Villupuram, Puducherry Thirukanji Road, Uruvaiyar, Villupuram, Puducherry Uruvaiyar, Villupuram, Puducherry



Photo 33: Participants of the orientation workshop

2.4B PROCESS

CEMCA conducted an orientation workshop for station's team and the 11 volunteers



Photo 34: Group Photo with the team of Nila CR

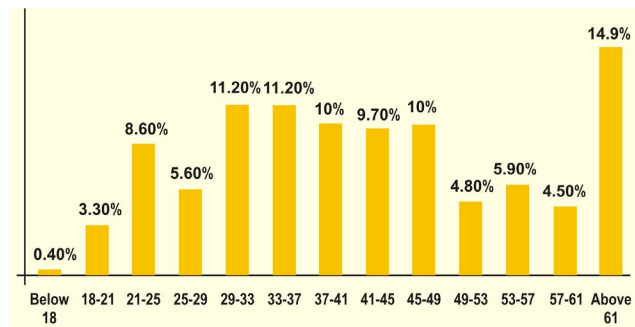
2.4C FINDINGS AND DISCUSSIONS

2.4. C – Part 1 Demographic Profile

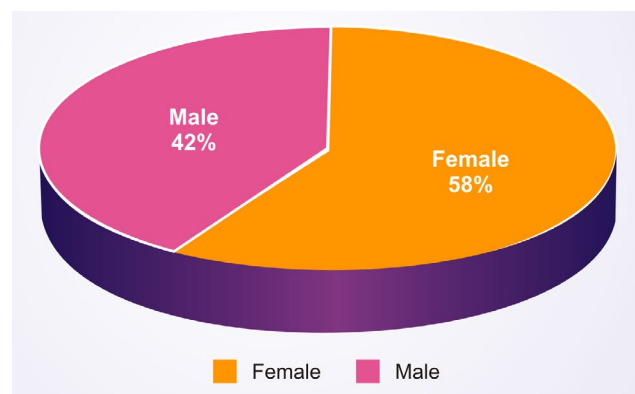
The survey covered a total sample size of 269 respondents.

Age and Gender

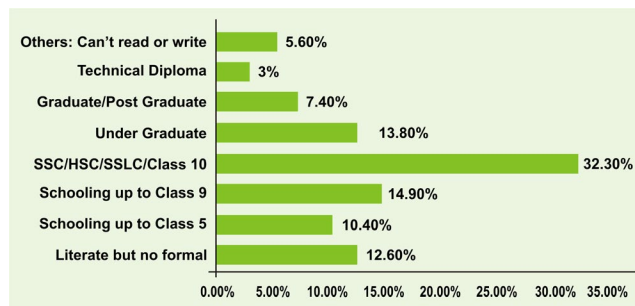
The sample consisted of respondents from various age groups, ranging from 18 to above 61. Majority of the respondents were above 61 (14.9%), followed by age groups between 29 to 33 and 33 to 37 (11.2%) each. Majority were female respondents – 57.6% and 42.4% male respondents.



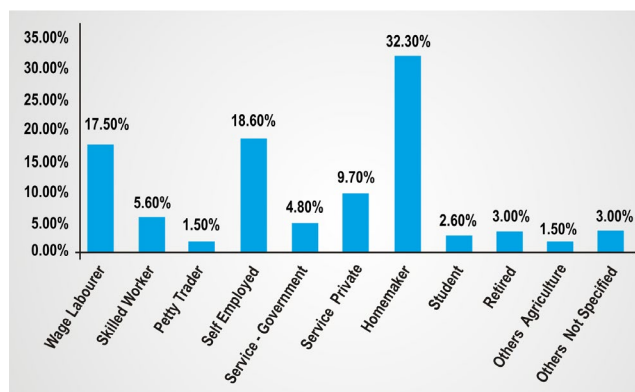
2.4.1: Distribution of respondents by age group



2.4.2: Distribution of respondents by gender



2.4.3: Distribution of respondents by educational qualifications



2.4.4: Distribution of respondents based on type of occupation

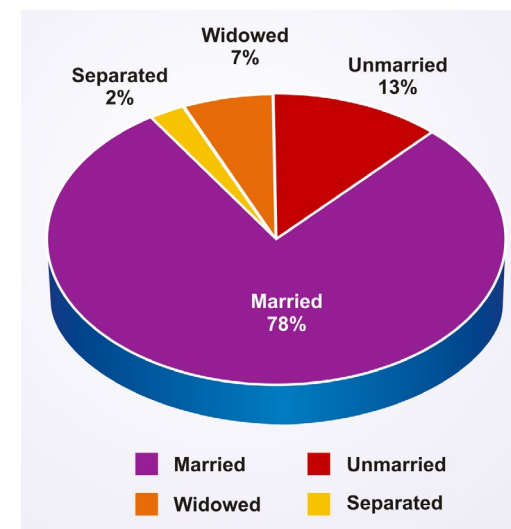
Education and Occupation

Among the respondents, 32.3 % had studied in school up to Class 10 followed by 14.9% up to Class 9 and 13.8% undergraduates. 12.6% were literate with no formal education.

About 32.3% of the respondents were homemakers and about 18.6% were self-employed and 17.5% were wage labourers.

Marital Status, and Family type

About 77.7% of the respondents were married, 12.6% unmarried and 7.1% widowed. 55.4% of the respondents lived in a nuclear family and 39% in a joint family. About 42.4% of the respondents had above 5 family members with 34.9% with four members.



2.4.5: Distribution of respondents by marital status

2.4. C – Part 2 Household Characteristics

Type of Housing and Location:

Over 50.9% of the respondents live in pucca house, and about 14 % live in tented houses with thatched roofs and mud walls. About 15% live in semi pucca houses. An

impressive 92.2 % of the respondents mentioned that they lived in an authorised colony.

About 58.4% of the respondents resided in a congested area and 41.3% mentioned that they resided in an open planned area.

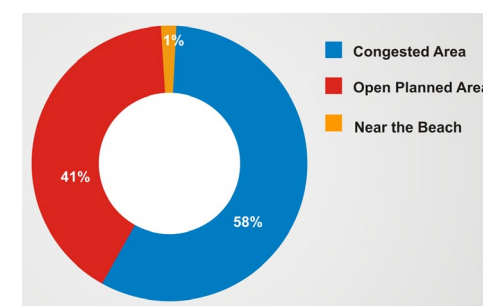
Electricity and Drinking Water Connection, Toilets and Type of Cooking Fuel Used

Survey reported 97% of the respondents had electricity connection. With drinking water connection, 55.8% mentioned tap in the house, followed by 33.5% common tap and 5.9% government water tanker. 84.8% of the respondents had toilets at home, 8.2% use open fields and 7.1% using common shared toilets.

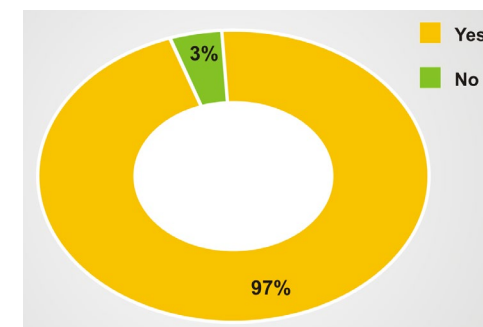
91% of the respondents use LPG and 6.7% still use firewood.



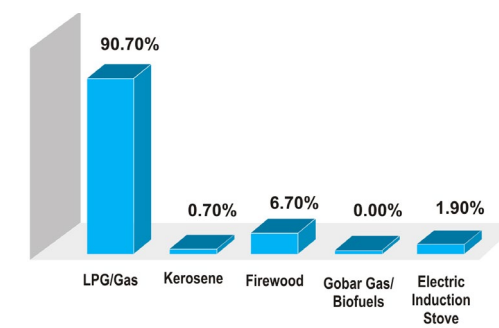
Photo 35: Survey Photo 1: A volunteer interviewing women



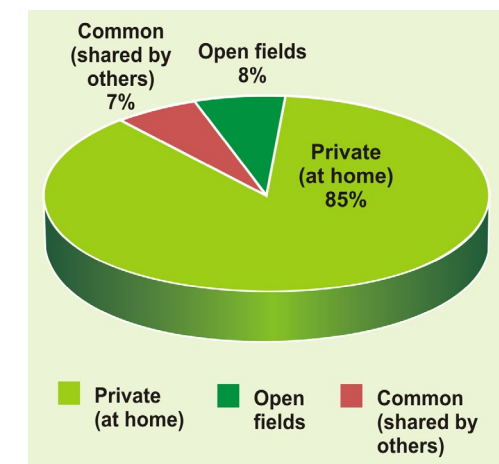
2.4.6: Distribution of respondents by location of house



2.4.7: Distribution of respondents with electricity connection



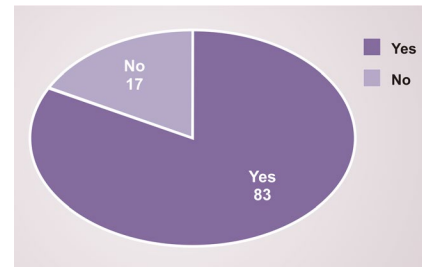
2.4.8: Distribution of respondents by cooking fuel used



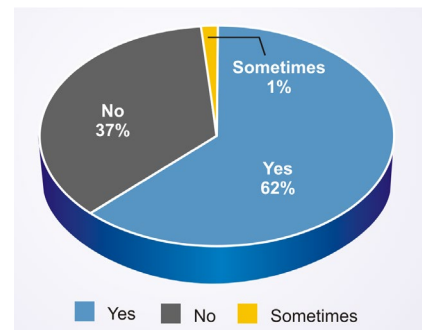
2.4.9: Distribution of respondents by toilet arrangement

Mobile Ownership

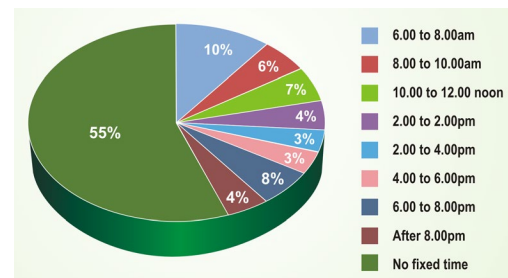
82.9% of the respondents owned a mobile phone and about 17.1% did not own a personal mobile phone. About 46% of the respondents used a smart phone and 41% of them used a regular phone. From those who used a smart phone, about 96% used phone internet revealing a strong digital convergence.



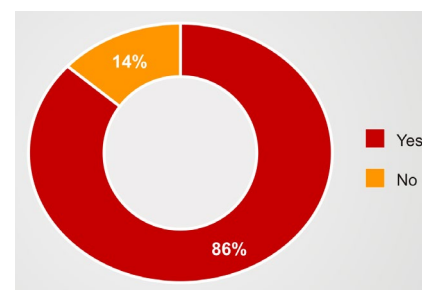
2.4.10: Distribution of respondents with a mobile phone



2.4.11: Distribution of respondents based on radio listening



2.4.12: Distribution of respondents based on time of listening to radio



2.4.13: Distribution of respondents based on experience with disaster

2.4. C – Part 3 Media Habits

The patterns of media use revealed an admirable 91.4% of the respondents owning TV, of which 96% had cable TV/DTH connection. 63.2% of the respondents do not subscribe to newspapers and 69.1% do not use any social media. While 80% of the respondents used whatsapp on their phone, 61.7% of the respondents listened to radio.

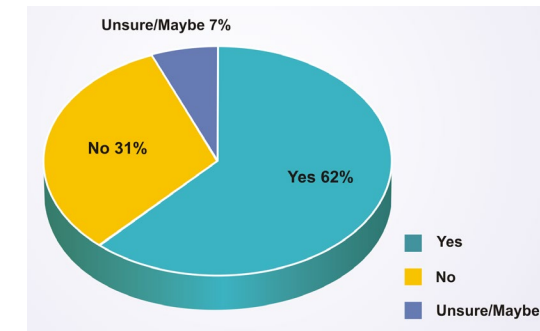
The respondents used different gadgets to listen to radio – 36.8% used radio set, 26% used mobile phone to listen and 33.1% used various gadgets depending on availability. Place of listening were varied too with 55% listening at home, 34.90% listened at places of their work engagements. The responses clearly brings out the convergence of technology and media. Times of listening were varied too, with no fixed time, being the prominent answer (55%).

2.4 D – Part 4 Experience with Disaster

As expected, 86% of the respondents had experienced disaster. The prominent one being cyclone (88%). The intensity of experiences varied; 47% faced minor damage to the structure of the house, 24% mentioned major damage to the structure of the house and the loss of personal belongings, 6% lost all crops and livestock and 14% mentioned various impacts. 67% of them had received a disaster warning of which 92% paid attention to the warning. The multiple source of information on the disaster warning are- 52.8% (TV), 25.3 (friends, family, neighbours), 11.2% (radio).

2.4. D – Part 5 Awareness, Knowledge, Perception of Disaster

Although, 61.7% of the respondents were aware that they were in a disaster prone area, 30.9% were unaware and 7.4% were unsure.



2.4.14: Distribution of respondents by awareness of living in a disaster prone area

Weather Updates and Awareness on Communication and other Plans and Helplines

While 39% of the respondents follow weather updates regularly, 23% occasionally, 24.5% rarely follow and 13.4% never follow any updates.

A rather weak local disaster preparedness was clearly revealed in finding. 72% of the respondents were not aware of the village level disaster plan, about 21.6% of the respondents were aware of plans. 65% of the respondents were not aware of public information on disaster only 27.5% of the respondents were aware of any public information plans.

A dismal scenario of poor communication was observed in finding. 73.2% of the respondents not being aware of any helplines for disaster, only 23.8% were aware of the helpline numbers.

Actions during Tsunami and Cyclone

The respondents listed multiple actions during tsunami and cyclone.

Table 2.4.1: Action during Tsunami and Cyclone

Necessary Safety Action	Tsunami	Cyclone
Take shelter in a high rise building/ higher altitude	50.6%	23%
Take shelter under a desk or solid structure	2.2%	6.7%
Stay indoors	11.5%	33.5%
Evacuate immediately taking essential items- family and pets	8.2%	8.2%
Evacuate immediately without any items	6.3%	4.8%
I don't know what to do	18.6%	17.1%

Only 1.1% and 3.7% of the respondents mentioned that they will listen to radio/mobile phone for information during tsunami and cyclone respectively. Multiple mode of transport were the preferred options in times of evacuation: Walk (34.6%), Bus (20.4%), Motorbike (32.3%).

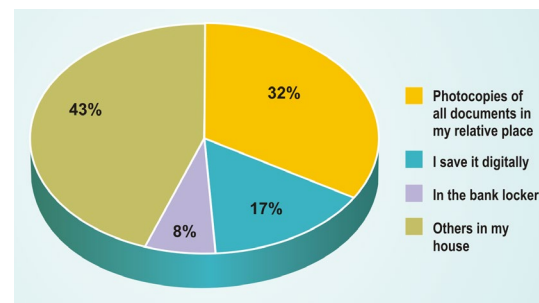
Disaster Preparedness, Insurance and back up of Personal ID Documents

Majority of respondents did not have insurance for the house, family, crops and livestock, as reflected in the table below.

Table 2.4.2: Comparison on Possession of Insurance for House/Family/Pet Animals/Cattle & Poultry During Disaster

Response	House Insurance	Family Insurance	Insurance for Crops and Livestock
Yes	11%	36%	16.40%
No	89%	62%	82.50%
I am planning to apply	2.4%	2%	1.10%

Though a fair proportion of 61% of the respondents had backup of important documents but 39% did not. Multiple options were mentioned about the form of back up. There are 43% of them at home, 32% being photocopies stored at friends/relatives' place, 17% of the respondents save it digitally and 8% in bank lockers

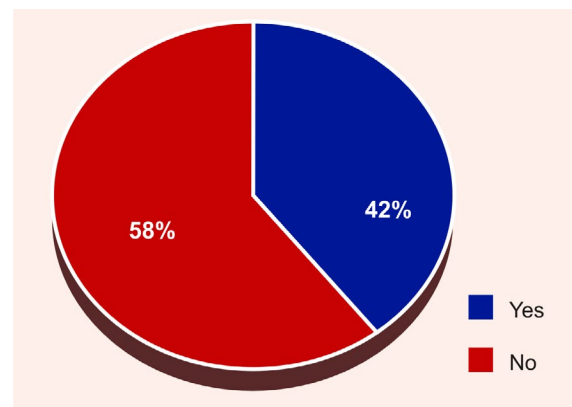


2.4.15: Distribution of respondents based on the form of backup for important documents

From the data, it is observed, that respondents have listed multiple forms of disaster preparedness. 37% mentioned did not know what to do, 36% reported having a bag containing all emergency items, 10% stated having at least 3 litres of drinking water stored per person and 17% responded that having backup of all important documents was necessary.

Awareness – Relief Camp, Care

Survey found 58% of the respondents not being aware of the disaster relief camp in their area and 42% are aware, of which 96% were aware of the best route to relief camp. Awareness on caring for visually impaired etc., is quite low in general



2.4.16: Distribution of respondents based on awareness of disaster relief camp

Table 2.4.3: Awareness on Caring for People with Disabilities/Senior Citizens/Animals/ Cattle & Poultry During Disaster

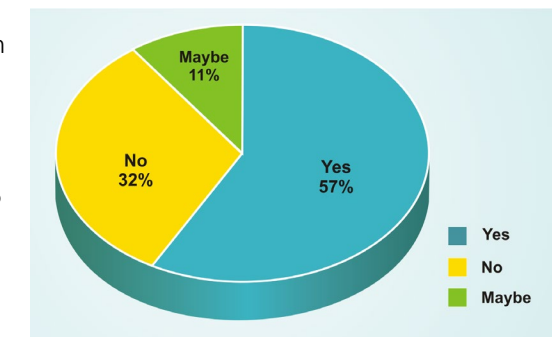
Response	Awareness on Care for People with Disabilities	Awareness on Care for Senior Citizens	Awareness on Care of Pet Animals	Awareness on Care of Cattle & Poultry
Yes	35.3%	44.2%	31.2%	27.5%
No	64.7%	55.8%	68.8%	72.5%

Training Programs and Awareness on Civil Defence Programs, Waste Management

The study found 83.6% of the respondents had not attended any basic first aid training program and only 16.4% of the respondents attended training programs. 24.9% of the respondents were enrolled as civil defence volunteers, 58.4% of the respondents were not volunteers and 9.3% had never heard of it. 7.4% mentioned that they were planning to join. 59% mentioned that they were not aware of disaster related waste management plans.

Volunteering and Interest in Radio Program

About 57.2% of the respondents were interested in listening to a program on disaster preparedness and 10.8% were unsure. Multiple time slots were preferred 34% (6pm to 8pm) 17.5% (4pm to 6pm) 8.9% no fixed time. 54.3% of the respondents were interested in being a volunteer for disaster related emergencies.



2.4.17: Distribution of respondents interested in listening to program on disaster preparedness

2.4 D IMPLICATIONS FOR NILA CR AND OTHER OBSERVATIONS

Nila CR has not done any disaster related programs in the past and through this project can significantly work on disaster related communications through radio and beyond. The data reveals the current level of awareness on a range of issues, which can form the basis of programming.

Along with the practice of medical camps that NILA CR regularly conducts, the station can incorporate outreach activities with the local SDMA for mock drills, basic first aid and other volunteer trainings.



Photo 36: Survey Photo 2



Photo 37: Survey Photo 3



Photo 38: Survey Photo 4

CHAPTER 3:

CONCLUSION AND RECOMMENDATIONS

Report of the Baseline Study is the first step taken before the content creation of Community Learning Programme (CLP) to bring forth an insight into the development of content and status of knowledge of the community in disaster preparedness. The data obtained from the study will help the community to be on board as stakeholders.

Survey highlighted a wide range of strengths of the community that can be relied and built upon. Simultaneously, it brought out quite a few weaknesses or drawbacks that need to be addressed with apt interventions to prepare the disaster mitigation information communication process. Study observed the vast potential of CR as an instrument to be integrated in the community disaster preparedness, capacity building in disaster mitigation process. The basic profile of the selected CR stations show that all are situated in cyclone vulnerable eastern coast of India. The management ownership of Radio Namaskar is under a civil society organisation, while Radio Ala and Kodal Osai are run by trusts, Nila CR is licensed under an educational institution. The selection of these categories of CRs indicates a fair inclusion of all types of management for the conduct of the baseline study.

The track record of experiences of disaster-based programmes were found to be varied. Namaskar Radio of Odisha ran 24 X 7 broadcasts in preparation, updates during the cyclone Fani in 2019. Kadal Osai CR regularly broadcast programmes on disaster management. Nila CR has no experience in disaster aspects since their mandatory thematic issues so far did not include it.

This observation naturally implies that thematic issues addressed by respective CR management bodies require a review and fresh direction to proactively develop content of programmes and activities for the community towards disaster preparedness.

Demographic profiles of respondents from survey convey the fact of adoption of purposive sampling method ensured a high proportion of 50% women respondents for survey of areas covered by four CRs. The method is well justified as in a household, women are generally responsible for ensuring safety of family members and belongings during and after disaster. While Radio Ala and Kadal Osai surveyed nearly equal proportion of gender, Radio Namaskar survey had 68% female respondents while Nila CR covered survey with 57.6% female respondents of its total sample. The age groups were among 18 to 60/61 years proportionately for each zone.

The educational attainment of respondents of all areas were similar with respect to

school, high school & above levels in all zones of CRs. The CRs reported only 1% or even less than 1% of respondents being unable to read or write.

The pattern of mobile ownership was very encouraging in all the areas with more than 83 to 90% respondents reported using mobiles. Of the mobiles used, smart phones were used by 16% in area covered by Radio Namaskar, 22% in Radio Ala, 51% in Kadal Osai and 46% in Nila CR zones respectively. The most significant finding reported was the high use of internet by respondents i.e. 84 to 96% of smart phone users. Undoubtedly a very commendable digital competency of the communities was revealed through the survey.

The media ownership for TV was reasonably high with Radio Namaskar reporting 78%, Radio Ala reported 86%, Kodal Osai with 87.9% and Nila CR with 91.4% respondents respectively.

Radio listening habits of respondents were highest in Radio Namaskar zone with 86% , Kadal Osai reported with 76.2%, Nila CR zone reported 61.7% and Radio Ala zone had 51% respectively.

The core purpose of study being Disaster preparedness, the survey revealed the trend of high experience with disasters in all the four vulnerable zones. About 99% of respondents of Radio Namaskar, 88% of respondents of Radio Ala, 78.9% of Kadal Osai respondents and 86% of Nila CR respondents reported high experience with disaster, respectively. It is this experience which influenced the awareness of respondents' habit in regularly listening to weather updates by 55.3% of respondents in Namaskar zone, 61% of respondents in Ala zone, 41% of respondents in Kadal Osai zone and 39% of respondents in Nila CR zone respectively. Obviously, the finding of a good proportion of respondents of all the CRs comprehending weather alerts that are being broadcast is the key outcome of significant role being played by CRs in local disaster preparedness and management. The vital evidence of CR providing the space required in a community for risk communication is well established here.

The unique responses, insights and range of disaster related issues captured by the survey posed a string of implications for the respective CRs in using them as inputs for more focused and relevant programme planning. Towards this, specific mention of introducing outreach activities and programmes on disaster preparedness and mitigation process by all CRs is seriously noteworthy. Equally significant is the assertion of listeners interested in listening to programmes on disaster preparedness with 85% in Radio Namaskar, 77% in Kadal Osai, 57% in Nila CR and 26% Radio Ala respectively. The data reflect the strong need for outreach efforts of all CRs too. For this aspect to be achieved, desires of volunteering for disaster related emergencies expressed by 67% in Namaskar, 55% in Kadal Osai, 54% in Nila CR and 31% in Radio Ala zones respectively should be harnessed .

To be precise, the survey underscores the potential of the vital role CRs can play in risk communication along with capacity building of community and partnering with local administration's efforts of sustainable disaster preparedness and mitigation for the community.

Given that Disaster Management is a continuous and on-going process in this

century, it can be concluded that CRs can ideally play a leading role in disaster mitigation, through advocating for pro-activeness (prevention) rather than a reactive behaviour when disaster strikes. It is a perfect tool for community engagement and participatory based disaster preparedness & management, keeping in mind local culture and demographic specificities.

Comparing with similar CR stations in Asia, Lintas Merapi Community Radio of Indonesia, served as an early warning system in 2010 during Merapi volcano eruption, and the volunteers became frontline reporters in that emergency. Right now, Lintas Merapi Community Radio is part and parcel of village information system and village disaster risk reduction programme.

A learning from Cyclone Nargis in Myanmar, 2008 which focussed on investing in the environment for livelihoods through programme inputs from CR to present programs related to natural resource management, sustainable farming etc. is worth given a thought for role of CR in post disaster development programmes.

Community Radio by nature of it being a people's medium represents an opportunity to build a multi-dimensional, diverse and reflective community of understanding of the importance of disaster preparedness that goes beyond myths, misinformation, misconceptions that aids in large scale casualties. The role of CR in disaster management is quite appropriately expressed by Ashish Sen, Former President of the World Association of Community Radio Broadcasters (AMARC), Asia Pacific, 'From Nepal to Haiti, from Japan to Bangladesh, Community Radios has proven credentials in terms of disaster mitigation and management. The 2004 Tsunami and the 2008 Kosi floods did raise the need to develop and scale community radio stations in disaster prone area. What is needed is a working manual for stations and enhanced capacity building'.⁸

The results and conclusions of the Baseline study lead to present the needs outlined through the actions recommended:

What is needed?

- CR station operators must have knowledge of the National Disaster Management Act, 2005; National Policy on Disaster Management, 2009; National Disaster Management Plan, the multi-tiered institutional system consisting of National Disaster Management Authority, State Disaster Management Authority, District Disaster Management Authority; the nodal ministries for management/ mitigation of different disasters, Indian Meteorological Department, role of Urban Local Bodies, & the Disaster Rapid Action Force, the role of NCRMP, National School Safety Project. In addition to the National Disaster Management Guidelines- management of cyclones
- Understanding of disasters: Cyclones- The classifications, types of disaster preparedness (Target, Task and Disaster oriented) undertake mock drills, basic first aid program.

⁸ Telephone Interview with the Author

- Guidelines on Broadcasting Live Radio Programs on Disaster Preparedness and Response
- Every program must have an objective and a specific issue and call to action
- Programs must have a gender focus, with the clear strategy of gender mainstreaming and must keep in mind the needs of vulnerable groups and migrant workers
- Research and scripting play important roles for programme preparation
- Code of conduct

In this context, and based on the findings of the survey of the four stations the following are the actions recommended:

Manual Development:

The manual should build on existing practices and programs of community radio stations operating in disaster prone areas and will be an attempt to involve a medium that is localised in nature to address issues that have a direct impact on the community. As the first step to facilitate safer and resilient communities, it is important for communities to receive proper, accurate information to aid disaster preparedness. The manual must also propose guidelines on broadcasting live during disasters, in addition to post disaster communications and community engagement strategies. The manual through objectives given below, must put together an informed, responsible and sensitive framework of action for providing opportunities of participation, partnerships, strengthening capacities and mainstreaming risk reduction measures.

The Manual will Serve Following Objectives:

- *Serve as a training tool to support community radio stations in their capacity and potential to broadcast programs through a gendered lens.
- *Build responsible and sensitive community reporters.

Train the Trainer Workshop Series:

It is important that post the manual development, a 'train the trainer' series must be organised (along with translations), for the community radio stations.

Launching a Community of Practice (COP):

On lines of the Aceh Radio Reconstruction Network, Indonesia where 46 community radio stations got together, for community based rehabilitation, this COP must have leads in each state and train other community radio stations in the State, document best practices, enhance capacities and be able to work in a collaborative manner on disaster prevention, under the aegis of CEMCA. The COP can be hosted through a virtual platform, for content generated and documentation. A Facebook group or a WhatsApp group can be created for members to connect. Periodic learning themes must be organised to keep the platform relevant.

ANNEXURE 1:

QUESTIONNAIRE FOR DISASTER PREPAREDNESS

Instructions

This Survey Tool has been developed by CEMCA, to understand community knowledge on disasters and identify the level of disaster preparedness at the community level, the station operates in.

Please ensure that you obtain a cross-section of respondents from your coverage area, across age groups and must include 50% women. The interviewer follows the guidelines: ask all questions, do not skip questions, or attempt to answer for the interviewee. Do not hurry through the questionnaire.

Part 1: Personal Details

1	Name of the Respondent:	
2	Age	
3	Sex	a. Male
		b. Female
		c. Prefer not to say
4	Address	
5	Area	
6	City	
7	Phone Number	
8	Email id, if any	
9	Education (Tick one)	a. Literate but no formal education
		b. Schooling up to Class 5
		c. Schooling up to Class 9
		d. SSC/HSC/SSLC
		e. Under Graduate
		f. Graduate/ Post Graduate
		g. Technical Diploma
		h. Others, please specify
10	Occupation (Tick one)	a. Wage Labourer
		b. Skilled Worker
		c. Petty Trader
		d. Self Employed
		e. Service- Government
		f. Service- Private

		g. Homemaker
		h. Student
		i. Retired
		j. Others, please specify
11	Marital Status (tick one)	a. Unmarried
		b. Married
		c. Separated
		d. Divorced
		e. Widowed
		f. Others, please specify
12	What is the Family Type?	a. Single Person
		b. Nuclear Family
		c. Joint Family
13	What is the size of the Household? (How many family members stay in the house)	1
		2
		3
		4
		Above 5

Part 2: Household Characteristics

1	Type of House (observe and tick one)	a. Hut
		b. Semi Pucca
		c. Pucca
		d. Independent House/Bungalow
		e. Apartment (If apartment answer 1b and 1 c)
		f. Other
1b	If you have ticked apartment, please answer the following	a. Single Storied Building
		b. Multi- storied Building
1c	Does your building have a fire exit/ emergency exit?	a. Yes
		b. No
2	What type of colony do you reside in?	a. Authorised Colony
		b. Unauthorised Colony
		c. Unaware
3	Where is your house located in?	a. Congested Area
		b. Open Planned Area
		c. Near the Beach
4	Does your house have electricity connection? (Observe and tick)	a. Yes
		b. No
		c. Other, please specify

5	What type of cooking fuel do you use? (Tick as applicable- Multi- option)	a. LPG/Gas
		b. Kerosene
		c. Firewood
		d. Gobar gas/bio fuels
		e. Electric- Induction Stove
		f. Others, please specify
6	Where do you get your drinking water? (Tick as applicable- Multi- option)	a. Tap in the House
		b. Common Tap
		c. Hand pump/Borewell
		d. Well
		e. Tank/Pond
		f. Water Tankers- Private
		g. Water Tankers- Government
		h. Others (specify)
7	What toilet arrangements do you have? (Tick one)	a. Private (at home)
		b. Common (shared by others)
		c. Open fields
		d. Others (specify)
8	Do you own a mobile phone?	a. Yes
		b. No
		If answered no, answer 8a
8a	If you no, do you have a mobile phone in the family?	a. Yes
		b. No
8b	What kind of phone is it? Note: This is for those who answered Yes in 8 and 8 a	a. Regular cell phone
		b. Smart cell phone
		If you have answered b, please answer 8 c
8c	If it is a Smart phone, do you have an internet package?	a. Yes
		b. No

Part C: Media Habits

1	Do you own a TV set?	a. Yes
		b. No
		c. If yes answer 1b
1b	Does it have cable/DTH?	a. Yes
		b. No
2	Do you subscribe to newspapers	a. Yes
		b. No
3	Do you use social media – facebook/twitter, etc?	a. Yes

		b. No
4	Do you use whats app on your phone? (Note: If answered 8/ 8a, 8b and 8c)	a. Yes b. No
5	Do you listen to radio?	a. Yes b. No If no, skip till question number 6 and 7
6	How, or on what gadget do you listen to radio? (Tick as applicable- Multi-option)	a. Radio set b. Mobile phone c. Car stereo d. Mobile App of the Radio Station e. Through the website or other social media platforms f. Others
7	Where do you listen to radio? (Tick as applicable- Multi- option)	a. At home b. At work c. While driving d. On the farm e. Neighbour's house f. Group listening g. Other (specify)
8	What time slots do you listen to radio? (Tick as applicable- Multi- option)	a. 6.00 to 8.00 am b. 8.00 to 10.00 am c. 10 am o 12 noon d. 12.00 to 2.00pm e. 2.00pm to 4pm f. 4.00pm to 6.00pm g. 6.00pm to 8.00pm h. After 8.00 pm i. No fixed time

Part D: Personal Experience of Encountering a Disaster

1	In the recent past, have you experienced any disaster?	a. Yes b. No If answered yes, answer the rest of the section. Otherwise move to Part E
---	--	--

1b	If yes, what kind of disaster was it? (Tick as applicable- Multi- option)	a. Flooding b. Earthquake c. Cyclone d. Tsunami e. Cloud Burst f. Dust storm g. Heat Wave h. Drought i. Any other, please specify
1c	What was the extent of the damage/impact? (Tick as applicable- Multi-option)	a. Minor damages to the structure of my house b. Major damages to the structure of my house- lost all my personal belonging c. Lost my crops and livestock d. I was stranded without food and water e. I needed first aid f. Had to be evacuated g. Emotional trauma h. Injuries to family/animals i. Financial and economic impact j. Diseases k. My family was displaced l. Any other, please specify
2.	Did you have any disaster warning?	a. Yes b. No If yes, answer Q 3 and 4. Otherwise skip and move to Part E
3	Where do you get the information from? (Tick as applicable- Multi- option)	a. Friends/Family/Neighbours b. TV c. Radio d. Newspaper e. Online Sources f. Whatsapp Groups g. Other please specify
4	Did you pay attention to the warning?	a. Yes b. No If no, answer 4b, otherwise move to Part E
4b	If no, please specify why not	a. I assumed I was safe b. I did not know the seriousness of the disaster c. I did not want to leave my house and belongings d. Any other

Part E: Awareness, Knowledge/Perception of Disaster

As we are planning a series on Disaster Preparedness, we would like to understand your knowledge level in times of disaster.

1	I am aware that I am in a disaster prone area – tsunami, earthquake, cyclone	a. Yes
		b. No
		c. Unsure/Maybe
2	I follow weather updates	a. Regularly
		b. Occasionally
		c. Rarely
		d. Never
3	I am aware of the village level disaster plan	a. Yes
		b. No
		c. Unsure/Maybe
4	I am aware of any public disaster related public information programs	a. Yes
		b. No
		c. Unsure
5	I am aware of the helpline number to call in case of disaster	a. Yes
		b. No
		c. Unsure
6	I or my family member have attended trainings/drills on disaster preparedness by the Govt/NGO/School	a. Yes
		b. No
7	Do you know what actions to take if you are under a tsunami warning? (Tick as applicable- Multi- option)	a. I would take shelter in a high rise building or at a higher altitude
		b. Take shelter under a desk or solid structure
		c. Hold onto a structure
		d. Climb a tree
		e. Stay indoors
		f. Evacuate immediately without any items
		g. Evacuate immediately taking essential items – family and pets
		h. Listen to radio/mobile phone for information
		i. Don't know what to do
8	Do you know what actions to take if you are under a cyclone warning? (Tick as applicable- Multi- option)	a. I would take shelter in a high rise building or at a higher altitude
		b. Take shelter under a desk or solid structure
		c. Hold onto a structure
		d. Climb a tree

		e. Stay indoors
		f. Evacuate immediately without any items
		g. Evacuate immediately taking essential items – family and pets
		h. Listen to radio/mobile phone for information
		i. Don't know what to do
9	If you have to evacuate, what mode of transport would you use? (Tick as applicable- Multi- option)	a. Car
		b. Bus
		c. Motor Bike
		d. Cycle
		e. Walk
		f. Any other, please specify
10	Do you have insurance for your house?	a. Yes
		b. No
		c. I am planning for apply
11	Do you have insurance for your family?	a. Yes
		b. No
		c. I am planning for apply
12	Do you have insurance for your crops and livestock?	a. Yes
		b. No
		c. I am planning for apply
13	Do you have a backup of your personal identity, educational, property, car/bike documents?	a. Yes
		b. No
If answered yes, answer 13a. Otherwise skip to Q 14		
13a	If yes, in what form? (Tick as applicable- Multi- option)	a. Extra photocopies of all document in my relatives place
		b. I save it digitally
		c. In the bank locker
		d. Other please specify
14	How disaster prepared are you, in case of an emergency? (Tick as applicable- Multi- option)	a. I have a bag containing emergency items including clothes, medicines, papers, food, water torch etc which is easy to carry and run
		b. I have at least 3 liters drinking water stored per person
		c. I have a backup of all important documents
		d. I have a
		e. I don't know what to do

15	I am aware of the disaster relief camps in my area	a. Yes
		b. No
16	I am aware of the best route to reach the disaster relief camp	a. Yes
		b. No
17	I am aware of how to care for senior citizen family member in case of a disaster	a. Yes
		b. No
18	I am aware of how to care for a disabled or visually impaired family member	a. Yes
		b. No
19	I know how to care for my pet animals in case of a disaster	a. Yes
		b. No
19 a	I am aware of how to care for my cattle/ poultry in case of a disaster	a. Yes
		b. No
20	I have attended basic first aid training programs?	a. Yes
		b. No
21	I am an active civil defense volunteer	a. Yes
		b. No
		c. Planning to join
		d. Never heard of it
22	I am aware of disaster related waste management plans/system	a. Yes
		b. No
23	Would it interest or help you in any way if we run a program on disaster preparedness on radio?	a. Yes
		b. No
		c. May be
24	I am interested in being a volunteer for disaster related emergencies	a. Yes
		b. No
		c. May be
25	What timeslot would be most suitable for you for a programme on Disaster preparedness?	a. 6 to 8 am
		b. 8 to 10 am
		c. 10 am to 12 noon
		d. 12 to 2 pm
		e. 2 to 4 pm
		f. 4 pm to 6 pm
		g. 6- 8 pm
		h. No fixed time

Name of the investigator: _____

Date of survey: _____

Name of the supervisor: _____

ANNEXURE 2:

LIST OF SURVEYORS

Radio Namaskar	Radio Ala	Kadal Osai	Nila CR
Surveyors			
Anup Kumar Sahoo	P. Anila	Ajay Prinson	Abdul Kalam Azaad M
Ashok Das	M. Avinash	Asmerah	Arvind K
Babuni Mallick	E. Bhavya Lalitha	A. Bysool Khan	Devanathan K
Jyotirajan Seth	E. Bindhu Priya	L. Thobiyas	
	Gayathri Devi R		
Manorama Das	G. Chaytanya	Jeenath Rabiya	
	Harine G		
Nalini Khuntia	P. Jyothi	Kumaraguru	Hemalatha R
Pratyush Kumar Pradhan	D. Kumari	P. Lenin Raj	
	Jasmine A		
Sabita Pradhan	P. Lakshmi	B. Mariya Madhumitha	Kishore Kumar S
Satyanjan Behera	K. Raju	S. Meckosiya	Murugan J
Sisir Ranjan Padhi	P. Stalin		
	Milan Gosh Mohamed	Nandhinee B J	
Sunil Kumar Pradhan	D. Subba Lakshmi	S. Raj Kapoor	Pavithran T
		M. Saeles	Praveen R
			Saravanan P
Supervisors			
Andaz Aaron	K. Sathyavathi	Gayathri Usman	Dr. V. Bharathi



Photo 39: Survey Photo 5



CEMCA

Commonwealth Educational Media Centre for Asia (CEMCA)

7/8, Sarv Priya Vihar, New Delhi – 110 016

Website: www.cemca.org