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RADIO DHADKAN

A community radio connecting,
educating and entertaining the
Sahariyas in Shivpuri district,
Madhya Pradesh

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In collaboration with
Sambhav Social Service Organisation
Shivpuri

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The views expressed in this study are of the authors and do not necessarily reflect the policies or views of UNICEF and/or Sambhav Social Service Organisation.



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List of Acronyms

AG	Adolescent Girls
AGGs	Adolescent Girls' Groups
ANC	Ante Natal Care
ANM	Auxiliary Nurse Midwife
ASHA	Accredited Social Health Activists
AWH	Anganwadi Helper
AWW	Anganwadi Worker
CNA	Community Needs Assessment
CR	Community Radio
DLHS	District Level Household Survey
FGD	Focus Group Discussion
GDP	Gross Domestic Product
MDG	Millennium Development Goals
NGO	Non Governmental Organisation
OBC	Other Backward Class
RD	Radio Dhadkan (Name of Community Radio set up in Shivpuri District, Madhya Pradesh)
SC	Scheduled Caste
ST	Scheduled Tribe
WCD	Women and Child Development

Foreword

The Knowledge Community on Children in India (KCCI) is a partnership between the Government of India and UNICEF, the aim of which is to fill knowledge gaps and promote information sharing on policies and programmes related to children in India. In 2011, under the aegis of this initiative, 40 graduate students from India and across the world undertook fieldwork and documented initiatives focused on child rights and development. Their vibrant perspectives, commitment and hard work are reflected in these studies, published by UNICEF.

The nine initiatives were documented in 2011. The teams looked at a range of initiatives at different levels of intervention – from community radio in tribal areas of Shivpuri in Madhya Pradesh to a complaints handling mechanism of the National Commission for the Protection of Child Rights at the national level. The lens applied to these studies is to identify the essential elements that go into making a model intervention successful and sustainable.

UNICEF recognises the potential and power of young people as drivers of change and future leaders across the globe. The KCCI Summer Internship Programme aims to support the development of a cadre of young research and development professionals with an interest, commitment and skills in promoting and protecting children's rights. UNICEF will continue this collaboration with young researchers, the Government of India and academia, so as to bring fresh perspectives and energy to development research and showcase examples of how it *is* possible to ensure that the rights of *every* child in India are fulfilled.



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Executive Summary

Inequality is generic to all societies but is especially problematic in the Indian context where, despite constitutional guarantees of equality to all citizens, several population groups remain marginalised from the gains of development. These include, among others, scheduled castes (SC), scheduled tribes (ST), and other backward class (OBC). The Sahariya Tribe of Shivpuri District in Madhya Pradesh is one such group that forms the subject of the present study. To help address the development gaps in meeting the needs of the Sahariyas and other marginalised communities residing in the villages and urban slums in Shivpuri District, UNICEF collaborated with Sambhav Social Service Organisation (Sambhav), a non-governmental organisation (NGO) based in Madhya Pradesh to set up a Community Radio (CR) Station. Known as Radio Dhadkan, its aim has been to empower Shivpuri's underprivileged communities, especially the Sahariya Tribe women, by helping them to create, access, and utilise information relevant to their local development needs.

The present study was undertaken to document the role communication via the medium of a CR has played in entertaining, educating and empowering Sahariya Tribe of Shivpuri District in Madhya Pradesh. For the study, ten villages were purposely sampled based on the distribution of the Sahariyas and Non Sahariyas in the population. An important additional criterion was the distance of the village from Shivpuri which, based on the (transmission) reach of the CR, had to remain within the maximum limit of 13 kilometres.

For the purpose of documentation, and to gain qualitative insights, the study primarily utilised Focus Group Discussions (FGDs) and key informant interviews. Other techniques such as direct observation, eliciting stories of change from the CR staff, and Content Analysis of radio programmes were also employed. In all, 15 FGDs were held with the women, adolescent girls and volunteers from the village community, 29 interviews were conducted with various stakeholders, and the content of ten radio programmes was analysed for the purpose of the study. Desk research included both external and internal sources as noted in Appendix 1 and 2. To promote the mainstreaming of the marginalised in development processes, Radio Dhadkan's key strategy has been to use communication as a tool for generating information and awareness in the community, and to make Radio Dharkan a community-led enterprise by recruiting, training and capacity building of the members of the local community to handle its operations. Relying on such activities as narrowcasting, broadcasting, podcasting, along with capacity building and training of radio staff and village volunteers, Radio Dhadkan is translating its objectives into reality.

The implementation of this CR initiative has not been devoid of challenges. Ensuring the active and sustained involvement of the community especially of the Sahariya women has not been easy given the women's exacting airtight daily schedule, which offers little flexibility for taking on CR related responsibilities and usually gets in the way of their participation in narrowcasting sessions. Additionally, technical constraints, including lack of audio clarity in broadcast due to a technical snag in the transmitter and limited technical capacity in the community, are important operational challenges. Some of these and other issues have been addressed via narrowcasting, networking and technical training but others require further attention. Concerns regarding revenue generation and staff attrition also remain to be addressed. However, there are examples of steady commitment shown by existing staff (such as two Sahariya women field reporters, Champabai and Ramwati who have been with Sambhav for two decades) which suggest that the attrition problem can be overcome.

An earlier in-house evaluation¹ points to Radio Dhadkan's positive impact and continued progress in reaching out to and engaging the community. Lessons drawn from its generally encouraging performance underline the significance of *community participation and inclusion* in ensuring the success of a CR, and the importance of ensuring the *relevance* of what is being communicated to the target communities.

Learning from Radio Dhadkan's experience, it is clear that a CR thrives most when it rests on the community's participation and inclusion. The above can be ensured by giving a voice to the members of the community, especially the marginalised, facilitating a dialogue among various sections of the community, endorsing a healthy lifestyle, and generating willingness among the people to use CR as a platform for advocating their agenda. Findings from the present study clearly indicate Radio Dhadkan's impact on Sahariya women's increased awareness and practice of various life saving behaviours such as hand washing with soap, exclusive breastfeeding, immunisation etcetera, and their willingness to utilise Radio Dhadkan (RD) as a platform for social change.

Sustainability of a CR initiative is essential for the best interests of the community. To be successful, it must be socially, institutionally, and financially sustainable. Although RD has taken some steps to generate revenue such as identification of



¹ 'Community Radio (Radio Dhadkan 107.8 FM) for promoting life saving behaviours and community empowerment in Shivpuri', 2011.

clients for monetary support and charging fees for making Public Service Announcements, it can consider additional revenue generating measures including seeking commercial radio advertisements and airing them for a fee, and applying for a franchise for conducting training courses on Radio Jockeying, Commercial radio production, Editing, Advertising etcetera. RD's efforts to forge alliances with various local, national and international agencies for improved and diversified broadcasting, along with its greater focus on volunteer capacity building are likely to give a major boost to its sustainability.

The present analysis suggests the potential applicability of the RD approach to helping achieve development's goals, in particular some of the Millennium Development Goals to which India has committed. The role of RD in empowering the target communities and its success in fostering collective action by using the radio programmes to trigger the formation of Women's collectives to campaign



against the various societal evils, offer promising gains from its replication elsewhere. In a short span, RD has portrayed exceptional dynamism by virtue of its varied endeavours. It has indeed helped to connect, entertain, and educate the Sahariyas by reaching out to them as no other community media could. It has also provided a solid avenue for employment generation and community capacity building. To further improve its activities and impact, RD will need to develop more innovative ways, among others, for revenue generation, capacity building, awareness generation, and communication.

Background

Although a rapidly growing country (with annual growth rate of GDP for the first quarter of 2011 estimated at 7.8 per cent²) India's economic growth is not inclusive enough. Disparities especially affect the development of socio-economically underprivileged SCs, STs, and OBCs, who together constitute the most vulnerable and marginalised segment of the Indian society. Madhya Pradesh is home to a large population of Scheduled Tribes (ST) in India.³ There are 46 different STs in Madhya Pradesh.⁴ Shivpuri – a district in Madhya Pradesh – is less developed than the rest of the state and has a large ST population. The Sahariya tribe predominates in this district.⁵ The literacy rate in Shivpuri⁶ District (63.73 per cent) is lower than the regional⁷ (70.6 per cent) and national⁸ (74 per cent) rate; it is worse among women (49.47 per cent).⁹ In addition, literacy rates for SC and ST are significantly lower than people from the other castes. In 2001, the literacy rate among STs in Madhya Pradesh was 41.2 per cent.¹⁰

A large population of the district has poor access to health services. According to the Shivpuri District Level Household Survey (DLHS) 2007-08, only 9.8 per cent rural women had three ante natal visits during the last pregnancy and just 39.4 per cent rural women got at least one TT immunisation. Further, breastfeeding was initiated within one hour of delivery for only 39.6 per cent children, and just 15.5 per cent rural children were fully immunised. Not surprisingly, poor antenatal care (ANC) indicators, unhygienic living conditions, and low awareness about new born care resulted in high mortality and morbidity of the mothers and newborns.¹¹

As elsewhere in India's rural areas, low levels of exposure of people to electronic and print media affect the awareness levels and the treatment seeking behaviour of people in Shivpuri

² <<http://www.tradingeconomics.com/india/gdp-growth>>, accessed on 20 July 2011

³ Census of India 2001, 'Madhya Pradesh – Data Highlights: The Scheduled Tribes,' retrieved from <http://censusindia.gov.in/Tables_Published/SCST/dh_st_madhya_pradesh.pdf>, accessed 4 July 2011.

⁴ Ibid.

⁵ Ibid.

⁶ Shivpuri Census 2011, retrieved from <<http://www.census2011.co.in/census/district/290-shivpuri.html>>, accessed 4 July 2011.

⁷ Provisional Data: Census of India 2011, 'Status of Literacy,' retrieved from <http://www.censusindia.gov.in/2011-prov-results/data_files/mp/07Literacy.pdf>, p. 127, accessed 4 July 2011.

⁸ Ibid.

⁹ Shivpuri Census 2011.

¹⁰ Ibid.

¹¹ DLHS 2007-2008.

district. (According to DLHS 2007-08, for instance, only 11.9 per cent women had heard about HIV/AIDS). The information seeking behaviour of the community in Shivpuri has been minimal due to scant exposure to mass media as seen in Table 1.

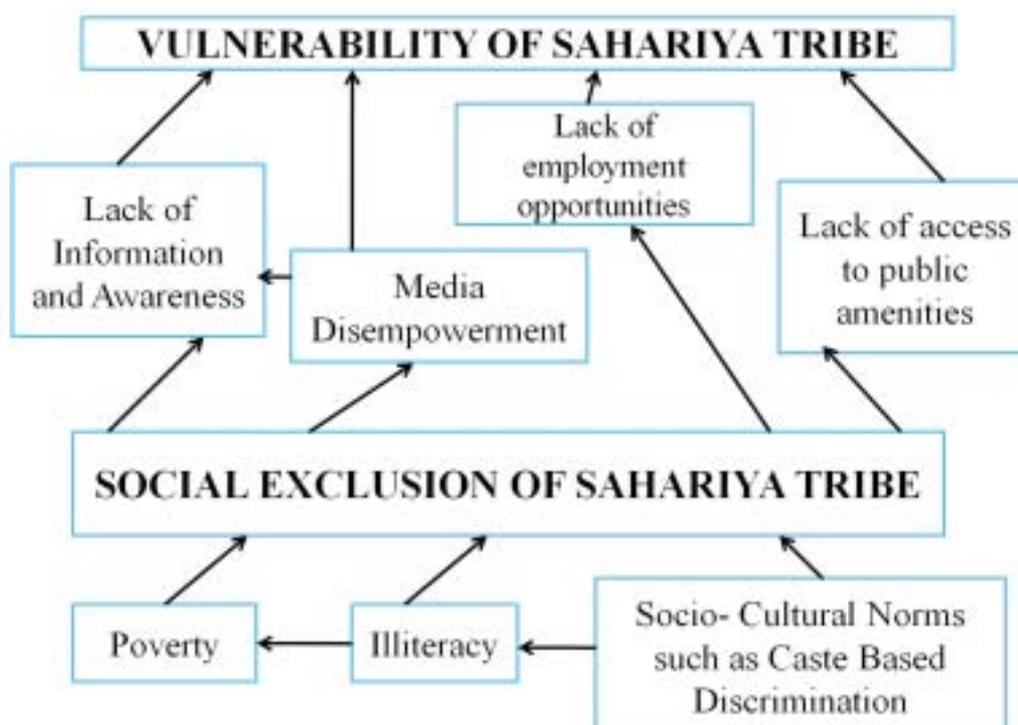
**Table 1: Level of Mass Media Exposure in Shivpuri District
(Based on National Readership Survey Data 2006)**

District	TV	Radio	Print
Shivpuri	21%	24%	4.7%

A Community Needs Assessment (CNA) report undertaken by Ideosync media combine and Sambhav in 2008 noted that women in Shivpuri were even more limited in their access to relevant social and development information, and more often relied on face-to-face contact for such information. The CNA report also identified several key issues faced by the Sahariya women including employment woes, shortage of water and electricity, lack of responsiveness and corruption in local government, along with a host of social problems ranging from illiteracy and early marriage to alcoholism and domestic violence. Living always at the periphery, the problems faced by the Sahariya women have often remained unexpressed, unheard and unmet.

Figure 1 below includes a representation of the dynamics of the Sahariya Community's vulnerability, especially relative to women.

Figure 1: Problem Tree



Sambhav, a reputed NGO that has been working in the development field for over two decades, has the advantage of having interfaced with varied population groups such as rural, peri-urban, tribal, and among them especially the marginalised and vulnerable. In Shivpuri District and its vicinity, Sambhav has been working predominantly with the Sahariya *Adivasi* (tribal) and *Dalit* (socially oppressed) women, children and the disabled, as they have always faced social exclusion and diminished opportunities.



During the course of its work in Shivpuri District which highlighted, among others, the pivotal role of awareness in changing a community, Sambhav resolved in 2007 to initiate a community radio (CR) project. Accordingly, Radio Dhadkan (RD) was set up with support from UNICEF and technical assistance from Ideosync Media Combine, an organisation dedicated to communication for social change. This CR project intended RD to act as a vehicle of community education and empowerment, specially meeting the specific information and development needs of the excluded communities. With the above in mind, RD was designed as an information dissemination tool to intervene broadly for improvement in health, nutrition and socio-economic status of the rural communities, especially women and children through broadcast and outreach media interventions. It constitutes a concentrated continuous effort to increase information and awareness levels in the community thereby helping the community in its own development. RD's overall purpose is to provide a model of community-based communication and dialogue to help connect, educate and entertain the people of Shivpuri District.



Strategy and Implementation

According to Carlos A. Arnaldo,

Community radio is a social process ... in which members of the community ... design programmes and produce and air them, thus taking on the primary role of actors in their own destiny. The emphasis is on the ownership of democratic and development efforts by the members of the community themselves... [T]his is participatory communication... It is above all a process, not a technology, not merely a means, because the people are part of that means, and so is the message and the audience. Community radio is ... the community speaking to each other and acting together for common goals.¹²

As CR upholds the principles of participatory communication by emphasising process over product, it places techniques and media at the service of development, where what counts is enhancing people's ability to manage their own lives.¹³ The unique strength of CR is that it is capable of doing what other media cannot do – bringing people together. The CNA report of 2008 clearly indicated the critical importance of a community radio station for the communities (especially for women and the excluded). Accordingly, Sambhav applied for a CR license. Keeping in mind the principle of participatory communication and other key objectives of CR, Sambhav in collaboration with UNICEF implemented the following strategy:

Using RD as a tool for creating awareness and empowering the marginalised

The primary strategy is to use RD as a dominant communication tool to create a buzz about the issues prevalent among the targeted communities in the Shivpuri vicinity, especially the Sahariya, and initiate a dialogue. RD applies the principle of social marketing to advocate good practices and healthy life choices in the community, and enhance the awareness about and reach of various Government programmes running in the community. As the RD staff is drawn from the community, the staff members are best situated to understand the issues faced by the community, and to design the content accordingly. This strategy is an effective way for providing voice representation to the vulnerable and marginalised who need it the most.

Technical training of staff members

The training and capacity building of RD's staff began in March 2008. The key purpose of technical training was to create a pool of trained persons from the community to manage the

¹² United Nations Educational, Scientific and Cultural Organisation, *Community Radio Handbook*, 2001.

¹³ Quarry, W. and Ramirez, R., *Communication for Another Development: Listening before Telling*, London: Zed Books, 2009.



radio station. The recruits were trained in script writing, recording, editing, and other technical and technological aspects of radio. Currently, the RD staff consists of a core team of ten members (six female and four male). They include a station in-charge, programme coordinator, two supervisors, and six community reporters. Two staff members each are from the tribal and SC communities.

Narrowcasting

Narrowcasting involves listener group meetings, programme playback in the communities, and meetings to elicit community feedback on those programmes. It acts as a wholesome tool for edutainment. The RD strategy has been to conduct regular Listener group meetings to elicit the issues that the community faces and to make radio programmes after recording their opinions in their voices, using a recorder. Regular narrowcasting sessions were started from November 2008. These enable RD to practise an all-inclusive approach that involves people from the community to participate in programme content creation, and upon listening provide feedback for further amendments.

Involving volunteers from the community

The purpose of engaging volunteers from the community is to have a chain of people who are well aware of the activities and objectives of RD. Two volunteers from each village are chosen who help to generate interest and faith of the community in the CR. The specific role of these volunteers is to help the reporters to facilitate meetings during narrowcasting.

Broadcasting

After receiving its broadcasting license, RD began broadcasting from October 2010. Initially aired daily for three hours (including one hour of fresh programming and two hours of repeats), the broadcast currently runs for six hours per day (including two hours of fresh programming and four hours of repeat). Based on the CNA, the broadcast times were set at 7:00 a.m. to 9:00 a.m., 1:00 p.m. to 3:00 p.m., and 5:00 p.m. to 7 p.m. The repetitive broadcast strategy ensures

that the programmes aired are able to reach the maximum number of listeners, as listeners can choose to tune in during the time slot most convenient to them.

Involving adolescent girls from the community

To generate interest among the younger members of the community, RD recently started an initiative aimed especially at adolescent girls (AGs). Eight adolescent girls' groups (AGGs) - six from villages and two from urban Shivpuri - have been formed that began training in March 2011. The adolescent girls programme was developed to provide a platform for adolescents that will serve as a tool for their education and infotainment, while creating a pool of prospective volunteers and field reporters. The AGGs hold monthly meetings facilitated by RD's supervisors and programme coordinator. Their main focus is on the training and capacity-building of AGs and seeking their help in developing programme content on various issues.

Podcast

RD's innovative strategy has been to use this relatively new concept of Podcast to share media/materials across the CR practitioners online. This includes their efforts to utilise the virtual media through their website - www.radiodhadkan.podbean.com.



Objectives and Operational Challenges

The objectives of RD have been to provide information and encourage communities to adopt education, health, sanitation, and other life-saving behaviours; disseminate information regarding various government schemes that benefit the community; provide information and programmes to the Sahariya community in their local dialect, thereby helping to preserve and promote Sahariya as well as other folk culture; and promote education in low literacy areas in and around Shivpuri through continuous dialogue and awareness generation.¹⁴

In pursuit of the above objectives, RD started narrowcasting in November 2008. Till October 2010 it was mainly engaged in programme development, narrowcasting and capacity building of staff and volunteers. The RD staff and volunteers organised over 300 listener group meetings and narrowcasting sessions in targeted villages and Shivpuri urban area. Starting in 2010, RD commenced broadcasting to the community which has widened its outreach considerably. Overall, since its inception, RD has covered a population of over 170,000 (in 51 villages and some urban parts of Shivpuri); of this population, approximately 20.3 per cent are SC, 8 per cent are ST, and 43.7 per cent are OBC.¹⁵

One of RD's major strategic goals has been to include maximum number of people from the community, especially Sahariya in the management committee, radio station staff, and village facilitators. In addition to recruiting and training of the above, RD recently has begun to mobilise volunteers from among adolescent girls. The community has always been included in the decision making process on theme selection, content development, and production and finalisation of programmes. Based on the content analysis of the programmes, undertaken as a part of the present study, it is clear that the programmes have holistically focused upon the issues both in their substance and presentation.



¹⁴Radio Dhadkan 107.8 FM (Community Radio) Project Proposal 2010.

¹⁵ Ibid.

Challenges in implementation

In implementing the CR initiative, some challenges emerged as seen below:

Participation obstacles faced by Sahariya women

“Sahariya women are usually short of money and as they are the ones who have to fend for their families, their basic priority is survival. Hence, participating in narrowcasting sessions doesn't matter to them that much.”

- Anganwadi Worker (AWW) of Karai village

The Sahariya women lead a highly pressured lifestyle. As noted during the FGDs conducted with them in various villages, they have to leave their homes early in the morning to work as manual labourers or to fetch fuel and water, and many return home only late in the evening. Consequently, they are usually unavailable during narrowcasting sessions that generally coincide with their work hours. Their exacting household chores keep them away from participating in narrowcasting which (understandably) is not felt by them to be a pressing need. In addition there is always some opposition from their husbands or other marital/family relationship issues that make women less enthusiastic about their participation in narrowcasting sessions.

Lack of clarity in broadcast

Qualitative data and direct observation suggest a lack of clarity in the quality of broadcast due to a technical snag in the transmitter. This has undermined RD's outreach by decreasing listenership and impeding faith among the available networks of stakeholders. This is also threatening the financial sustainability of RD as the lack of clarity of broadcast makes it difficult to generate revenue through advertisements.

How challenges have been addressed

To overcome the above and related problems, RD has focused on narrowcasting, networking, and regular technical training of staff members.

Narrowcasting

Since December 2010, RD has experienced lack of clarity in broadcast due to some technical problem with the transmitter. As a result, field reporters use narrowcasting to foster continued programme transmission. According to the programme coordinator Baby Raja,

“Each month, Field Reporter targets include six narrowcasts and six listener group meetings per village. As a result of frequent visits and steady interaction in villages, community members trust field reporters and often approach them for assistance with solving the problems they face.”

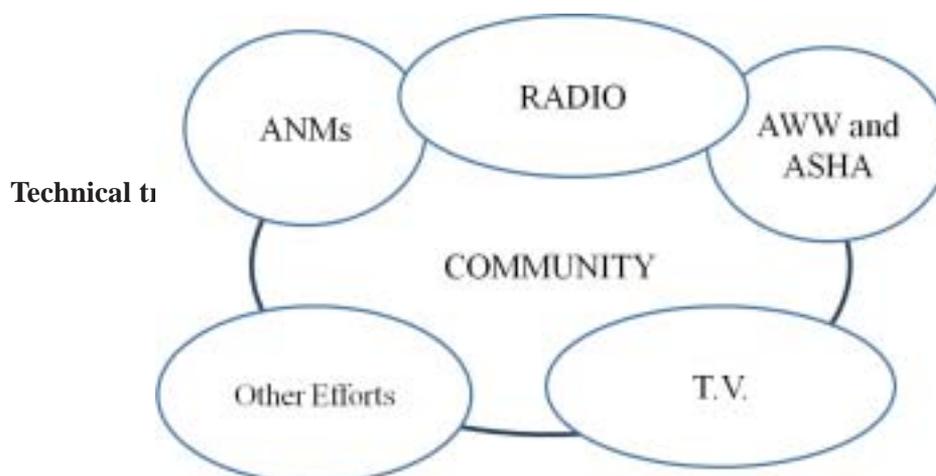
The enhanced potential for obtaining community feedback is an added benefit of narrowcasting. Even with the flaw in the transmitter, RD's dedicated staff members continue to carry out daily broadcasts, hoping to reach listeners, partially or wholly. In doing so, they have honed their technical skills and ability to improvise and innovate. The staff expects to maintain their creative narrowcasting routine even after the broadcast quality improves and the transmitter's problem is rectified.

Building alliances and networking with stakeholders

Since its inception, at the *institutional* level, RD has maintained partnerships with local self-governing bodies, other NGOs, and legal and regulatory authorities. It has partnered with UNICEF and kept close connection with the Women and Child Development Department (WCD) and Health and Family Welfare Department. It has also generated significant interest among other government departments such as Panchayati Raj and Tribal Welfare. In some cases, it has partnered with some of these stakeholders on special programmes.¹⁶ The positive outcomes resulting from these networks underline the importance of taking more stakeholders on board. Accordingly, RD has made it a priority to forge further alliances.¹⁷

At the *community* level, to initiate and maintain steady connections with the community, RD involves village-level government functionaries such as Anganwadi Worker (AWW), Anganwadi Helper (AWH), Accredited Social Health Activists (ASHA), and Auxiliary Nurse Midwife (ANM) to take their assistance for reaching out to the maximum people in the community. Building and maintaining these community networks helps to reinforce the RD programme messages. As noted by one of the ANMs interviewed, *"It is a virtuous cycle: messages are reinforced in the minds of the people by NGOs, radio programmes, television, and healthcare workers."*

Figure 2: Virtuous cycle of information reinforcement



¹⁶'Community Radio (Radio Dhadkan 107.8 FM) for promoting life saving behaviours and community empowerment in Shivpuri', pp. 3-4, 2011.

¹⁷Ibid. p.9.

As none of RD's staff members had previous media experience, they needed training to handle the technical and technological aspects of radio. Training them, especially the illiterate and semi-literate, has been a challenge. To best tackle capacity building, RD staff members regularly receive monthly training. According to Vandana Dubey, Station In-Charge *"From March 2008 to October 2010, Radio Dhadkan staff members received training for script writing, recording, and editing; training occurred three days per month."* Beginning in March 2011, intensive technical training was started for training RD staff in the following areas: Broadcasting, Anchoring, Script writing, Issue understanding, Feature/interview techniques, Communication strategy, Editing on Adobe Software, Background Music, Loop creation, and Creation of advertisements. Such intensive technical training has increased the knowledge and technical capacity of staff members, while improving programme quality.

Issues to reckon

Staff attrition

The staff members of RD have been receiving technical training in essential radio station functions. However, as the volunteer base has not yet received adequate technical training, there is risk that if any of the trained staff members were to leave RD, finding a suitable trained replacement would be difficult. Rather than leaving gaps in technical competency due to staff attrition, village volunteers' roles can be expanded beyond facilitating community meetings and identifying issues prevailing in the community. The volunteers' training should also equip them to fill in any technical or other gaps caused by staff attrition.

Revenue generation

A major area that requires considerable work is revenue generation. Currently RD has plans to generate 15 per cent of its revenue within six months of initiation of broadcasting, and to reach 20 per cent by end of the year.¹⁸



¹⁸ Ibid. p.4.

Table 2: Radio Dhadkan Rate Card for Revenue Generation

Categories of Source of Revenue	Unit Price
ADVERTISEMENTS	Rs. 1.5 per second Rs. 30 for 20 Seconds - per broadcast Rs. 15 each for additional 10 seconds
SPONSORED PROGRAMME	Rs.200 (15 minute programme) - per broadcast Rs.500 (30 minute programme) - per broadcast Production cost - Rs.500
ANNOUNCEMENTS	Rs. 50 per message for 15 seconds at studio Rs 100 per message for 15 seconds at site
PRODUCTION SERVICES	Rs. 2 per second Minimum Production Duration - 3 minutes Production Cost - Rs. 500
MEMBERSHIP	Rs. 50 for individual Rs.500 for group

With the transmission problems seriously hampering its revenue generation efforts, RD has sought to tap funds from other sources. It has started identifying potential clients for monetary support and exploring the option of charging a fee for making Public Service Announcements. Another way to generate revenue is for RD to apply for a franchise for conducting training courses on Radio Jockeying, commercial radio production, editing, and radio advertising, There are also plans for RD to collaborate with other NGOs in the area to rent studio equipment and sell radio programmes, in addition to selling advertising time to government entities and training programmes to schools.¹⁹

¹⁹ Ibid. pp.15-16.

Impact and Outcomes

In measuring the social impact of a CR, time is a key factor. The longer the time period between initiation of CR and impact measurement, the easier it is to measure CR's social impact.²⁰ In the case of RD, three years is not enough time to adequately quantify the changes in the community's lifestyle that have resulted from the initiative. Even so RD has begun the process of communicating with the community in a way that promotes social change through improved awareness. Further, it has put in place processes that will allow for further consolidation.

RD's impact is multi-fold and is being clearly felt as seen below.

Improved awareness and practice of healthy behaviours

Being relatively new, RD has not undergone any formal evaluation as yet. (An evaluation was scheduled for late 2011). However, in 2010, an in-house assessment of achievements was carried out using qualitative tools. The findings of that assessment point to significant enhancement in the information and awareness levels of the community regarding issues concerning personal hygiene, cleanliness, hand washing with soap, exclusive breastfeeding, immunisation and other healthy practices. The FGDs conducted in ten villages for the present study have led to similar conclusions, with most of the women from those villages acknowledging that adopting healthy life choices advocated by RD has led to a significant decrease in the instances of disease in their family. This, in turn, has led to the adoption of new attitudes and positive behaviours among them.

Women's empowerment

Empowerment of women is also visible. It is indeed a huge achievement for RD that within a short span of its functioning, change agents have already started emerging from the district's female population, especially among the most vulnerable Sahariya community. Examples of changed behavior are noted among women everywhere in the RD catchment areas. For example, after listening to RD programmes and participating in the narrowcasting sessions, Parobai (age 65) and Sonabai (age 45), both belonging to Sahariya tribe and residents of Nohrikala village, underwent an attitudinal change regarding institutional delivery and early initiation of breastfeeding. They not only advocated these good practices among their own daughters and daughter-in-laws but also acted as change agents for other families of that village. Similar compelling change in women's mindset is visible in other villages as seen in the Box 1 below.

Box 1

This is the story of Kathmai village where the entire population belongs to the Sahariya tribe. As this village is very close to Shivpuri and falls under the jurisdiction of Nagar Palika (municipal body) rather than Gram Panchayat (village council), no ANM was assigned to this village for conducting regular immunisation. None of the Sahariya themselves paid much attention to the



benefits of immunisation until Radio Dhadkan narrowcasted its programmes on immunisation. Dialogue with the community revealed that they were not aware that an ANM is required to come regularly to conduct immunisation in their village. Therefore, with the help of RD, the Sahariya people appealed to and advocated with the Health Department until they got an ANM sanctioned for their village. As the people themselves had lobbied for the ANM, they now truly value immunisation. As a result, regardless of their pressing household and other duties, the women of Kathmai village do not attend to any chores until their children have been immunised. As Rajkumari, a Sahariya woman (age 28, mother of three children), from Kathmai Village notes:

“Radio Dhadkan provided us with a voice... Now, we don’t go to work until our child has been immunised.”

Broader change

The positive behavioural and attitudinal shifts have occurred not only among the RD audience but also within the RD team itself. According to Field Reporter Ramwati (Sahariya):

“I have moved forward. Myself, I am deprived of formal education, but the next generation should not suffer from this handicap. By using the RD programme on girls’ education I try to convince people that if children are not sent to school, they will end up as manual labourers. I also tell expectant mothers to go to the hospital for delivery.”

Importantly, although illiterate, Ramwati is familiar with the technical know-how to run a Radio Station.

Overall, in the light of the above, it is fair to conclude that despite being relatively new and frequently struggling with broadcasting issues, RD has made a very good start at initiating the desired change in the community. The Sahariya staff members at RD are primarily responsible

for using CR as a tool to act as a trigger for change in the community, inspiring Sahariya families to appreciate and adopt life saving healthy behaviours, thereby causing a chain of changed behaviour in the community.

Two factors majorly responsible for attainment of this progress and results have been the information reinforcement provided by the various grassroots functionaries (e.g. AWW, ANM, ASHA etcetera) of existing government-sponsored national programmes, and by the Behaviour Change Communication programme, which is a joint initiative of Sambhav and UNICEF. While these two factors provided an enabling environment for the community to accept new attitudes and behaviours, negative factors such as lack of access to basic amenities and prevailing socio-cultural norms have been a hindrance to applying the acquired information to bring about a broader more significant change in the community's behaviour.

Lessons Learned

Lessons may be learned from the experience gained by RD which would be useful to its further consolidation and success. These will be beneficial as well to others who seek to use CR as a community platform to disseminate relevant knowledge, enabling the community to debate, pursue and achieve shared goals of community betterment. In recounting the lessons, the discussion below draws substantially from the existing literature on CR and the role of communication in development generally, as well as from the findings specific to RD.

Participation, inclusion, and empowerment

According to Fraser and Restrepo-Estrada, communication for development relies on

“... communication process[es], techniques and media to help people toward a full awareness of their situation and ... options of change, [while helping them] to ... acquire the knowledge and skills they need to improve their condition.”²¹

Essentially, communication for development recognises that communication is not about sending messages only. Rather, exchange of ideas and values through community dialogue is viewed as paramount.²² For any community media to thrive, participation by the community is essential.²³ CR provides a cost effective way to create local impact and is a vital link to people-centered development, good governance, transparency, and accountability.²⁴ A successful CR initiative has to be based on inclusiveness and equity. Constituting a bottom-up rather than a top-down approach, CR brings the development and communication process closer to the life of people. This is a major reason for the success of the CR model (as also of RD) and for the fact that it has been able to influence people in a way that earlier development initiatives were unable to do.

Community Ownership

For a community radio to succeed, community members must be directly involved in all aspects. Community programmes that begin working from outside and attempt to involve the community

²⁰ World Association of Community Radio Broadcasters, ‘Community Radio Social Impact Assessment: Removing Barriers Increasing Effectiveness’, p. 9, 2007.

²¹Quarry and Ramirez, p. 9.

²²Ibid. p.14.

²³Fairbairn, J. (eds.) ‘Community Media Sustainability Guide: the Business of Changing Lives.’

²⁴‘Community Radio (Radio Dhadkan 107.8 FM) for promoting life saving behaviours and community empowerment in Shivpuri’, p.7, 2011.

during later stages risk reduced community participation.²⁵ Involving the community from the beginning generates a sense of ownership that leads to greater community participation. This underlying premise shaped and has been successfully applied by RD, and is a key principle to be followed by other CR initiatives. Since its inception RD has been developing content in local language in collaboration with the local community. As revealed by the Sahariya women of Kota village during FGDs,

“We like to hear Radio Dhadkan’s programmes because it is in our language; it depicts our situation and hence we instantly feel a connection with the characters. When we hear our own voice on the radio, we feel it is our radio, our platform to sing, talk and connect with others.”

Giving a voice to the marginalised

Mass media is generally a capitalist enterprise that is concentrated in hand of a few; therefore, the agenda of the poor and marginalised hardly gets portrayed. But, community media re-engages communities on the periphery, opening possibilities for social change by giving them a voice of their own.²⁶ Through its programmes and activities, RD provides the community with a platform to get their voice heard and their priorities acknowledged and aired. Testifying to the above strength of RD is the following comment made by the Sahariya women of Karai village during the FGD conducted with them:

“We have often sung songs depicting the issues we face, and on many occasions the field reporters have taken our interviews as well. Radio Dhadkan has provided us with a space to express ourselves.”

Giving voice to the traditionally voiceless, RD has also impacted women’s empowerment. As Ramwati Adivasi, a Sahariya field reporter, noted:

“My decision-making power within my family has increased as a result of my affiliation with Radio Dhadkan. Now, my opinion is considered when family decisions are made.”

Ramwati believes RD has played a major part in providing the Sahariya women with a voice to put forth their opinions.

Parobai (see Box 2) is another woman who feels vastly empowered by RD. An octogenarian, she has come to appreciate as a result of RD, illiteracy as the main hurdle to her own and her extended family’s wellbeing, and is now vigorously working to get her grandchildren to go to school, and the women in the family to seek immunisation and adopt other healthy practices.

²⁵ Friedrich Ebert Stiftung (FES) and The Communication for Development Group, Girard, B. (ed), ‘The One to Watch: Radio, New ICTs and Interactivity,’ 2003.

²⁶ Saeed, S. ‘Negotiating Power: community media, democracy, and the public sphere’, *Development in Practice*, 19(4), 2009, pp. 466-478.

Box 2

“...Radio Dhadkan made me realise that education is the most empowering force...”

Parobai, an energetic and charismatic 85 year old Sahariya woman from Nohrikala village is no stranger to struggle. An illiterate, she had often felt limited in her ability to tackle her responsibilities as a Sarpanch (village council leader) on account of lack of education. Worse, not understanding the value of education, she had let her grandchildren sit at home rather than admitting them to a school. While attending a narrowcasting session two years back, she heard RD’s programme on education. It was then during dialoguing that she reflected upon her own life struggles and realised that education is the most empowering force. Following the above enlightening session, she not only convinced her daughter-in-law to send her granddaughters to school but has become a change agent for her family. RD’s programmes on immunisation and prenatal health, for instance, prompted her to make sure that her daughter-in-law is vaccinated during pregnancy and her grandchildren are regularly immunised.



Parobai’s energy is contagious. She is very happy to be associated with RD and is willing to help in any way required. Most importantly (to her), she has learned to write her name and is ever ready to demonstrate her newly acquired skill!

In an interesting observation, however, it was found that the villages with only Sahariya population such as Kathmai and Neemdana had more autonomy and voice in participating in the initiatives of Radio Dhadkan, whereas, the villages with even one or more other caste families dominated the Sahariya population.

Facilitation of dialogue

As the objective of CR is participatory communication, dialogue is an integral part of a successful CR initiative. RD’s focus on community dialogue has ensured that the community trusts its staff members and consequently, opens up to them about its issues. To encourage sustained dialogue, DR’s field reporters are required to conduct village meetings at least six days each month. As a result of the frequency of meetings during which they discuss RD programmes and other issues with one another, dialogue within the community has increased. This kind of open dialogue has been particularly helpful to women and girls who now feel free and confident to

approach even sensitive and personal issues such as regarding their reproductive and sexual health. During the FGD with adolescent girls in Nohrikala village, when one of the girls, married recently, asked to know “how HIV spreads”, her question resulted in an open dialogue and learning process among them.

Promotion of healthy life choices

Being a community based/owned media, RD is well aware of the health related challenges faced by the community. An analysis of all the FGDs conducted in ten villages suggests that RD’s various programmes on key health related issues such as diarrhoea, hand washing with soap, exclusive breastfeeding, immunisation, malnutrition, sanitation and hygiene etcetera are succeeding in promoting life saving knowledge and behaviours. The content analysis of these programmes portrays a very good grasp of the issues faced by the community both in terms of content and presentation. Listening to these programmes during narrowcasting sessions has clearly led to an increase in the awareness levels of the community regarding adoption of healthy life choices. Moreover, it has also led to an improvement in their life style and life skills. In Ludhavali village, during FGD, a young girl recalled how “*after listening to the programme on iodised salt, I convinced my family to use it for cooking.*” In Nohrikala village, the AWW noted:

“There is a sharp increase in girls asking for iron-folic acid tablets and information about personal hygiene. Also there has been a change in the attitudes of Sahariya women regarding vaccination. Earlier they were afraid of vaccinating their children, but now they are not.”

Clearly, the information reinforcement provided by some of RD’s programmes has influenced the promotion of life saving behaviours.

Using CR as a platform to demand improved access to services

Fostering a sense of ownership of RD in the community has encouraged the members of the community to use it as a tool for their collective benefit. In some instances, it has also helped them to negotiate and advocate for their rights, and to take advantage of existing amenities. For example, realising that some people did not know how to deposit money in the bank, RD’s field reporters jointly with women from Nohrikala village created a radio programme that has helped the community tremendously in taking to banking. According to Pista, a woman from Nohrikala village,

“Radio Dhadkan’s programme on banking took away our awe of banks... Now, we go fearlessly to the bank to deposit money.”

Another compelling example is from an FGD with women conducted in Nohrikala village during which they stated:

“We want to further use Radio Dhadkan as a platform to advocate for our right to public goods – such as access to water and electricity – and against societal evils like alcoholism, caste-ism, and corruption by local government. We wish to make our voices heard by authorities.”

The urge to use RD as a tool to address inefficiencies in governance is equally prominent in the staff of RD. Vandana Dubey, station in-charge, plans to use RD’s programme ‘*Hay re Bijli*’ to notify the authorities about the electricity shortage and interrupted supply that are routinely experienced by the people in the villages.

Economic empowerment

Empowering women and through them the community is another positive outcome and lesson that is linked to RD’s communication process and programming content. After listening to RD’s programme on self-help groups, for example, Pista, a Sahariya woman of Noharikala village along with several other women from the village formed a self-help group (SHG). Although initially it was difficult for the SHG members to contribute even Rs. 25, gradually their contributions increased and have quadrupled, with each member currently contributing Rs. 100 per month. Since they started the SHG, they amassed Rs. 25,000 in a savings account and, as a result of their efforts the SHG received Rs 280,000 from the government. With this money, some members purchased goats or started other enterprises. Pista herself began cooking for the Anganwadi Center and the local school, while her husband opened a grocery store in the village.

Overall, Pista’s household has drastically improved its economic level in which RD’s programmes on agriculture have played a particularly instructive and important role. Featuring expert interviews and advice on seed usage and pesticides the agriculture programmes contributed to higher agricultural productivity, allowing her family and other farming families to grow and market a wider variety of crops.

To carry the benefits of empowerment forward to the next generation, Pista is now willingly investing in the education of her children including of her daughters (see Box 3).

Box 3



Pista, a Sahariya woman of Noharikala village, is a devoted mother of five. Living in a village where girls customarily were not sent to school, it was normal for her to keep her daughters at home, that is, until she heard Radio Dhadkan's girl child education programme. Now, one of her daughters goes to a private school in Shivpuri,

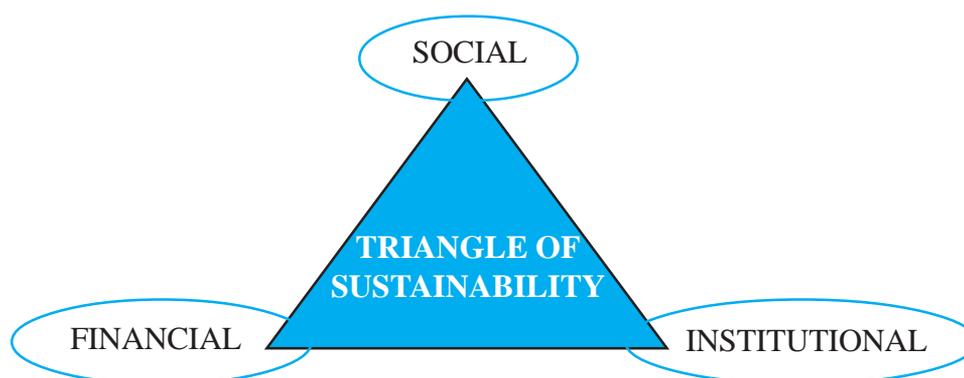
lives in a hostel, and Pista even pays for her tutoring so her daughter can excel!

Pista is very happy to note her renewed commitment to improving the next generation's lifestyle and prospects. *"I just want to make my children's lives better."*

Sustainability

Sustainability, often looked upon as a goal or an end point, must be achieved on an ongoing basis for community radio to be successful. Gumucio-Dagron and Dlamini's model for understanding community media represents sustainability as a tripod: social, institutional, and financial.²⁷

Figure 3: Triangle of Sustainability



²⁷Fairbairn, p.11.

Specifically,

Social sustainability refers to all the social processes needed to create sustainable community radio, including community participation in governance, management, operations, content production, generation of income, and feedback.²⁸

Institutional sustainability refers to the policies, governance structures, management structures and style, staffing, internal relationships, and practices, as well as partnerships with organisations and the legal and regulatory environment.²⁹

Financial sustainability is the organisation's ongoing income-generating potential, and includes cash and donations of goods and services.³⁰

Although dependent on UNICEF for the majority of its funding, RD has plans to achieve fiscal, institutional and social sustainability. It aims to nurture community ownership and gradually transfer management of the radio station to the community-based Management committee. Sambhav will continue to act as a facilitator, while the Management committee will take over planning, revenue generation, and maintenance of Radio Dhadkan funds.³¹

Based on review of literature and analysis of primary data gathered for the present study, the following factors can be noted as key to RD's sustainability.

Volunteer training and capacity building

To achieve institutional and social sustainability, it is imperative that RD has a pool of trained and technically savvy staff as well as volunteers. To that end, RD needs to demystify its broadcast technology and make it more user friendly for the larger community. It also needs to broaden its training to encompass volunteers. As the station staff is trained on a regular basis, making similar provisions to train interested volunteers will ensure that a capable pool of people from the community is created and available to RD. Among adolescents particularly, there is great enthusiasm for learning new skills as seen in Ludhavalı Village, where a young girl, excited about her involvement in RD's AGG, said:

"I want to learn new skills, like computers, presenting programmes, and writing scripts, so that I can make radio programmes on child marriage, juvenile crime, deforestation, and clean neighbourhoods."

²⁸Ibid.

²⁹Ibid.

³⁰Ibid. p.12.

³¹'Community Radio (Radio Dhadkan 107.8 FM) for promoting life saving behaviours and community empowerment in Shivpuri', 2011.

The more the community gets familiarised with the technical operations of RD, the greater will be the social sustainability of RD. In fact RD has already shown some progress in simplifying its technology and adopting innovative ways to teach the basics as seen in the Box below.

Box 4

“... We feel empowered to be associated with Radio Dhadkan as Field Reporters...”

- Champabai Aadiwasi and Ramwati Aadiwasi



The most capable Field Reporters, illiterate, yet able to handle the technical and technological aspects of Radio Dhadkan, — this is what Radio Dhadkan has done for them!

Champabai and Ramwati now in their 50's are two women from the Sahariya community. As both of them are illiterate, they had never imagined they would ever be skilled enough to work at RD. Yet today they are working at RD as its Field Reporters and using its sophisticated technology with ease. With the skills training imparted to them by RD and Sambhav, they are able to record, edit and present programmes with utmost confidence.

Their journey to where they are today was not easy. Being illiterate, it was initially a challenge for them to grasp the technology and handle the equipment. But they were so determined to learn that along with their trainers they devised creative ways to learn visually (without reading), and be able to recognise the signs and symbols (for recording and broadcasting). Even when RD was experiencing unusual staff attrition, the two women stood by their employer and diligently carried on their work. They feel they owe their empowerment to Sambhav and RD and therefore will go to any length to support RD's success.

Networking and partnerships

To achieve institutional sustainability, a CR must maintain strong alliances with local, national and international organisations, both governmental and non-governmental. Currently, RD is a member of Community Radio Forum of India and is utilising this partnership to generate support

for material, thematic programming (e.g. adolescents), and revenue.³² It has further planned to forge alliances with various local, national and international agencies for broadcasting. RD's endeavours to connect with varied stakeholders should be ongoing to ensure that if one network breaks, new ones will be seamlessly formed.

Revenue generation and business networks

To sustain itself financially, RD must develop financial partnerships with businesses and local communities and maintain them. Under the technical guidance of Ideosync Media Combine, RD has developed a financial sustainability plan that identifies potential clients (private and government) for revenue generation. While the challenge of achieving fiscal sustainability is enormous, RD has the potential and the required resilience to meet that challenge. Among others, RD is currently identifying clients for monetary support and making Public Service Announcements, further it needs to diversify its attempts by applying for a franchise for imparting training on the courses for Radio Jockeying, commercial radio production, editing and radio advertisements and generate revenue from these. It also plans to collaborate with other NGOs in the area to rent studio equipment and sell radio programmes, while selling advertisement to government entities and training programmes to schools.

³²Ibid.

Potential Application

Reaching development goals

The next few years are critical to the global commitment to reach the Millennium Development Goals (MDGs) by 2015. Although India is committed to promoting the MDGs, it may not be able to fulfill its commitments towards all the goals. However, incremental changes brought about by powerful communication for development tools such as a CR do offer CR as a viable means to foster further and faster development, and to help Indians, especially from rural and underprivileged areas and communities, to make major strides toward their own betterment and towards the achievement of development goals. Clearly, there is a pressing need to make development processes more inclusive. As a United Nations report on the progress towards MDGs notes:

“... progress is possible, [but] efforts must be intensified to target the hardest to reach: the poorest of the poor and those disadvantaged because of their sex, age, ethnicity or disability.”³³

A tested CR model, RD illustrates the way in which CR may be used as a development tool to foster adoption of healthy behaviours within the community, and equally important, use knowledge generation to empower the community to demand its rightful access to development services. In addition to helping fill the gap in outreach of information and government programmes, a well-informed community is able to cause the required policy shifts within local government agencies, fine-tuning them to the community’s expressed needs and preferences. These shifts are integral to achievement of the MDGs with their special focus on universal coverage for equitable development.

With its focus on marginalised groups (Sahariya women and girls in particular), RD demonstrates its commitment for promoting gender equality and empowering women (MDG 3). Women’s association with RD – as listeners, volunteers, and field reporters – has engendered unique confidence and encouraged them to take a more active role in family decision-making and community wellbeing. Moreover, RD provides a space where women are able to discuss and challenge practices that discriminate against them but should be deemed socially unacceptable. In addition, anecdotal evidence from villages around Shivpuri suggests that RD programmes targeting women and children have begun to lessen educational achievement gaps among girls (MDG 2 and 3), promote child health (MDG 4), and improve maternal health (MDG 5). It is

³³United Nations, ‘The Millennium Development Goals Report 2011,’ p. 4, retrieved from <http://www.un.org/millenniumgoals/11_MDG%20Report_EN.pdf>, accessed on 8 July 2011.

these incremental steps at the community level together with large-scale aggregate policy measures at the national level that ultimately will prove most impactful for marginalised communities.

Mobilising collective action for empowerment

Mobilising the masses is an important antecedent and consequence of successful collective action; it mediates group formation, maintenance, and productivity.³⁴ Accordingly, RD needs to expand and intensify its mass mobilising programmes and activities, such as starting Campaigns on relevant local issues, organising Quiz Competitions, instituting Community Recognition Awards for high achieving volunteers and responsive public officials, and convening other Community Events. Through such added means, RD can potentially increase cohesiveness and activism among community members. By virtue of its programmes, many more women's collectives can be created and/or consolidated to work against social evils such as alcoholism and domestic violence, and in favour of positive behaviours such as universal immunisation and education, sanitation improvement, and gender and social equity. In turn this will foster a feeling of collectiveness and empowerment in the community. This collective force can then be used to dilute boundaries and consequent discrimination brought about by caste, gender, religion or other distinctions. Eventually, this will lead to the empowerment and inclusion of the vulnerable and the marginalised within the community.

It is important to note that mobilising people through its programmes and activities, RD has already shown its ability and potential to foster cohesive action by the community to further its wellbeing. Its programmes in some cases have resulted in members from the community taking actions on their own behalf as seen in the formation of a women's SHG (p.26) or demanding and ensuring the ANM comes to their village to immunise children (Box on p.20), or in wider use of an existing facility such as banking (p.25). Building on the above successes, RD needs to expand and pursue its role of fostering community activism more vigorously by exploring additional community-directed and community-led ways for mobilisation. Such approaches/activities will help ensure higher participation and ownership of RD as well as of the government's developments goals in the community.

As a pilot for setting up more CR stations

The CR initiative in Shivpuri has resulted in piloting RD which can serve as a model for replication elsewhere. In the short span of its existence, having shown visible strengths and positive impact, RD is poised to facilitate the establishment of other CR stations that seek to serve the triple goal of entertaining, informing and empowering underprivileged communities

³⁴ Figueroa, et al., 'Communication for Social Change: An Integrated Model for Measuring the Process and Its Outcomes,' *Communication for Social Change Working Paper Series*, 2002.

in under-served regions of India (or elsewhere). Importantly, where efforts are underway to set up CRs, as in Madhya Pradesh (where the Tribal Welfare Department, in partnership with tribal schools, is opening about 20 CR Stations which are mandated to serve the tribal population), taking note of the experience and lessons learned from Radio Dhadkan should be highly instructive and beneficial.

Next Steps

Communities are dynamic – constantly changing. Community media organisations that do not respond to changes in communities become irrelevant and unsustainable; their value is lost.³⁵ Therefore, it is vital for a CR such as RD to remain innovative in its programming and activities.

Innovation becomes especially important in light of the technical hurdles faced by RD in ensuring a clear transmission. Garbled or inaudible broadcasting discourages listener attentiveness and message absorption. Until the transmission issue is resolved, RD can explore alternative channels such as using cable networks by providing audio products for cable transmission, or as Darmyan Rana, a trainer at RD suggested, distributing pen drives (with prerecorded film and popular folk music intercepted with brief key messages of community interest and relevance) to auto-rickshaw drivers in Shivpuri. They can serve as mobile communication agents to disseminate messages to their passengers. Other marketing agents could include owners of neighbourhood retail stores, and workers at the local post office, primary schools and health centres etcetera. Together, they can help disseminate RD's infotainment content to the community. It is relevant to note that the use of cable networks has been successfully tried already by some of the CRs in India.

RD should also consider innovative use of village volunteers. As stated earlier, volunteers can be given cost-free technical training and orientation in the activities of radio station for a stipulated time. As further incentive, they can be offered internship or short term employment opportunity at RD. This will help with skill-enhancement and social capital formation of the community while providing RD with a pool of trained workforce. Appropriately trained volunteers, as RD's field representatives have effectively demonstrated, can assist immensely with reaching those who owing to their exacting inflexible schedules are unavailable during the narrowcasting hours. By making programme CDs and an audio CD player available to the volunteers, RD can ensure repeat narrowcasts at a time convenient to listeners who were left out.

RD's innovative programming has already shown positive results. In view of the popularity of its programmes in Sahariya dialect, it would be useful for RD to continue with and expand its language programming. Additionally it can explore ways in which the messaging as well as radio technology can be conveyed in simpler terms to illiterate as well as literate members of the community.

³⁵Fairbairn, p.13.

Finally, revenue generation is critical to ensure RD's sustainability. Other than exploring commercial, governmental and non-governmental sources for funding, RD may do well to get the community to build a fiscal stake in its operations. However meager, some per capita contribution could enable the community to feel ownership of RD.

To sum up, as others have noted, communication is fundamental to helping people change the societies in which they live, particularly communication strategies which both inform and amplify the voices of those with most at stake and which address the structural impediments to achieving these goals.³⁶ Seeking to accomplish this challenging mission, RD has made a sound start and is showing impressive progress in helping to connect, educate and entertain the Sahariyas in Shivpuri District of Madhya Pradesh.

³⁶ UNDP Democratic Governance Group '*Communication for Empowerment: Developing Media Strategies in Support of Vulnerable Groups*,' Practical Guidance Note, 2002.

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Field Work Sources

1. Focus Group Discussions with Sahariya Women and Adolescent Girls of ten villages (See Annex 2 for details)
2. Interviews
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 - Dr. S.K. Singh, Director, Sambhav Social Service Organisation, 11 June 2011.
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 - Mr. Darmyan Rana, Trainer, 26 June 2011.
 - Ms. Baby Raja Bundela, Programme Coordinator, Radio Dhadkan, 29 June 2011.
 - Mrs. Vandana Dubey, Station In Charge, 28 June 2011.
 - Mr. Nageshwar Patidar, UNICEF Consultant, 5 July 2011.
3. Focus Group Discussion with Radio Dhadkan Volunteer Base, 24 June 2011.
4. Stories of Change written by Radio Dhadkan Staff.

Annexure II

Research methodology

1. Tools and Techniques

The study was carried out with an objective to document the process of how Radio Dharkan (RD), a Community Radio connects, educates and entertains the Sahariya tribe residing in the Shivpuri district of Madhya Pradesh. For the purpose of the study, ten villages were selected namely - Banskhedhi, Baraudi, Gangaura, Karai, Karaundi, Kathmai, Kota, Ludhavali, Neemdana, and Nohrikala. To study the impact of RD on the lives of the Sahariyas, the villages were purposely sampled having varied composition of Sahariyas and non-Sahariyas in the population. Another key criterion was to select villages no farther than 13 kilometres (based on the reach i.e., the transmission capability of RD) from Shivpuri where RD is located.

A multi-method approach was employed to collect the data for the study. In addition to secondary research and literature review, the study sought primary data of a qualitative nature from Focus Group Discussions (FGDs) and interviews with key informants. The FGDs were primarily geared to elicit data from the women, adolescent girls and volunteers from the village community. The objective of FGDs was to cover larger number of people and gather their opinions about the changes in their lives after being associated with RD. In all, 15 FGDs were carried out of which nine were with the Sahariya women, five with the adolescent girls, and one with the village volunteers.

Key informant interviews (29 in all) were conducted with various stakeholders such as Anganwadi workers, Anganwadi Helpers, Auxiliary Nurse Midwives, Local government representatives, RD's chief functionaries (including Management committee, programme coordinator, station in-charge, staff, and technical trainer), and UNICEF representatives. The interviews were conducted to triangulate the viewpoints of various stakeholders about RD's role in connecting, entertaining and educating the Sahariyas in Shivpuri.

Apart from using FGDs and interviews, direct observation techniques were employed and stories of change were collected from the RD Team to document the changes they observed in their lives and the lives of others after their association with RD. Content Analysis of RD's programmes was also done to ascertain the representation of issues put forward by the community during FGDs in the radio programmes. For Content Analysis, 10 programmes were randomly selected (consisting of 1-2 programmes from each thematic category). The analysis used several indicators including the relevance of the issue presented, appropriateness of content and its

ease of comprehension, format chosen for presentation, programming focus, and portrayal of gender or other stereotypes.

2. Schedule of Field Visits

The table below presents the field visits undertaken for the study along with the schedule of FGDs and Interviews conducted in the sample villages.

Details of Village Field Visits

Village	Composition				Date	Activities	Numbers
	Total population	SC	ST	OBC			
Gangaura	1162	50	500	-	04.06.11	· FGD with Adolescent girls' group · FGD with Sahariya women's group · Interview with Anganwadi helper · Interview with Sarpanch and Panchayat secretary	12 15-20 1 3
Nohrikala	2400	700	600	-	10.06.11	· FGD with Adolescent girls' group · Interview with Anganwadi worker · FGD with Women's group (Sahariya and non-Sahariya, ASHA and Anganwadi worker) · Interview of Empowered women	8-10 1 6 2
Baraudi	1500	500	600	-	13.06.11	· Interview with Folk artist · FGD with Sahariya women's group · Interview with Anganwadi worker	1 12 1
Karai	5060	556	1056	-	14.06.11	· Interview with Anganwadi worker and Anganwadi helper · FGD with Women's group (OBC and Sahariya) · FGD with Adolescent girls' group	2 7 14
Kathmai	700	-	700	-	15.06.11	· FGD with Women's group (Sahariya) · FGD with Adolescent girls · Interview with Folk artists	8 6 5
Banskhedi	350	-	341	9	16.06.11	· FGD with Women's group(Sahariya) · Interview with Village volunteer	8 1
Karaundi	3600	800	1100	-	17.06.11	· FGD with Women's group(Sahariya) · Interview with Anganwadi workers at 3 Anganwadi Centres	9 3
Neemdana	600	-	600	-	19.06.11	· FGD with Women's group(Sahariya)	13
Ludhawali	6080	1030	950	-	24.06.11	· FGD with Adolescent girls' group	15
Kota	2800	100	1100	-	24.06.11	· FGD with Women's group (Sahariya and non-Sahariya) · Interview with Anganwadi worker and helper	10 2

Background Note on Internship Programme

Knowledge Community on Children in India (KCCI) initiative aims to enhance knowledge management and sharing on policies and programmes related to children in India. Conceived as part of KCCI, the objectives of the 2011 Summer Internship Programme were to give young graduate students from across the world the opportunity to gain field-level experience of and exposure to the challenges and issues facing development work in India today.

UNICEF India hosted 40 young interns from Australia, Canada, Colombia, Germany, Greece, India, Korea, United Kingdom and United States of America to participate in the 2011 Summer Internship Programme. Interns were grouped into teams of four or five and placed in 10 different research institutions across 8 states (Andhra Pradesh, Gujarat, Jharkhand, Karnataka, Madhya Pradesh, Maharashtra, New Delhi and Orissa) studying field-level interventions for children from 25 May to 3 August 2011.

Under the supervision of partner research institutions, the interns conducted a combination of desk research and fieldwork, the end result of which were 11 documentations around best practices and lessons learnt aimed at promoting the rights of children and their development. The case studies cover key sectors linked to children and development in India, and address important policy issues for children in the country few being primary education, reproductive child health, empowerment of adolescent girls and water and sanitation.

Another unique feature of this programme was the composition of the research teams comprising interns with mutlidisciplinary academic skills and multicultural backgrounds. Teams were encouraged to pool their skills and knowledge prior to the fieldwork period and devise a work-plan that allowed each team member an equal role in developing the case study. Group work and cooperation were key elements in the production of outputs, and all of this is evident in the interesting and mutlifaceted narratives presented by these case studies on development in India.

The 2011 KCCI Summer Internship Programme culminated in a final workshop, at which all teams of interns presented their case studies for a discussion on broader issues relating to improvements in service delivery for every child in the country. This series of documentations aims to disseminate this research to a wider audience and to provide valuable contributions to KCCI's overall knowledge base.