



KISANVANI PROGRAMME IN AIR: PARTICIPATION OF RADIO FOR DEVELOPMENT IN HASSAN, MYSORE, MANDYA AND CHAMRAJANAGAR DISTRICTS OF KARNATAKA STATE-A CASE STUDY

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ABSTRACT

Radio is the invention of 20th century. It completes a century of transmission since the first radio station was started. It all started accidentally for radio to become a medium of mass communication. When there were attempts to speed up the process of sending telegraph signals wireless was invented. The history of radio dates back to the mid 19th century. It was in 1888 a scientist called Hertz invented radio waves. When the high voltage alternative electric current was passed through two metal balls electrons jumped off this distance and caused sparks in the air. These are said to be Hertz frequencies.

In the early 1920s radio stations started to function from Pittsburgh, Newyork and Chicago. They aired initially programmes on election, sports and plays. By 1923 in America alone there were 450 amateur radio stations functioning and eventually all of them came under one umbrella National Broadcasting Company in 1926. This was followed by The Columbia Broadcasting Corporation. Several years later Public Broadcasting Corporation came into existence. Even in Europe private and public broadcasting companies started their operation. UK and France started their stations in Asia and Africa. In England British Broadcasting Company established its monopoly over radio. Being popular world wide as a radio broadcaster, BBC has made its foray into the world of TV successfully. With its own TV channels it has now broadened its reach.

KEYWORDS :

INTRODUCTION

Marconi from Italy conducted series of experiments on the frequencies. He tried to send distant signals by using aerials. He also set out to design instruments required for broadcasting the signals. Marconi then left for England to conduct his experiment. He tried and the wireless radio signals crossed the Atlantic sea and reached Canada. Marconi's historic invention fetched him the prestigious Nobel prize. It is to be noted that Indian scientist Jagadish Chandrabose was already involved in these experiments much before Marconi had arrived on the scene. The recent studies show that the telephone subscriber's mercury coherer used by Marconi is the inventions of Jagadish Chandrabose and it was he who invented the wireless communication.

Civil Society and Voluntary Organizations, State Agricultural Universities, Indian Council of Agricultural Research (ICAR) institutions, Krishi Vigyan Kendras, Registered Societies and Autonomous Bodies and Public Trusts registered under Societies Act or any other such Act relevant for the purpose in addition to the educational institutions, subject to fulfillment of the eligibility conditions. Mass Media has been defined as "means of communication designed to reach and influence very large numbers of people" (Encyclopaedia Britannica, 1980). Defleur and Ball – Rokeach (1996) defines mass communication as a technology which helps a message to be transmitted among a large number of people at the same time.

Origin of AIR in India

Radio as a mass medium of communication was very new from technological point of view. The technical instrumentation was installed in 1925. When radio arrived in India in 1925 several amateur radio stations were operating. The first radio broadcasting was started from the building of Bombay Times of India but then India was still to get its registered licence. The first licence was awarded in 1922. On the occasion of its first anniversary of official broadcasting in June 1923 Bombay's 'radio club' started to function. Both were installed with the Marconi company transmitters. The 'Madras Radio Club' launched its services in 1924 with a 40 watt transmitter. It broadcast two and hours of programmes that included music and speeches. But it had to draw curtains soon in October due to financial constraints. The first magazine on radio programmes, 'The Indian Radio Times' was published in 1927. It was later named 'The Indian Listener' and further called 'Akashvani'.

In July 1927 an organized Indian Broadcasting Corporation came into existence. Its first radio station was inaugurated by the then British viceroy Lord Irvin in Bombay. The government of India took over the broadcasting service on 1 April 1930.

Leonole Fielden appointed as the first controller of this government owned company 'The Indian State Broadcasting Service' (IBS) named it as All India Radio (AIR). This was included in the Department of Labour and Industry. A central broadcasting advisory committee was set up to monitor the broadcasting. But by October 1931 there were

talks about terminating the radio services in India completely. However under strong protests against this move, especially in Bengal the government decided to resume the services on 23rd. Indian broadcasting was steadily improving. Fielden, the controller made a new plan to broadcast all over the nation. In 1938 short wave services and medium wave services were rendered in some places to avoid the financial burden. By 1936 radio stations were started in Bombay, Delhi, Madras, Calcutta. Lucknow and Trichi.

History and development of Kisanvani

The commitment of All India Radio to the rural audience dates back to more than 50 years. Infact, special grammes have been designed to cater to the day-to-day seasonal needs of the farming community. To broadcast the latest technology and information for agricultural output is a continuous process of AIR's Farm & Home programmes. These programmes not only provide information about improved agricultural practices but also create awareness about the ways and means to improve the quality of their lives. The programmes are broadcast daily in the designated morning, noon and evening slots. The average duration of Farm & Home broadcasts at an AIR station is 60 to 100 minutes per day. Farm & Home programmes also include programmes for rural women, rural children and rural youth. The Farm & Home units of All India Radio broadcast composite programmes, which include equal segments of information about various Rural Development Schemes and Hardcore Agricultural programmes. Thus, while in one segment, they talk about the hardcore agricultural subjects i.e. better farming techniques, animal husbandry, fisheries and other agriculture related subjects like dry and wasteland agriculture, the other segment talks about employment schemes, loan and training facilities, sanitation, health & hygiene and nutrition etc.

AIR has stepped up its activity of Agricultural Broadcasts with the launch of exclusive Project Mass Media Support to Agriculture extension with the title **Kisan Vani** from 15th February, 2004 in collaboration with Ministry of Agriculture to inform local farmers the daily market rates, weather reports and day-to-day activities in their area at a micro level. Presently 'Kisan Vani' is being broadcast and relayed from AIR 96 FM Stations.

Message by Union Agriculture Minister Shri Radha Mohan Singh, in connection with the National Agriculture – cum – exhibition (Krishi Unnati Mela), held at Indian Agricultural Research Institute, Pusa, New Delhi from 19th -21st March 2016, was given wide coverage across the AIR network. A curtain raiser and a consolidated radio report on the subject was broadcast by all multi channel AIR stations on one of their channels on 18th March 2016 and 22nd March 2016 respectively.

All AIR stations broadcasting Farm & Home and Kisanvani programmes in particular were instructed to mount suitable programme campaigns on promotion of organic farming and city compost on 30.03.20016 and 19.04.2016 respectively, in different formats like talks, discussions, interviews, dial-in, dial-out, spots, radio jingles, etc.

On 17th of June 2016, all AIR stations were advised to intensify programme campaigns for creating awareness amongst the farming community about the advantages of the soil health card, use of neem coated area and city compost in agriculture practices.

In order to provide publicity to the enhanced Minimum Support Prices announced by the Government of India for all Kharif crops for the 2016-17 season, AIR stations were advised to mount suitable publicity, with special emphasis on encouraging farmers for growing pulses and oilseeds, for which extra bonus was announced.

Kisanvani : a initiative towards Rural Development

All India Radio provides extensive information on diverse subjects such as land and water conservation, sustainable agriculture, biotechnology, integrated pest management in crops, crop insurance schemes, environment protection, disaster management, role of panchayats in rural development. These programmes are produced with the help of subject matter specialists. All India Radio maintains a very close liaison with the Ministries and Departments of Agriculture & Rural Development of central and state governments. The programmes are mounted in regional and local dialects from different stations. Local Radio stations also broadcast regular programmes on rural development. Keeping in view the importance of the subject, all the AIR Stations are broadcasting a daily programme on Environment for 5 to 7 minutes duration and a weekly programme of longer duration for more than a decade. This theme is also being discussed in several other programmes i.e. Health/Women/ Rural Women/Youth/Children programmes for propagating awareness about the environment. AIR Stations are broadcasting programmes on the subject on the basis of instructions and guidelines issued by the Directorate.

In order to inform and educate the listeners living both in urban and rural areas for creating environmental consciousness among them on preservation of environment through development of forests, afforestation, social forestry, farm forestry etc. These programmes are mounted in interesting and imaginative ways. All AIR Stations are broadcasting these programmes in their local languages in different formats like talks, discussions, features, current affairs information items, spots, serials etc. AIR Stations are advised from time to time to intensify and improve their programmes on environment. There is a regular broadcast of programmes related to information regarding environment and forest developmental schemes launched by the Central/State Governments. All India Radio has adopted a multilingual approach for its broadcasts of programmes on environment, forestry, wildlife and ecology etc.

Women empowerment through Kisanvani

All India Radio strives, through its programmes, to seek to raise the social consciousness of the country with regard to attitude towards women. The programmes directed at women listeners cover subjects related to socio-economic development of women, health and family welfare, food and nutrition, scientific home management, women entrepreneurship, education (including adult education), gender issues etc. These programmes also aim at creating wide social awareness about rights and privileges of women through the propagation of legal literacy. Different traditional folk forms are used to communicate specially with the rural women audience. Programmes in different formats like talks, plays, shot stories, features, discussions etc. based on themes such as crime against women, preference for a girl child, evils of dowry system, gender inequity and female infanticide and improvement in the status of women are constantly being broadcast in the programmes meant for the general audience too. A yearlong multimedia campaign focussing on atrocities against women has been launched to create an atmosphere conducive to safety and security of women both within and outside their households as also at their work places. The aim is to contribute towards a safe and secure environment for women and children.

Women Programmes

Women programme of All India Radio covers subjects related to socio-economic development of women, health & family welfare, Food and nutrition, scientific home management, women entrepreneurship, education including adult education, women empowerment, gender issues etc. Special programmes focusing on the status and importance of the girl child are broadcast throughout the year to create social awareness to welcome the girl child's birth. These programmes also aim at creating social awareness about the rights and privileges of women through the propagation of legal literacy. Different traditional folk forms are used to communicate with the rural women audience,

Programmes are planned keeping in mind the following action points:

- Atrocities on women
- Trafficking of women
- Female foeticide and infanticide
- Obscene portrayal of women
- Education & Employment opportunities
- Security for women
- Maternity benefits, crèche etc. for working women
- Equal wage for equal work
- Ban child labour

Gender discrimination are some of the issues discussed in the programme.

Beti Bachao Beti Padhao Programme was launched by the Prime Minister on 24/01/2015. After the Launched of the Programme Family Welfare Unit of DG: AIR issued instruction to all AIR stations to give special attention on the popularization of the theme Beti Bachao Beti Padhao.

This year the theme of the International Women's Day was Empowering Women – Empowering Humanity. DG: AIR issued special instruction to all AIR stations to focus on the theme while taking women issues in their programmes. International Womens Week of this year was also observed with the view of empowering women in the society.

Audience Research Feedback : Kisanvani

At present, 96 FM stations of All India Radio are catering to the rural areas. The scheme envisages that all 96 FM transmitters will produce separate locality-specific programmes for the farming community. Under Revised Scheme w.e.f 1st April, 2005, the Kisanvani programmes from 96 Rural Area FM Stations are being broadcast for half an hour duration daily, 6 days a week, with each station producing a separate programme, half fresh and half from the stock.

In the year 2006-07 Audience Research Unit of DG, AIR has conducted Radio Audience Survey at 60 places for Primary Channels, 40 Vividh Bharati channels, 14 FM Channels, 4 FM Gold Channels and survey on Kisan-Vani programme at 89 places.

According to Radio Audience Survey-2006-07 the listenership of different channels are given below:

- Primary Channel : 53.2%
- CBS Channel : 57.1%
- FM Rainbow : 49.2%
- FM Gold : 26.4%
- LRS : 65.2%

Listened Kisanvani Programme in Mysore, Chamrajanagar, Mandy and Hassan in Karnataka State 27% only.

Covered under kisanvani Programme samples.

In this survey sample taken total 120. Hassan 30, Monday 30, Mysore 40 and Chamarajanagar 20.

SI

SI No	Distirct	Samples
1	Hassan	30
2	Monday	30
3	Mysore	40
4	Chamarajanagar	20

Sources: Audience Research Feedback Report 2018, AIR

Table-2

SI	Name of the Distract	Topics	Respondent (%)
1	Hassan	Modern and latest agriculture implements	41%
2	Manday	Modern and latest agriculture implements	41.5%
3	Mysore	Modern and latest agriculture implements	40%
4	Chamaraj Nagara	Modern and latest agriculture implements	40%

Total no of Respondents (%)

Mysore, Chamrajanagar, Mandy and Hassan in Karnataka Modern & latest agriculture implements 40.5.

5. Outcome Budget, 2009-2017 Ministry of Information and Broadcasting, New-Delhi.
6. History of Radio and Programme production - Kanishka publication(2016),

Sources: Audience Research Feedback Report 2018, AIR***Audience Research feedback from AIR, Hassan, Mandy, , Mysore and Chamraja Nagar in Karnataka***

Since the target audiences of the Kisanvani programme are farmers, the occupation of majority of the respondents selected for the interview was farming. Small farmers and marginal farmers were maximum. They reported that the information given was easy to understand. When asked to give the opinion on the information given under the programme and the reasons for not understanding revealed that highest number of respondents were 'unable to remember the information as too many messages/technologies were given in a single broadcast. Some common technologies/practices adopted by most of the farmers having listened to Kisanvani programme are as follows: - Rainwater harvesting, Hybrid seeds & seed treatment and Organic farming. To find out whether Kisanvani Programmes include adequate subject matters for the woman farmers, a separate question was asked to woman farmers regarding woman related activities. In reply, woman farmer stated that they were getting adequate information on 'Cattle feed, Bio-gas, vermi-compost etc. The information provided on the topics Women specific items manufactured at home like Papad, Pickles, speces, Basket etc and Women and child care was adequate.

Their feedback regarding Kisanvani programme are as follows:

1. More and more field-based programmes should be broadcast.
2. Technical terms should be explained in easy language.
3. Weather bulletin should be broadcast regularly in the Kisanvani programme.
4. Toll free phone-in-facilities should be made available for Kisanvani programme.
5. Programme on marketing of agricultural products should be broadcast.
6. Give detail about various types of govt. loan & subsidy schemes.
7. Information should be given about 'Kisan Credit Card'.
8. Self-employment schemes should be provided.
9. Organic farming, Rainwater harvesting, certified seeds & Soil testing should be broadcast under Kisanvani programme.

CONCLUSION

Karnataka historical inherited very complex production relations, including absentee landlordism, sub infatuation and the widespread prevalence of sharecropping cultivators without rights. These were widely acknowledged to be the obstacles to the development of agriculture. Mass Media Support to Agriculture Extension has been launched during the Xth Plan Period with a view to contribute to revamping the extension services in the country by using electronic media for transfer of technology/information to the farmers. The existing infrastructure is being utilized to produce and transmit programmes covering a wide spectrum of topics in agriculture and allied field for bringing the latest information and knowledge to the farming community. Rural employment has suffered more than urban employment in the 1990s. In the rural areas, population growth has been more than double the rate of growth in the number of main workers, while the number of marginal workers has increased at a rapid rate. In urban areas, the employment picture looks slightly better: while marginal work is clearly the most dynamic with a very high annual rate of growth, main workers grew faster than total population growth. Within the overall stagnation of aggregate employment in the Hassan, Mandy, Mysore and Chamrajanagar in the recent past, one very significant shift has been the diversification into non-agricultural activities.

There is micro evidence that more women are entering into various types of economic activities that are related to the expansion of local networks such as panchayat-based groups and Self-Help Groups. Most of this work is in non agricultural activities, although it may be in related activities such as dairy, livestock rearing and food processing.

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