



Report: Community Radio Survey

Impact of Community Radio during Covid-19 on Health,

Education, Livelihood, Digital Engagement, and Disaster

Management







Submitted by

Techno-Hub Laboratories

C-27, THDC Colony, Mothrowala, Dehradun

Under the Aegis of

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I would like to thank COL and CEMCA for entrusting Techno-Hub Laboratories with the opportunity to undertake this pilot project on assessing the impact of Community Radio on the people of Uttarakhand.

This was indeed an interesting research project. Keeping in mind the difficult geography, the scale of the survey, quantity of data, and the diversity of the community radio stations that we engaged with, the time allotted to complete the task was not adequate. I would have never been able to complete the project on time had it not been for a long list of people who worked with me tirelessly.

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About the organizations

CEMCA



The Commonwealth Educational Media Centre for Asia (CEMCA) was established in 1994 to promote meaningful, relevant, and appropriate use of media to serve the education and training needs of Commonwealth member states of Asia. Over the years, in step with rapidly changing advances in education technology, CEMCA has widened its scope to embrace emerging educational technologies, while broadening the scope of education itself to cover formal, nonformal, and lifelong education at all levels.

While retaining its regional focus, the work of CEMCA is aligned to the COL program. CEMCA works in education and skill development with a focus on community media, particularly community radio. Through its activities with partners in eight countries, CEMCA has helped institutions leverage Open and Distance Learning (ODL) to boost access to education and build capacity for accreditation. CEMCA has been closely associated with all aspects of developing community radio in the region, and has responded to COVID-19 challenges by offering training on creating online courses and using virtual labs.

CEMCA's Advisory Council is responsible for broad policy formulation in several program areas. It also provides informed guidance, monitoring, and evaluation of CEMCA's progress, and suggests ways and means to improve its performance. Representatives from Bangladesh, India, Maldives, Malaysia, Singapore, and Sri Lanka currently serve on the Council.





From 2021 – 2027, CEMCA will:

- Build the capacity of institutions to transition to online and blended learning
- Support gender-responsive skill development for livelihoods
- Develop innovations in a range of technologies from Community Radio to Al-based solutions for last-mile connectivity

Techno-Hub Laboratories, Dehradun



Techno-Hub Laboratory is an organization based in Dehradun, Uttarakhand. Education, environment, and technology are its focus areas. Its core team of professionals are committed to quality and excellence, and have been engaged in conducting online professional courses around their core areas of expertise. Techno-Hub Laboratories has a large number of technology experts from industry as well as academia to create effective workshops. Its Founder-director, Dr Reema Pant, brings close to 30 years of her experience in teaching, learning, and research to the organization's activities.

The core group and advisers of Techno-Hub are distinguished academicians, industry experts, technocrats, and nationally and internationally renowned people of professional repute. Since Techno-Hub works on Environment technology and innovation, the organization is grateful for the opportunity to record and analyse the data revealed during this survey. The findings of this report can be used by all stakeholders for the benefit of Community Radio and the state of Uttarakhand at large.





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Preface

can become a valuable source of information in times and places where reliable news is scarce. Community radio (CR) is an essential and engaging media tool for local broadcasts. They serve the local community by catering to their needs while disseminating important broadcasts from the government. They can be an excellent source of creating mass awareness and capacity-building in difficult geographies, especially where physical connectivity can be challenging.

The Covid-19 pandemic was an unprecedented event which brought the entire world to a standstill. Humanity not only witnessed the ruthless assault of a nano-sized enemy but also grappled with an acute shortage of infrastructure, resources and technical understanding of how to mitigate the worst effects of the pandemic.

Radio broadcasts provide real-time information. Some stations which broadcast 24 hours a day

can provide listeners with most recent updates. Radio has the ability to transcend borders and

Throughout this period there was a deluge of information shared across borders which often constituted of baseless accusations and unfounded rumours. In such times, providing timely and accurate information was not only a crucial need but also a huge challenge.

The pandemic also took a heavy toll on the economy and mental health of people around the world. In India, millions of people lost their jobs and were forced to migrate back to their hometowns. Uttarakhand was one such state which witnessed a large-scale migration of its citizens which were otherwise employed in other states across the country. This multi-pronged disaster impacted the mental health of people as well. Most people seemed to fear what lay ahead and felt like they had nothing to look forward to in their lives.





In such exceedingly gloomy times, CR played the role of an unsung hero. Through this report we look at the role of CR stations and their impact on development verticals like health, education, livelihood, digital literacy and disaster management on the people of Uttarakhand.

We have also tried to evaluate the impact of CR on the livelihood of people during the pandemic. This comprehensive study was conducted over two months, during which we tried to collect as much as information and evaluate the resulting data on as many parameters that we could, given the constraints of time and geography.

We hope this study illuminates significant aspects and roles that CR has played during the pandemic, and highlights its ability to strengthen the connectivity of far-flung places and communities where information dissemination typically poses a challenge.





Executive Summary

While the media industry is upbeat about OTT in the backdrop of 5G and other technological developments, people in remote areas, on the other hand, depend on easily accessible mediums of information. These mediums enable two-way communication in their own language about their challenges, achievements, and celebrations. One such medium is Community Radio (CR), which plays a critical role in enabling large sections of rural communities to access information and schemes based on developmental verticals like Healthcare, Education, Livelihood, Digitalisation, and Disaster management. A few functional CR stations based in Uttarakhand are part of this study.

Prakash Javadekar, India's former Minister of Information and Broadcasting, said "Community radio is a force for change; it has the power to touch both hearts and minds and is doing commendable work during this Covid-19 pandemic."

This study is a comprehensive survey of randomly selected respondents spread across different geographies of Uttarakhand in order to reflect the state's diversity in income, socio-economic conditions, educational status, livelihood, gender, and age. The survey is backed by an analysis of key public programs produced by CRs. The report concludes with insights from the data collected and an executive summary of CR's impact on safeguarding the interests of the public.





Introduction

During COVID, most people learned about the situation in their country and the world from mediums such as TV, smartphones or the radio. Radio broadcasts in homes, workplaces, and hospitals provided essential updates on health measures and provided solace to scores of people who were cut off from their loved ones.

In its over 110 years of existence the radio has evolved with our changing world and proved its resilience. Despite an increasingly busy media landscape and the rise of digital communication, it remains the most widely consumed medium globally. The United Nations recognizes the value of the radio as a medium by observing World Radio Day every February. "Radio is a medium that connects tremendously because it is happening right here, right now; it is fast and interactive," says Michael Dujardin, Channel Manager at QMusic¹.

In a world turned upside-down by the pandemic, radio stations had to adapt to assure the continuity of their programming. As the health crisis unfolded, radios responded to the public's thirst for information. The UN has noted that the "radio has been the window through which people have scrutinized the evolution of the pandemic, day by day. It provided key information on government restrictions, health measures, ever-rising case numbers as well as updates on the roll-out of the vaccine. Radio programming focuses on providing "constructive news" by sharing verified information and trying to give its listeners reasons to be hopeful.





The pandemic allowed people to experience the enormous power of the collaborative spirit inherent in CRs. Given the strict limitations posed by the pandemic, the willingness of people and commitment of radio officials were indeed rays of hope in the lives of people.



Interaction with a CR beneficiary listener

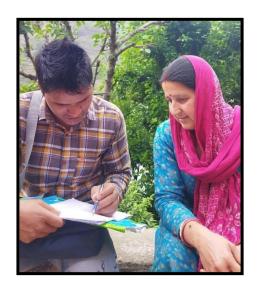
Since Uttarakhand is a state with a diverse socio-economy and culture, it was interesting to probe into the dynamics of how CR functioned during these extremely trying times. Operating in a state with a difficult geographical terrain inhibits radio signals from traveling far across the state, so the range of radio stations is limited. However, in certain regions, they are able to reach far-flung areas.





Interacting with different people within the CR community revealed many insights into the world of CR and its need in the state.











Objective

To find out the nature and impact of CR on the people of Uttarakhand with regard to five verticals: Health, Education, Livelihood, Digital engagement, and Disaster management.

This single objective can be elaborated into five concomitant objectives: to prepare a scale for the assessment of the impact of CR with regard to these five verticals during the pandemic.

Study area

We did this pilot project in the state of Uttarakhand. Uttarakhand is a young state with a diverse socio-culture. It has a difficult geography and poor radio connectivity. Few CRs currently operate in the state.









Methodology

The following methodology was adopted to collect data for this survey:

- Six CR stations were identified (3 each from Kumaon and Garhwal), keeping in mind their location and participation during the pandemic
- 2. Pre-survey discussions and meetings were conducted with experts
- 3. Questionnaires were prepared in English and Hindi
- 4. Post deliberations, changes were incorporated into the questionnaires
- 5. Participant CR stations were briefed about the project
- Local field researchers were hired for a month to conduct offline surveys of officials, listeners and beneficiaries
- Data was entered to record and retrieve information required for post-survey analysis
- 8. Data was analysed to find results which were run through statistical tools to represent them visually
- 9. Challenges and opportunities were identified
- 10. Recommendations and conclusions were summarized for future reference





Research Methodology

A three-tier survey was carried out in order to investigate the impact of CR stations across these five verticals on the listeners. This study largely empirical in nature is based on the primary and secondary data collected. To collect primary data, a well-structured questionnaire was distributed (with both close-ended and open-ended questions) among respondents.



The convenient sampling method was applied to choose respondents. Secondary data was collected by personal conversations and interviews with people connected to radio stations and similar reports from verified reports on PRIs of the Central and State government.





It should be noted here that Uttarakhand comprises of 13 districts across the regions of Kumaon and Garhwal. However, for this study we identified six community-based radio stations from each of the two regions. During the survey, information on the impact of these CRs was gathered from CR officials, listeners, and beneficiaries. Approximately 30 CR officials, 1,200 listeners, and 90 beneficiaries were surveyed.





Respondents filling out the questionnaire





Selected Community Radio Stations

- Hello Haldwani (91.2 FM Community Radio at Haldwani, Nainital)
- Kumaon Vani (90.4 FM Community Radio at Supi Village in Ramgarh Block, Nainital)
- Mandakini Ki Aawaz (90.8 FM Community Radio at Uchadhungi, Rudraprayag)
- Pantnagar Janvani (90.8 FM Community Radio at Pantnagar, Udham Singh Nagar)
- Radio Zindagee, (90.8 FM Graphics Era University, Dehradun)
- Radio Khushi (90.4 FM Community Radio at Mussoorie)





Community Radio: Mandakini Ki Aawaz, Rudraprayag





Survey format

Three types of people have been included in the survey.

- Radio officials, who operate CR stations
- Listeners, who listen to radio broadcasts
- Beneficiaries, those who benefit from radio broadcasting







Project surveyor meets staff of Radio Hello Haldwani





Statistical Analysis of Data and Results

To conduct the survey, field workers (mostly local residents and CR staff) were identified. The survey was conducted from 10th April to 10th May, 2022. Survey data set (Annexure II) has been analyzed with the help of descriptive statistics using appropriate statistical software.

The questionnaires (refer to Annexure 2) were devised separately for each of the three respondents i.e. CR officials, listeners, and beneficiaries. Data obtained from 200 respondents was used to generate the analysis. Details of the report post the analysis of the data collected is sequentially elaborated. Given below are some of the findings obtained after working on the data.

In order to attain the major objectives of the study the following procedure has been adopted: values of relevant r_s , t-ratios and percentages were computed to attain the objectives of the study.

On the bases of the responses of the sample individual, with regard to their perceptions for the five predetermined aspects, values of r_s were computed. First of all, the values of rs for the total respondents (N=1200) were made known. The similar computations were made with regard to the females (N=657), the males (N=543), rural area (N = 877), urban area (N = 323), age between 12-17 year (N = 55), age between 18-25 year (N = 342), age between 26-40 year (N = 381), age between 41-60 year (N = 293), age above 60 year (N = 129), Government employs (N = 74), private employs (N = 124), self employs (N = 606), students (N = 205), unemployed (N = 191), literate (N = 277), High school (N = 158), senior secondary (N = 381), graduation (N = 256), post-graduation (N = 88), others (N = 40). In this manner a total of 21 X 10 = 210 r_s were computed. These values have been presented below:





Table 1.1 Values of coefficient of correlation computed to determine the nature and extent of relationship between the various variable (N = 1200)

R	Health	Education	Employment	Digital Technology	Disaster Management
Health	-				
Education	0.78	-			
Employment	0.68	0.79	-		
Digital Technology	0.73	0.79	0.80	-	
Disaster Management	0.77	0.81	0.78	0.78	-

Table 1.2 Values of coefficient of correlation computed to determine the nature and extent of relationship between the various variable for female (N = 657)

R	Health	Education	Employment	Digital	Disaster
N	пеанн	Education	Employment	Technology	Management
Health					
Education	0.76				
Employment	0.67	0.78			
Digital	0.71	0.77	0.70		
Technology	0.71	0.77	0.78		
Disaster	0.77	0.90	0.77	0.77	
Management	0.77	0.80	0.77	0.77	





Table 1.3 Values of coefficient of correlation computed to determine the nature and extent of relationship between the various variables for male (N = 543):

R	Health	Education	Employment	Digital Technology	Disaster Management
Health					
Education	0.79				
Employment	0.68	0.80			
Digital Technology	0.75	0.82	0.82		
Disaster Management	0.77	0.81	0.79	0.79	

Table 1.4 Values of coefficient of correlation computed to determine the nature and extent of relationship between the various variables for rural area (N = 877):

R	Health	Education	Employment	Digital Technology	Disaster Management
Health					
Education	0.80				
Employment	0.68	0.83			
Digital Technology	0.74	0.80	0.79		
Disaster Management	0.76	0.82	0.78	0.77	





Table 1.5 values of coefficient of correlation computed to determine the nature and extent of relationship between the various variables for urban area (N = 323):

R	Health	Education	Employment	Digital Technology	Disaster Management
Health					
Education	0.74				
Employment	0.67	0.72			
Digital Technology	0.71	0.77	0.80		
Disaster Management	0.75	0.77	0.7	0.80	

Table 1.6 values of coefficient of correlation computed to determine the nature and extent of relationship between the various variables for age between 12-17 year (N = 55):

r	Health	Education	Employment	Digital Technology	Disaster Management
Health					
Education	0.77				
Employment	0.64	0.82			
Digital Technology	0.68	0.81	0.89		
Disaster Management	0.81	0.71	0.64	0.62	

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Table 1.7 values of coefficient of correlation computed to determine the nature and extent of relationship between the various variables for age between 18-25 year (N = 342):

r	Health	Education	Employment	Digital Technology	Disaster Management
Health					
Education	0.72				
Employment	0.62	0.74			
Digital Technology	0.70	0.77	0.75		
Disaster Management	0.73	0.79	0.76	0.78	

Table 1.8 values of coefficient of correlation computed to determine the nature and extent of relationship between the various variables for age between 26-40 year (N = 381):

r	Health	Education	Employment	Digital Technology	Disaster Management
Health					
Education	0.79				
Employment	0.70	0.79			
Digital Technology	0.72	0.78	0.80		
Disaster Management	0.78	0.81	0.77	0.77	





Table 1.9 values of coefficient of correlation computed to determine the nature and extent of relationship between the various variables for age between 41-60 year (N = 293):

r	Health	Education	Employment	Digital Technology	Disaster Management
Health					
Education	0.81				
Employment	0.66	0.84			
Digital Technology	0.76	0.83	0.82		
Disaster Management	0.78	0.84	0.79	0.78	

Table 1.10 values of coefficient of correlation computed to determine the nature and extent of relationship between the various variables for age above 60 year (N = 129):

r	Health	Education	Employment	Digital Technology	Disaster Management
Health					
Education	0.77				
Employment	0.68	0.73			
Digital Technology	0.67	0.66	0.80		
Disaster Management	0.65	0.66	0.80	0.72	





Table 1.11 values of coefficient of correlation computed to determine the nature and extent of relationship between the various variables for Government employs (N = 74):

r	Health	Education	Employment	Digital Technology	Disaster Management
Health					
Education	0.75				
Employment	0.82	0.86			
Digital Technology	0.77	0.87	0.93		
Disaster Management	0.82	0.86	0.90	0.90	

Table 1.12 values of coefficient of correlation computed to determine the nature and extent of relationship between the various variables for private employs (N = 124):

r	Health	Education	Employment	Digital Technology	Disaster Management
Health					
Education	0.80				
Employment	0.70	0.80			
Digital Technology	0.75	0.79	0.76		
Disaster Management	0.78	0.81	0.80	0.81	





Table 1.13 values of coefficient of correlation computed to determine the nature and extent of relationship between the various variables for self employs (N = 606):

r	Health	Education	Employment	Digital Technology	Disaster Management
Health					
Education	0.81				
Employment	0.72	0.83			
Digital Technology	0.76	0.82	0.83		
Disaster Management	0.79	0.82	0.80	0.77	

Table 1.14 values of coefficient of correlation computed to determine the nature and extent of relationship between the various variables for students (N = 205):

r	Health	Education	Employment	Digital Technology	Disaster Management
Health					
Education	0.70				
Employment	0.52	0.67			
Digital Technology	0.64	0.69	0.70		
Disaster Management	0.67	0.72	0.69	0.73	





Table 1.15 values of coefficient of correlation computed to determine the nature and extent of relationship between the various variables for unemployed (N = 191):

r	Health	Education	Employment	Digital Technology	Disaster Management
Health					
Education	0.76				
Employment	0.67	0.78			
Digital Technology	0.70	0.76	0.77		
Disaster Management	0.76	0.82	0.77	0.75	

Table 1.16 values of coefficient of correlation computed to determine the nature and extent of relationship between the various variables for literate (N = 277):

r	Health	Education	Employment	Digital Technology	Disaster Management
Health					
Education	0.81				
Employment	0.68	0.84			
Digital Technology	0.69	0.81	0.84		
Disaster Management	0.76	0.81	0.77	0.73	





Table 1.17 values of coefficient of correlation computed to determine the nature and extent of relationship between the various variables for High school (N = 158):

r	Health	Education	Employment	Digital Technology	Disaster Management
Health					
Education	0.78				
Employment	0.70	0.83			
Digital Technology	0.82	0.84	0.81		
Disaster Management	0.82	0.84	0.79	0.83	

Table 1.18 values of coefficient of correlation computed to determine the nature and extent of relationship between the various variables for senior secondary (N = 381):

r	Health	Education	Employment	Digital Technology	Disaster Management
Health					
Education	0.74				
Employment	0.65	0.74			
Digital Technology	0.69	0.75	0.77		
Disaster Management	0.75	0.79	0.75	0.76	





Table 1.19 values of coefficient of correlation computed to determine the nature and extent of relationship between the various variables for graduation (N = 256):

r	Health	Education	Employment	Digital Technology	Disaster Management
Health					
Education	0.78				
Employment	0.63	0.74			
Digital Technology	0.69	0.75	0.74		
Disaster Management	0.75	0.75	0.76	0.77	

Table 1.20 values of coefficient of correlation computed to determine the nature and extent of relationship between the various variables for post-graduation (N = 88)

r	Health	Education	Employment	Digital Technology	Disaster Management
Health					
Education	0.88				
Employment	0.85	0.90			
Digital Technology	0.86	0.88	0.91		
Disaster Management	0.78	0.84	0.82	0.77	





Table 1.21 values of coefficient of correlation computed to determine the nature and extent of relationship between the various variables for others (N = 40):

r	Health	Education	Employment	Digital Technology	Disaster Management
Health					
Education	0.73				
Employment	0.69	0.89			
Digital Technology	0.79	0.77	0.73		
Disaster Management	0.79	0.86	0.81	0.76	

In order to attain the second objective of the study values of ten t-ratios were computed and these values have been presented in tables 1.22 to 1.31.

In order to find the significance of differences between the various mean score computed for the responses of the total sample (N=1200) individual with regard to the various predetermined aspects, values of ten t-ratios were computed and these have been presented in tables 1.22 to 1.31.

Table 1.22: value of the t-ratio computed to determine the significance of difference between the means scores pertaining to Health and education:

N = 1200;	Health and Education					
S. No.	Aspects	М	SD	t-ratio	df	Significance
1	Health	9.98	2.96	0.21	2398	incignificant
2	Education	10.10	2.75	0.31	2398	insignificant

There exists no statistically significant difference between the mean scores of the respondents with regard to the aspects pertaining to Health and Education.





Table 1.23: value of the t-ratio computed to determine the significance of difference between the means scores pertaining to Health and Employment:

N = 1200; Health and Employment								
S. No.	S. No. Aspects M SD t-ratio df Significance							
1	Health	9.98	2.96	0.26	2398	incignificant		
2	Employment	9.87	2.97	0.36	2398	insignificant		

There exists no statistically significant difference between the mean scores of the respondents with regard to the aspects pertaining to Health and Employment.

Table 1.24: value of the t-ratio computed to determine the significance of difference between the means scores pertaining to Health and Digital Technology:

N = 1200; Health and Digital Technology						
S. No.	Aspects	М	SD	t-ratio	Df	Significance
1	Health	9.98	2.96	0.01	2398	Incignificant
2	Digital Technology	9.97	2.78	0.91	2398	Insignificant

There exists no statistically significant difference between the mean scores of the respondents with regard to the aspects pertaining to Health and Digital Technology.

Table 1.25: value of the t-ratio computed to determine the significance of difference between the means scores pertaining to Health and Disaster Management:

N = 1200; Health and Disaster Management						
S. No. Aspects M SD t-ratio df Significance						
1	Health	9.98	2.96			
2	Disaster Management	10.1 0	2.61	0.31	2398	Insignificant

There exists no statistically significant difference between the mean scores of the respondents with regard to the aspects pertaining to Health and Disaster Management.





Table 1.26: value of the t-ratio computed to determine the significance of difference between the means scores pertaining to Education and Employment:

N = 1200; Education and Employment							
S. No. Aspects M SD t-ratio df Significance							
1	Education	10.1 0	2.75	0.05	2398	Insignificant	
2	Employment	9.87	2.97				

There exists no statistically significant difference between the mean scores of the respondents with regard to the aspects pertaining to Education and Employment

Table 1.27: value of the t-ratio computed to determine the significance of difference between the means scores pertaining to Education and Digital Technology:

N = 1200; Education and Digital Technology							
S. No. Aspects M SD t-ratio df Significance						Significance	
1	Education	10.1 0	2.75	0.24	2398	Insignificant	
2	Digital Technology	9.97	2.78				

There exists no statistically significant difference between the mean scores of the respondents with regard to the aspects pertaining to Education and Digital Technology.

Table 1.28: value of the t-ratio computed to determine the significance of difference between the means scores pertaining to Education and Disaster Management:

N = 1200; Education and Disaster Management							
S. No.	Aspects	М	SD	t-ratio	df	Significance	
1	Education	10.1 0	2.75	0.05	2200		
2	Disaster Management	10.0 9	2.61	0.96	2398	Insignificant	

There exists no statistically significant difference between the mean scores of the respondents with regard to the aspects pertaining to Education and Disaster Management:





Table 1.29: value of the t-ratio computed to determine the significance of difference between the means scores pertaining to Employment and Digital Technology:

N = 1200; Employment and Digital Technology							
S. No.	Aspects						
1	Employment	9.87	2.97	0.40	2398	Incignificant	
2	Digital Technology	9.97	2.78	0.40	2398	Insignificant	

There exists no statistically significant difference between the mean scores of the respondents with regard to the aspects pertaining to Employment and Digital Technology.

Table 1.30: value of the t-ratio computed to determine the significance of difference between the means scores pertaining to Employment and Disaster Management:

N = 1200; Employment and Disaster Management							
S. No. Aspects M SD t-ratio df Significance							
1	Employment	9.87	2.97				
2	Disaster Management	10.1 0	2.61	0.05	2398	Insignificant	

There exists no statistically significant difference between the mean scores of the respondents with regard to the aspects pertaining to Employment and Disaster Management:

Table 1.31: value of the t-ratio computed to determine the significance of difference between the means scores pertaining to Digital Technology and Disaster Management:

N = 1200; Digital Technology and Disaster Management:							
S. No.	Aspects	М	SD	T-Ratio	df	Significance	
1	Digital Technology	9.98	2.78		2398	Insignificant	
2	Disaster Management	10.1 0	2.61	0.25			

There exists no statistically significant difference between the mean scores of the respondents with regard to the aspects pertaining to Digital Technology and Disaster Management.





In order to attain the third objective, values of the relevant percentage were made known with regard to the responses of the total sample individuals (N=1200) for the total thirty statement. These percentages have been presented in Table 1.32:

Table 1.32: values of the thirty percentages with regard to the responses of the total sample individuals (N=1200) for the total thirty statement.

	Statement			
	Number	Agree	Can't Say	Disagree
	Statement_1	95.75	0.75	3.5
	Statement_2	77.75	6.12	16.08
Health	Statement_3	85.5	6.5	8
Tieattii	Statement_4	76.66	10	13.34
	Statement_5	73.33	10.75	15.92
	Statement_6	66.92	16.83	16.25
	Statement_1	91.17	2	6.83
	Statement_2	87.58	4.67	7.75
Education	Statement_3	84.42	6.43	9.17
Education	Statement_4	77.42	9.67	12.92
	Statement_5	65.67	20.33	14
	Statement_6	65.67	20.33	14
	Statement_1	87.58	3.58	8.83
	Statement_2	84.33	2.83	12.83
Employment	Statement_3	84.67	5	10.33
Employment	Statement_4	71.83	9	19.17
	Statement_5	73.92	12.33	13.75
	Statement_6	67.5	13	19.5
	Statement_1	88.58	2.83	8.58
	Statement_2	85.33	5.17	9.5
Digital	Statement_3	84.5	4.58	10.92
Technology	Statement_4	75.67	8.25	16.08
	Statement_5	75	10.67	14.33
	Statement_6	65.58	20.42	14
	Statement_1	89.75	3.83	6.42
	Statement_2	86.92	2.83	10.25
Disaster	Statement_3	85.67	6.42	7.91
Management	Statement_4	78.08	10.34	11.58
ividilageilleilt	Statement_5	71	10.75	18.25
	Statement_6	69.67	17.67	12.66





Entries in table 1.32 reveal the following:

- 1. Statement_1: 95.75% of the respondents agreed with the statement, 0.75% were uncertain about it and 3.5% disagreed with the statement.
- 2. Statement_2: 77.75% of the respondents agreed with the statement, 6.12% were uncertain about it and 16.08% disagreed with the statement.
- 3. Statement_3: 85.5 % of the respondents agreed with the statement, 6.5% were uncertain about it and 8% disagreed with the statement.
- 4. Statement_4: 76.66 % of the respondents agreed with the statement, 10% were uncertain about it and 13.34% disagreed with the statement.
- 5. Statement_5: 73.33 % of the respondents agreed with the statement, 10.75% were uncertain about it and 15.92% disagreed with the statement.
- 6. Statement_6: 66.92% of the respondents agreed with the statement, 16.83% were uncertain about it and 16.25% disagreed with the statement.
- 7. Statement_7: 91.17% of the respondents agreed with the statement, 2% were uncertain about it and 6.83% disagreed with the statement.
- 8. Statement_8: 87.58% of the respondents agreed with the statement, 4.67% were uncertain about it and 7.75% disagreed with the statement.
- 9. Statement_9: 84.42% of the respondents agreed with the statement, 6.42% were uncertain about it and 9.17% disagreed with the statement.
- 10. Statement_10: 77.42% of the respondents agreed with the statement, 9.67% were uncertain about it and 12.92% disagreed with the statement.
- 11. Statement_11: 65.67% of the respondents agreed with the statement, 20.33% were uncertain about it and 14% disagreed with the statement.
- 12. Statement_12: 65.67% of the respondents agreed with the statement, 20.33% were uncertain about it and 14% disagreed with the statement.
- 13. Statement_13: 87.58% of the respondents agreed with the statement, 3.58% were uncertain about it and 8.83% disagreed with the statement.
- 14. Statement_14: 84.33% of the respondents agreed with the statement, 2.83% were uncertain about it and 12.83% disagreed with the statement.
- 15. Statement_15: 84.67% of the respondents agreed with the statement, 5% were uncertain about it and 10.33% disagreed with the statement.
- 16. Statement_16: 71.83% of the respondents agreed with the statement, 9% were uncertain about it and 19.17% disagreed with the statement.





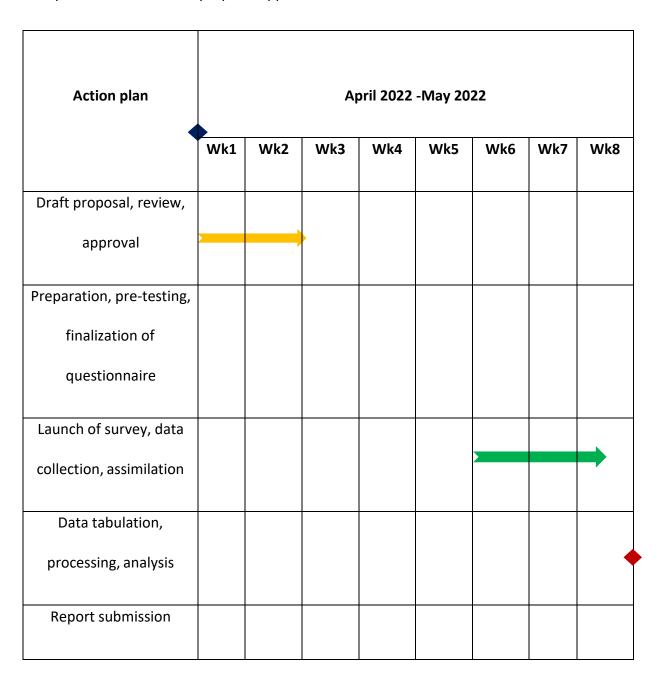
- 17. Statement_17: 73.92% of the respondents agreed with the statement, 12.33% were uncertain about it and 13.75% disagreed with the statement.
- 18. Statement_18: 67.5% of the respondents agreed with the statement, 13% were uncertain about it and 19.5% disagreed with the statement.
- 19. Statement_19: 88.58% of the respondents agreed with the statement, 2.83% were uncertain about it and 8.59% disagreed with the statement.
- 20. Statement_20: 85.33% of the respondents agreed with the statement, 5.17% were uncertain about it and 9.5% disagreed with the statement.
- 21. Statement_21: 84.5% of the respondents agreed with the statement, 4.58% were uncertain about it and 10.92% disagreed with the statement.
- 22. Statement_22: 75.67% of the respondents agreed with the statement, 8.25% were uncertain about it and 16.08% disagreed with the statement.
- 23. Statement_23: 75% of the respondents agreed with the statement, 10.67% were uncertain about it and 14.33% disagreed with the statement.
- 24. Statement_24: 65.58% of the respondents agreed with the statement, 20.42% were uncertain about it and 14% disagreed with the statement.
- 25. Statement_25: 89.75% of the respondents agreed with the statement, 3.83% were uncertain about it and 6.42% disagreed with the statement.
- 26. Statement_26: 86.92% of the respondents agreed with the statement, 2.83% were uncertain about it and 10.25% disagreed with the statement.
- 27. Statement_27: 85.67% of the respondents agreed with the statement, 6.42% were uncertain about it and 7.92% disagreed with the statement.
- 28. Statement_28: 78.08% of the respondents agreed with the statement, 10.33% were uncertain about it and 11.58% disagreed with the statement.
- 29. Statement_29: 71% of the respondents agreed with the statement, 10.75% were uncertain about it and 18.25% disagreed with the statement.
- 30. Statement_30: 69.67 % of the respondents agreed with the statement, 17.67% were uncertain about it and 12.67% disagreed with the statement.





Proposed Timeline

Work plan for 8 weeks after proposal approval:







Actual Timeline

Action plan			A					
	Wk1	Wk2	Wk3	Wk4	Wk5	Wk6	Wk7	Wk8
Draft proposal, review,		•						
approval								
Preparation, pre-testing,								
finalization of								
questionnaire								
Launch of survey, data								
collection, assimilation								
tabulation, processing,								
analysis								,
ort submission								





Challenges faced by the Community Radio's

Despite the problems faced by all CR staff, they put their best foot forward and left no stone unturned to keep life going throughout the pandemic. Working through these two difficult years has not been easy.

- Besides their personal issues and stress related to family they maintained an easy and positive attitude to be able to create positivity and confidence in the listeners
- Collecting information and connecting people in these emergency times through various sources was also a big challenge
- 3. They all faced huge cash crunch but continued working with the spirit of community participation and taking up their roles and responsibilities seriously
- 4. Almost all CR stations admitted that lack of trained staff has been a huge challenge.
 They felt that people with the spirit of working with community, if trained well can be
 an asset to for dispensation of accurate and timely information
- 5. All CR stations have a range of broadcast but in geographies like Uttarakhand, connectivity is a serious challenge. Mountain ranges can block radio frequencies from travelling to nearby places on one hand, and can reach far-off regions on the other hand.
- 6. No quality work can be accomplished without collaboration and funds. All CRs felt the strong need to collaborate with the government to train their officials and provide good budget allocation for getting new technology and salary of staff.





Suggestions for CRs

- The study indicates that there is a need for more CR stations for better network since the state has geographical disparities and networks usually get interrupted
- 2. Government support in terms of infrastructure, training, and salary of staff in PPP mode
- 3. A viable economic model for income generation is needed to help CR stations thrive and sustain themselves
- 4. COVID was a disrupter which has highlighted the strong need of more community radios in an ecologically and disaster-prone state like Uttarakhand
- 5. A comprehensive CR policy should be formulated to reach the last-mile individual and provide her with all benefits guaranteed by the state





Response of Officials

The first ones to be surveyed were the CR officials. All officials across the radio stations were friendly and showed willingness to help. They also provided the team with helpful insights into the plight of their audience including personal and economic factors. It was overwhelming to listen to their side of the story, to know that despite such gloomy and materially deprived conditions, these wonderful people managed to keep the mood of their community upbeat and positive. They cooperated well with our team, keeping them briefed on all their programs.

Radio Khushi made special efforts to get in touch with Gram Panchayat Mukhiya during Covid-19 to help facilitate reverse migration. They also encouraged young people to share their experiences to encourage their peers to engage in meaningful activities during the lockdown. The officials also conducted programs.



Project surveyor at the office of Radio Khushi







Since **Radio Zindagee** is city-based they did not relay agriculture-based programs. They conducted lots of contemporary programs on health education and entertainment to keep up the morale of the community. They kept their listeners updated about Covid-19 changes and regulations. They also broadcast youth leadership and motivational programs.



Mandakini Ki Aawaz conducted lots of program related to students including Science stories for children. Besides releasing regular medical updates, they conducted programs related to digital





engagement and fraud. They also broadcast entertainment and light programs to encourage people. They also updated their listeners on government guidelines related to the pandemic. They started a regular program titled *Aaj ka Sawaal* to deal with issues being faced by the community. They also relayed disaster related program once a day.



Kumaon Vani helped in dispelling the fear psychosis instilled among the masses by dispersing correct information about the coronavirus and measures taken by the government, on a timely basis. They conducted program on mental health, livelihood, education, and digital engagement on almost regular basis. They also imparted information related to the migration rules set up by the government. They did try to create positive environment by airing programs that gave messages of hope and encouragement.





Janvani Pantnagar is the oldest CR station in the area. They mostly aired educational and agricultural programs. Health updates related to the coronavirus were a regular feature. They also relayed a lot of community-based shows. To keep the people positive, they relayed entertainment programs.



Hello Haldwani's office was shut down for an entire month during the lockdown so they continued to work through an app. They initiated 10 different programs which included poets, students, parents, women, migrants, and aged people on information related to health, livelihood, and education. Regular updates on the coronavirus and migration rules were aired by the CR station. A program called *Lockdown Diary* was quite a hit with children.







Response of Listeners

A large number of people listened to CR during the pandemic. The age group was mixed and depending on the geographic location, listeners would prefer certain programs over others. This changed when the pandemic reached its peak — listeners became more inclined to health bulletins. There was also a high interest in travel guidelines since Uttarakhand supplies states



across the country with a multi-skilled work force, and this section of the population needed accurate information on rapidly-changing government guidelines on interstate travel. There was also a significant interest in livelihood opportunities, benefits, schemes, and relief being provided by the Centre and State governments during the pandemic.

The responses were mixed. Some listened to Radio Zindagee, some didn't listen to CR at all. This survey covered respondents living in rural, urban and rurban areas. Most respondents who listened to CR preferred health news. Young people mostly listened for entertainment.





Response of Beneficiaries

We conducted survey of beneficiaries among existing CR listeners. Unlike the survey for listeners, this was more interview-based. 15 beneficiaries from 200 listeners were identified and interviewed. A summary of the 90 beneficiaries from all six stations is given below:

- 1. Majority of the beneficiaries across all radio stations said that they benefitted from health shows. During the pandemic when nothing else could reach them and most media platforms were circulating insignificant information, CRs were the only means of receiving accurate and timely information
- 2. Migrant population benefitted from timely information about quarantine rules
- 3. CR helped people grow out of fear psychosis from hearing misinformation around the coronavirus
- 4. Relevant information about vaccination centres and registration also benefitted listeners
- 5. Programs on mental health helped many people, especially young people
- 6. Many respondents benefitted from accurate information related to intercity and interstate movement during the lockdown period
- 7. CRs which catered to rural populations like Pantnagar Janvani conducted many agriculture-related programs







- 8. Almost all beneficiaries who had migrated back to Uttarakhand during the pandemic acknowledged that CR not only helped them reach their homes safely but also in resettling
- 9. Many students benefitted from education programs, for example programs were broadcast to give clarity on the new National Education Policy which was introduced during the pandemic
- 10. In general, all beneficiaries said that CRs were a lifeline for people when everything else came to a standstill. CRs were one-stop shop for everything from health to entertainment during these extremely trying times





Almost all beneficiaries revealed that the most crucial purpose served by CRs was breaking the environment of monotony, fear and tension induced by the pandemic, thanks to their entertainment and motivational programs.











Challenges of the Project

Time-consuming: It was challenging to explain the significance of the survey. It required
a bit of an explanation, which sometimes inhibited the respondents from participating
fully



- 2. Length of questionnaire: People found the questionnaire too lengthy to respond to in a timely manner
- 3. Reflecting age diversity: Including respondents across various age groups was challenging. Some respondents were regular listeners but during the pandemic, their listening priorities changed over a period of time.







4. Hostile weather: Conducting door-to-door surveys during the summer season was challenging



5. Lack of time: Door-to-door surveys, explaining, and then waiting for the filled questionnaire was a time-consuming process



6. Difficult geographies: The respondents (most of who were from distant places) were difficult to reach physically, so their interviews were conducted telephonically.





Conclusion and Recommendations

During the survey, we unearthed data on the number of radio non-listeners, radio listeners specific to genres and purposes, for example, listeners exclusively interested in entertainment, news and general awareness.

People not otherwise listeners of CR became its beneficiaries during the pandemic because they found out about vaccination schemes and centres via the radio. For some, it was their only source of information about Covid-19.

The survey largely covered various places in the city of Dehradun. Several respondents had reasons for not listening to CRs – possession of other sources of information such as data-enabled smartphones, TV.







Some spoke of their fondness for programs hosted by specific radio jockeys, for example RJ Pradeep who was broadcasting Garhwali programs for Radio Khushi and was quite entertaining for many respondents.



Researcher interacting with RJ Pradeep at Radio Khushi Office





The survey revealed the place that CR occupies in the lives and minds of people. With pandemic-induced restrictions leaving many cut off from friends and family, CR programs provided people with comfort and a voice of their own. CR broke through the deep loneliness that many people struggled with during the pandemic. In challenging times, it is essential to have someone speaking to you, to explain what is happening in the world and around you. This survey found that CR was that voice for many people in Uttarakhand.







UMEED Network

During the course of our study we interacted with Saritha Thomas, the founder of People's Power Collective (PPC), an NGO that specialises in CR training, capacity sharing and skilling. PPC currently works across isolated regions in the Himalayan state of Uttarakhand, north India.

Speaking to Ms Thomas we gathered that the potential of CR stations is much more than a means of dispensing information. She informed us as to how PPC collaborated with five community radios during the pandemic to create UMEED network in Uttarakhand.



Ms. Saritha Thomas and Arun Sarkar at Techno-Hub Laboratories

She also highlighted that her team has been instrumental in establishing and training many of the community radio stations in Uttarakhand.





Ms Thomas explained: "India went into a complete lockdown, throwing millions of lives into disarray. With social distancing and curfew in places, all forms of fieldwork and physical grassroots engagement that is standard NGO response at the time of human crisis came to a grinding halt. Airwaves, however, have no such restrictions. Though All India Radio stations across Uttarakhand temporarily went off-air, CR stations continued to engage with communities, albeit with limited human and financial resources and access to state-level information and expertise.



In an effort to formulate an effective, rapid response to this problem, PPC, based in the state capital of Dehradun, extended an open invitation to eight existing CR stations to form a network.

Five stations — Mandakini Ki Aawaz, Radio Khushi, Radio Zindagee, Pantnagar Janvani and Kumaon Vani — responded positively, driven by a collective belief that in bringing our individual



strengths to the table, we'd achieve more together than we could

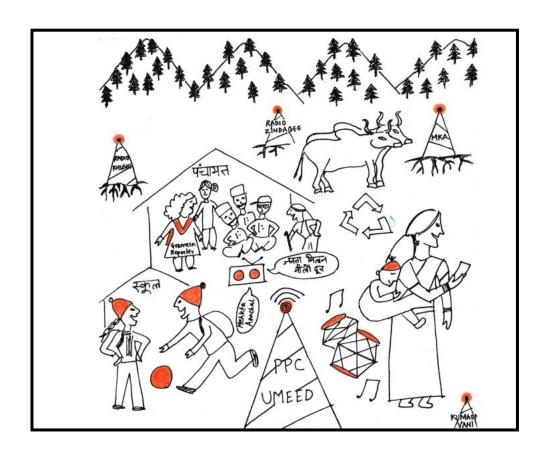


alone.





Thus, PPC convened and led the *UMEED Network*, a coordinated effort between PPC and these five CR stations in Uttarakhand. Parallel to broadcasting fresh *UMEED Network* content on a daily basis, partners would continue to run their regular programming. PPC further leveraged existing ties with key state-level stakeholders and conducted new outreach with relevant government departments, trusted NGOs and independent experts. Their interest and willingness to join our coordinated effort would directly impact the content quality. Working together since March 28, 2020, this collaborative multi-stakeholder effort is India's first Emergency Rapid Response CR-led network, that we collectively named *UMEED* (hope)."









With limitations and extreme conditions, the network still managed to produce content in Hindi, Garhwali, and Kumaoni, addressing issues of the community, especially for a large section of the state's population that did not have access to any network. Indeed, CRs made waves during the pandemic, proving that the power of collaboration can help leverage strengths.





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- 4. A. Shah Ansari Community Media Practitioner Chairperson Radio Namaskar
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Annexure I: Photographs



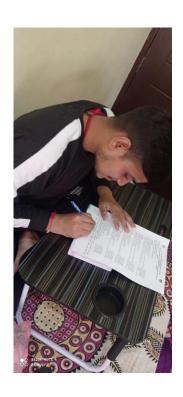


















Video Links of Community Radio Survey

Radio Zindagi Dehradun





Doon Bene Vid2.mp4

Dehradun beneVID 1.mp4

Radio Khushi Mussorie



Discussion with Radio Khushi official.mp4

Mandakini Ki Aawaz Rudraprayag



Parmila Goushwami Mandakini Ki Aawaz.mp4

Hello Haldwani Haldwani



Hello Haldwani.mp4

Janvani Pantnagar



Community Radio Janvani Pant Nagar Interaction.mp4

Kumaon Vani Mukteshwar



Kumaon Vani Video.mp4





Annexure II: Survey Questionnaire

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	boratorie	Surve							aring Covid-19 H		CEMCA	
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6-	Any oth	erinforn	nation of	significa	nce relat	ted to co	mmunity	radio bi	oadcast that y	ou wish to	share.	





Tech	no-llub	
Labo	ratories Impact of Community Radio on Listeners During Covid-19 Pandemic CEMCA	
	Conducted by Techno-Hub Laboratories with the support of Commonwealth Educational Media Centre for Asia, New I	Jelhi
Vame	Male / Female Urban / Rural	
Age- 12	2 to 17 / 18 to 25 / 26 to 40 / 40 to 60 / Above 60	
Occupat	ion – Government Employee/ Private Employee/ Self Employed	
ducatio	nal Qualification- Literate/ High School/ Senior Secondary/Graduate/Post Graduate/Others	
L	Health	
	During the Covid -19 pandemic with the help of Community Radio	
1201/2	I received regular corona related and other health related updates.	Yes/No/Can't Say
1201/2 1201/	My health related queries were adequately answered.	Yes/No/Can't Say
1236/2 1407	I recieved relevant and authentic information related to Covid -19 and other health related matters. My health related queries were inadequately answered.	Yes/No/Can't Say
/4k /2	I was not able to receive regular corona related and other health related updates.	Y es/No/Can't Say Y es/No/Can't Say
1254√2 1464√2	Much of the information that I recieved related to Covid -19 and other health related matters was not so relevent and authentic.	Yes/No/Can't Say
1002	Much of the information industries are a related to covid-19 and other nearth reduced makes away not so relevent and authentic.	resylvo/carresay
2	Education	
-		
	During the Covid -19 pandemic with the help of Community Radio	
221/2	I received regular education related updates.	Yes/No/Can't Say
ZL/2	My education related queries were adequately answered.	Yes/No/Can't Say
 23⊌⁄₂	I recieved relevant and authentic information related to my studies/courses and other educational matters.	Yes/No/Can't Say
¹ Al √2	I was not able to receive regular education related updates.	Yes/No/Can't Say
1 25k /2	My education related queries were inadequately answered.	Yes/No/Can't Say
161 /2	Much of the information that I recieved related to my studies/courses and other educational matters was not so relevent and authentic.	Yes/No/Can't Say
3	Livlihood	
-		
	During the Covid -19 pandemic with the help of Community Radio	
1221/2	I received regular updates related to livlihood opportunities.	Y es/No/Can't Say
124/ ₂	I could get satisfactory answers on queries related to livelihood opportunities.	Yes/No/Can't Say
¹ 29k/ ₂	I recieved relevant and authentic information related to livilhood issues.	Y es/No/Can't Say
¹ A l√2	I was unable to receive regular updates related to livelihood opportunities.	Y es/No/Can't Say
1 751 /2	I could not get satisfactory answers on queries related to livelihood opportunities.	Y es/No/Can't Say
161/ 2	Much of the information that I recieved related to livlihood issues was not so relevent and authentic.	Yes/No/Can't Say
4	Digital Technology	
	During the Covid -19 pandemic with the help of Community Radio	
1 23 1/2	I received regular updates related to Digital Technologies.	Y es/No/Can't Sa
1 21 /2	I could get satisfactory answers on queries related to Digital technologies.	Yes/No/Can't Sa
¹ 2 ₩2	I upgraded my skills in the Digital technologies listening to the experts.	Y es/No/Can't Sa
¹ /k /₂	I could not receive regular updates related to Digital technologies.	Y es/No/Can't Sa
¹ 234/2	I could not get satisfactory answers on queries related to Digital Technology opportunities.	Y es/No/Can't Sa
161 √2	I was not able to upgrade my skills in handling digital technologies listening to the experts.	Yes/No/Can't Sa
5	Disaster Management	
	During the Covid -19 pandemic with the help of Community Radio	
1 23 1/2	I recieved regular updates related to disaster management.	Yes/No/Can't Sa
1 21 /2	I got satisfactory answers on queries related to disaster management.	Yes/No/Can't Sa
¹ 2 ₩/2	I got relevant and authentic information related to disaster management.	Y es/No/Can't Say
¹ Al √2	I could not get satisfactory answers on queries related to disaster management.	Yes/No/Can't Sa
25k ∕₂	I could not receive regular updates related to disaster management.	Yes/No/Can't Sa
¥ 6 1√2	I could not get relevant and authentic information related to disaster management.	Y es/No/Can't Sa







CEMCA Laboratories Survey Of Community Radio Officials On Broadcast Details During Covid-19 Pandemic Conducted by Techno-Hub Laboratories with the support of Commonwealth Educational Media Centre for Asia, New Delhi Name Male / Female Urban / Rural Age 12 to 17/18 to 25/26 to 40/40 to 60/Above 60 Occupation - Government Employee/ Private Employee/ Self Employed Educational Qualification-Literate/HighSchool/SeniorSecondary/Graduate/Post Graduate/Others Due to timely and useful information disseminated through the community radio during Covid-19 pandemic • I benefitted from health related updates Yes/No/Can't Say Describe • I benefitted from education related updates/information/programs Yes/No/Can't Say Describe • I benefitted from livelihood related updates/information/programs Yes/No/Can't Say Describe • I benefitted from digital technology related updates/information/programs Yes/No/Can't Say Describe • I benefitted from disaster management related updates/information/programs Yes/No/Can't Say Describe • Community radio has been a significant support and information lifeliene during Covid-19 pandemic Yes/No/Can't Say Describe • Any other information that you wish to share that you feel was a significant contribution of Community Radio during the Covid-19 pandemic