



A STUDY ON COMMUNITY RADIO AS A TOOL FOR DEVELOPMENT OF SOCIETY WITH DIFFERENT AWARENESS PROGRAMS AND STRATEGIES OF FTII.

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ABSTRACT The theory examines community radio as a device for improvement of society through various projects and systems of FTII. The postulation utilizes communication for advancement and 'another' improvement hypotheses to help comprehend the part of community radio being developed. The examination points are right off the bat, to explore the projects in which community radio is utilized as an instrument for improvement through crowd interest; and secondly to look at the methodologies which is utilized for communication for advancement in community radio FTII. Utilizing the contextual analysis approach (Yin, 2009), the theory particularly inspects the elements of support being developed through community radio, regardless of whether community radio can encourage improvement through upgrading abilities and cooperation notwithstanding when individuals don't possess and deal with the stations; how radio FTII help to grow individuals' capacities; and how the programming of community radio in FTII is useful for the advancement of society.

KEYWORDS : Capabilities, community radio, development, participation, radio FTII.

Research Objectives:

- To study the objective of the different programs of community radio of FTII.
- To understand the strategies of the programme of community radio of FTII.

Research Method :

Descriptive research method with the Interview based study design and interactive study setting at FTII College, Pune.

Introduction:

Media is a set of communication tools that are accustomed deliver data to a large number of individuals. It's become a primary education tool currently. TV shows and films aren't the sole sources of media that are influencing our senses. Different media like newspapers, magazines, web and books also influence an individual. Whereas some programs are created to educate public, they are doing not always prefer to walk off with that data [16]. 'Radio' was developed in the 20th century and was initially found to have very few listeners. Radio broadcast began in locations as Detroit and Pittsburg in USA. In 1922, there were 30 radio station transmitters and by the year 1942, it had become a part of the day to day life of the people. According to Folarin (as cited in Okwu, Kuku & Aba, 2007), radio has always been a favored medium of mass communication as it is easily accessible and understood by the laymen and the intellectual alike. It also acts as an effective tool of instruction as it can overcome the barrier of distance and reach the larger audience quickly. Educational radio gradually gained popularity because it was seen as a powerful tool to support education by supplementing printed texts with technology. Educational programmes were broadcast on radio by the British Broadcasting Corporation (BBC) for schools in 1920. The first adult education programme to be broadcast on radio was a talk released by BBC in the year 1924.^[1]

In India, radio broadcast began with the establishment of "Radio Club of Bombay" in 1923. Gradually, the Calcutta Radio Club, the Indian Broadcasting Company, 'Akashvani' Mysore came up. It was in the year 1936 that the ISBS (Indian State Broadcasting Company) was given the name of All India Radio (AIR) (Vyas, Sharma & Kumar, 2002). By the year 1947 there were six radio stations in India, located at Delhi, Bombay, Calcutta, Madras, Tiruchirapalli and Lucknow. Radio broadcast in India has been used in non-formal education aimed mostly for the school drop outs, illiterate adults, farmers etc. and formal educational broadcast was meant for those pursuing primary, secondary and higher education. In primary and secondary education too, radio was use along with the aid of printed texts.

Importance of the Study

Community radio is a type of radio service that offers a model of radio broadcasting beyond commercial and public service. Community radio broadcasting serves geographic communities and communities' interest. The content of broadcasting is largely popular and relevant to a local/specific audience but which may often be overlooked by commercial or mass-media broadcasters. Community radio stations are operated, owned, and driven by the communities they serve. Community radio is not-for profit and provides a mechanism for facilitating individuals, groups, and communities to tell their own

diverse stories, to share experiences, and in a media rich world to become active creators and contributors of media, in many parts of the world today, community radio acts as a vehicle for the community and voluntary sector, civil society, agencies, NGOs and citizens to work in partnership to promote community development. By the core aims and objectives of this model of broadcasting, community radio stations often serve their listeners by offering a variety of content that is not necessarily provided by the larger commercial radio stations.^[2]

FTII College Pune:

Radio FTII is owned and managed by film and Television Institute of India. Radio FTII broadcasts programs based on social awareness, youth, hygiene and health along with some-talk shows of social workers. It is aired on FM 90.4. This radio station can be heard in the city of Pune, Maharashtra only. Earning the faith of the community is a prerequisite for their active participation. Radio FTII staff goes to the community and the community is also called to the studios of Radio FTII as per the feasibility. They had invited a doctor-writer-social worker Dr Anil Awachat who is actively engaged in de-addiction programme through an organisation 'Muktangan' and is also associated with various NGOs. He was invited for the active interaction with the community which was broadcast live.^[3]

Signature Programme : The signature programme is a campaign project that they had undertaken as a collective community to get victory over TB. This signature programme is called 'Project Axshay Xshayavar Vijay'. This is a very popular programme and brings together not only experts to the studio but also discussions on the care and importance of regular medication for TB. The Government's various TB related health awareness campaign messages are also covered under this programme and ensures a very active participation of community. The radio division of the Film and Television Institute of India (FTII) has taken charge of a unique initiative for popularizing mathematics among children from the economically weaker sections-community radios. The programme, christened "Radio Mathematics" or "Gammat Ganitachi", is fully funded by the department of science and technology of the Union government's National Council for Science and Technology Communication. FTII aims to produce around 180 episodes- each will be 20- minute-long in Marathi on Maths awareness in the form of audio magazines, songs and drama. A survey was conducted in slums like Kelewadi, Dandekar Pool, Bhavani Peth and Main Sabji Mandi by the institute in collaboration with NGO. KagadKaach PatraKashstakari Panchayat. This survey identified the need for basic maths education. Sanjay Chandekar, head of FTII's radio division, said, "We realised that most people from these areas are duped in their day-to-day activities. They needed to know the basic daily maths, which perhaps would reduce their hassles. They thought of collaborating with 12 community radios, which will largely cover up to 3,000 people from economically weaker sections of society. These target groups include petty vendors, traders, waste-pickers, homemakers from the grassroots and marginalised communities."^[4]

Various types of Radio :

Conventional FM: As previously mentioned, conventional FM is a popular technology in analogue radio. Almost every major

manufacturer in the world supports some form of conventional FM technology.

MPT1327: Perhaps the most widely used analogue trunking technology today is called MPT 1327. It is named after the UK Ministry of Post and Telegraph that invented this particular open standard. A number of different manufacturers support this trunking technology.

Tetra: As, the world becomes more digital, a number of digital radio technologies have emerged. One of these is Tetra, developed in Europe in the late eighties. It's very similar to GSM used in modern digital cell phones. Tetra is a 4-slot TDMA technology that works in 25 kHz (wideband) channel spacing.

P25: Another major open standard for digital radio technology is APCO Project 25 or P25 for short which was developed specifically for public safety agencies in the United States. P25 can be used in any licensed frequency that a public safety agency has whether it be VHF, UHF, 700, 800, even 900 MHz It can be employed by non-public safety users as well. P25 actually comes in two phases. Phase 1 is an FDMA technology operating in the 12.5 kHz channel spacing.

DMR: One of the newest open radio standards is called digital mobile radio or DMR for short. It's a TDMA technology which uses 2-time slots and operates in the 12.5 kHz channel spacing, available in any licensed frequency. Tier 2 DMR offers conventional operation and

NXDN: NXDN is a FDMA technology, similar to DMR, which operates in 6.25 kHz channel spacing. It's not limited to any particular frequency band and it also supports conventional and trunked operation trunked networks get their name from the world of telephony.

AM and FM : Amplitude modulation, or AM radio, is one of the oldest forms of wireless broadcasting. With AM, an audio signal rapidly modifies the strength of radio waves in a process called modulation. The higher radiofrequencies used for FM as well as the modulation scheme give it much better sound quality with less noise than AM.

Shortwave Radio: Shortwave radio lies in a range of frequencies from 1.7 to 30 megahertz, just above the AM radio band in the U. S. Because of the way its frequencies interact with the Earth's ionosphere, shortwave broadcasts can travel thousands of miles- under some circumstances, listeners can tune in anywhere on Earth.

Satellite Radio: One of the newest forms of broadcasting, satellite radio is a commercial, subscription-based service that uses a network of satellites to transmit signals over wide areas. Unlike traditional AM and FM broadcasts, satellite radio is digitally encoded, requiring a special receiver.

Ham Radio: An amateur or "ham" radio operator broadcasts and receives signals over a restricted set of frequencies set aside by the FCC; ham radio requires special training, licensing and equipment.

Walkie-Talkie: A walkie-talkie is a portable, handheld device that sends and receives radio signals, usually within a range of about a mile.^[7]

Different types of Broadcasting

The term broadcasting means the transmission of audio or video content using radio-frequency waves. With the recent advancements in digital technology, radio broadcasting now applies to many different types of content distribution.

Analog Radio: Analog radio consists of two main types : AM (amplitude modulation) and FM (frequency modulation). Analog radio station frequently feeds only one transmitter and referred to as an AM station or an FM station in the U. S. But it is quite possible for a station to feed both transmitters in a similar area, or to feed more than one transmitter covering different areas.

Digital Radio: Four standards for digital radio systems exist worldwide: IBOC (In-Band On-Channel), DAB (Digital Audio Broadcasting), ISDB-TSB (Integrated Services Digital Broadcasting –Terrestrial Sound Broadcasting), and DRM (Digital Radio Mondiale). All are different from each other in several respects.

DAB: Also known as Eureka 147 in the U. S. and as Digital Radio in the U. K., DAB comes with a number of advantages similar to IBOC. But it is fundamentally different in its design. Unlike IBOC, DAB cannot share a channel with an analog transmit. So it needs a new, dedicated band.

DRM: DRM is a system developed primarily as a direct substitute for AM international broadcasting in the short-wave band. DRM uses the similar channel plan as the analog services, and, with some limitations and changes to the analog-service.

Sirius XM: Sirius XM is the combination of two similar but competing satellite radio services: XM Satellite-1 Radio and Sirius Satellite Radio, XM and Sirius, which still operate separately at the retail level, are subscription services.

Internet Radio: Many radio stations are now using online streaming audio services to provide a simulated broadcast of their over-the-air signals to web listeners. A broadcaster may also offer additional online audio streams that are re-purposed, time shifted, or completely different from their on-air services. Because no scarcity of bandwidth or obligation for licensing of online services exists, broadcasters may offer as many services as they wish. Unlike over-the-airbroadcasting, web distribution is delivered to end-users by the third party telecommunication providers on a nationwide or worldwide basis.

Community Radio: Community radio is a radio service offering a third model of radio broadcasting in addition to commercial and public broadcasting Community stations serve geographic communities and communities of interest. They broadcast content that is popular and relevant to a local, specific audience but is often overlooked by commercial or mass-media broadcasters Community radio stations are operated, owned, and influenced by the communities they serve. They are generally non-profit and provide a mechanism for enabling individuals, groups, and communities to tell their own stories, to share experiences and, in a media-rich world, to become creators and contributors of media.

Research Methodology

The inclusion criteria of research methodology studies quantitative method of data analysis. It also uses personal experience through direct contact with an individual, direct observation and uses secondary data analysis by qualitative data and mixed method. The Exclusion criteria studies without sampling procedure and do not involve direct contact or observation.

The area of this research is FTII as it is called India's top college of film and television and is the best educational hub. FTII has become India's premier film and television institute, with its alumni becoming Technicians, actors and directors in the film and television industry. Anupam Kher is the current Chairman of this institute.

Sample size: Consist of community radio station of FTII and the strategies used for programmes for the development of the society. Radio FTII staff goes to the community and the community is also called to the studios of Radio Fill as per the feasibility.

Tools of data collection: the tools used for data collection are Observations & Interviews

Researcher used observation as a tool for data collection because community radio station are made with a different purpose for every frame and to study them one needs to observe very keenly and bring out the relevant points from it.^[10]

Hypothesis : A supposition or explanation (theory) that is provisionally accepted in order to interpret certain events or phenomena, and to provide guidance for further investigation. A hypothesis may be proven correct or wrong, and must be capable of refutation if it remains unrequited by facts, it is said to be verified or corroborated.

(Ho) Null hypothesis: Radio cannot be used as a tool for development of society because researcher feels that other mediums of the society and these mediums of the society are overlapping other mediums of the society and these mediums are much more easily compared to the radio. Radio is getting extinct and lots of people are moving forward with the social mediums and television medium. Researcher feels that

radio cannot be used as a medium of communication.

(H1) Alternative hypothesis: Radio as a tool for development of society. Community radio can play a very important role for the improvement of the society especially for rural areas or for the specific communities of our country.

Data analysis and interpretation

The content which Radio FTII is using for the development of the society is has been very helpful to them in their basic need, understanding things in their day to day life. Radio FTII as a come up with very good idea for them to explore themselves as a society. Mathematic programme which was held by community radio station FTII in a drama form has been really helpful to people, children out there, they planed the easiest way to make people understand about daily bases maths which require in their day to day life. They have learned how to use maths in their day to day life n have started to express themselves in more of the programmes held in community radio for their development. The awareness of TB programme was made to make people aware about TB and how does it happens. Radio FTII did survey on it in particular area and then with the help of doctors NGOs they helped out people to make them aware and how to get of rid if TB. This has also included the experience of the TB patients and the programme was successfully helpful for them. The community radio for community progamme was held in the terms of interview of the people to make them aware about the community radio which FTII college have started for the development of the society and how is going to be helpful to people and how one can come and join us for the moment and keep their though and point of view in the front of the world for the development of society.

Data Interpretation: The interviews focused on three programmes.

Episodes of Mathematical Awareness: A really new concept which he introduced in this programme was, to teach easy and simple maths to vendors, peddlers, housekeepers and vegetable sellers and taught them about the importance maths, required on daily basis and how it enhances your day to day work.

Awareness of Tuberculosis : After mathematical awareness around the globe, awareness on tuberculosis was introduced on the community radios by FTII's radio department. Awareness on TB is important, Tuberculosis is a very common disease which is very common in India and it needs special importance too. The people involved in this programmes were doctors, patients and people from various NGO's.

Community radio for community : In this programme, The College has held question answer based programme in which they took interview of college student who visit community radio FTII. They were asked question related to community radio how is it helpful to people and what are the strategies used for the programme which can help for the development of the society.

Findings & Conclusion

Mathematic programme which was held by community radio station FTII in a drama form has been really helpful to people, children out there planned the easiest way to make people understand about daily maths which require in their day to day life. They have learned how to use maths in their day to day life n have started to express themselves in more of the programme held in community radio for their development. The programme was made to make people aware about TB and how does it happens. Radio FTII did survey on it in particular area and then with the help of doctors NGOs they helped out people to make them aware and how to get of rid if TB. This has also included the experience of the TB patients and the programme was successfully helpful for them. In this programme few people were asked questions related to community radio and the strategies used for the programme which can help for the development of the society.

Future Research

This research has a very good future prospective and can be used in various ways. There are very less research papers based on community radio as the development of society with reference to FTII. Most of the researchers have shown interest in understanding the commercial radio programmes. Radio FTII is one of the best community radio of our times and now is a name globally.

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