



## Research Article

# CONTENT ANALYSIS AND COMPARATIVE STUDY OF GOOD MANAGEMENT PRACTICES FOLLOWED BY COMMUNITY RADIO STATIONS

KRISHNA D.K.<sup>1</sup>, KUMBHARE N.V.<sup>2\*</sup>, PADARIA R.N.<sup>3</sup>, SINGH PREMLATA<sup>4</sup> AND BHOWMIK ARPAN<sup>5</sup>

<sup>1</sup>Division of Agricultural Extension, ICAR- Indian Agricultural Research Institute, Pusa, New Delhi, 110012, India

<sup>2</sup>Agricultural Technology Information Centre (ATIC), ICAR- Indian Agricultural Research Institute, Pusa, New Delhi, 110012, India

<sup>3</sup>Professor, Division of Agricultural Extension, ICAR- Indian Agricultural Research Institute, Pusa, New Delhi, 110012, India

<sup>4</sup>Head, Division of Agricultural Extension, ICAR- Indian Agricultural Research Institute, Pusa, New Delhi, 110012, India

<sup>5</sup>Scientist, ICAR- Indian Agricultural Research Institute, New Delhi, 110012 India

\*Corresponding Author: Email- n\_kumbhare@yahoo.com

Received: May 08, 2018; Revised: June 22, 2018; Accepted: June 23, 2018; Published: June 30, 2018

**Abstract:** The study was taken up to compare the content broadcasted and good management practices followed in three community radio stations (CRS) operational under state agricultural university (SAU), *Krishi Vigyan Kendra* (KVK) and non-government organization (NGO). A sum of 120 listeners and 30 staff members were interviewed. Some of the good management practices of SAU-CRS recorded were: more number of village volunteers, versatile content creation, connecting with sponsoring agencies, knowledge back up by scientists. KVK-CRS practiced a messaging service to give alert to the listeners about important programmes. NGO-CRS maintained 12 members' content management committee, which comprised rural women and innovative farmers. It has also installed wind mill to generate electricity during power cut. Major programmes aired from the community radios were listed across broadcast timings subjects covered, duration, frequency per week, format of presentation and resource person.

**Keywords:** Sheath blight resistance, Percent of disease severity, Segregation populations, Gene effects, Epistasis, Rice, Grain Yield, Amylase content

**Citation:** Krishna D.K, *et al.*, (2018) Content Analysis and Comparative Study of Good Management Practices Followed by Community Radio Stations. International Journal of Agriculture Sciences, ISSN: 0975-3710 & E-ISSN: 0975-9107, Volume 10, Issue 12, pp.- 6485-6488.

**Copyright:** Copyright©2018 Krishna D.K, *et al.*, This is an open-access article distributed under the terms of the Creative Commons Attribution License, which permits unrestricted use, distribution and reproduction in any medium, provided the original author and source are credited.

## Introduction

Community radio is a type of radio made to serve people; encourages expression, participation and that values local culture. Its purpose is to give a voice to those without voices, to marginalized groups and to communities far from large urban centres [1]. Community radio signifies a two-way process, which entails the exchange of views from various sources and is the adaptation of media for use by communities. Along with best content presentation there is a need for good management practices that can ensure purposeful functioning of the community radio in a locality [2]. The radio is doing a good job of knowing what audiences want as a content that invokes interests in them and also manifestly promotes the station's brand image through station-sponsored events and programmes [3]. In case of Radio, most of the farm information was aired under the broad type of 'Deliberation' and no seasonality was observed in terms of dissemination of farm information under different categories of farm information broadcasted through radio [4]. In this direction, a study was conducted to know the content generated and broadcasted from various set of community radio stations.

## Research methodology

The study was taken up to compare the status of three community radios operational each under State Agricultural University (SAU), *Krishi Vigyan Kendra* (KVK) and Non-Government Organization (NGO). Three community radio stations viz. PantnagarJanvani (G.B. Pant University of Agriculture and Technology), Pravara(KVK, Ahmednagar) and Yeralavani (Yerala Projects Society, Sangli) were selected purposively. Hence semi-structured schedule was prepared and four villages have been selected randomly from one purposively selected block. 10 staff members of each CRS were selected for the study.

Thus, a total of 30 personnel was interviewed. The Ex-post facto research design was selected in accordance with the adaptability of the proposed design with respect to the type of study, variables under consideration, number of respondents and phenomenon to be studied.

## Results and discussion

### Content analysis of three community radio programmes

The table pertaining to major programmes which were broadcasted from each CRS in a week at the time of data collection is presented below. It contains name of the programme, broadcasting timings, subjects covered, duration per day, frequency per week, and format of the programme and resource person contacted if any. Programme analysis was done to the content fed to the listeners by radio stations under study. The data related to programme content of Pravara community radio, KVK, Babhaleshwar given in table 1. It is revealed that Pravara community radio station KVK-CRS has less programme variety than the SAU but they repeat programmes in the next day after its first airing. Programmes vary from agriculture (Krishivani, yashnvantachebol), rural development (gram jagat), current happenings (Pravarakaath), health related (aapalaarogya), phone in (doctoranchebol, tagnachebol, guruvani). They are presented in various formats such as vox-pox, interview, straight talk, song, drama and dialogue. The data related to programme content of Yeralavani community radio, Sangli is presented in table 2. It is found that the major programme NGO-CRS broadcasts programmes on various topics which starts with culture and devotion (*bhakti vandana*), spiritual (*sanskarchintan*), health (*jagartichyaarogyachya*), agriculture (*krishijagat*), education (*balrang*), women (*mahilajagat*) and cultural (*geetmala*), and phone in. They are presented in various formats such as interview, straight talk, song, drama and dialogue.

Table-1 Programme Content of PravaraCommunity Radio, KVK, Babhaleshwar

Program Name	Broadcast Timing	Subjects covered	Duration per day (minutes)	Freq. Per week	Format / mode	Resource person
<i>Krishivaani</i>	17:10	Agricultural news, Success stories, entrepreneurship	30	7	Straight talk	KVK /CRS personnel
<i>Gaane</i>	17:40	Culture	5	7	Song	-
<i>Gramjagat</i>	17:45	Rural development, Public awareness,	30	7	Expert interview	Line dept. CRS staff
<i>Pravarakath / Newspaper</i>	18:05	Current happenings of locality	10	7	Dialogue	CRS staff
<i>Gappatumachyaamachya</i>	18:45	Live phone-in programme	45	7	Phone-in	CRS staff
<i>Gyan ganga</i>	19:00	Education Youth related	15	5	dialogue	
<i>Aapalaarogya</i>	19:15	Health and sanitation	15	5	Dialogue interview	local health workers
<i>Aamach sheth tumachya</i>	19:30	Agriculture and technology	30	4	vox-pox	
<i>Doctorachebol</i>	19:30	Health and medication	30	1	Phone in	local doctors
<i>Guru vaani</i>	19:30	Education & career	30	1	Phone in	teacher
<i>Special programmes</i>	Sunday and Saturday 19:00	Community oriented, lakshyaved	30	1	drama interview	CRS staff

Table-2 Programme content of Yeralavani, Community Radio, Sangli

Programme Name	Broadcast Timing	Subjects covered	Duration per day (minutes)	Freq. Per week	Format / mode	Resource person Contacted
<i>Bhakti vandana</i>	6.00	Culture and devotion	30	7	song	-
<i>Sanskarchintan</i>	6.30	Values in social living	30	7	dialogue	-
<i>Jaagartichya-arogyacha</i>	7.00	Women and health	30	7	drama/ skit	community
<i>Krishijagat</i>	7.30	Agriculture and technology	60	7	interview Vox-pox	line dept/NGO
<i>Balrang</i>	8.30	Children and related	30	7	dialogue	CRS staff
<i>Jaagartichya-arogyacha</i>	9.00	Women and health	30	7	drama/ skit	women participants
<i>Meenachishala</i>	9.30	UNICEF programme	30	7	Straight talk	Other RADIO prog.
<i>Batamya</i>	10.00	Local News and updates	30	7	straight talk	CRS staff
<i>Mahilajagat</i>	11.00	Women	30	7	Straight talk	-
<i>Youth express</i>	19.30	Youth and society	30	7	Songs	-
<i>Live phone in</i>	20.00	Quiz Social issues Community happenings puzzles	60	5	Phone in	-
<i>Geetmaala</i>	21.00	Entertainment	30	7	Songs	-

Table-3 Programme content of PantnagarJanvani Community Radio, Pantnagar

Programme Name	Broadcast Timing	Subjects Covered	Duration Per Day (Minutes)	Freq. Per Week	Format / Mode	Resource Person Contacted
<i>Bhakti Aradhana</i>	8.00	Culture and Devotion	60	7	Songs	Audio Companies
<i>KrishiSandesh</i>	9.00	Agriculture and Technology	30	7	Straight Talk/ Dialogue	SAU Experts
<i>LokGeet</i>	9.30	Culture	30	7	Song	Audio Companies
<i>Fir Se</i>	10.00	Culture	30	7	Song	Audio Companies
<i>ArogyaSampada</i>	10.30	Health	30	1	Dialogue/Drama	Doctors
<i>Vivekananda</i>	11.00	Personality Devt.	30	3	Dialogue	-
<i>Meri Gram Sabha</i>	12.30	Political and General Awareness	30	5	Drama	IDEOSYNC
<i>EkChoti Si Pehal</i>	11.30	Agriculture	30	1	Dialogue	Community
<i>MDMT</i>	13.00	Culture	60		Song	-
<i>SakhiSangani</i>	14.00	Health and Women	30	7	drama/ expert interview	
<i>Gaon Ki Baat</i>	11.00	Rural Development	30	1	Vox-pox	volunteers
<i>SwasthaSaheli</i>	14.30	Health and Women	30	7	Straight Talk	Medical practitioners
<i>SodhSansthan</i>	12.00	Agriculture	30	2	Straight talk	SAU scientists
<i>JanvaniPathshala</i>	16.00	Education Career Options for Youth		3	Straight talk	-
<i>Kids Superhit</i>	16.30	Children	30	7	Drama/dialogue	-
<i>Dhara Per Jeevan</i>	17.00	Environment Agriculture	30	7	Skit	
<i>Live Phone-inn</i>	18.00	Community Issues Culture	60	7	phone in	-
<i>Salam E Jindagi</i>	15.30	Personality Development	30	2	straight talk	-
<i>BaatFayade Ki</i>	17.30	community living	30	7	interview	Community experts
<i>Students' Talk</i>	19.30	National Issues, Tour &Travel, Education, Campus events		7	Drama/dialogue	Students GBPUAT

Table-4 Good Management Practices of Selected Community Radio Stations

Management practices	Yeralavani Community Radio, Jalihal, Sangli	PantnagarJanvani community Radio, Pantnagar	Pravara community Radio, Babhaleshwar, Ahmednagar
Baseline survey before set up	Yes	Yes	Yes
Management committee	Contains NGO personnel, Grampanchayat members, Volunteers	Contains SAU staff, community volunteers, innovative farmers	Contains members of organisation as well as nominated members from the community
Advertisement and marketing for resource generation	shopkeepers, local vendors input agencies,	Funding from DST for training	Includes both + audio cassette sale
Infrastructure	Self-owned building along with a wind mill to generate electricity	Self-owned building	Self-owned building
Financial management and budget planning	Managed by the NGO & Foreign funds under FCRA	Regular funding by the SAU, Attachment with various programmes of state and central govt. which can draw funds	KVK funds the CRS
Sponsored projects and training programmes	REACH 2013-2015, IDEOSYNC-MANCH-2014, Panchayat Raj-2014, DST-2015-16	IDEOSYNC, MANAGE, DST	DST-2015, DEOSYNC-2014, NABARD-2014
Content generation, programme production and documentation	*Comprises of an organization personnel, CR staff and 10 members from various farming cum entrepreneurial background	Coordinator of CRS and CRS staff are content managers	KVK staff along with CRS staff manages. Farmers experts are also part of this team
Appraisal and evaluation	Foreign funding agencies evaluated once	Students from Master's and Ph.D. have done research	Institution conducted an evaluative study after five years
Feedback mechanism	Email, Facebook page, Post Text message, phone-in and village volunteers	Email, Post, Phone –in, village volunteers	Email, Facebook page, Text message, Phone –in, Post and village volunteers
Programme alert messages	No	No	Yes
Participatory approaches	Interaction with community members at fairs, melas	Training community volunteers	Connecting them through social media.
Knowledge back up	Nearby state government departments, agriculture literature, farm magazines	SAU scientists and students, farm literature	All line departments MPKV, Rahuri
Other engagements with community	*Digital School, Science Laboratory, Computer centre & 'Curiosity Centre' *Efforts on girl's education through bicycle bank & support for higher education	*University's long run engagement with community through transfer of technology and agricultural resources	*Community engaged since KVK establishment as part of agricultural technology transfer and resource centre

The programme content of covered by the Pantnagar Janvani community radio, Pantnagar is presented in table 3. Since, it is agricultural based SAU-CRS, which broadcasted programmes for 12 hours since 8 am in the morning to 8 pm in the evening was found to be more versatile in content generation. It aired 20 programmes per day in which some programmes were scheduled for whole week and some scheduled for limited days. The programmes content varied from spiritual contents (*Bhakti Aradhana*) to youth related (*nayisochanayitarang, nashaakirkyon, sucseccki express, zazbakuchkar*). In between these topics contents based on agriculture (*KrishiSandesh, shodhsanstahn*), health (*sakhisangani*), literature (*zindagikepanne*), children's programmes (super kids, ujjwalbhavishya, PJ Ki GK class, maths Ki pathshala, imartigan), rural development related programmes (*uttan, haqtumarawadahamara, meri gram sabha*) environmental related (*ye kahaagaye hum, dhara per jeeva*), and culture related (*beetepal, meelkapathar, maiaurmerisanskrit, sahithyasangam*) and personality development (*salam e jindagi, Vivekananda*). The programmes vary according to the season and priority of the community. They are presented in various formats such as vox-pox, interview, straight talk, song, drama and dialogue.

### Good management practices of Community Radio Stations

Good Management practices are very important in any community radio station for its long term sustenance. Few of them are discussed in this section. Good management practices were classified under various categories such as management committee, Advertisement and marketing, infrastructure, Financial management and budget planning, Sponsored projects and training programmes, Content generation, programme production and documentation, Appraisal and evaluation, Feedback mechanism, Programmes alert Messaging services, Participatory approaches, Knowledge back up and other engagements with community. The data related to good management practices of selected community radio stations is given in table 4. Management committee is part of any community radio. The three radio stations under study had their own mechanism of maintaining management committee. NGO-CRS maintained its management committee with involvement from volunteers and elected members of panchayat. SAU-CRS has its management committee comprising of selected GBPUAT staff, community volunteers and innovative farmers. KVK has maintained its management committee comprising of nominated members of community as well as from the parent organisation. Hence the three radio stations vary among each

other towards the selection of its members. Hence, the three radio stations vary among each other towards the selection of its members [5]. Marketing was seen as resource generation activity in KVK-CRS with its idea to sell the recorded programmes through CD/DVD has made its outreach more profound. The advertisement from local vendors and input agencies has contributed to some of the operational cost of NGO-CRS. The Pravara-CRS has managed to grab many government sponsored projects and trainings which maintained their some of their operational cost. Content generation is not at all a problem in SAU-CRS where expert backup is available with both staff and students. The content is finalised by content management committee. In case of NGO-CRS, content management team comprising of 12 members in which 2 members were from CRS and other 10 members were rural women, innovative farmers and members from self-help group. Three members were working as Yeralavaniduts who collected success stories from innovative farmers and interested issues about community. Since Pravara-CRS is run by KVK, half of the transmission programmes is dedicated to agricultural programme. Remaining time is equally shared for the programme on rural development, health, education and local culture. The community is heterogeneous with different age group, education level, varieties of enterprises and local culture, customs and values. The district also has diverse agro-climatic situations with different cropping and farming systems. Considering the socio-economic and cultural environment, the programme schedule is prepared, based on which the content is being developed. One of the good practices noticed at this station was the messaging service to the listeners about important programmes early in advance. Appraisal and evaluation are regularly conducted in SAU-CRS since Masters and PhD. students could work on the community radio. The evaluation work at KVK was done after five years to know the impact of programmes on listening community. Evaluation at NGO is carried out during general public meetings and community interview. Feedback mechanism is very important for any media setup to maintain its effectiveness. This is obtained from community by various means such as postal service, Facebook, e-mail and text message. The designing of programmes should be based on listening behaviour and preferences which could be used as a parameter for evaluation of community radio programmes [6].

### Conclusion

Number of management practices followed worldwide to sustain the running of the radio in the long run.

They can be in terms of planning the programme, organising the activities, staffing and controlling the activities. The adoption by progressive minded governments of policies, laws and regulations that enable or regularise this sector is an important step taken in modern processes of media forum and is evidence of a commitment to a participatory and democratic culture.

**Application of research:** The research will be helpful in understanding the content and best management practices followed in different kinds of community radio stations.

**Research Category:** descriptive, ex-post facto

**Abbreviations:**

CRS-community radio station  
SAU- state agricultural university  
NGO- Non Governmental Organisation  
KVK-Krishi Vigyan Kendra  
CD-Compact Disc  
DVD-Digital Video Disc  
FCRA- Foreign Contribution Regulation Act  
NABARD-National Bank for Agriculture and Rural Development  
MANAGE-National Institute of Agricultural Extension Management  
DST-Department of Science & Technology  
UNICEF-United Nations International Children's Emergency Fund.

**Acknowledgement / Funding:** Author thankful to respondents of the study, community radio and its entire staff. Author also thankful to ICAR-Indian Agricultural Research Institute, Pusa, New Delhi, 110012.

**\*Research Guide or Chairperson of research: Dr N. V. Kumbhare**

University: Indian Agricultural Research Institute, New Delhi.

Research project name or number: MSc Thesis

**Author Contributions:** All author equally contributed

**Author statement:** All authors read, reviewed, agree and approved the final manuscript

**Conflict of Interest:** None declared

**Ethical approval:** This article does not contain any studies with human participants or animals performed by any of the authors.

**References**

- [1] Sharma A. and Kashyap S.K. (2013) *Journal of Community Mobilization and Sustainable Development*, 8 (2), 169-173.
- [2] Mtimde L. (1998). *AMARC Africa*.
- [3] Potter R. F. (2002) *Journal of Broadcasting & Electronic Media*, 46(3), 369-384
- [4] Lahiri B. and Mukhopadhyay S. D. (2011) *Journal of Global Communication*, 4(1), 33-43.
- [5] Buckley Steve, Kreszentia Duer, Toby Mendel and Seán Ó. Siochrú. (2008) *Washington, DC: World Bank*,
- [6] Kumbhare N. V., Padaria R. N., Singh P., Kumar A. and Sarkar S. (2015) *Indian Journal of Extension Education*, 51(3 & 4), 20-24.