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## Report: Community Radio Survey

Impact of Community Radio during Covid-19 on Health,

Education, Livelihood, Digital Engagement, and Disaster

Management


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A Platform for Ideas and

## Submitted by

## Techno-Hub Laboratories

C-27, THDC Colony, Mothrowala, Dehradun

## Under the Aegis of

Commonwealth Educational Media Centre for Asia, New Delhi

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## Acknowledgements

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.

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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.

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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 Laboratories
Innovation

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

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 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 capacitybuilding 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.

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.

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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.

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## 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.

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## 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 QMusic ${ }^{1}$.

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.

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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 $C R$ 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 $C R$ 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:

1. 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
6. Local field researchers were hired for a month to conduct offline surveys of officials, listeners and beneficiaries
7. 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

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## 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

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## 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

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## 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 $10^{\text {th }}$ April to $10^{\text {th }}$ 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 $r s$ for the total respondents ( $\mathrm{N}=1200$ ) 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 ( $\mathrm{N}=88$ ), others $(\mathrm{N}=40)$. In this manner a total of $21 \mathrm{X} 10=210 \mathrm{r}_{\mathrm{s}}$ were computed. These values have been presented below:

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

| R | Health | Education | Employment | Digital <br> Technology | Disaster <br> Management |
| :---: | :---: | :---: | :---: | :---: | :---: |
| Health | - |  |  |  |  |
| Education | 0.78 | - |  |  |  |
| Employment | 0.68 | 0.79 | - |  |  |
| Digital <br> Technology | 0.73 | 0.79 | 0.80 | - |  |
| Disaster <br> Management | 0.77 | 0.81 | 0.78 | 0.78 | - |

On the basis of the values of $r_{s}$ (Correlation) computed between the scores on five aspects taken into consideration in the research work, the following results were obtained: all the values of ten $r_{s}$ computed were found to be highly positively significant.

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 <br> Technology | Disaster <br> Management |
| :---: | :---: | :---: | :---: | :---: | :---: |
| Health | 0.76 |  |  |  |  |
| Education | 0.67 | 0.78 |  |  |  |
| Employment | 0.71 | 0.77 | 0.78 |  |  |
| Digital <br> Technology | 0.77 | 0.80 | 0.77 | 0.77 |  |
| Disaster <br> Management |  |  |  |  |  |

On the basis of the values of $r_{s}$ (Correlation) computed between the scores on five aspects taken into consideration in the research work, the following results were obtained: all the values of ten $r_{s}$ computed were found to be highly positively significant.

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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 <br> Technology | Disaster <br> Management |
| :---: | :---: | :---: | :---: | :---: | :---: |
| Health |  |  |  |  |  |
| Education | 0.79 |  |  |  |  |
| Employment | 0.68 | 0.80 |  |  |  |
| Digital <br> Technology | 0.75 | 0.82 | 0.82 |  |  |
| Disaster <br> Management | 0.77 | 0.81 | 0.79 | 0.79 |  |

On the basis of the values of rs (Correlation) computed between the scores on five aspects taken into consideration in the research work, the following results were obtained: all the value of ten $r_{s}$ computed was found to be highly positively significant.

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

| R | Health | Education | Employment | Digital <br> Technology | Disaster <br> Management |
| :---: | :---: | :---: | :---: | :---: | :---: |
| Health |  |  |  |  |  |
| Education | 0.80 |  |  |  |  |
| Employment | 0.68 | 0.83 |  |  |  |
| Digital <br> Technology | 0.74 | 0.80 | 0.79 |  |  |
| Disaster <br> Management | 0.76 | 0.82 | 0.78 | 0.77 |  |

On the basis of the values of rs (Correlation) computed between the scores on five aspects taken into consideration in the research work, the following results were obtained: all the value of ten $r_{s}$ computed was found to be highly positively significant.

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

| R | Health | Education | Employment | Digital <br> Technology | Disaster <br> Management |
| :---: | :---: | :---: | :---: | :---: | :---: |
| Health |  |  |  |  |  |
| Education | 0.74 |  |  |  |  |
| Employment | 0.67 | 0.72 |  |  |  |
| Digital <br> Technology | 0.71 | 0.77 | 0.80 |  |  |
| Disaster <br> Management | 0.75 | 0.77 | 0.7 | 0.80 |  |

On the basis of the values of rs (Correlation) computed between the scores on five aspects taken into consideration in the research work, the following results were obtained: all the value of ten $r_{s}$ computed was found to be highly positively significant.

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 ( $\mathrm{N}=55$ ):

| $r$ | Health | Education | Employment | Digital <br> Technology | Disaster <br> Management |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Health | 0.77 |  |  |  |  |  |
| Education | 0.64 | 0.82 |  |  |  |  |
| Employment | 0.68 | 0.81 | 0.89 |  |  |  |
| Digital <br> Technology | 0.81 | 0.71 | 0.64 | 0.62 |  |  |
| Disaster <br> Management | T |  |  |  |  |  |

On the basis of the values of $r s$ (Correlation) computed between the scores on five aspects taken into consideration in the research work, the following results were obtained: all the value of ten $r_{s}$ computed was found to be highly positively significant.

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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 <br> Technology | Disaster <br> Management |
| :---: | :---: | :---: | :---: | :---: | :---: |
| Health |  |  |  |  |  |
| Education | 0.72 |  |  |  |  |
| Employment | 0.62 | 0.74 |  |  |  |
| Digital <br> Technology | 0.70 | 0.77 | 0.75 |  |  |
| Disaster <br> Management | 0.73 | 0.79 | 0.76 | 0.78 |  |

On the basis of the values of rs (Correlation) computed between the scores on five aspects taken into consideration in the research work, the following results were obtained: all the value of ten $r_{s}$ computed was found to be highly positively significant.

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 <br> Technology | Disaster <br> Management |
| :---: | :---: | :---: | :---: | :---: | :---: |
| Health | 0.79 |  |  |  |  |
| Education | 0.70 | 0.79 |  |  |  |
| Employment | 0.72 | 0.78 | 0.80 |  |  |
| Digital <br> Technology | 0.78 | 0.81 | 0.77 | 0.77 |  |
| Disaster <br> Management |  |  |  |  |  |

On the basis of the values of rs (Correlation) computed between the scores on five aspects taken into consideration in the research work, the following results were obtained: all the value of ten $r_{s}$ computed was found to be highly positively significant.

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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 <br> Technology | Disaster <br> Management |
| :---: | :---: | :---: | :---: | :---: | :---: |
| Health |  |  |  |  |  |
| Education | 0.81 |  |  |  |  |
| Employment | 0.66 | 0.84 |  |  |  |
| Digital <br> Technology | 0.76 | 0.83 | 0.82 |  |  |
| Disaster <br> Management | 0.78 | 0.84 | 0.79 | 0.78 |  |

On the basis of the values of rs (Correlation) computed between the scores on five aspects taken into consideration in the research work, the following results were obtained: all the value of ten $r_{s}$ computed was found to be highly positively significant.

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 <br> Technology | Disaster <br> Management |
| :---: | :---: | :---: | :---: | :---: | :---: |
| Health | 0.77 |  |  |  |  |
| Education | 0.68 | 0.73 |  |  |  |
| Employment | 0.67 | 0.66 | 0.80 |  |  |
| Digital <br> Technology | 0.65 | 0.66 | 0.80 | 0.72 |  |
| Disaster <br> Management |  |  |  |  |  |

On the basis of the values of rs (Correlation) computed between the scores on five aspects taken into consideration in the research work, the following results were obtained: all the value of ten $r_{s}$ computed was found to be highly positively significant.

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

| $r$ | Health | Education | Employment | Digital <br> Technology | Disaster <br> Management |
| :---: | :---: | :---: | :---: | :---: | :---: |
| Health |  |  |  |  |  |
| Education | 0.75 |  |  |  |  |
| Employment | 0.82 | 0.86 |  |  |  |
| Digital <br> Technology | 0.77 | 0.87 | 0.93 |  |  |
| Disaster <br> Management | 0.82 | 0.86 | 0.90 | 0.90 |  |

On the basis of the values of rs (Correlation) computed between the scores on five aspects taken into consideration in the research work, the following results were obtained: all the value of ten $r_{s}$ computed was found to be highly positively significant.

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 <br> Technology | Disaster <br> Management |
| :---: | :---: | :---: | :---: | :---: | :---: |
| Health |  |  |  |  |  |
| Education | 0.80 |  |  |  |  |
| Employment | 0.70 | 0.80 |  |  |  |
| Digital <br> Technology | 0.75 | 0.79 | 0.76 |  |  |
| Disaster <br> Management | 0.78 | 0.81 | 0.80 | 0.81 |  |

On the basis of the values of $r s$ (Correlation) computed between the scores on five aspects taken into consideration in the research work, the following results were obtained: all the value of ten $r_{s}$ computed was found to be highly positively significant.

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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 <br> Technology | Disaster <br> Management |
| :---: | :---: | :---: | :---: | :---: | :---: |
| Health |  |  |  |  |  |
| Education | 0.81 |  |  |  |  |
| Employment | 0.72 | 0.83 |  |  |  |
| Digital <br> Technology | 0.76 | 0.82 | 0.83 |  |  |
| Disaster <br> Management | 0.79 | 0.82 | 0.80 | 0.77 |  |

On the basis of the values of $r$ (Correlation) computed between the scores on five aspects taken into consideration in the research work, the following results were obtained: Il the value of ten $r_{s}$ computed was found to be highly positively significant.

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

| $r$ | Health | Education | Employment | Digital <br> Technology | Disaster <br> Management |
| :---: | :---: | :---: | :---: | :---: | :---: |
| Health |  |  |  |  |  |
| Education | 0.70 |  |  |  |  |
| Employment | 0.52 | 0.67 |  |  |  |
| Digital <br> Technology | 0.64 | 0.69 | 0.70 |  |  |
| Disaster <br> Management | 0.67 | 0.72 | 0.69 | 0.73 |  |

On the basis of the values of rs (Correlation) computed between the scores on five aspects taken into consideration in the research work, the following results were obtained: all the value of ten $r_{s}$ computed was found to be highly positively significant.

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

| $r$ | Health | Education | Employment | Digital <br> Technology | Disaster <br> Management |
| :---: | :---: | :---: | :---: | :---: | :---: |
| Health |  |  |  |  |  |
| Education | 0.76 |  |  |  |  |
| Employment | 0.67 | 0.78 |  |  |  |
| Digital <br> Technology | 0.70 | 0.76 | 0.77 |  |  |
| Disaster <br> Management | 0.76 | 0.82 | 0.77 | 0.75 |  |

On the basis of the values of rs (Correlation) computed between the scores on five aspects taken into consideration in the research work, the following results were obtained: all the value of ten $r_{s}$ computed was found to be highly positively significant.

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 <br> Technology | Disaster <br> Management |
| :---: | :---: | :---: | :---: | :---: | :---: |
| Health | 0.81 |  |  |  |  |
| Education | 0.68 | 0.84 |  |  |  |
| Employment | 0.69 | 0.81 | 0.84 |  |  |
| Digital <br> Technology | 0.76 | 0.81 | 0.77 | 0.73 |  |
| Disaster <br> Management |  |  |  |  |  |

On the basis of the values of $r s$ (Correlation) computed between the scores on five aspects taken into consideration in the research work, the following results were obtained: all the value of ten $r_{s}$ computed was found to be highly positively significant.

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

| $r$ | Health | Education | Employment | Digital <br> Technology | Disaster <br> Management |
| :---: | :---: | :---: | :---: | :---: | :---: |
| Health |  |  |  |  |  |
| Education | 0.78 |  |  |  |  |
| Employment | 0.70 | 0.83 |  |  |  |
| Digital <br> Technology | 0.82 | 0.84 | 0.81 |  |  |
| Disaster <br> Management | 0.82 | 0.84 | 0.79 | 0.83 |  |

On the basis of the values of rs (Correlation) computed between the scores on five aspects taken into consideration in the research work, the following results were obtained: all the value of ten $r_{s}$ computed was found to be highly positively significant.

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

| $r$ | Health | Education | Employment | Digital <br> Technology | Disaster <br> Management |
| :---: | :---: | :---: | :---: | :---: | :---: |
| Health |  |  |  |  |  |
| Education | 0.74 |  |  |  |  |
| Employment | 0.65 | 0.74 |  |  |  |
| Digital <br> Technology | 0.69 | 0.75 | 0.77 |  |  |
| Disaster <br> Management | 0.75 | 0.79 | 0.75 | 0.76 |  |

On the basis of the values of $r s$ (Correlation) computed between the scores on five aspects taken into consideration in the research work, the following results were obtained: all the value of ten $r_{s}$ computed was found to be highly positively significant.

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

| $r$ | Health | Education | Employment | Digital <br> Technology | Disaster <br> Management |
| :---: | :---: | :---: | :---: | :---: | :---: |
| Health |  |  |  |  |  |
| Education | 0.78 |  |  |  |  |
| Employment | 0.63 | 0.74 |  |  |  |
| Digital <br> Technology | 0.69 | 0.75 | 0.74 |  |  |
| Disaster <br> Management | 0.75 | 0.75 | 0.76 | 0.77 |  |

On the basis of the values of rs (Correlation) computed between the scores on five aspects taken into consideration in the research work, the following results were obtained: all the value of ten $r_{s}$ computed was found to be highly positively significant.

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

| $r$ | Health | Education | Employment | Digital <br> Technology | Disaster <br> Management |
| :---: | :---: | :---: | :---: | :---: | :---: |
| Health |  |  |  |  |  |
| Education | 0.88 |  |  |  |  |
| Employment | 0.85 | 0.90 |  |  |  |
| Digital <br> Technology | 0.86 | 0.88 | 0.91 |  |  |
| Disaster <br> Management | 0.78 | 0.84 | 0.82 | 0.77 |  |

On the basis of the values of $r s$ (Correlation) computed between the scores on five aspects taken into consideration in the research work, the following results were obtained: all the value of ten $r_{s}$ computed was found to be highly positively significant.

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

| $r$ | Health | Education | Employment | Digital <br> Technology | Disaster <br> Management |
| :---: | :---: | :---: | :---: | :---: | :---: |
| Health | 0.73 |  |  |  |  |
| Education | 0.69 | 0.89 |  |  |  |
| Employment | 0.79 | 0.77 | 0.73 |  |  |
| Digital <br> Technology | 0.79 | 0.86 | 0.81 | 0.76 |  |
| Disaster <br> Management | 0 |  |  |  |  |

On the basis of the values of rs (Correlation) computed between the scores on five aspects taken into consideration in the research work, the following results were obtained: all the value of ten $r_{s}$ computed was found to be highly positively significant.

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 ( $\mathrm{N}=1200$ ) 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:
$\mathrm{N}=1200$; Health and Education

| S. No. | Aspects | M | SD | t-ratio | df | Significance |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| 1 | Health | 9.98 | 2.96 | 0.31 | 2398 | insignificant |
| 2 | Education | 10.10 | 2.75 |  |  |  |

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

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

| $\mathrm{N}=1200 ;$ Health and Employment |  |  |  |  |  |  |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| S. No. | Aspects | M | SD | t-ratio | df | Significance |
| 1 | Health | 9.98 | 2.96 | 0.36 | 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 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:
$\mathrm{N}=1200$; Health and Digital Technology

| S. No. | Aspects | M | SD | t-ratio | Df | Significance |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| 1 | Health | 9.98 | 2.96 | 0.91 | 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 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:

| $\mathrm{N}=$ 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 <br> 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.

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

| $\mathrm{N}=1200 ;$ Education and Employment |  |  |  |  |  |  |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| S. No. | Aspects | M | SD | t-ratio | df | Significance |
| 1 | Education | 10.1 <br> 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:

$$
\mathrm{N}=1200 \text {; Education and Digital Technology }
$$

| S. No. | Aspects | M | SD | t-ratio | df | Significance |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| 1 | Education | 10.1 <br> 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:

| $\mathrm{N}=1200 ;$ Education and Disaster Management |  |  |  |  |  |  |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| S. No. | Aspects | M | SD | t-ratio | df | Significance |
| 1 | Education | 10.1 <br> 0 | 2.75 |  |  |  |
| 2 | Disaster Management | 10.0 <br> 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:

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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:

| $\mathrm{N}=1200 ;$ Employment and Digital Technology |  |  |  |  |  |  |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| S. <br> No. | Aspects | M | SD | t-ratio | df | Significance |
| 1 | Employment | 9.87 | 2.97 | 0.40 | 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 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 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| $\mathbf{1}$ | Employment | 9.87 | 2.97 |  |  |  |
| 2 | Disaster Management | 10.1 <br> 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 | M | SD | T-Ratio | df | Significance |
| 1 | Digital Technology | 9.98 | 2.78 |  |  |  |
| 2 | Disaster Management | 10.1 <br> 0 | 2.61 | 0.25 | 2398 | Insignificant |

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.

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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 $(\mathbf{N}=1200)$ 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 ( $\mathrm{N}=1200$ ) for the total thirty statement.

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

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## 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.

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## Proposed Timeline

Work plan for 8 weeks after proposal approval:

| Action plan | April 2022 -May 2022 |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Wk1 | Wk2 | Wk3 | Wk4 | Wk5 | Wk6 | Wk7 | Wk8 |
| Draft proposal, review, approval |  |  |  |  |  |  |  |  |
| Preparation, pre-testing, <br> finalization of questionnaire |  |  |  |  |  |  |  |  |
| Launch of survey, data collection, assimilation |  |  |  |  |  |  |  |  |
| Data tabulation, processing, analysis |  |  |  |  |  |  |  |  |
| Report submission |  |  |  |  |  |  |  |  |

## Actual Timeline

| Action plan | April 2022 - May 2022 |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Wk1 | Wk2 | Wk3 | Wk4 | Wk5 | Wk6 | Wk7 | Wk8 |
| Draft proposal, review, approval |  |  |  |  |  |  |  |  |
| Preparation, pre-testing, <br> finalization of questionnaire |  |  |  |  |  |  |  |  |
| Launch of survey, data collection, assimilation |  |  |  |  |  |  |  |  |
| a tabulation, processing, analysis |  |  |  |  |  | \} |  |  |
| ort submission |  |  |  |  |  |  |  |  |

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## 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.

1. 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
2. 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.

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## Suggestions for CRs

1. 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 Covid19 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

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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.


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## 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. $C R$ 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

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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.


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## Challenges of the Project

1. 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.


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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.

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## 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.


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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

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The survey revealed the place that CR occupies in the lives and minds of people. With pandemicinduced 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.


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## 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.

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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)."


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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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## References

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2. Alhassan Andani and Abdulai Abdul-Malik 2011 "The Role of Community Radio in Livelihood Improvement: The Case of Simli Radio" Field Actions Science Reports The journal of field actions Vol. 5|2011
3. https://en.gaonconnection.com/ Community radio helps people in remote areas in Uttarakhand and the Nilgiris
4. A. Shah Ansari Community Media Practitioner Chairperson Radio Namaskar
5. PPC document on FINAL Community Development Advocacy Output- 28 Jan'21 .pdf

Annexure I:
Photographs


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# Video Links of Community Radio Survey 

## Radio Zindagi Dehradun

## Radio Khushi Mussorie



Discussion with Radio Khushi official.mp4

Mandakini Ki Aawaz Rudraprayag
$\square$
Parmila Goushwami Mandakini Ki Aawaz.mp4

## Hello Haldwani Haldwani

$\square$
Hello Haldwani.mp4

## Janvani Pantnagar

Community Radio Janvani Pant Nagar Interaction.mp4

Kumaon Vani Mukteshwar


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Annexure II: Survey Questionnaire


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