

Research Article

Planning and broadcasting of programmes on health and environment and listing of suggestions of the listeners for improvement of the programmes @KCRS

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SUMMARY : Krishi community radio station, at University of Agriculture Sciences Dharwad, caters to the need based programmes of its target area. In this target area, the knowledge of the women about health and environment is very low. The people also lack knowledge about preserving good environment for future generation and about their good health which are the essence of the day. Hence, an experimental study was conducted with the objective to know planning and broadcast of programmes on health and environment and listing of suggestions of the listeners for improvement of the programmes @KCRS. The sample size was with 120 respondents who were selected from Yettinaguda and Narendra villages of Dharwad taluka. The episodes were broadcasted from 13-03-2012 to 22-03-2012. Each episode was broadcasted twice, once in the evening and once the next day morning for the benefit of the respondents. The specialists in various fields were used as resource persons for different topics. After the study the result indicates the programmes broadcast by Krishi community radio station under special programme on health and environment which was specially recorded and broadcast for the experimental research purpose. The duration of each programme was of 15 – 30 minutes. All the topics were related to the health and environment which are helpful to the rural community. Around 76 per cent of respondents suggested stopping repeating the programmes as they feel boring to listen to the same programmes many times. 70.83 per cent said to increase the network coverage so that they could listen to KCRS if they go more than 15 km away from Dharwad. Most of respondents said to add film songs in between the programmes so that it brings interest among the listeners. Thus, the result it shows that radio has played a vital role in giving the knowledge and it is also confirmed that radio helps in gaining knowledge.

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BACKGROUND AND OBJECTIVES

Krishi community radio station @90.4 MHz is dedicated to the service of agriculture and service for rural community, whereas agriculture is the India's largest economic growth sector and rural community is one of the backbone of our nation, so these both sectors have to be developed. It is run by the Directorate of Extension, University of Agricultural Sciences,

Dharwad. KCRS was launched on May 17, 2007. Krishi community radio station (KCRS) is currently broadcasting for six hours daily with programmes focussed around the university. Content of broadcast is designed and created specifically to serve the farmers and rural population around the university. As in case of various extension activities, effort is to recognize that it is important to make the content locally relevant and of value to the listeners.

Interviews with agriculture scientists and home scientist, discussion between farmers and home scientist, showcasing innovative technology for farmers and rural women, phone-in programmes, agricultural news and women related news, weather and market forecasts, etc. form a major bulk of programming for KCRS. Apart from them, KCRS also broadcasts entertainment programmes like folk songs, drama reports about festivals and fairs, beauty tips, etc. KCRS caters to the need based programmes of its target area.

Community participation is a fundamental characteristic of rural radio - live public shows, villages debates and participation in the actual management of the radio station are just a few examples. This approach empowers rural people to participate in the dialogue and decision - making processes essential for them to control their own economic, social and cultural environment and play an active part in development activities.¹

KCRS is meant for the overall development of the farming and rural in the area surrounding the agricultural university. KCRS organized three state level training on CRS and four workshops for the community members. The KCRS has produced and broadcast more than 2,550 programmes.

KCRS caters to the need based programmes of its target area. In this target area, the knowledge of the women about health and environment is very low. This is due to their low level of education. Due to their superstitious beliefs they also lack scientific knowledge of reasons for various health problems. The people also lack knowledge about preserving good environment for future generation which is the essence of the day.

Rural radio encourages villagers to take an active part in the development process. Most of the villagers will be illiterate, thus radio helps for formal education among them. Villagers examines the new policies can use radio and give their feedback for relevant authorities to take action. Rural radio gives farmers an opportunity to interact with each other and other relevant authorities e.g. extension workers, crop and animal experts through formats like live talk shows, phone-in programmes and on location broadcasts.

Thus, in this study, information to villagers are given with help of radio programmes. Where programmes are planned and broadcast with the help of villagers based on their problems which they face daily. Hence, study was conducted with the objective - plan and broadcast programmes on environment and health through KCRS and to enlist the suggestions of the listeners for improvement of the programmes.

RESOURCES AND METHODS

The study was conducted in the selected villages Yettinaguda and Narendra of Dharwad district of Karnataka state as Krishi Community Radio Station, University of Agricultural Sciences, Dharwad, is existing and working here.

A list of rural women who possess their own radio sets and those who listen to Krishi community radio programmes in each selected villages was prepared. From this list 60 rural women were randomly selected from each village. Thus, the total sample of the study was 120.

The different programmes were planned and the topics were indoor air pollution biodiversity, recycle reduce reuse plastic, control in household pest, rural sanitation, rain water harvesting, green leafy vegetables, increase in global warming and water borne diseases. Schedule of the radio programmes were sent through SMS and phone calls before broadcasting of the programmes. Programmes were planned in different formats like discussion, panel, songs, skits, jokes, voxpop and many more. Under this research even suggestion regarding KCRS were also collected from respondents through interview schedule.

OBSERVATIONS AND ANALYSIS

In Table 1 the list of programmes planned and broadcast under special programmes of health and environment by KCRS are given along with the date, time, duration and resource person. Under this special programme there are nine different topics covered with different formats.

The episodes were broadcasted from 13-03-2012 to 22-03-2012. Each episode was broadcasted twice, once in the evening and once the next day morning for the benefit of the respondents. The specialists in various fields were used as resource persons for different topics. The students of MHSc (Home Science Extension and Communication Management) performed the skit.

The results in the Table 1 indicate the programmes broadcast by Krishi community radio station under special programme on health and environment which was specially recorded and broadcast for the experimental research purpose. The duration of each programme was of 15 – 30 minutes. All the topics were related to the health and environment which are helpful to the rural community.

The causes for indoor air pollutions, its effect on health and environment and the control measures for this were explained by the specialist. Today it is very important to save environment for our future. This is possible only through biodiversity. Unlimited use of plastics is creating bad effects on both health and environment of the people. Therefore, it is necessary to recycle, reduce and reuse plastics. Household pests cause harmful effects on the health. In our rural areas people do not bother about this. Hence, it is necessary to create awareness about the harmful effects of these pests and their control inturn to have a healthy environment was covered under the topic control of household pests. Harmful effects of improper rural sanitation on health of the people and effects of spitting

Table 1: Delineation of the programmes planned and broadcast by KCRS under special programme of health and environment

Episode No.	Episode topic	Duration (minutes)	Broadcast (date and time)	Repeat broadcast (date and time)	Formats used	Resource persons
1.	Indoor air pollution	8:07	13-3-2012 (6:00 pm)	14-3-2012 (7:00 am)	Story	Sudha and Vinayak
2.	Biodiversity	15:58	14-3-2012 (6:00 pm)	15-3-2012 (7:00 am)	Specialist talk	Dr. Uma Hiremath
3.	Recycle reduce reuse plastic	16:04	15-3-2012 (6:00 pm)	16-3-2012 (7:00 am)	Story	Gouri, Sudha and Vinayak
					Chat	Dr.Surekha Sankangoucar and Mrs. Irramma Goudar
4.	Controlling household pes:	13:17	16-3-2012 (6:00 pm)	17-3-2012 (7:00 am)	Story	Gouri, Sudha and Fooja
5.	Rural sanitation	10:19	17-3-2012 (6:00 pm)	18-3-2012 (7:00 am)	Chat	Dr.Shobha Nagur and Dr. Hemalatha S.
6.	Rain water harvesting	7:39	18-3-2012 (6:00 pm)	19-3-2012 (7:00 am)	Specialist talk	Dr. Ganga Venagi
7.	Green leafy vegetables	21:56	19-3-2012 (6:00 pm)	20-3-2012 (7:00 am)	Skit	Gouri, Prabha, Sumitra and Suman
					Skit	PratibhaH, Soujanya and Pratibha S
8.	Increase in global warming	11:10	20-3-2012 (6:00 pm)	21-3-2012 (7:00 am)	Story	Gouri, Sudha and Vinayak
9.	Water borne diseases	18:53	21-3-2012 (6:00 pm)	22-3-2012 (7:00 am)	Specialist talk	Dr.Bharthi Chinnad
					Specialist talk	Dr. S.K. Gali
					Story	Gouri and Sudha
					Specialist talk	Dr.D.A. Niryashree

Table 2: Suggestions given by respondents

Sr. No.	Suggestions	Number	%
1.	Repetition of the programmes should be stopped	91	75.83
2.	Network coverage should be increased	85	70.83
3.	Broadcast more attractive programmes	48	40.00
4.	Inclusion of the film songs	43	35.83
5.	Conduct awareness programmes on KCRS	30	25.00
6.	Public opinion programmes have to increase	23	19.16
7.	Increase the duration of agriculture programmes	18	15.00
8.	Increase in the sanitation programmes	15	12.50

and smoking in the public places was broadcasted in the form of skit as rural sanitation.

Rain water harvesting is a very good remedy for the problem of water shortage we are facing today for various purposes. Thus, under this topic rain water harvesting, water conservation and harvesting methods were explained in simple language.

Under this topic green leafy vegetables, nutrition expert explained the role of this in our diet and gave recipes to cook tasty food by making use of green leafy vegetables to improve the health of rural people. In case of the topic increasing global warming, reasons for global warming, its effects on environment and health was narrated by a specialist. In the topic, water borne diseases was selected. In this interview diseases caused by impure and stagnant water was explained in detail. Measures to be taken up in order to avoid contamination of water and use of clean water for cooking and drinking was explained. By broadcasting these nine topics people were given knowledge about improving their health and environment.

The suggestions as given by the respondents revealed in Table 2 are repetition of the programmes have to be stopped (75.83%) followed by network coverage should be increased (70.83%), broadcasting of more attractive programmes (40.00%), inclusion of the film songs (35.83%), conducting awareness programmes (25.00%), increase in public opinion programmes (19.16%), increase the duration of agriculture programmes (15.00%) and 12.50 per cent increase in the sanitation programmes.

Around 76 per cent of respondents suggested to stop repeating the programmes as they feel boring to listen to the same programmes many times. 70.83 per cent said to increase the network coverage so that they could listen to KCRS if they go more than 15 km away from Dharwad. Most of respondents said to add film songs in between the programmes

so that it brings interest among the listeners. They even suggested to increase the agriculture programmes and to do awareness camps in the villages covered by the KCRS and its programmes. This is in line with the findings of Geeta (2007) and Pattanshetti (2010).

Conclusion:

The following topics were selected, recorded and broadcasted twice for the sake of experiment *viz.*, indoor air pollution, biodiversity, recycle reduce reuse plastic, controlling household pests, rural sanitation, rain water harvesting, green leafy vegetables, increase in global warming and water borne diseases. To broadcast each programmes different formats were used. Mass media like radio are the important means to create awareness and interest with respect to innovations. This has been supported by Sudareshan (1978).

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