

## DEVELOPMENT OF WOMEN THROUGH COMMUNITY RADIO

AKANSHA ARORA \*

### ABSTRACT

In today's world women are competent with men in every field. They got more opportunity to participate whether we talk about different fields like Science, Economics, Politics, and Sports etc. In Media also women are participating with men but where the women are participating they are in good position Community Radio is the third tier, closest to the communities. It is cheapest medium which is easily affordable by everyone. Community works for the welfare of a particular community and also equally works for upgrading women's of that community. Community Radio particularly is an effective means of communication in communities where most of the people are illiterate and can neither read nor write, those people can speak and understand their regional languages only.

Through community radio stations women's got chance to get out of their home and also got chance to express what they feel & what are their problems which must be heard by community. Through this medium women's also got opportunity to participate in community issues and also raise voice for women issues as well. Housewives also become independent to raise the voice of other women's suffered by the society due to some family and other reasons. The women in rural areas are deprived of minimum facilities of enlightenment and education. Community Radio Station empowers women's.

This research paper is about to highlights the contribution in development of women through Community Radio which resultant to improvement of the community regarding usage of this media for development. In this research paper researcher will discuss about those Community Radio Station which contribute in development of women like- Voice of Azamgarh (Frequency 90.8 MHz) etc.

**KEY WORD:** Community Radio (CR), Community Radio Station (CRS)

### INTRODUCTION

Community is about small area where one particular community is living and for their education and enhancement of knowledge

Community Radio has been setup. Community Radio is about the participation of particular community for their own social development.

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\*Research Scholar, Swami Vivekanand Subharti, University at Meerut.

**Correspondence E-mail Id:** editor@eurekajournals.com

Whatever work can be done in community radio is by the people, to the people and for the people. In community radio local people problems were discuss and also give solutions for their betterment. Like for example students want to know which career options they purse in future. Community Radio helps them by spreading awareness about various courses. This example will help us to understand the guidance provided by the community Radio. Community Radio presents programme in their particular language from which people feel free to talk about community issues. It spreads information about all aspects major aspects like women empowerment, child education, social, cultural, health etc. In another words, we called Community Radio as voice of people from particular community because in this they actively participate. They are the presenter of the programme in which they discuss with experts about the problems they are facing in daily routine life. Presenter of the programme also entertains the community by playing folk songs of that community. It facilitates dialogue within the community; while on a national level it encourages diversity, creativity and citizens' participation in democratic processes. Community Radio provides a counterbalance to the increasing globalization and media. All India Radio is in the top tier of radio coverage, as it is the public service broadcaster. Private FM Radio Stations have now become the second tier. Community Radio promises to be the third tier, closest to the people. It is cheapest medium which is easily affordable by everyone. It has low frequency of 100watt. It covers 12 to 15 km of radius. Maximum height of antenna allowed by the Govt. is 30 meters.

On February 1, 2004 Anna F.M was India's first community radio (with help from EMRC-Educational Multimedia and Research Centre) for the service of rural communities with progress for education, health, environment, agriculture-rural and community development. Anna

university community radio pioneered by Dr. Sreedher is a shining example of a real community based radio in a campus. Programmes are produced by students as well as community. He has over 40 years of experience in Radio & Television and specializes in radio productions, science communication and Community Radio.

Community Radio gives an opportunity to women's of that community to make themselves an independent woman. Community radio is a platform for empowering women and for upliftment of women. It is necessary to give assess to women's ownership over content production process, the effectiveness of community radio projects in enabling women to take control over personal and collective choices throughout their life, and whether this opportunity is equally available to all women, including those who are more affected by discriminatory gender norms.

## **ROLE OF CR IN WOMEN DEVELOPMENT**

It is not easy to see development in women's sector. However, strategy for improving women's condition needs special attention. There are various methods and means for women development. Some of popular methods of women empowerment include education, entrepreneurial training programs and formation of self-help groups, social action (feminist movements), legislation, mass communication and propaganda etc.

The information people receive through newspapers, radio, and television shapes their opinions about the world. It is the mass media which should being the process of development for women in the modern world. But, women are depicted in their traditional role in most media and their images are simply decorative in the advertising media. The more decision-making positions women hold in the media, the more they can influence output. They will be able to

break the old stereotypes about women. Government, voluntary organization, social activists, and others are trying in their ways for the development of women.

In 2006, when CR policy guidelines were issued for establishing CR stations in the country, its primary aim was the development of community with the help of community radio. So CR is thought of as a tool which can promote development of the country and also for the welfare of women condition.

Community Radio initiatives around the society and other parts of Nation are giving poor people a platform where they can raise their voice, enabling them to take initiative for their own change such as advocating for their rights or promoting social learning and dialogue. For many remote communities, radio remains the most

easily accessible and available technological medium.

There are some NGO Community Radio stations which are totally based on women oriented and their community programmes are related to Women Education, Health and Hygiene, Maternal Health, Gender-based Violence, Gender Equality etc. These problems are still existed in today's world as this study is raised voice of community women how they come over these problems and make themselves as independent women. Community Radio Stations can provide right information at the right time to the community women and protect them from various problems.

Researcher discuss about the role of those Community Radio Station which contribute in development of women condition.



CR station **Mann Deshi Tarang** (Frequency 90.4 MHz), Maharashtra, was established on 16 December 2008 by Mann Vikas Samajik Sanstha, an NGO working for the empowerment of rural and marginalized women. Mann Deshi Tarang is providing relevant programming aimed at enriching civic and cultural life. The CR is operated under the guidance of the Mann Deshi

Foundation but is owned by the Mhaswad village community and surrounding coverage areas. Mann Deshi Tarang has proved to be useful to them (women) in their life (Ray, 2009). It increased their knowledge, and enabled them to showcase their talent and also motivating them in various aspects.



Another station was Voice of **Azamgarh Community Radio Station** (Frequency 90.8 MHz) was started in 2011 with the vision of holistic development for the community members of Anjan Shaheed village of Azamgarh in Uttar Pradesh. Devoid of any other radio station in Azamgarh, this community radio station has become the real voice of the community and has dedicated shows to create awareness regarding pertinent everyday issues, preserve regional culture, and empower the marginalised people, especially women.

Voice of Azamgarh uses social media platforms, particularly Facebook and Twitter, to build an online community of conscious citizens, create awareness among community members about pertinent issues, empower them with information, and encourage a problem-solving approach among community members. They use their social media presence to talk about health, hygiene, voters' rights, democracy, government schemes and other local issues, thus encouraging community dialogue and participation.



The programme is aired on Waqt Ki Awaaz 91.2 community radio, broadcast by Shramik Bharti, a Kanpur-based NGO that works with urban and rural poor. The teacher and ASHA workers encourage the audience to ask questions. The questions include the typical age for girls to get their period, the duration, why cramping happens

and what to do for relief, and why women are considered impure while menstruating.

**Ghar Ki LutiyaKhet Na Jaihe** is a radio series produced in a Diary Format. Close to 100 episodes so far, the programme focuses on bringing awareness on the problems that

women/girls face because of open defecation. It highlights the issues of safety and dignity of women as well as health risks associated with open defecation. Keeping in view that women are usually forced to wait till nightfall to defecate, it increases their chances of infections and exposing them to violence as they go out in remote places.

The programmes also talks about bathroom facility for women within the household, issues of privacy, how bathing in the open makes women prone to infections. The series also raises the issues of girls who are also forced to drop out of school once they reach adolescence because of lack of privacy and toilet facility in schools.



Sehgal Foundation established community radio **radio Alfaz-e-Mewat** ("Rural Voices of Mewat") FM 107.8 to provide a media platform for local community voices in Mewat district, Haryana. Since the most essential participants in grassroots development work are local voices, the station broadcasts in the local language in an accessible format, so that listeners can learn about, discuss, and debate important local issues, such as government policies, programs, services, entitlements, agriculture information, and water conservation initiatives.

By championing the voices of the most isolated and vulnerable populations, community radio raises citizen awareness and empowers individuals to participate in their own development. 19 people completed the six month long training, with just one woman trainee. Getting women participation was a challenge at the field level but today we have a woman from the Meo community who has been trained to lead the community radio team.

## **CONCLUSION**

By the help of these Community Radio Station women development in different aspects seen. This medium of communication work for grass root level. This medium help in making aware about every problem related to women physically or mentally and provide them solution also. Mandeshi proved to be useful to the listeners, which consisted mostly in women. It increased their general knowledge and enabled them to showcase their talent and motivated them on various issues including education, health, etc. As noted by the study on the Waqt Ki Awaaz Community radio, programs helped boost women's self-confidence, generated awareness about pollution, health, and hygiene, and aspects of personality development. The CR programs also helped women learn job skills and consequently, increase their income. More importantly, CR has given voice to the women of the community.

Women, both producers and listeners, have started to reflect on their abilities and aspirations and on other women's life; their capabilities to produce communicative acts in future, through media and at an interpersonal level, seem to be stronger; they have acquired confidence in speaking in public and in challenging discriminatory traditions; their ability to make informative choices is enhanced by an improved access to a vast array of information, including women's rights and familiarized with information technology and media; their consideration within family and community is improved.

Hence, the radio can be the source of empowerment of women. Radio can change the lives of women, it gives them voice, it gives them courage to fight for their rights, it creates awareness about various issues from the beginning the rights of women, to health, maternity, violence, and nutrition. Community Radio Stations can provide right information at the right time to the community women and protect them from various problems.

As community radio derives its strength from its close connect with communities it has proved itself as an effective and empowering tool for addressing the issues of community-advocating for rights of women, minorities and Dalit communities; building the community resilience to disaster, grounding of secular values of the constitution and building better understanding within communities in conflict and mobilizing solidarity support of different social groups, and civil society organisations for ensuring social justice to the vulnerable communities. It empowers them to fight back the domestic violence, male preference attitudes with men, gives them courage to speak their opinion on all issues, to express their interests. It gives them confidence to live their life. So Community Radio

can do wonders if it used properly for the development of women, somewhere it seems but still a lot many steps have to do for improving condition of women.

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