

The ROLE of COMMUNITY RADIO in DEVELOPMENT of the SOCIETY: An ANALYSIS of FTII COMMUNITY RADIO 90.4 FM, PUNE

Dheeraj Singh^{#1}, Rashmi Dongare^{*2}

[#]*Department of Journalism and Mass Communication, Tilak Maharashtra Vidyapeeth, Pune (India)*

¹*dspune2013@gmail.com*

²*rashmibichkar15@gmail.com@gmail.com*

Abstract— this is a research that describes the role of community radios as a fairly recent model of media delivery in the urban and rural areas of India within the theoretical context of the methodology of participatory science. India is facing the twin challenges of its efficacy and recognition by its audience in the development of this alternative media. The study seeks to explain the role of community radio to allow its audience to be inspired by encouragement for self-dependence, resilience, and self-development. A study of a community radio station (FTII Radio 90.4 FM), located in rural PUNE, is conducted with data obtained from an interpretative point of view of the public in the urban area in India, using qualitative and quantitative techniques. In addition to addressing the role of community radio in mobilization and social transition, the collectively examined statistics, studies, and comments offer a path forward in the shape of recommendations for better functioning of community radio stations in India.

Keywords— Community Radio, FM 90.4, Development, Society, FTII. Literature

I. INTRODUCTION

Women are equal like men in all fields in today's world. They had the opportunities to take part if we spoke about diverse fields such as technology, culture, politics, athletics, etc. People often engage alongside men in the community because, when women take part, Community Radio is the third category nearest to communities.

It is the most economical tool that anybody can buy. The group works for the good of a single society and also aims for the advancement of the people in this community. Community radio is an important means of communication, especially in communities in which the majority of people are an alphabet who cannot read or write, who can only speak and understand their regional languages [1].

Community radios are part of these initiatives to create civil society organisations, alliances, and the legal, economic and political systems. This is apparent in rural areas; there was no alternative for any organization or community who wished to publicize their work, activities, views or attract new participants. No local newspapers were open-the only way to get to the community was through the door or by lorry and a loudspeaker. Few local commercial radio stations took notes, but they were generally paid for and distributed inconsistently [2].

Radio was described as the most available medium for grassroots communications. The medium Radio can be accessible easily to the rural population. It is easy and straightforward to use. The advantage of radio is that people don't require information because the maintenance costs are smaller. New advances in the idea of Community radio (CR). Radio is a mechanism for the Culture. It's not just the radio show that we are making, we are broadcasting. CR is about and for the group. For the different racial, social and religious backgrounds and sex, CR gives members the chance [3].

Radio is the cheapest and most sought after medium in mass communication, and certainly has space for audience translation, engagement and group involvement. Public radio also offers an

essential medium of access to those who are typically unrepresented and unrepresented in mass media. It is a resource for improving cultural rights, especially the rights of oppressed populations. Community Radio, in particular in putting together the sender and receiver of the letter, will play a vital role [5].

To order to boost economic growth, at least at the ground floor, the local mass media should be encouraged according to this strategy. Community Radio should be most popular across different forms of local news media that serve both a wide spectrum of areas and the public. In addition, the government will take concrete action to curb corruption prevalent both in government and in different public sectors [9].

Community Radio: Community radio, a true people's radio, recognizes listeners as engaged users and innovative creators of cultural material as well as consumers. **Development:** applies not only to shifts in the economic system but also to the physical, political and cultural architecture of society as a whole. It requires many structural changes contributing to the upliftment of the social system as a whole. **Development Communication:** refers to the use of technology to turn the nation and society rapidly from misery to the competitive state of economic growth, making greater social mobility and the greater recognition of human potential possible. **Instrument:** means device or object used in practice. The Department supports the creation of community radio stations, which give local communities the ability to take part in various works of growth [19].

The management and scheme, and the culture of a community radio station is defined by that service. This is managed and operated by a non-profit organization, whose funding is funded predominantly by community leaders, executives, technicians and services. Their programming, focused on exposure and engagement from the audience, will represent the unique needs and desires of listenership to whom they are authorised [28].

Radio FTII is owned and operated by the India Academy of Film and Television. Radio FTII broadcasts civic consciousness, young people, sanitation and wellness services and social workers chat shows. The FM 90.4 is aired. In the city of Pune, Maharashtra alone, this radio station is heard. The development of a community's confidence is a prerequisite for its successful involvement. The employees of Radio FTII go to the community and the community, as possible, is even called to Radio FTII studios [23].

Radio is more cost responsive than textbooks or teacher instruction and has a better impact in terms of learning benefit. Radio has the luxury of teaching subjects of inadequate or untrained students. Another advantage with multi-level classes is that one group of students provides guidance, while another group interacts with an instructor. Radio will also carry into the classroom new or inaccessible tools [26].

New media or new radio as CR stations tended to be operating in the area of information and entertainment and came to respond in a language similar to their hearts and minds to the needs of the local community / groups [18].

II. LITERATURE REVIEW

This research paper would highlight the advances made by Community radio in the advancement of women to enhance the city's use of this medium for growth. This research paper would address certain radio stations that lead to the advancement of women such as Voice of Azamgarh (frequency 90.8 MHz), etc [1].

This paper explores the basic significances of "civilian life" in these areas. This relies on local groups who have been invisibly or socially disadvantaged in the past – producers, women, rural small enterprises – to serve other public sectors.

Such participatory radio stations presented vital avenues for these groups to meet, expand and educate their audiences and remind them of their future efforts [2].

Public participation in any part of the radio station from starting up to administration, from policy to finance. The new idea of sustainability does not stop only with economic growth, but stresses human and social progress. The empowerment of the women on the ground and increasing their potential are the main issues for social growth. Community Radio (CR) can become a resource for the future development of rural women. CR is a forum that makes the implementation process open, essentially making the mechanism more transparent and assures good governance. CR guarantees mutual engagement, governance and management over the environment [3].

Despite rapid advances in digital technology in recent decades, radio broadcasting remains India's cheapest form of mass communication, which can help rural areas with a low literacy rate and little excess of schooling, sprinkling well-being and impoverished neighbourhoods.

Their FM radio stations are programmed to represent the population beyond the campus and to create programming on 'education, health, ecology, agriculture, rural and economic development' in compliance with the Requirements for Government Radio Communities for between 5 and 10 kilometres [5].

Community radio should be more popular across many forms of local news coverage, as it can effectively reach both a broader variety of regions and varied viewers. However, community radio projects in many areas of India have been found to be the cheapest and the most effective method to address the connectivity void between the society and the government. It proved a critical resource for improving the right to freedom of speech and expression [9].

Community broadcasting, along with public and private broadcasting, is a third stage channel. Community radios are regulated, run, controlled and maintained by a citizen to represent the neighborhood and meet the community's wishes, desires and ambitions. The CR offers the disadvantaged minority, in cases where the voice has not been heard before, a chance of voicing their views, in which those groups do not have room or exposure in mass media. Voluntary societies, voluntary associations, non-governmental bodies, feminist clubs / societies [28].

Public radio as a platform for social development across many FTII initiatives and programs. The postulation uses collaboration to progress and 'other' theories to better explain the growth of community radio. The test points are placed right on the frontline, analyzing the programs in which Community radio is used as a platform for increasing the public interest and also reviewing the contact methodologies employed in the area of FTII community radio [23].

With the help of UNESCO, it has been tested and called "Radio Forum Project" (defined as a listening cum-discussion-action group) in 144 villages around Pooana, . The members of the forum might listen to a radio station in their own village for 30 minutes, on a program for agricultural or community-design, then debate it and vote on it. This effort was a great achievement. A variety of intervention programs have been planned and implemented [26].

Abstract The community radio movement in India materialized as the first community radio station at the University of Annamalai was established. While it is well known in the development communication strategy of the oppressed worldwide to communicate the interests of particularly the poor and growing society, in India it is very recent that, particularly after the Supreme Court judgment on the declaration of the airwaves as public property, the community radio project was followed vigorously [18].

The effect of use of Community Radio stations to extend the benefits of ICT to disadvantaged communities in South Africa was explored in this report. Six community radio stations have been researched, using face-to-face interviews, group meetings and evaluation approach in six rural South African communities. The research showed the ICT presence of these radio stations, but due to their lack of funding they could not afford indirect access to such technology for their stakeholders [12].

III.OBJECTIVE

1. To find out radio as a tool for development of society through community radio station FTII 90.4 FM
2. To study the objective of the different programs of community radio of FTII 90.4 FM.

IV.PROBLEM STATEMENT

Many Communities in India are completely cut-off from the information which further affects advancement of the society.

V. RESEARCH METHODOLOGY

A. Sampling Technique

A community radio station in the city has a specific focus location that is where the signal is heard. Any community radio station of the city operates and has the purpose to develop that community and its population. The selection has therefore been collected from within station radius. A basic random sampling technique was employed to conduct the analysis. The simple random selection offers the same chance to be chosen for any unit in the population.

TABLE 1: FTII COMMUNITY RADIO 90.4 FM

Green Radio 90.4 FM Audience/Respondents (250)	No. of Respondents with Age	No. of Respondents with Profession	No. of Respondents with Gender
Total Listeners: 150	18-30 Years: 20 31-45 Years: 40 46-60 Years: 30 60 and above: 10	Farmers: 60 Professional: 30 Businessman: 20 Students: 15 Teachers: 15 Jobless :06 Land owners: 04	Male: 90 Female: 60
Total Non Listeners 100	18-30 Years: 25 31-45 Years: 30 46-60 Years: 30 60 and above: 15	Farmers: 50 Professionals: 20 Businessman: 10 Students: 10 Teachers: 05 Unemployment:03 Land owners: 02	Male: 54 Female: 46

B. Data Collection Tools

The creation of the questionnaire, one of the data collection instruments for this research, is driven by a pilot study within the FTII Radio. A preliminary questionnaire was carried out in the pilot study among 30 respondents at the community radio station, including open-ended questions about listening behaviors, station dependency and the presence of its audience.

The FTII Radio questionnaire called for a slight adjustment because of the variations between the various stations 'audience, who are both a rural and an urban one. In addition, pilot tests included other data collection techniques, including assessment, study of experiences and in-depth interviews.

For the listeners and non- listeners of the respective station, two separate questionnaires were prepared. As it is important to determine the station's awareness and its interest in its target area, the questionnaire must be designed individually. 90.4 FM questionnaires were developed for FTII Radio, in English and in Marathi, where possible, for respondents.

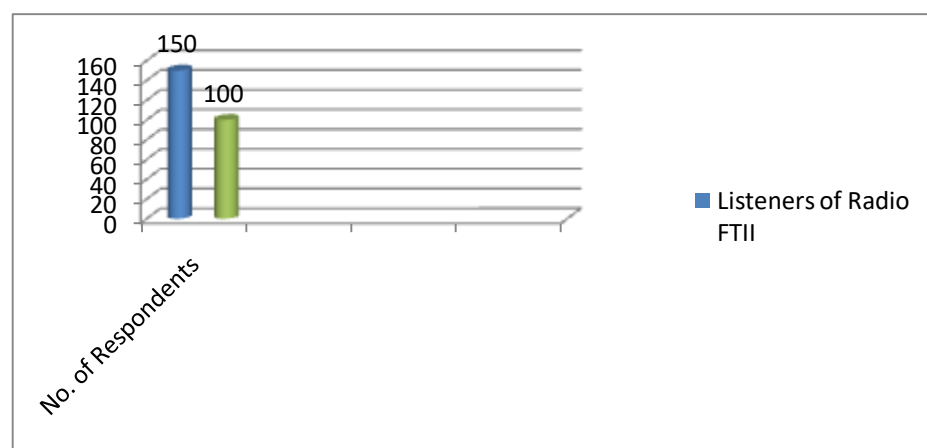
In-depth interviews were used to collect station information from the station management viewpoint. The interviews concentrated on the gathering of comprehensive information on the life, intention, accessibility, participation of the listener and the programming of the different radio stations. Via a detailed interview, the station history was gathered and the data collected through questionnaire, assessment and an experience study clarified and interpreted at appropriate points.

C. Method of Data Analysis

A comprehensive survey analysis made it possible to consider the understanding of urban and rural neighborhood radio stations. Survey research is one of the best approaches for analyzing a current problem, coping with circumstances and proposing or anticipating possible scenarios from the findings.

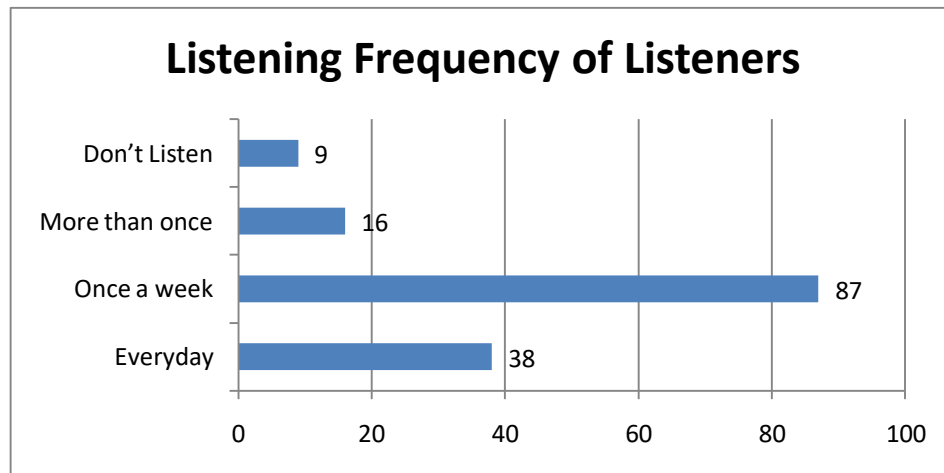
Qualitative comparative analyses eventually helped in connecting perceptions and feedback from listeners on the station with the findings of individual studies. This leads to an appreciation of how the station fulfills the demands for their particular listeners effectively. It not only helped in understanding audience perception about their community radio station but also their expectations for growth and improvement.

VI. FTII COMMUNITY RADIO 90.4 FM: FINDINGS, ANALYSIS AND DISCUSSION



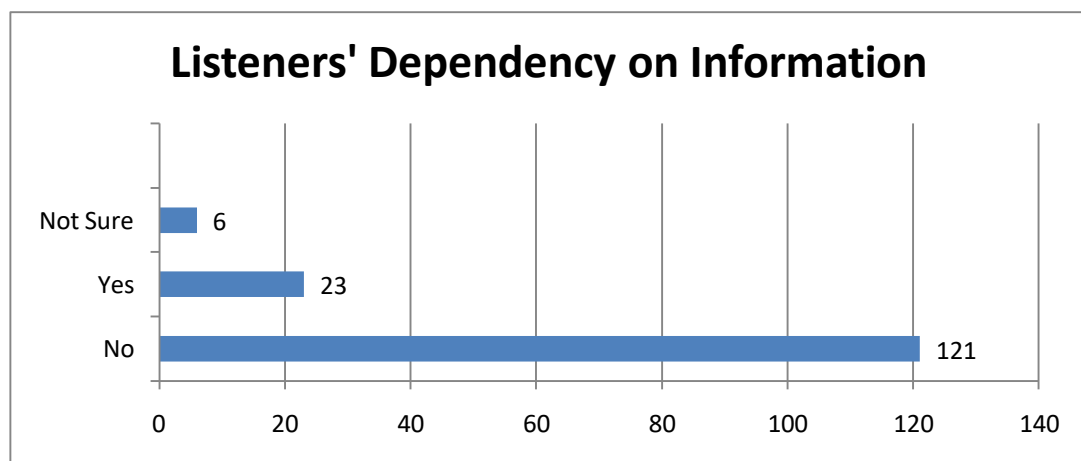
Graph 1 Radio FTII target audience

Graph 1 reveals a significant difference in the range of Radio FTII 90.4 FM between listeners and non-listeners.



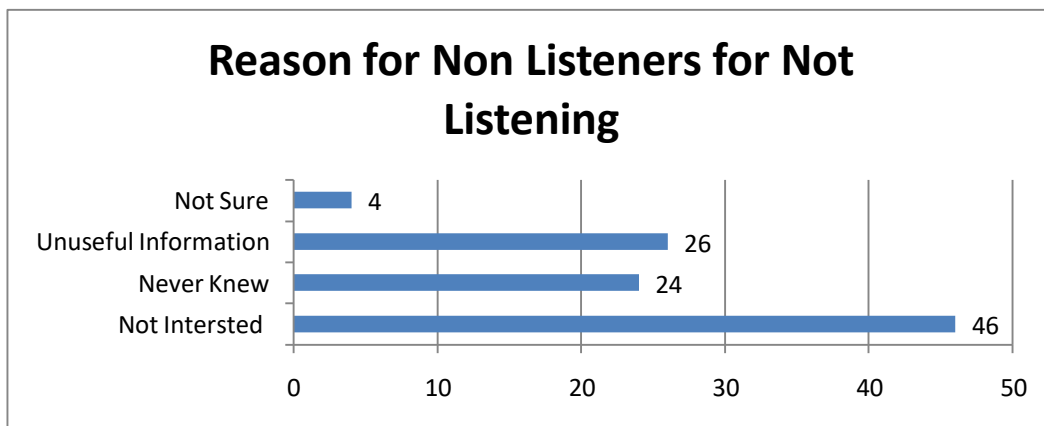
Graph 2 Listening frequencies of listeners for radio FTII target audience

Graph 2 reveals that the station has a few dedicated listeners who listen to it regularly while others listen once a week. Since the station is situated in one of India's largest cities, Pune, and a variety of information and entertainment channels are already present, the viewer may spend less time on a platform.



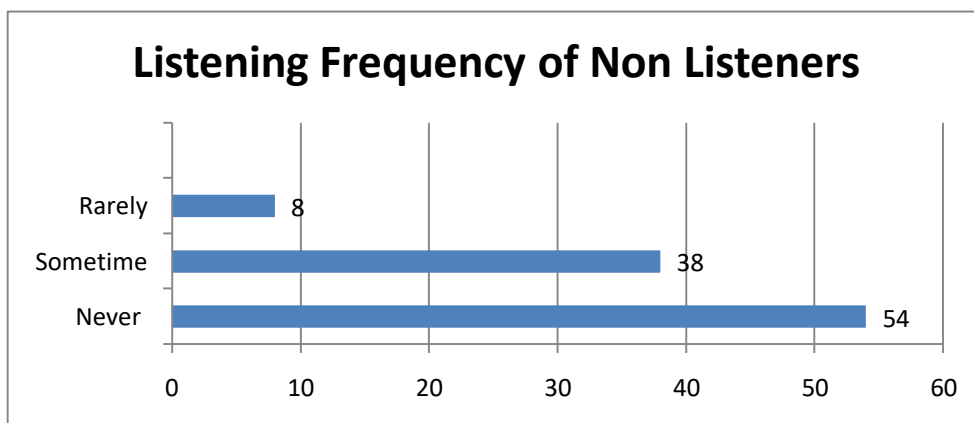
Graph 3 Information dependencies on radio FTII 90.4 FM

Figure 3 indicates that many listeners do not rely on the details they need on the radio. It distinguishes from the others as an alternative medium, rare in the crowd overshadowed by the mainstream. In such a situation, a niche and an identity must be established. Yet some listeners have said they rely on Radio FTII for the information they need, approximately 15.3 percent. Such listeners have said frequently that they depend on it.



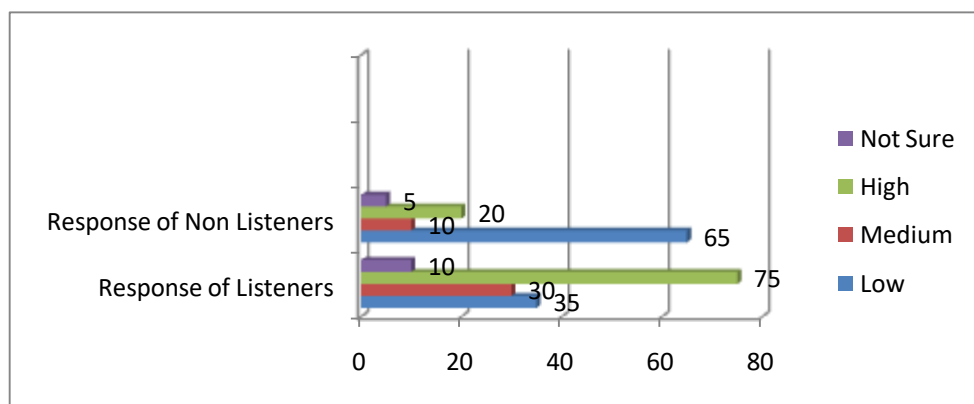
Graph 4 Reason for non listeners for not listening radio FTII 90.4 FM

Graph 4 reveals a variety of explanations for non-consciousness. 46 percent of respondents said they are not interested, while 26 percent said they do not listen to Radio FTII, because it is dull and not useful. Some of the key reasons for the shortage of diversity in radio is because most people who don't hear radio in India.



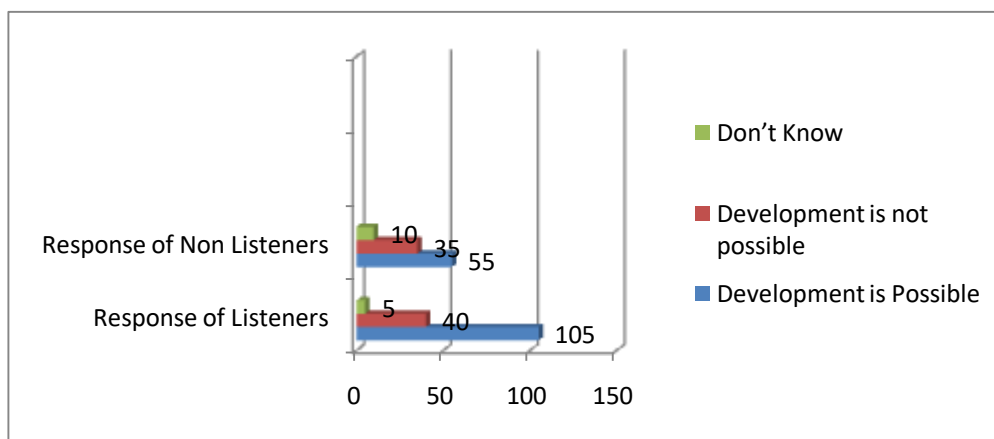
Graph 5 listening frequency of non listeners for not listening radio FTII 90.4 FM

Graph 5 reveals that, while a substantial number of non-auditioners (54 percent) have never heard Radio FTII and some 38 percent reported sometimes heard it and .



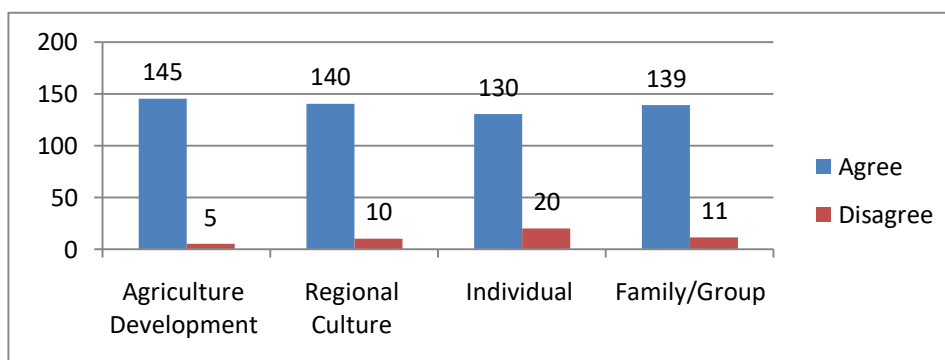
Graph 6 Popularity of radio FTII 90.4 FM in its radius

Graph 6 shows both the audience and non-audience respondent that few and only a few of them in their respective areas know the station, while only a few (95 out of 250) thought that a lot knew the station in their area. This indicates that the station has a rather weekly reputation.



Graph 7 Development through community radio FTII 90.4 FM

Graph 7 indicates that as many respondents as possible-listeners and non-listeners believe that Radio FTII should be interested in expanding its regions. They also suggested approaches to improve, and the recommendations made by audience and non-audience were remarkably close. They proposed to raise community voices and concerns through civic engagement, lifestyle change, and both organizations discussed local issues such as housing, transport issues, cleanliness and safety. Similarity was also evident in the reasons put forward by respondents who denied that the station should be interested in their area growth. Most of them disagreed because the station was not popular and not many listened to the radio medium. Any station can accomplish both its problems and solutions by involving its citizens.



Graph 8 Development in society through community radio FTII 90.4 FM

As media technologies evolved, people continued to neglect the medium radio without understanding its potential. People who use it and who respond to it know the true meaning of this medium. Asked how the station has strengthened its agriculture, preserved its rural heritage and somehow strengthened it and its communities, 96,6%, 93,3%, 86,6% of listeners (Graph 8) responded to the development of the station in these areas. Agriculture development has made them self-sufficient and prosperous. Their responses show growth in the region's agriculture, as certain farming activities are unique to their region's culture and History is part of rural growth and cultural preservation.

VII. CONCLUSIONS

As per survey feedback of listeners of Radio FTII 90.4 FM, they were motivated to grow crops after a stormy loss; they were told how the available food could help them achieve wellbeing. They have learnt how to access and run their bank account. It is nice to hear their own voice and the voice of their neighbors. They will increase their scope, as they talk about issues we care about. Many media speak just about country and significant farmers. FTII Radio audience is pleased with the quality and the growth of the radio.

FTII Radio is working aggressively to grow the culture; it also has to extend its horizons to the next level. FTII Radio helps the public to better their daily lives, their personal lives and their private lives in a social and economic way and to transform and expand the society.

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Many thanks go to the many faculties who spare their time for my interviews and to offer their perspectives that was very helpful in this research.

We will also be grateful for this chance to have shared with others the value of community radio as resource for growth of society with their various programs and approaches of FTII.

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